

B & A Entertainment Services



Breast Cancer Outreach Program



Meet Our Presenters

LINDA

- **Certified CHW**
- **President of the Board of Directors**
- **Breast Cancer Program Director**
- **Outreach team Leader & presenter**
- **Patient Advocate**



Linda Haley-Willis

Breast Cancer
Program Director



Dr. Beverly Wells

Faith-Based
Community Advocate

DR. WELLS

- **Certified CHW**
- **Outreach Team Leader & Presenter**
- **Board of Directors Secretary and Chaplain**
- **Director of Women's Dept at Breath of Life**

WHO WE ARE

- A 501(c) (3) volunteer-driven charitable organization.
- Incorporated in the state of Nevada in 2013.
- Our organization's Mission is promoting healthier communities and saving lives.
- We provide services and programs in corporate and family development and community health and wellness.



TODAY'S TOPIC:

Identifying the core components of two evidence-based, culturally tailored interventions.

and

Successfully increasing breast cancer screenings among African-American women living in underserved communities in Southern Nevada by utilizing these two interventions.

B & A Entertainment Services



DETECT IT

TREAT IT

DEFEAT IT

www.baent-services.org

THE PROBLEM

We're Addressing

Black women in Nevada face significant breast cancer disparities, including lower screening rates and a 40% higher mortality rate than white women.

These disparities are compounded by socioeconomic factors, cultural stigma, and aggressive cancer subtypes such as triple-negative breast cancer.

There is a need for targeted, community-rooted interventions to promote early detection activities to improve healthier outcomes.



B & A'S **BREAST CANCER MISSION**

To increase early detection and risk reduction practices among African-American and Hispanic women by providing culturally-tailored programs that educate, collaborate and navigate.



Our two evidence-based interventions:

Pink Ribbon Sunday (PRS):

is a Church-based outreach program promoting
mammogram screenings.

Friend to Friend (FTF):

is a Peer-led educational program targeting women
in public housing and small social groups.

Pink Ribbon Sunday (PRS):

PRS is a **LARGE GROUP INTERVENTION** (With One-On-One Opportunities) targeting Low-income, medically underserved minority women 40 years and older attending local churches and faith-based institutions.

It was created by the **FOOD AND DRUG ADMINISTRATION** (www.fda.gov) to educate and promote mammogram screenings.



HOW IT WORKS (PRS)

- ✓ We get Support and Approval from Church Leadership, then work with their in-house contact to distribute flyers.
- ✓ The congregation is asked to wear something pink for the event.
- ✓ We set up a table before the service to distribute pink ribbons and display breast health information and incentives.



- ✓ One of our Lay Health Educators and/or a survivor speaks to the congregation, usually 10-15 minutes.
- ✓ The Speaker discusses risk reduction, early detection and the importance of mammograms. If she is a survivor, she shares her story of victory.





Women are invited to visit our table after the service for one-on-one discussions and navigation. An intake form is completed for women requesting assistance with scheduling mammograms.

Friend to Friend Parties (FTF):

FTF is a **SMALL GROUP INTERVENTION** targeting Low-income, medically underserved minority women 40 years and older residing in public housing, senior housing or where they socialize and gather.

It was created by the **NATIONAL CANCER INSTITUTE** to educate, navigate and promote mammogram screenings.



HOW IT WORKS (FTF)

- ✓ We get Support and Approval from Building management or group leadership, then work with their in-house contact to plan, and distribute flyers and post sign-up sheets.
- ✓ We arrange the date, logistics, refreshments, volunteer roles and speakers.



HOW IT WORKS (FTF)

- ✓ We set up a greeting table at the event with a guest sign-in sheet and displays of breast health information. (The sign-in sheet captures the demographics of the women attending)
- ✓ There is a second table for free raffle prizes, refreshments and incentives.



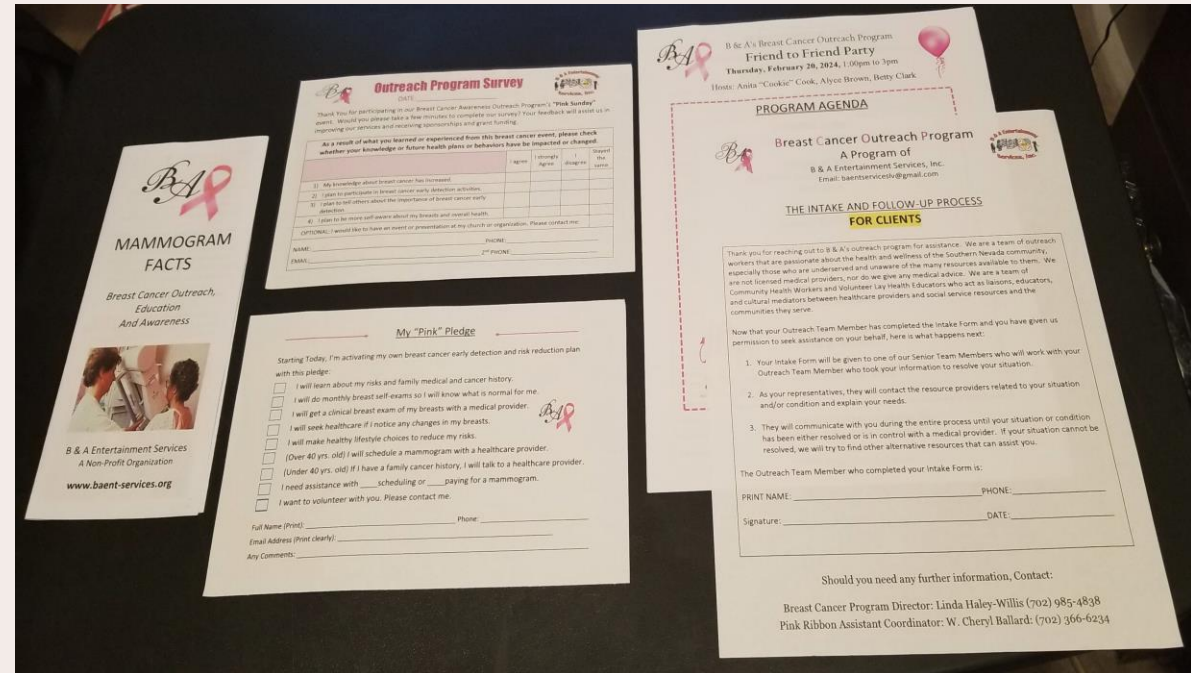
- ✓ We hand the guests an agenda packet, and invite them to enjoy refreshments, and visit the educational table.
- ✓ Then the presentation begins with a welcome and review of the packet.



WHAT'S IN THE AGENDA "PACKET"

The packet contains:

- A. The mammogram brochure
- B. The Agenda
- C. The Outreach Evaluation form
- D. The "Pink Pledge" form
- E. B & A's "Client Intake" form
- F. Intake instructions to clients



- ✓ Our first Lay Health Educators and/or a survivor speaks and engages with the group, usually 10-15 minutes about risk reduction.
- ✓ The second Speaker discusses early detection and reviews the mammogram brochure with them.
- ✓ The survivor tells her story of victory.



- The guests are walked through each form in the packet, and are asked to complete them item by item.
- The **Outreach Survey**, an evaluation tool, is explained and completed question by question.
- The **Pink Pledge Commitment** form is completed item by item.



- The **Client Intake Form** is for anyone needing help with a mammogram, cervical exam or other resources.
- Team members at the **Intake Table** assist guests with referrals for mammograms, cervical exams and resources. Incentives are distributed.
- This is an opportunity for one-on-one discussions.



“FRIEND TO FRIEND” WRAP UP PROCESS:
RAFFLES, THANK YOU MANAGEMENT, THANK YOU GUESTS,
THANK YOU VOLUNTEERS



FOLLOW-UP, REFERRALS, PARTNERSHIPS

Our follow-up includes:

- Assisting with scheduling appointments
- Contacting the clients for more information or to inform them about the status of their request.
- Referring clients to our community partners for screening and resources.
- Assistance with transportation.
- Going with them to appointments.

B & A Entertainment Services, Inc.
BREAST CANCER OUTREACH PROGRAM
Email: baentserviceslv@gmail.com Website: https://baent-service.org

CLIENT INTAKE FORM

DATE OF FIRST CONTACT: _____ DATE OF THIS CONTACT: _____
LOCATION OF INTAKE: _____

PERSONAL INFORMATION	
FULL NAME:	D.O.B:
ADDRESS:	
CITY:	STATE: ZIP:
CELL PHONE:	HOME PHONE:
EMAIL:	OCCUPATION:
EMERGENCY CONTACT NAME:	PHONE:
RELATIONSHIP TO CLIENT:	
AFRICAN-AMERICAN: <input checked="" type="checkbox"/> Yes No HISPANIC/LATINA: YES NO OTHER:	

INTAKE INFORMATION	
REASON FOR INTAKE: Check all boxes that apply	
<input type="checkbox"/>	Client needs assistance in scheduling a mammogram.
<input type="checkbox"/>	Client needs assistance in paying for a mammogram.
<input type="checkbox"/>	Client needs assistance in scheduling a cervical screening.
<input type="checkbox"/>	Client needs assistance in paying for a cervical screening.
<input type="checkbox"/>	Client has felt a lump in her breast.
<input type="checkbox"/>	Client is a breast cancer survivor Other:
<input type="checkbox"/>	Month and Year of Last Mammogram:
<input type="checkbox"/>	Other:
HEALTH INSURANCE INFORMATION	
<input type="checkbox"/>	Client has Nevada Medicaid. Doctor's Name:
<input type="checkbox"/>	Client has Medicare (for people over 65). Doctor's Name:
<input type="checkbox"/>	Client has other insurance. NAME/DR:
<input type="checkbox"/>	Client doesn't have any insurance.

The above named client gives permission to B & A to assist her/him in scheduling or contacting providers and resource agencies on her/his behalf, and following up as needed with said providers to its completion. This authorization is related only to this situation/condition. The Client will hold B & A harmless in regards to any outcomes as a result of said follow up.

Signature of Client: _____ DATE: _____
PRINT NAME OF B & A REPRESENTATIVE: _____
Signature of B & A Representative: _____ DATE: _____

Our referral partnerships include:

- ThriveNV – Online and Email referrals
- Sunrise Hospital
- R.E.D. Rose Program
- Women's Health Connection
- Scheduling with Nevada Health Center's Mammovan
- Health Fairs and other community resources



WHO IMPLEMENTS OUR PROGRAMS?



**State Certified Community Health Workers, Survivors,
and Dedicated Volunteers**

We meet regularly and train with evidence based tools.

HOW IS DATA COLLECTED FOR REPORTS

Data is collected from:

sign-in sheets

Surveys

Commitment forms

Intake Forms

Peer-to-Peer observations
and client interactions



TRACKING & DATA COLLECTION

Client information being tracked includes:

- Full name, cell phone and email address
- Ethnicity, date of birth and Zipcode
- Initial date of intake
- Name of Intake worker
- Specific needs, i.e. mammogram, cervical exam.
- Insurance status
- Any special needs
- We record the date and status of every “Follow-up” contact and status of the referral
- Completed mammograms, cervical exams, etc

EMAIL	INTAKE DATE	EVENT	SCHED MAM	PAY MAM	SCHED CERV	PAY CERV	Need Other Res.	TOTAL INTAKES
	2/24/2024	Marios	1					1
shenikabrown68@gmail.com	2/23/24	Marios	1					1
tamekab.prs@gmail.com	2/19/24	FTF	1	1				1
kiaglenn84@gmail.com	3/14/24	Marios	1	1	1	1		1
	3/12/204	Marios					1	1
vrendaconner419@gmail.com	2/26/24	Marios			1			1
mcclendon72776@gmail.com	2/24/24	Marios	1	1	1	1		1
carusofamily2018@gmail.com	2/28/24	Outreach	1		1			1
carusofamily2018@gmail.com	2/28/24	Outreach	1					1
gmajackie81@gmail.com	3/9/24	Marios	1	1	1	1		1
	2/26/24	Marios	1	1				1
arj@yahoo.com	2/26/24	marios					1	1
marilynhartwich7@gmail.com	2/25/24	Marios	1	1				1
	2/29/24	FTF			1			1
adrianhudson780@gmail.com	3/9/20	Marios	1	1	1	1		1
nhooks40.nh@gmail	10/22/23	PRS	1					1
lovek77@yahoo.com	3/9/24	Marios	1		1			1
janelljones66@gmail.com	2/24/24	Marios		1				1
joneswanda572@gmail.com	2/26/24	Marios	1	1	1	1		1
	2/24/24	Marios	1		1			1
anoointedhand1980@yahoo.com	3/15/24	FTF	1					1
	2/23/24	Marios	1					1
	2/24/24	Marios	1					1
	2/24/24	Marios			1	1		1
ronnikaoliver@gmail.com	2/26/24	Marios	1		1			1
eveprice216@gmail.com	2/16/70	Referral	1					1
deepnitikin@gmail.com	2/27/24	Outreach	1		1			1

BENEFITS

SUCCESS STORIES AND VITAL FEEDBACK

The overwhelming majority of the guests report:

- ☐ an increase in knowledge about breast cancer, early detection, & risk reduction.
- ☐ an improvement in self-care knowledge and early detection practices.
- ☐ A plan to actively participate in breast self-awareness and annual screenings.

Feedback from the guests and clients:

- ☐ They are thankful for a program that brings education into their neighborhood.
- ☐ They are grateful for the resources we provide to minorities.
- ☐ They are impressed that we have literature that has pictures of people who look like them.
- ☐ They willingly share their stories about cancer, survival, healthcare experiences, etc.
- ☐ They are motivated to take better care of themselves.

CHALLENGES

BARRIERS TO OVERCOME

- ☐ Myths about cancer itself and clients' not wanting to know if they have it.
- ☐ Fear and suspicion of mammograms.
- ☐ Getting beyond the intake process: Reaching clients during follow-up.
- ☐ Correcting misinformation.
- ☐ Completing the intake form: readability, omissions, etc.
- ☐ Communicating with resource providers.
- ☐ Clients losing interest after they've signed-up.

SOLUTIONS

Problem Solving & Evaluating

- ☐ Problem solving is continuous ...It never ends.
- ☐ Ongoing communication and brainstorming between collaborators.
- ☐ Training and re-training outreach team. Feedback from the team.
- ☐ Being innovative; Thinking outside the box.
- ☐ Evaluating and re-evaluating.
- ☐ Constant communication and problem solving with resource providers.
- ☐ Figuring out how to communicate with clients without becoming a nuisance.

DATA REPORT FOR

December 2023 – December 2024

Cumulative Data (Dec 2023-Dec 2024):

- 697 people reached
- 614 women reached (88%)
- 511 African-American women engaged (73%)
- 218 mammogram referrals (42% of 511 women reached)
- 132 mammograms completed as of the end of December (60% completion rate)

2024 LOCATIONS

1	1/19/2024	Grassroots	Community Outreach
2	2/20/2024	Santa Barbara Palms Apartments	Friend to Friend event
3	2/22/2024	Marios Market	Community Outreach
4	2/24/2024	Marios Market	Community Outreach
5	2/26/2024	Marios Market	Community Outreach
6	2/29/2024	Madison Palms Apartments	Friend to Friend
7	3/9/2024	Marios Market	Community Outreach
8	3/12/2024	Marios Market	Community Outreach
9	3/14/2024	Marios Market	Community Outreach
10	3/15/2024	Sr Games Group-Pearson	Friend to Friend
11	4/11/2024	McKnight Senior Village	Friend to Friend event
12	4/27/2024	AKA Health Fair - Pearson Center	Health Fair
13	5/17-5/18	Victory Missionary Baptist	Health Fair
14	5/25/2024	Villa Borega Mobile Community	Friend to Friend event
15	6/6/2024	Archwell Health - Owens Office	Friend to Friend event
16	6/8/2024	Nevada Partners	Health Fair
17	6/18/2024	Archwell Health - Owens Office	Friend to Friend event
18	6/28/2024	Veteran's Stand Down	Health Fair

19	8/8/2024	Oasis Apartments	Friend to Friend event
20	8/13/2024	Grassroots Outreach	Community Outreach
21	8/20/2024	Archwell Health - Owens Office	Outreach event
22	9/14/2024	Second Baptists Church	Health Fair
23	10/5/2024	Pink & Pearl - Sunrise Hospital	Health Fair
24	10/6/2024	New Life Christian Center	Pink Ribbon Sunday
25	1/25/1900	Archwell Health - Nellis Office	Outreach event
26	1/26/1900	Grassroots Outreach	Community Outreach
27	1/27/1900	The MET Apartments	Friend to Friend event
28	10/18/2024	Archwell Health - Craig Office	Friend to Friend event
29	10/19/2024	Great Commission Interdenominational	Outreach event
30	10/20/2024	Moments of Blessings	Pink Ribbon Sunday
31	10/26/2024	Whispers Concert- Outreach Table	Community Outreach
32	10/27/2024	Bread of Life Ministries of His Glory	Pink Ribbon Sunday
33	10/27/2024	Kingdom Center Church	Pink Ribbon Sunday
34	10/27/2024	Breath of Life	Pink Ribbon Sunday
35	11/20/2024	Archwell Health - Craig Office	Outreach event/FTF

B & A ENTERTAINMENT SERVICES
BREAST CANCER OUTREACH PROGRAM
JANUARY TO JUNE 2025-SIX MONTH STATS

2025 INTERVENTIONS

DATE	LOCATION	EVENT TYPE	# OF GUESTS EDUCATED	MAMMOGRAM INTAKES	CERVICAL INTAKES
1/23/2025	Pearson Center	Grassroots-Community	13	3	0
2/25/2025	Santa Barbara Palms	Friend to Friend	17	14	1
3/12/2025	Veterans Stand Down	Grassroots-Partner	41	38	7
4/1/2025	Breast Cancer Tea	Grassroots Community Event	52	5	0
4/19/2025	Victory MC Baptist	Partner Health Fair	28	26	2
5/3/2025	Nehemiah Ministries	Partner-Women's Summit	38	18	11
5/3/2025	Holmes Family Picnic	Grassroots-Community	25	8	1
5/4/2028	Tabernacle of Faith	Pink Ribbon Sunday	45	20	5
5/20/2025	Lake Tonopah Housing	Partner Health Fair	25	21	9
5/27/2025	Sunrise Housing	Partner Health Fair	22	8	1
6/18/2025	Archwell Health-Owens	Partner Health Fair	45	32	9

351

193

46

DATE	LOCATION	EVENT TYPE	# OF GUESTS EDUCATED	MAMMOGRAM INTAKES	CERVICAL INTAKES
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Conclusion and Lessons Learned

Combining NCI's Friend to Friend and FDA's Pink Ribbon Sunday programs offers a powerful, replicable model for improving breast cancer screening in underserved Black communities.

Health and Resource Fairs are also a great resource for networking, acquiring new partnerships and navigating women for mammogram screening.

Major challenges addressed include misinformation, fear, and fatalism associated with cancer and procrastination. Community Health Workers' training, culturally-tailored materials, and partnerships with healthcare providers and community organizations have been critical for success.

Opportunities for Replication

Both interventions compliment each other: the women in churches refer us to their housing facilities or social groups.

The women in the housing facilities invite us to their churches.
With the right contacts, this program can be duplicated in any urban setting.

This culturally competent, faith-based, and peer-supported approach increases mammogram screenings, enhances trust, addresses stigma, and reduces logistical barriers to care.

B & A CONTACT INFORMATION

A Non-Profit 501(c)3 Organization

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Friend to Friend Coordinator: (702) 366-6234

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