



Project WISH -

Women Into Staying Healthy

Presented by

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District of Columbia Department of Health



Objectives

- Program Overview
- Mission
- Program Description
- Strategic Goals
- Program Eligibility
- Poverty Guidelines
- Services Available
- Program Components
- Measuring Progress
- Accomplishments
- Barriers



Program Overview

- **The District of Columbia ranks highest of all states in the US for breast cancer mortality**
- **Screening and early detection has been shown to reduce mortality among older women**
- **Project WISH - the DC Breast and Cervical Cancer Early Detection Program (DC BCCEDP) is part of a national effort supported by the Centers for Disease Control and Prevention, U.S. Public Health Service**
- **The program is funded in all 50 states**
- **Funding is authorized under the Breast and Cervical Cancer Mortality Prevention Act passed by Congress in 1991**
- **Project WISH is to reduce these rates through the promotion and support of early detection practices and through the provision of free, quality screening services to medically underserved women**

Mission



- The DC Breast and Cervical Cancer Early Detection Program (DC BCCEDP) locally known as **Project WISH** (*Women Into Staying Healthy*) seeks to reduce the District's breast cancer burden through the provision of health education, technical expertise, case management, and coordination of early detection screening services for District residents





Program Description



- **Project WISH is designed to reduce the District's breast cancer burden**
- **The program is open to all eligible women in the District**
- **Through this initiative women receive free mammograms, clinical breast exams, follow up tests if needed, transportation to and from exams, case management if results are abnormal and treatment if there is a cancer diagnosis**





Strategic Goals

- **Eliminate breast cancer disparities in the District due to:**
 - **Income**
 - **Insurance status**
 - **Ethnicity**
 - **Geographic location**
- **Increase access to quality early cancer detection and treatment services**
- **Expand the number of eligible women who receive free screening for breast cancer**





Program Eligibility



- Female
 - District Resident
 - Ages 40 to 64 years old
 - Between 200 to 250% of the federal poverty level
 - Uninsured or underinsured – Medicare Part A
- Priority Population
- Women over the age of 50
 - Women who are rarely or have never been screened for cancer
 - Women with disabilities
 - Lesbian women



2008 HHS Poverty Guidelines

Persons in Family or Household	100%	200%	250%
1	10,400	20,800	26,000
2	14,000	28,000	35,000
3	17,600	35,200	44,000
4	21,200	42,400	53,000
5	24,800	49,600	62,000
6	28,400	56,800	71,000
7	32,000	64,000	80,000
8	35,600	71,200	89,000
For each additional person, add	3,600		

Source: Federal Register, Vol 73, No. 15, Jan 23, 2008, pp. 3971 - 3972



Services Available

- Cancer screenings and diagnostic services including:
 - Mammograms
 - Clinical breast exams
 - Incisional biopsy and colposcopy
- Case management for women with abnormal screening results
- Assistance in obtaining free treatment
- Interpreter Services
- Health education and community outreach
- Transportation to and from appointments

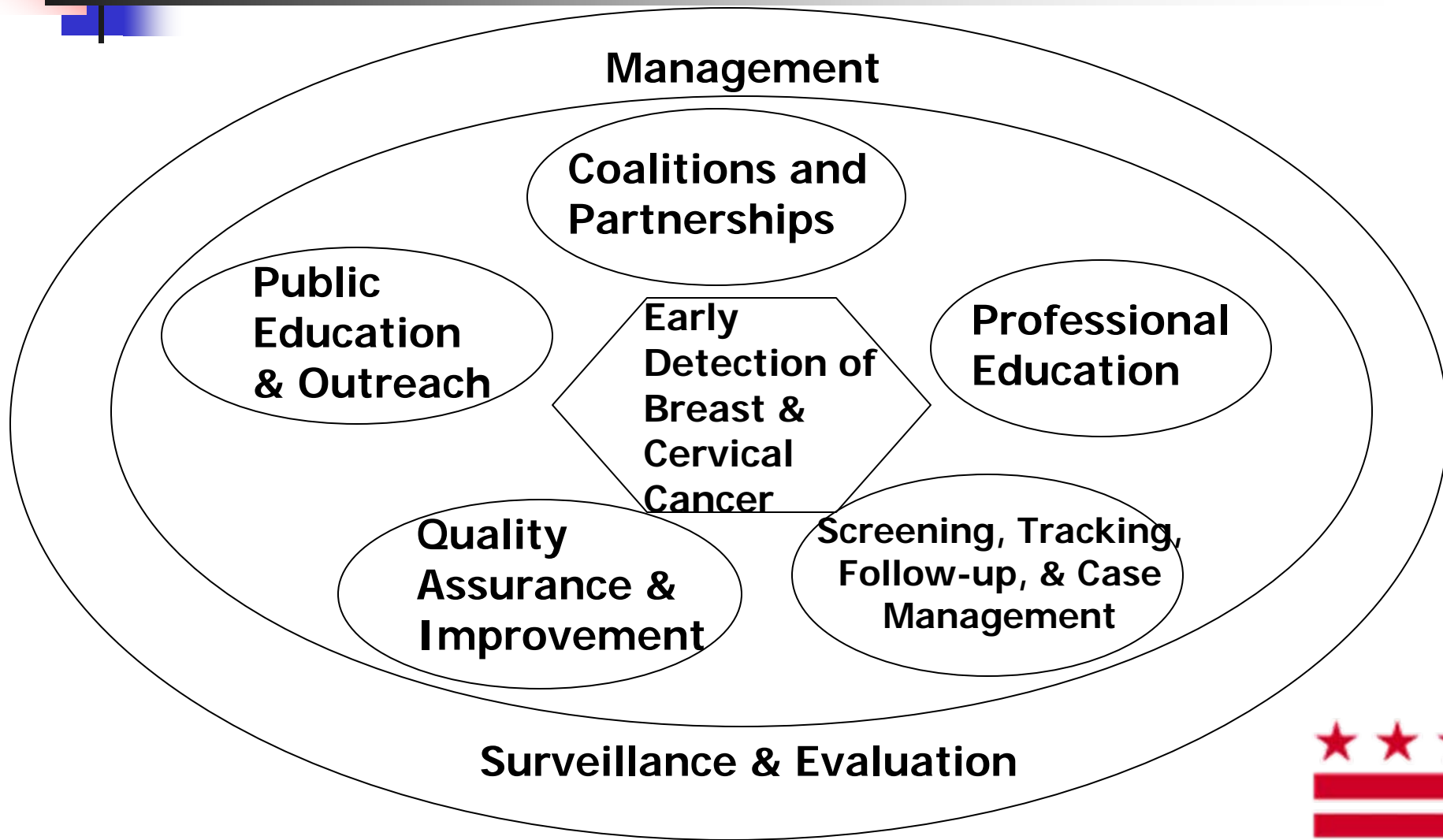


Project WISH Program Components

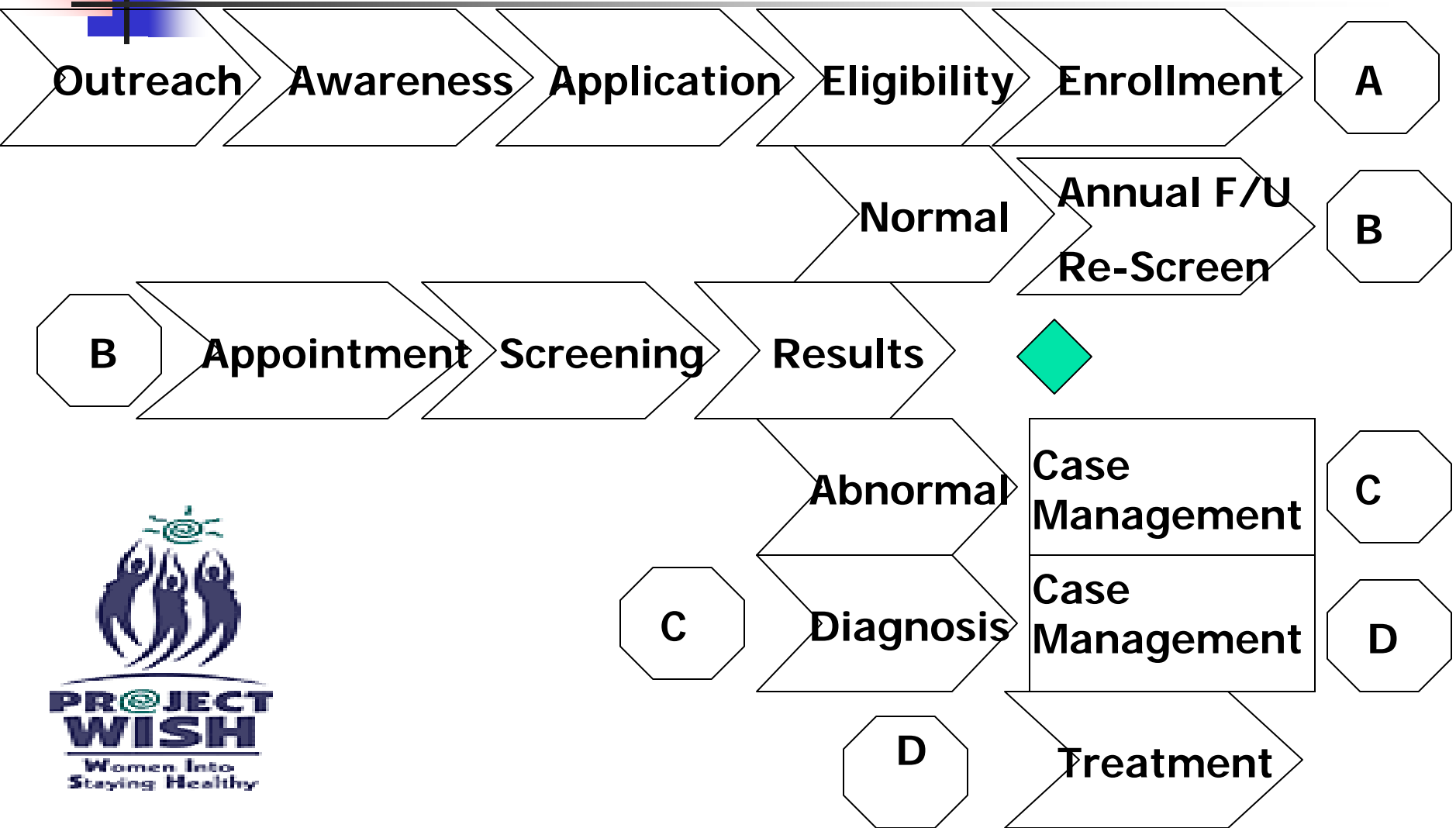
- Management
- Screening and Tracking
- Case Management and Follow-Up
- Public Education and Outreach
- Professional Education
- Coalitions and Partnerships
- Quality Assurance and Improvement
- Surveillance and Evaluation



CDC Model of the Relationship Between Program Components



The BIG Picture: What We Do?





Accomplishments

- African Women's Cancer Awareness Association
- Capital Breast Care Center
- Providence Hospital
- The US Health Education Network, Inc. - (HEN)
- Superior Court of the District of Columbia:
Community Court
- Angels and Associates, Inc. (Angels Project POWER)
- Jamii Africa
- American Cancer Society -Faith-Based Partnerships
Project
- Mautner Project



Barriers

- Inadequate staffing
- Reduced rate of enrollment
- Increased rate of insurance coverage in DC
- Funding
- Constraints on CDC requirements for meeting program objectives



The End

