



A Case Study
Reaching Lesbians
for
Cancer Education

Amari Sokoya Pearson-Fields, MPH
President/CEO

Sokoya Consulting Group, Inc.

Providing Inspiration and Resources for Growth

November 5, 2008

Sokoya Consulting Group




Breast Cancer Disparities

Lesbians may be 2 times more likely to develop breast cancer than heterosexual women

Suzanne Haynes



Lesbian Health Disparities

Health Behaviors

- Nulliparity
- Obesity
- Tobacco & Alcohol

(Valanis, et al. 2000)



Lesbian Health Disparities

Health Behaviors

- Nulliparity
- Obesity
- Tobacco & Alcohol

(Valanis, et al., 2000)

Barriers to Care

- Health Insurance
- Lower Earning Potential
- Discrimination/Homophobia

(Gruskin, 1999)

(Roberts & Sorenson, 1995)



Lesbian Health Disparities

Health Behaviors

- Nulliparity
- Obesity
- Tobacco & Alcohol

(Valanis, et al. 2000)

Barriers to Care

- Health Insurance
- Lower Earning Potential
- Discrimination/Homophobia

(Gruskin, 1999)

(Roberts & Sorenson, 1995)

Utilization of Health Services

- Breast Cancer
- Family Planning Visits

(Cochran et al., 2001)



Lack of Information

- Lesbians are often left out of population based health studies
- Most data is based on convenience samples



Best Practices in Reaching Lesbians



Spirit Health Education Circle Project

A Program of the Mautner Project,
Washington, DC

GOAL: Increase cancer screening among African American lesbians.

Strategy

Culturally based psychosocial, educational, & support program for healthy lifestyle behaviors & early cancer detection activity.

Utilizing Aspects of Culture

- Images that reflect community
- African textile patterns
- Adinkra Symbols
- African Rituals – Libations
- AA lesbian cancer screening data
- Inclusion of lesbian specific issues



Program Components

Brochures Series

- **Breast Cancer**
- **Colorectal Cancer**
- **Nutrition/Exercise**
- **Coming Out to Your Provider**
- **Reproductive Cancer**
- **Tobacco**

Website

- **Mind.Body.Spirit**

Curriculum/Circle

- **Video/DVD**



Health Passport

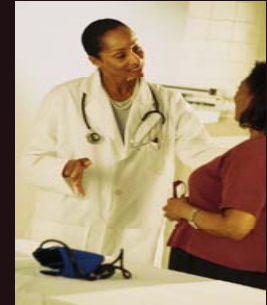
Making the Journey Series: Design Guide

- **Wouldn't Take Nothing for My Journey Now**
 - Personal Stories of Survivorship
- **What you Should Know...**
 - Disease Prevalence & Incidence
 - Other Facts/Stats
- **Reclaiming Wellness: What You Can Do**
 - Prevention
 - Self Care
 - Nutrition/Exercise



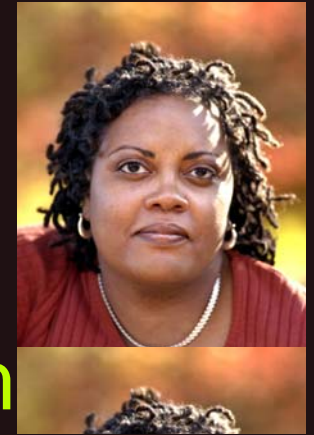
Guide Design Cont.

- **How Your Doctor Can Help**
 - Screening



- ***Yes I Can!* – Daily Affirmations to Guide Your Journey to Wellness**
- **Health Goals**
- **Resources & References**
 - More Information
 - Support

Website



- Goal:

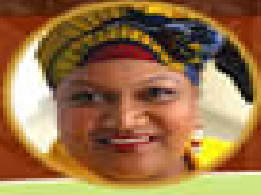
- Create an online wellness comm for African American Lesbians and Bisexual Women that incorporates...

Mind . Body . Spirit



Spirit · Health · Education

A wellness community by and for African-American lesbian and bisexual women



HOME •

BODY & MIND •

- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Coming Out
- Depression
- Healthy Spirit
- Nutrition & Fitness
- Smoking

TALK CIRCLE •

FIND A CIRCLE •

START A CIRCLE •

RESOURCES •

ABOUT US •

CONTACT US •

STAY INFORMED!

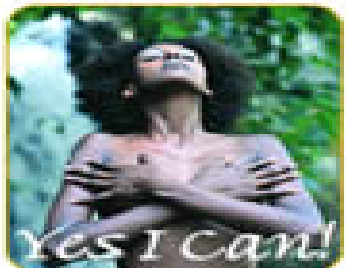
Get on the S.H.E. Circle mailing list:



BODY & MIND

Wellness Guide: Breast Cancer

Yes I Can! Daily Affirmations to Guide Your Journey to Wellness



Caring for ourselves first is hard, especially for black women. Everyday we are asked to care for others who need our help. However, it is important that we make our health a priority. Below are positive health affirmations that may help you put your healthcare needs first. You can say these affirmations out loud, write them down, or simply read them to yourself. Referring back to them regularly will help them become part of your belief system.

- *I affirm my right to a healthy body, mind, and spirit and can achieve this through getting screened regularly for breast cancer.*
- *I am an active participant in my own healthcare.*
- *I celebrate my commitment to wellness by doing my monthly breast self examinations.*
- *I can reduce my risk for breast cancer by maintaining a healthy weight and exercising.*
- *I will celebrate my birthday by having a mammogram.*

QUICK LINKS

- [Demisha's Story](#)
- [What You Should Know About Breast Cancer](#)
- [Reclaiming Wellness: What You Can Do](#)
- [How Your Doctor Can Help](#)
- [Yes I Can! Daily Affirmations](#)
- [Resources](#)

If you could get up the courage to begin, you have the courage to succeed.

— David Viscott

7 SHE Circle Sessions

- **Committing to the Journey:** Completely Showing Up
- **Coming Out to Your Doctor:** Creating and Working with your Health Provider Team
- **Breast Health:** Embracing your breast; Healing your Heart
- **Reproductive Health:** Flowing into Worthiness
- **Colorectal Health:** Healing from the Inside Out
- **Exercise & Nutrition:** The Body Temple
- **Smoking Cessation & Stress Reduction:** Coping with Coping



S.H.E Meetings

- **Affirmation/Opening Ritual**
- **Education Discussion**
 - Screening, Risk Factors, Disease Prevalence
 - Self-Care/Prevention (Cooking, Exercise, etc.)
 - Role Plays - Exercise
 - Games
- **Sharing Personal Stories – Support**
- **Healing and Expressive Arts Therapy**
- **Parting/Closing Ritual**
- **“Own” work**

The Health Passport

- **Contact List for Health Provider Team**
- Medications & Vitamin/Supplements List, Side Effects, Drug Allergies
- **Next of Kin information, Durable Power of Attorney for Health Care, Living Will**
- Hospitalizations, Surgeries, Injuries
- **Logs – Nutrition, Fitness, Blood Pressure, Cholesterol**
- **Personal/Family Medical History**



Resources

- Lesbian Cancer Projects
 - Mautner Project, the National Lesbian Health Organization
- LGBT Health Centers
 - Whitman Walker Clinic
- Coalitions/Associations
 - LGBT Health Coalition
 - Gay and Lesbian Medical Association