

Appendix 1: Definitions

Barriers to Care - A barrier to care is any obstacle that prevents a woman from obtaining breast health care or breast cancer treatment. Some common barriers for women include financial barriers, language, lack of transportation, and lack of childcare. The Kohl's Southeast Wisconsin Breast Health Assistance Fund is designed to help eliminate barriers by providing safety net medically-related financial aid for uninsured/underinsured women with incomes up to 400% of the federal poverty level before the diagnosis of breast cancer and during treatment. Examples of eligible assistance include: the actual cost of screening and diagnostic breast care, insurance deductibles/co-pays related to allowable breast services, COBRA & HIRSP premiums, transportation to treatment, and childcare during treatment and some prescriptions. An individual is eligible for assistance up to \$5,000 per grant year.

Community Profile - Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® (hereafter – Komen Southeast Wisconsin) worked with local medical experts and community leaders to conduct a comprehensive community needs assessment to produce the *2011 Community Profile*. The *Community Profile* includes: an overview of demographic and breast cancer statistics and highlights target areas, groups, and issues that need further exploration and where efforts will have the most impact. In order to ensure effective and targeted efforts, it is important to understand what programs and services gaps, needs and barriers exist, as well as what existing assets can be looked to for partnership and collaborative interventions. Priority consideration will be given to applicants who target the groups and service areas identified in the *Community Profile*.

The *2011 Community Profile* is available at: <http://www.komensoutheastwi.org/understanding-breast-cancer/local-resources/our-community-need.html>

Diagnostic Breast Care - Diagnostic breast care is the imaging evaluation of breast symptoms such as breast or axillary lump, breast pain, nipple discharge, skin changes, etc. occurring in a woman of any age OR the additional imaging evaluation of an abnormal screening mammogram. Diagnostic breast care mainly includes diagnostic mammography, breast or axillary ultrasound, or image-guided biopsy or fine-needle aspiration.

Disparities - Differences in incidence, prevalence, and mortality of diseases (in this case, breast cancer) that exist between population groups. These population groups may be characterized by gender, age, race, ethnicity, education, income, social class, disability, geographic location, sexual orientation, etc.

Education - Education activities that are eligible for Komen funding include evidence-based activities targeted at:

- 1.) improving overall **understanding** about breast health/breast cancer;
- 2.) promoting **action** toward early detection;
- 3.) increasing **awareness** of resources for obtaining care and/or how to initiate the screening process; and
- 4.) conducting **follow-up** to ensure screening process completed.

In order to qualify for funding, those applicants proposing education activities **must** also assist women in accessing screening/diagnostic breast care.

Education activities must be culturally-appropriate for the target populations identified in your application and provide a direct link to screening services and follow-up as necessary. Culturally-appropriate education means that the applicant has a clear understanding of the target population and the program takes into account the social and cultural norms of that population.

Education activities must produce a **change** in knowledge, skills and/or behavior and the grantee must be able to **measure** these changes through pre/post tests, follow-up with participants, etc.

Grantees providing education must be able to track a woman's screening activity following the program. A woman's pledge to be screened is NOT sufficient. Activities such as distributing literature at a health fair or shower cards in a goodie bag do NOT qualify as education.

Evidence-based Strategies/Emerging Best Practices - Komen Southeast Wisconsin only provides funding for effective breast cancer education and screening promotion programs.

- **Evidence-based strategies** are programs/interventions that have been rigorously evaluated through scientific research and have been shown to result in a specific outcome. The results of this research are usually published in a peer-reviewed public health or medical journal.
- **Emerging best practices** are programs/interventions that have shown benefit, but have not yet been established as evidence-based strategies through rigorous scientific research.

Evidence-based strategies and emerging best-practices show potential for success, because they have a track record based in evidence. Applicants are expected to conduct research on evidence-based programs/strategies appropriate for their target population. If they are unable to find a program/strategy that meets this criteria, they should explain why and provide a justified alternative. See Appendix 2: Applicant Resources for information about where to find/how to adapt evidence-based strategies.

Educational Materials - Susan G. Komen for the Cure[®] is a source of information about breast cancer for people all over the world. To reduce confusion and reinforce messages, we require that grantees provide educational messages and materials that are consistent with those promoted by Susan G. Komen for the Cure[®]. Please visit the following website before completing your application and be sure that your organization can agree to promote these messages:
ww5.komen.org/BreastCancer/BreastSelfAwareness.html

Wisconsin Well Woman Program - The *National Breast and Cervical Cancer Early Detection Program (NCCCP)* provides low-income, uninsured women access to screening and diagnostic services. In Wisconsin this program is called the Wisconsin Well Woman Program. Applicants are required to work with their local Wisconsin Well Woman Program Coordinator to ensure that qualifying women are referred and enrolled appropriately and that Komen funds are not used to serve women who qualify for this program.

Number of Women Reached - Number of women reached refers to those women who exhibited a change in knowledge, attitude or behavior as a result of an intervention.

Examples:

- Number of women who obtained a mammogram after attending an education program
- Number of women who completed a post test that showed that their attitudes changed/knowledge improved as a result of attending an education program

Number of women reached does NOT mean the number of women who signed in at a seminar/health fair and occupied chairs. It also does not mean the number of women who were recipients of a mass mailing or pieces of literature at a health fair.

Outreach - Outreach is defined as activities to reach out to various communities, with the goals of identifying women who are not accessing breast cancer screening services and having meaningful contact with them to promote breast health and breast cancer screenings. Outreach is most successful when it is conducted with people on their own terms, in settings comfortable to them, and within their community.

Qualifying Organizations - Any United States nonprofit, federally tax-exempt organization may apply for a grant from Komen Southeast Wisconsin, assuming that the applicant meets all other requirements, as stated in RFA. Eligible organizations include nonprofit organizations, nonprofit hospitals and hospital systems, governmental entities, and nonprofit educational institutions. Applicants may only receive funding to provide services to individuals living within the Komen Southeast Wisconsin service area.

Breast Cancer Screening - Breast cancer screening refers to any test or exam that checks for the presence of breast cancer in an ASYMPTOMATIC woman. Although many screening tests exist, providing regular **screening mammography and clinical breast exams (CBEs)** for women age 40 and over who have not received breast cancer screening within the last 12 months is the screening funding priority of Komen. Applicants proposing to screen women younger than age 40 may be funded if they prove with strong data that these women are at increased risk. Applicants that propose to provide screening with CBE only (without mammography) will not be funded due to the proven low sensitivity of CBE alone. Although screening breast MRI has been shown to be more sensitive than mammography for the detection of breast cancer in certain high risk populations, the cost of this test is prohibitive at this time and will not be funded. Please note that screening does not include breast self exams (BSEs). Total breast self-awareness is considered a healthy lifestyle regimen and may be a program component, but not the sole objective of a program.

S.M.A.R.T. Objectives – S.M.A.R.T. is an acronym built around the five leading measures of a strong program. This acronym can be very helpful in writing objectives that can be employed to evaluate the quality of programs proposed and carried out.

S.M.A.R.T. Objectives should tell you *WHO is going to do WHAT, WHEN, WHY (what does it demonstrate), and TO WHAT STANDARD?*

- **Specific** – *What exactly are we going to do, with or for whom?* The program states a specific objective to be accomplished. It is stated in numbers, percentages, frequency, reach, scientific outcome, etc. The objective is clearly defined.
- **Measurable** – *Is it measurable & can WE measure it?* This means that the objective can be measured and the measurement tool is identified. All activities should be measurable at some level.
- **Achievable** – *Can we get it done in the proposed timeframe/in this climate for this amount of money?* The objective must be realistic given the organization, staffing, time period, resources allocated, etc.
- **Relevant** – *Will this objective lead to the desired results?* This means that the objective directly supports Komen Southeast Wisconsin's funding priorities.
- **Time-framed** – *When will we accomplish this objective?* This means stating clearly when the objective will be achieved.

Depending on your project design, objectives can be Process Objectives or Impact Objectives

- Process Objectives tell what you are doing and how you will do it. They describe participants, interactions and activities.

Examples:

- By March 31st, 2013, 150 women will receive education at breast cancer home health parties on the importance of obtaining breast cancer screenings.
- By March 31st, 2013, 150 women obtain breast cancer screenings.

- Impact Objectives tell how you will change attitudes, knowledge or behavior in the short term and describe the degree to which you expect this change.

Examples:

- After attending a home health party, 80% of education program participants will show increased knowledge of the importance of receiving breast cancer screenings.
- By March 31, 2013, 80% of education program participants will report obtaining breast cancer screenings.

Target Population - Each applicant should clearly define the women they propose to serve through their Komen grant-funded project, including targeted geographic areas, race/ethnic groups, ages, etc. and should propose a program appropriate for the target population(s) they have identified. Priority consideration will be given to applicants proposing services for White and African-American women in Milwaukee, Racine, and Waukesha counties, as these women have the highest incidence of and mortality from breast cancer in our service area, based on data from the *2011 Community Profile*. Applicants proposing services to other target populations will be funded if need is justified by peer-reviewed data or internal agency data.

Underinsured/Uninsured - Uninsured refers to individuals who do not have health insurance. Underinsured refers to individuals who have insurance, but for whom any of the following applies – their insurance does not include breast cancer screening, diagnosis or treatment services or their co-payments/deductibles are prohibitively expensive, creating a barrier to accessing screening and diagnostic services, as well as breast cancer treatment.