

Health Literacy: Who is at Risk, Innovations, and Hands-On Techniques for Developing and Evaluating Materials

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Health Literacy

The degree to which individuals have the capacity to obtain, process, and understand basic information and services needed to make appropriate health decisions.

Health Literacy Skills



Print Literacy

- Reading
- Writing
- Numbers



Communication

- Listening
- Speaking
- Questioning



Information Seeking and eHealth

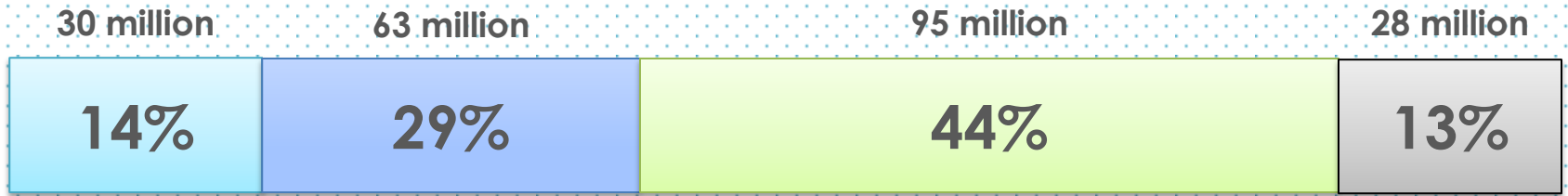
- Technology

Nearly 9 out of 10 adults has difficulty using everyday health information.



The 2003 National Assessment of Adult Literacy assessed the English literacy of more than 19,000 adults in the United States.

Kutner, M., Greenburg, E., Jin, Y., & Paulsen, C. (2006). *The health literacy of America's adults: Results from the 2003 National Assessment of Adult Literacy (NCES 2006-483)*. Washington, DC: US Dept of Education, National Center for Education Statistics.



Below Basic



Basic

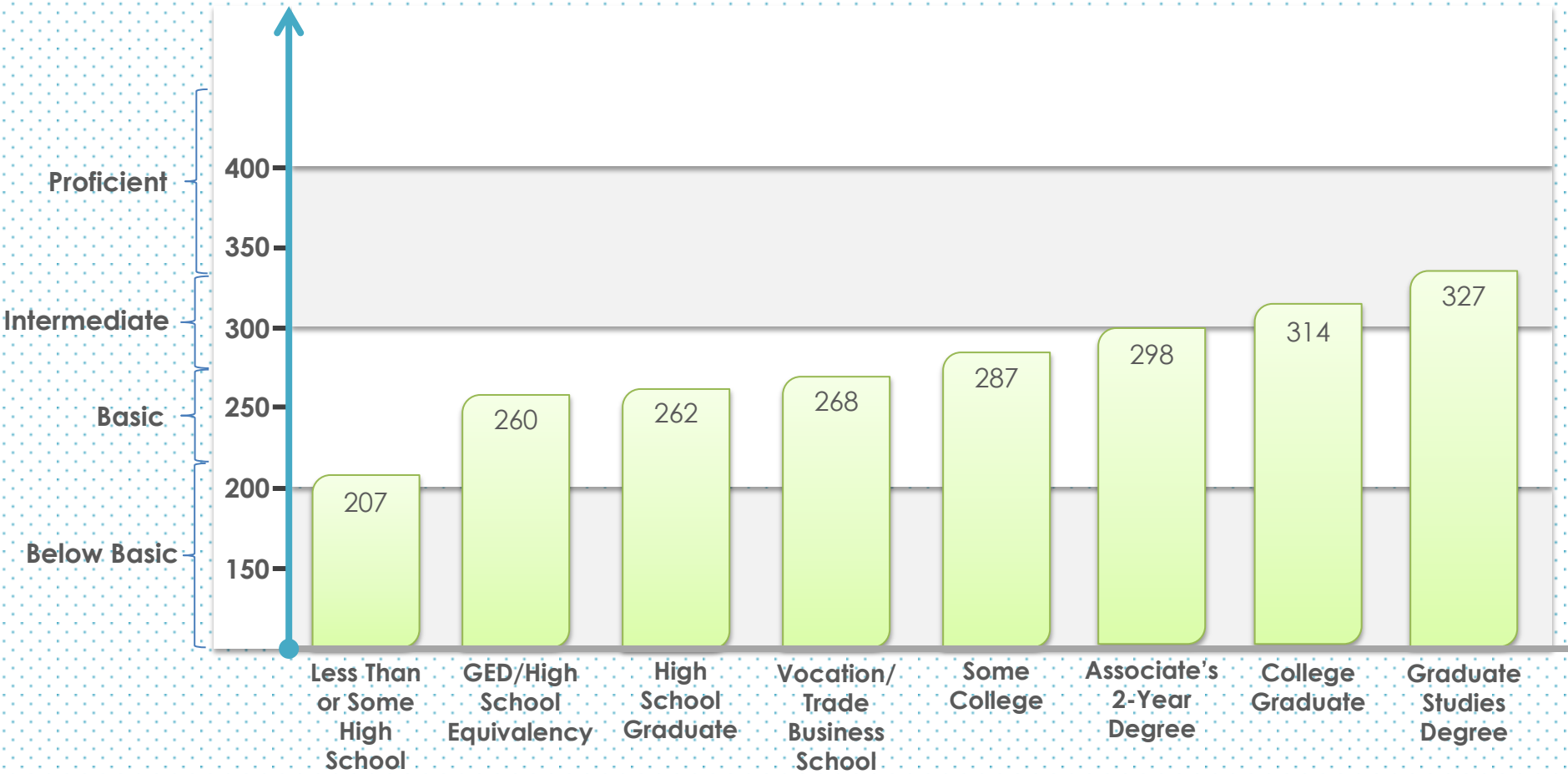


Intermediate



Proficient

Average Score



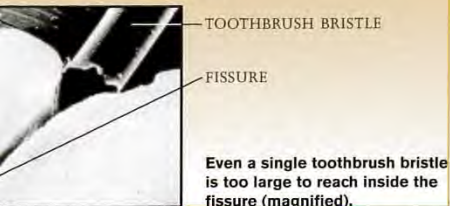
Adults living below the poverty level (17% of the adult population) represent 43% of those with below basic health literacy skills.

Hispanics (12% of adult population) represent 35% of those with below basic health literacy skills.

Only 3% of senior citizens read at a proficient level; nearly 60% read at or below a basic level.

right, healthy smile
help you feel and look
d throughout your life.

The first step in maintaining a healthy mouth is preventing tooth decay, and sealants can offer major protection against cavities.



causes tooth decay?

Teeth are covered with a sticky film of bacteria, plaque. Plaque bacteria use sugar and starch in food as a source of energy. The bacteria convert the sugar and starch into harmful acids that attack tooth enamel for as long as 20 minutes or more. Repeated attacks may cause the enamel to break down, resulting in cavities.

Why aren't sealants used on all teeth?

Regular brushing and flossing help remove food particles and plaque from smooth surfaces of teeth. Fissures, however, are places that are extremely

Do sealants have any other benefits in addition to preventing decay?

Sealants can also stop small areas of decay from becoming larger. Reliable clinical studies have confirmed that properly placed sealants, if kept intact, will stop decay in the enamel.

Is sealant application a complicated procedure?

Sealants are easy for your dentist to apply, and it takes only a few minutes to seal each tooth. The teeth that will be sealed are cleaned. Then the chewing surfaces are conditioned to help the sealant adhere to the tooth. The sealant is then 'painted' onto the tooth enamel, where it bonds directly to the tooth and hardens. Sometimes a special curing light is used to help the sealant harden.

How long do sealants last?

As long as the sealant remains intact, the tooth surface will be protected from decay. Sealants hold up well under the force of normal chewing and usually last several years before a reapplication is needed. During your regular dental visits, your dentist will check the condition of the sealants and reapply them when necessary.

Sealants are just for kids, right?

The likelihood of developing pit and fissure decay begins early in life, so children and teenagers are obvious candidates. But adults can benefit from sealants as well.

What factors could make an adult

Do sealants help save money?

Prevention is better than treatment. When one considers that properly applied and maintained sealants are extremely effective in preventing pit and fissure decay, sealants are a very cost-effective measure. Savings in both dollars and discomfort can be gained by application of sealants, rather than allowing decay and requiring the tooth to be restored. For over 20 years the American Dental Association has evaluated sealants, and a number of different brands have been awarded the ADA Seal of Acceptance, a symbol of a product's safety and effectiveness. In addition, many private dental plans cover sealants. If your plan does not, contact your employer's benefits manager to suggest that sealants be included in future dental plans.

Key ingredients in preventing tooth decay and maintaining a healthy mouth are twice-daily brushing with a fluoride toothpaste; cleaning between the teeth daily with floss or interdental cleaners; eating a balanced diet and limiting snacks; and visiting your dentist regularly. When shopping for toothbrushes, toothpaste and other oral care products, choose those that bear the ADA Seal of Acceptance – an important symbol of a dental product's safety and effectiveness.



Ask your dentist about whether sealants can put extra power behind your prevention program.

Low health literacy costs the healthcare industry an estimated \$106 - \$238 billion in unnecessary costs each year.

People with poor health
are **5 times more likely** to
have below basic health
literacy skills than people
with good health.

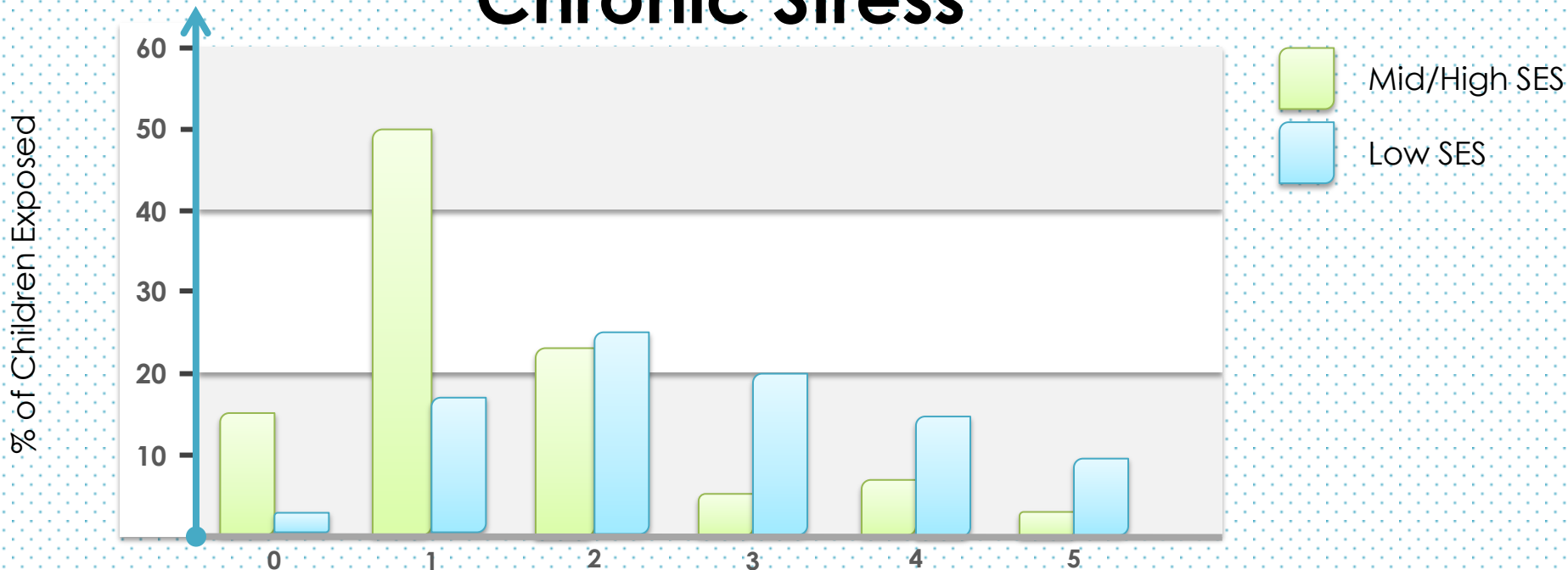
**Low Motivation
High Literacy**

**High Motivation
High Literacy**

**Low Motivation
Low Literacy**

**High Motivation
Low Literacy**

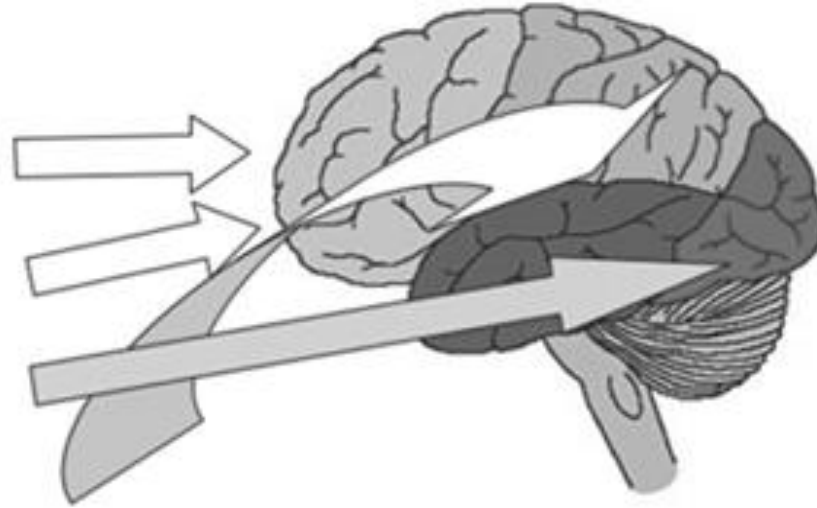
Chronic Stress



“Children subjected to such stress may lack crucial coping skills and experience significant behavioral and academic problems in school.”

Teaching with Poverty in Mind by Eric Jensen

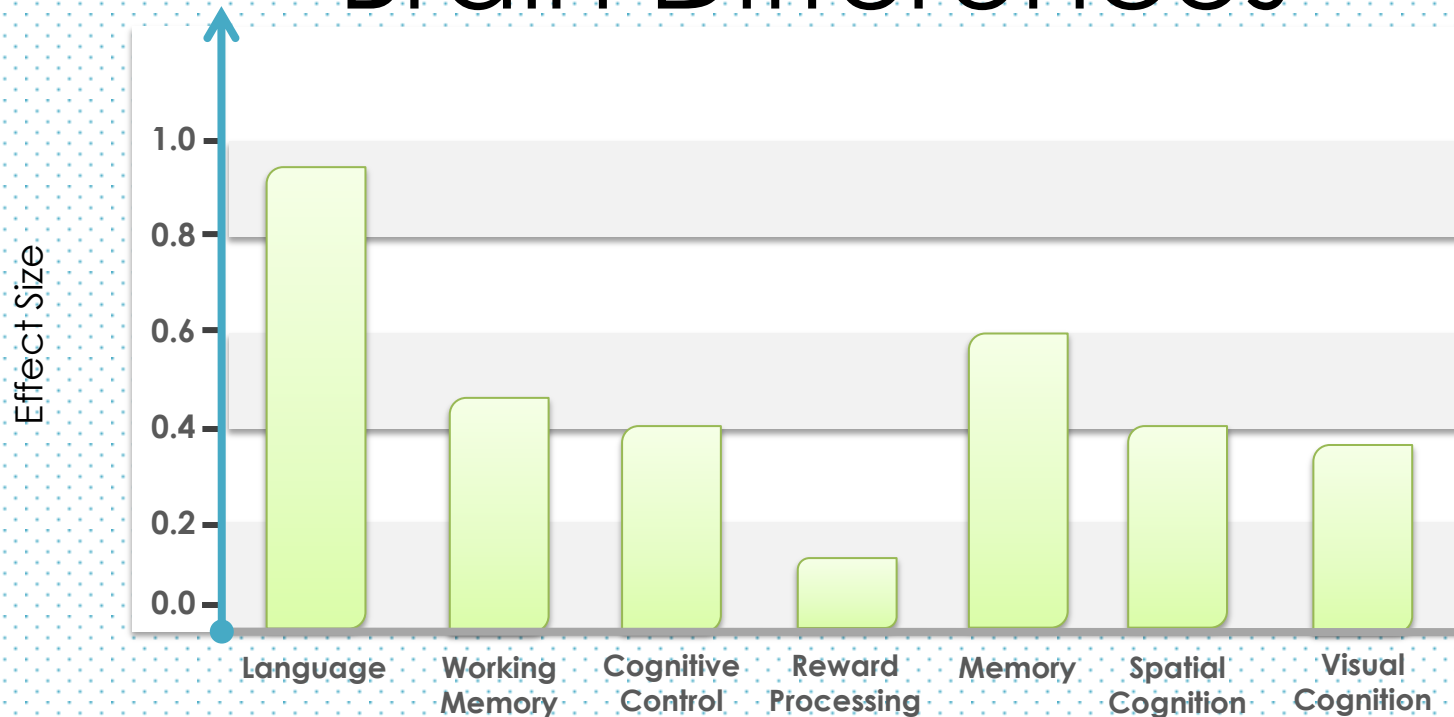
Brain Areas of Known Difference Between Low and Middle-Income Children



These areas include those responsible for working memory, impulse regulation, visuospatial skills, language skills, and cognitive conflict.

Source: Adapted from "Neurocognitive Correlates of Socioeconomic Status in Kindergarten Children," by K. G. Noble, M. F. Norman, and M. J. Farah, 2005, *Developmental Science*, 8, pp. 74–87.

Brain Differences



Note: Effect-size differences are measure in standard deviations of separation between low- and middle-income 5-year-olds.

Effects of chronic stress on behavior and performance

- Is linked to over 50 percent of all absences (Johnston-Brooks, Lewis, Evans, & Whalen, 1998).
- Impairs attention and concentration (Erickson, Drevets, & Schulkin, 2003).
- Diminishes social skills and social judgment (Wommack & Delville, 2004).
- Reduces motivation, determination, and effort (Johnson, 1981).
- Increases the likelihood of depression (Hammack, Robinson, Crawford, & Li, 2004).
- Reduces neurogenesis (growth of new brain cells) (De Bellis et al., 2001).

Effects of Poverty

I want people to understand what happens in the lives of the poor and the psychological impact that spiritual and material poverty has on their children.

JD Vance, author of *Hillbilly Elegy*

Situational Stress

There are times when even the most literate individuals are not able to process and retain information.

Introduction Extraction of teeth and other oral surgery are serious surgical procedures. Postoperative care is very important. Careful attention to the following instructions will help prevent complications, minimize discomfort, and promote proper healing.

Keep The Mouth Clean Beginning the day after surgery, begin gently rinsing. You can use warm salt water, diluted mouthwash or simply water. Tooth brushing can resume the day after surgery as well. Avoid the areas of surgery and use a soft toothbrush. As healing progresses, normal brushing techniques may be resumed.

Bleeding Gauze pressure is the most effective way to control bleeding. When you leave the office you will most likely be biting on a piece of gauze. This piece should be left in place for at least 30 minutes before removing it. After 30 minutes, the gauze should be removed. It is common to have slight bleeding or oozing for several days. If heavy bleeding continues, replace the gauze with a fresh folded piece. Be sure of proper placement of the gauze over the site of bleeding. Leave this piece in place under steady pressure, undisturbed for one hour. Resting, with the head elevated on a couple of pillows, is also helpful. Do not get excited. If bleeding does not subside, call for further instructions.

No smoking, spitting, use of drinking straws, vigorous rinsing for 72 hours. This may cause persistent bleeding or dislodge of the blood clot. Smokers should be aware that smoking could impair healing. It is recommended that patients recovering from oral surgery should no longer smoke.

Pain The local anesthetic wears off in one to three hours. **Some form of pain reliever should be taken before the numbness goes away.** Tylenol, aspirin or ibuprofen (Motrin, Advil) is usually adequate. For more involved surgery, such as removal of impacted teeth, the doctor may prescribe stronger pain relievers. Take these medications as prescribed. Do not drive or operate machinery while on this medication.

Antibiotics If you have been prescribed antibiotics, take all of the medication as directed. This drug is meant to treat or prevent infection.

If you experience any adverse reaction to the medication, such as nausea, rash or itching, discontinue the medication. A rash or itching may indicate an allergic reaction to a medication. Antihistamines (Benadryl) will usually counteract the hives, rash, and itching. Swelling of the lips, tongue or difficulty breathing may represent a more severe allergic reaction and you should seek medical attention immediately.

Sutures In most cases dissolvable sutures are used. These sutures will come out on their own in 2 days to 2 weeks. If any sutures are bothering you, or you have concerns regarding your sutures, please contact the office during normal office hours. If the surgeon elects to use sutures that require removal, we will schedule a return appointment for you.

Discoloration You may develop black, blue, green or yellow discoloration resembling a bruise to the tissue. This is due to a slight oozing of blood beneath the tissue and is of little significance. This is a normal postoperative event and will resolve in a few days to a week.

**Low Stress
High Literacy**

**High Stress
High Literacy**

**Low Stress
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**High Stress
Low Literacy**

So now we have a big problem.

Health literacy in print materials is more than just reading grade level and involves:

- Number of words
- Design (chunking and signaling)
- Messaging type and clarity
- Images
- Understanding your audience

Making Happy Healthy Smiles....

.....and keeping them that way!

A child's dental care begins before birth.

Children begin to form teeth between the 3rd and 6th month of pregnancy. This means mom should be eating a lot of calcium rich foods such as dark green leafy greens, fortified cereals and dairy or soy products. Also include high protein foods such as meats, beans and eggs. **Just because you can't see your baby's teeth doesn't mean they aren't there!** At birth, your baby has 20 primary teeth that are almost fully formed in the jaw already, but they don't quite make it to the surface until baby is between 6 months and 1 year. So in the meantime, simply wiping your baby's gums with a clean gauze pad or cloth after feedings will remove harmful plaque and bacteria. **Take your child to the dentist by his/her 1st birthday, as recommended by The American Dental Association.** The dentist will check your 1 year old for decay, identify fluoride needs and address potentially dangerous habits such as thumb sucking. **Don't use toothpaste for children under age 2.** As soon as the first teeth appear, brush them with a little water. After children have reached the age of 2, toothpaste can be introduced in pea-sized amounts. **Teach your children proper brushing techniques.** Most children are able to brush their own teeth by age 6 or 7. Select for them a brush that has soft, rounded bristles. Show them how to use circular brush strokes to reach all surfaces of teeth. Make sure they spit out the toothpaste and rinse with water after brushing to avoid swallowing the toothpaste. Swallowing the toothpaste could give them an upset tummy!



Don't forget the floss! As soon as any two teeth touch, make sure that you use floss to clean between your child's teeth. This is the only way to avoid decay in places where a toothbrush can't reach. **Make trips to the dentist fun for your child.** It is important for your child to have a good attitude toward dental visits. Be positive and remind your child that the dentist is a friendly doctor who is helping to take care of his or her teeth. Set a good example yourself by brushing and flossing twice a day and visiting the dentist yourself. **Take an active role in your child's oral health.** Tell your dentist if your child is ill, what medications your child may be taking, and if your child has any known drug allergies. If you don't understand a dentist's recommendations for any treatment but sure to ask questions.



SEAL! MICHIGAN

SMILES ON WHEELS
Mobile Dental Hygiene Care
501c3 non-profit

Dear Parents or Guardians,

Smiles on Wheels will be coming to your child's school to offer dental hygiene services. These services include: dental screenings, cleanings, education, sealants and fluoride treatments. A referral note will be sent home after the visit explaining services provided and information to help find a dental home if needed.

SEAL! Michigan grant is provided by the Michigan Department of Health and Human Services and Delta Dental.

Please help keep your child's teeth clean and healthy. If you have any questions please contact Smiles on Wheels at 517-740-7422.

**Your dental insurance will be billed for services provided.

Dental Services may be obtained at the patient's dental home rather than with the mobile dental facility and obtaining duplicate services may affect insurance benefits that he or she receives from private insurance, a state or federal program, or other third-party provider of dental benefits.

Smiles on Wheels mission is to improve the public's total health, thereby increasing the awareness of and ensuring access to quality oral health care.

122 Highland Drive Jackson, Michigan 49201
517-740-7422 Fax: 517-315-4918
E-mail address: smilesonwheels@hotmail.com
www.smilesonwheels.org

SMILES ON WHEELS PARENT CONSENT FORM

Dental Sealant & Fluoride Varnish Program

CHILD'S AGE: _____ GRADE: _____ TEACHER: _____

Child's First Name _____ Child's Middle Name _____ Child's Last Name (Legal) _____

Address _____ City _____ Zip _____

Phone # _____ Cell Phone # _____

Date of Birth: Month/Day/Year / / M F Preferred language: English Spanish Other

Which of the following describes your child? (Check one or more)
 Black/African American White Hispanic/Latino Asian Other
 American Indian/Alaskan Native Hawaiian/Other Pac. Islander Arab/American
 Tooth decay is one of the most common diseases found in children. Fluoride varnish can be painted on teeth to protect teeth from cavities. Fluoride varnish can be applied up to 4 times a year.

YES, I give my permission for my child to receive:
 Fluoride Varnish, Oral Screening, Dental Cleaning and Sealant if needed. Event Site: _____
 SCREENING & SEALANTS ONLY
 NO, I do not give my permission for my child to receive:
 Fluoride Varnish or Oral Screening. Event Date(s): _____
 Printed Parent Name _____ Signature of Parent or Guardian _____

This consent will be valid for the 12 month period of this program.

- HEALTH HISTORY:**
1. Is your child allergic to anything? YES NO If yes, what? _____
2. Is your child allergic to pine sap? (Fluoride varnish can contain a small amount of pine sap.) YES NO
3. Is your child taking any medications? YES NO If yes, what? _____
4. Does your child have any medical conditions such as heart disease, asthma, hay fever, hepatitis, cancer, diabetes, etc.? Or any other medical condition? YES NO If yes, what? _____
5. Does your child have learning or emotional impairments? YES NO _____

No payment is required from you for this program. However, Medicaid/Healthy Kids Dental/MI Child and other dental insurance carriers will be billed to help cover the cost of this program. Please fill out insurance information.
Your child's personal information will be kept confidential and will not be shared with any person who is not directly involved in the care of your child as part of the Health Insurance Portability and Accountability Act (HIPAA).
Medicaid #: _____ Name of Insurance: _____

Insured Name: _____ Parent: _____ Date of Birth: _____

Group: _____ Policy/Id#: _____ OR Insured SS#: _____

Insured Employer: _____ Phone #: _____

FOR SOW OFFICIAL USE ONLY:
Date _____ RDH _____ AD/CH Prophy _____ Varnish _____ Screen _____ # teeth _____ Fills _____ Cavities _____ SP Needs _____

Urgent Care/Abscessed# _____ SEAL# None 3 14 19 30 2 15 18 31 4 5 12 13 20 21 28 29

Notes: _____

2ND VISIT: Date _____ RDH _____ AD/CH prophy _____ Varnish _____ Screen _____ # teeth _____ Fills _____ Cavities _____

Urgent Care/Abscessed# _____ SEAL# None 3 14 19 30 2 15 18 31 4 5 12 13 20 21 28 29

Notes: _____

SEALANT RETENTION CHECK:
DATE _____ RDH _____ ALL RETAINED _____ REPLACED # 3 14 19 30 2 15 18 31 4 5 12 13 20 21 28 29

Original Parent Handouts

Sealants Save Teeth!



What are sealants?
Sealants are thin, clear plastic coatings. They seal off the dips and grooves on the top of teeth. This keeps bacteria and food from getting caught and causing cavities. The sealant is painted on the tooth and hardened with a light that is shined on the tooth.

Which teeth should be sealed?

The very back top and bottom teeth (molars) should be sealed. These are the teeth that get the most cavities.

How can I get sealants for my child at **no cost**?

Follow these simple steps to have your child participate in the SEAL! Michigan Dental Sealant Program. Your Medicaid, Healthy Kids Dental, MICHild or other dental insurance may be billed for these services, however, families *will not* be billed for any services. This program is supported by grants and gift donations that allow kids to get sealants for free!

Step 1

Complete the attached form.

Step 2

We come to your child's school to apply the sealants. The appointment is **quick and painless**.

Step 3

After sealants, make sure your child's teeth are brushed 2 times a day, for 2 minutes, with fluoride toothpaste.

Smiles on Wheels Parent Consent Form

Dental Sealant & Fluoride Varnish Program

Child's Age: _____ Grade: _____ Teacher: _____
 Child's First Name: _____ Middle Name: _____
 Child's Last Name (Legal): _____
 Address: _____ City: _____ Zip: _____
 Phone #: _____ Cell Phone #: _____
 Date of Birth: Month/Day/Year: ____/____/____ Male or Female (Circle One)
 Preferred Language: ___ English ___ Spanish ___ Other (Please Specify): _____
 Which of the following describes your child? (Check one or more)
 ___ Black/African American ___ White ___ Hispanic/Latino ___ Asian ___ Arab American
 ___ American Indian/Alaskan ___ Native Hawaiian/Other Pacific Islander ___ Other

Tooth decay is one of the most common diseases found in children. Fluoride varnish can be painted on teeth to protect teeth from cavities. Fluoride varnish can be applied up to 4 times a year.

Event Site: _____ **YES** I give my permission for my child to receive:
 Fluoride Varnish, Oral Screening, Dental Cleaning
 and Sealant if needed
 Event Date(s): _____ **YES** I give my permission for my child to receive:
 Screening and Sealants only
 Printed Parent Name: _____ **NO** I do not give my permission for my child to
 receive treatment with Smiles on Wheels
 Signed Parent Name: _____
 This consent will be valid for the 12 month period of this program

Health History
 Please circle
Yes / No 1. Is your child allergic to anything? If yes, what? _____
Yes / No 2. Is your child taking any medications? If yes, what? _____
Yes / No 3. Does your child have any medical conditions such as heart disease, asthma, hay fever, hepatitis, cancer, diabetes, etc.? Or any other medical condition? If yes, what? _____
Yes / No 4. Does your child have learning or emotional impairments? _____

No payment is required from you for this program. However, Medicaid/Healthy Kids Dental/MICHild and other dental insurance carriers will be billed to help cover the cost of this program. Please fill out insurance information. Your child's personal information will be kept confidential and will not be shared with any person who is not directly involved in the care of your child as part of the Health Insurance Portability and Accountability (HIPAA).

Medicaid #: _____ Name of Insurance: _____
 Insured Name: _____ Date of Birth: _____
 Group #: _____ Policy or ID #: _____
 OR Insured SS#: _____ Insured Employer: _____ Phone #: _____

Dental services may be obtained at the patient's dental home rather than with the mobile dental facility and obtaining duplicate services may affect insurance benefits that he or she receives from private insurance, a state or federal program, or other third-party provider of dental benefits.

FOR SOW OFFICIAL USE ONLY																					
Date	RDH	AD/CH Prophyl	Varnish	Screen	# Teeth	Fills	Cavities	SP Needs													
Urgent Care/Abssessed#			SEAL#	None	3	14	19	30	2	15	18	31	4	5	12	13	20	21	28	29	
Notes:																					
2ND VISIT: Date	RDH	AD/CH prophyl	Varnish	Screen	# Teeth	Fills	Cavities														
Urgent Care/Abssessed#			SEAL#	None	3	14	19	30	2	15	18	31	4	5	12	13	20	21	28	29	
Notes:																					
SEALANT RETENTION CHECK:																					
DATE	RDH	ALL RETAINED	REPLACED # 3 14 19 30 2 15 18 31 4 5 12 13 20 21 28 29																		

The fight for the future of LGBT young people did not end with marriage equality. 60% of lesbian, gay, and bi youth report feeling so sad or hopeless that they stopped doing some of their usual activities. 40% seriously considered suicide. 30% tried. We cannot and must not let young people carry this struggle alone.

The fight for the future of LGBT young people DID NOT END with marriage equality.

60%* OF LESBIAN, GAY, AND BI YOUTH REPORT FEELING SO SAD OR HOPELESS THAT THEY STOPPED DOING SOME OF THEIR USUAL ACTIVITIES.

40%* SERIOUSLY CONSIDERED SUICIDE.

We cannot and must not let young people carry this struggle alone.

30%* TRIED.

*research from the Youth Risk Behavior Surveillance System

Strikes from Iranian air base show Russia's expanding footprint in the Middle East

ISTANBUL — Russian bombers flying from an Iranian air base struck rebel targets across Syria on Tuesday, Russian and Iranian officials said, dramatically underscoring the two countries' growing military ties and highlighting Russia's ambitions for greater influence in a turbulent Middle East.

The long-range Tu-22 bombers took off from a base near Hamadan in western Iran and launched raids in the Syrian provinces of Aleppo, Deir al-Zour and Idlib, the Russian Defense Ministry said in a statement. The ministry said the bombers were accompanied by Russian fighter jets based in Syria.

Both countries are staunch allies of Syrian President Bashar al-Assad, but the flights marked the first time Russia has launched strikes from Iranian

THE ODD COUPLE

THE STORY

Yesterday, [Iran said](#) 'yes, we're letting Russia park its warplanes at our airbases.'

WHAT?

Earlier this week, [Russia started launching airstrikes from Iran into Syria](#). And yesterday, Iran confirmed that it's OK with that. Russia isn't saying who they're targeting. But everyone's pretty positive it's rebel groups fighting against President Bashar al-Assad.

WAIT...BACK UP.

Syria has been going through a brutal, [years-long civil war](#) between Assad and lots of different rebel groups who want him gone. The

Babies Love

of Fort Wayne, Indiana

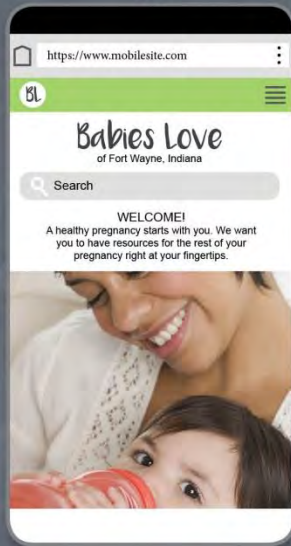
MOBILE SITE

With our new mobile site, expecting mothers will have access to valuable information about local resources to help them through their pregnancy.

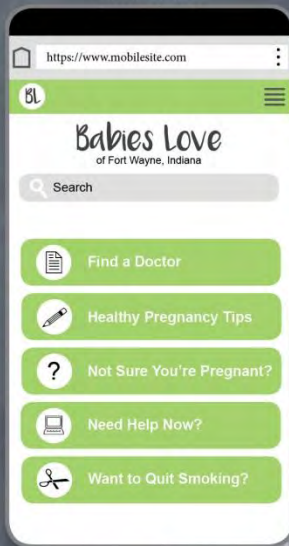
Women will be able to:

- Find health tips and information
- Search for a doctor in their area
- Get personal responses to their questions

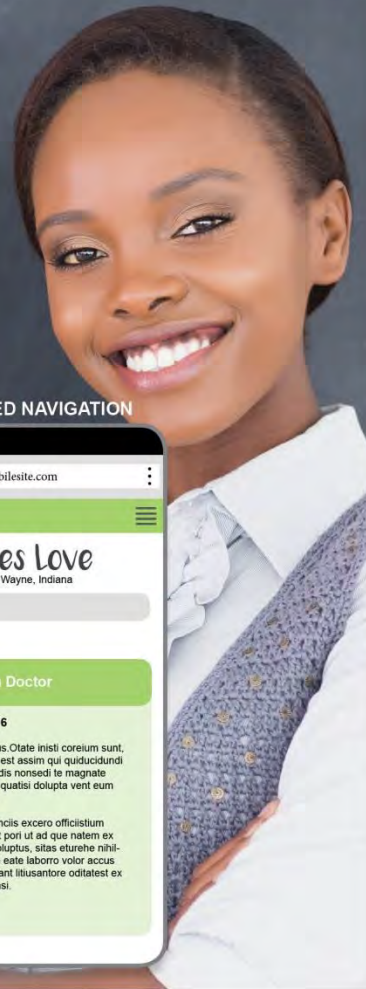
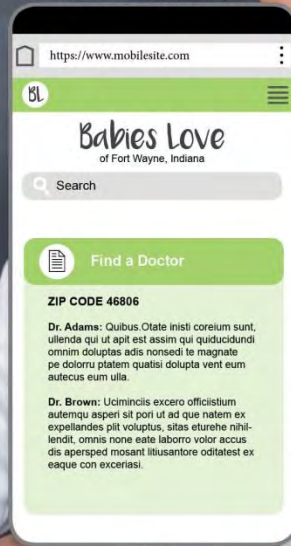
TOP



NAVIGATION



EXPANDED NAVIGATION



Not sure you're pregnant



If you think you might be pregnant, it's important to find out for sure. Before you can apply for Medicaid or assistance, you will need to have your pregnancy verified.

Below are places in Fort Wayne where you can get a free pregnancy test.



NEIGHBORHOOD HEALTH CLINICS

1717 S Calhoun St.
Fort Wayne, IN 46802

Hours for free pregnancy tests:

Directions:

Monday 8am - 11:30am & 1pm - 6:30pm

www.nhsc.org

Tuesday to Friday 8am - 11:30am & 1pm - 4:30pm

260.458.2641

NEED HELP?

Messages

424-11

Edit

Jul 1, 2012 4:30 PM

5 yrs ago today the #1 song was "Umbrella" (ella ella eh eh eh) by Rihanna. Rain or shine, it's time to take your pill.

Jul 1, 2012 5:15 PM

Snooze 5h

Got it. We'll remind you again in 5 hours.

Jul 1, 2012 10:16 PM

5 yrs ago today the #1 song was "Umbrella" (ella ella eh eh eh) by Rihanna. Rain or shine, it's time to take your pill.



Text Message

Send

Sample Parent Message



Sample Children's Message



Video links within the text messages also allow education to be delivered to parents who may have low levels of literacy and to children who are too young to read.



Communication Development Matrix

Using these tools to develop your communication pieces, you will ensure that you are reaching your audience in an effective way and covering the requirements of your organization.

Planning and Development: Create Your Communication Piece

Step 1: Planning

Who is our target audience?	
What do we know about our audience?	
What do we want them to do or know after receiving our communication?	
What is the best way to reach them?	

Step 2: Development

Types of communication being developed (print, text message, video, etc.)	
What specific messages will be conveyed (no more than 3)	1. 2. 3.
Desired reading grade level of messaging.	
What images are desired and/or appropriate?	
Are there text, logos or images that need to be included?	
Is this for an audience with specific needs? (i.e. seniors)	

Evaluation: Your Finished Communication Piece

Step 3: Evaluation

	Excellent	Good	Needs Improvement	Notes
Have we conveyed all of the desired messages?				
Have we given the message in the most straightforward way?				
Does the message tell our audience what to do next?				
Is the font size easy to read?				
Is there a high level of contrast in the print?				
Is the reading grade level accurate?				
Have chunking and signaling been used?				
Are required text, logos and images included?				
Have branding requirements been followed?				
Have the needs of special audiences been met?				

**The Iowa Breast and Cervical
Cancer Early Detection program
encourages the following
screening guidelines:**

- Yearly mammograms starting at age 40 and continuing for as long as a woman is in good health.
- Clinical breast exam about every 3 years for women in their 20's and 30's and every year for women 40+.
- Know how your breasts normally look and feel and report any breast change promptly to your health care provider. Breast self-exam is important for women, beginning in their 20's.
- Regular Pelvic exams and Pap tests as directed by your health care provider.



**The Care for Yourself program
and you:**

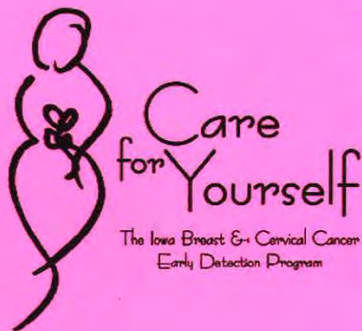
The goal of the Care for Yourself program is to reduce deaths from breast and cervical cancer through education and screening to detect cancer early, when it is at a more treatable stage. Regular screenings and early diagnosis, saves lives.



Care for Yourself is funded through the Centers for Disease Control and Prevention (CDC). Local program staff work closely with the Iowa Department of Public Health and local health care providers in your community so that we may improve access to breast and cervical cancer screenings to women in Iowa who are eligible for the program.

All enrollments are subject to available funds by the Iowa Breast and Cervical Cancer Early Detection Program.

FREE Cancer Screenings



***A Breast and
Cervical Cancer
Screening Program
for Women***

Gabbi DeWitt
*Care for Yourself/ Iowa
Get Screened*
Program Coordinator

**Black Hawk County
Health Department**

Who is eligible?

Eligibility is based on the woman's age and personal financial situation.

- Women who are age **40** or older, and are due for breast or cervical screening. Priority given to women who haven't had a screening in several years.
- Women who meet age requirements and household income guidelines. Rates change each year.
- Women without insurance coverage; and women who have insurance, but the deductible or co-pay is more than they can afford.
- The Care for Yourself (CFY) program covers breast and cervical screening; and limited cardiovascular services, such as full lipid panel, glucose and HbA1C.
- Other testing done outside of CFY covered services must be negotiated with the health care provider, including a payment plan.



How do you apply?

- Contact the CFY program coordinator to enroll. Program staff will assist you in scheduling an appointment at the participating provider of your choice.
- The following screening exams are covered by the CFY program:
 - Pelvic Exam and/or Pap Test
 - Clinical Breast Exam
 - Mammogram (breast X-ray)
 - Limited cardiovascular screening
- If breast or cervical cancer is **suspected**, staff will work with you to coordinate your care, including additional tests. Most diagnostic procedures are covered under the Care for Yourself program.
- If cancer is **detected**, staff will work with you to obtain treatment and financial assistance.
- For more information please contact your local Care for Yourself program.

Who do you call?

The Care for Yourself program is located at the Black Hawk County Health Department.

- The local phone number is: **319-292-2225**.
- The state toll free number is **1-800-369-2229**.
- The Care for Yourself office is located at:
**Black Hawk County Health Dept
1407 Independence Ave, 5th Floor
Waterloo, IA 50703**



*Tell a woman you love to call for her **FREE** screening today!*

HOW DO I APPLY?

Contact the Care for Yourself program coordinator to enroll. We will assist you in scheduling an appointment at the participating provider of your choice.

The following screening exams are covered by the Care for Yourself program:

- *Pelvic Exam and/or Pap Test
- *Clinical Breast Exam
- *Mammogram (breast X-ray)
- *Limited cardiovascular screening



If breast or cervical cancer is **suspected**, we will work with you to coordinate your care, including additional tests. Most diagnostic procedures are covered under the Care for Yourself program.

If cancer is **detected**, we will work with you to obtain treatment and financial assistance.

For more information please contact your local Care for Yourself program.

WHO DO I CALL?

The local phone number is: **319-292-2225.**

The state toll free number is **1-800-339-7909.**

The Care for Yourself office is located at:

Black Hawk County Health Dept.

1407 Independence Ave, 5th Floor Waterloo, IA 50703

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Iowa's Breast and Cervical Cancer Screening Program for Women



The Care for Yourself Program and You:

Funded through the Centers for Disease Control and Prevention, local Care for Yourself programs work with the Iowa Department of Public Health and local health care providers to improve access to breast and cervical cancer screenings for women in Iowa. Through education and screening, the program's goal is to detect breast and cervical cancer when it is in its more treatable stage.



The Iowa Breast and Cervical Cancer Early Detection Program encourages the following screening guidelines:

- *Yearly mammograms starting at age 40 and continuing for as long as a woman is in good health.
- *Clinical breast exam about every 3 years for women in their 20's and 30's and every year for women over age 40.
- *Breast self-exam is important for women beginning in their 20's.
- *Regular pelvic exams and Pap tests as directed by your health care provider.



Eligibility is based on the woman's age and financial situation.

- *Women age 40 or older, who are due for breast or cervical screening; or women under age 40 with breast cancer symptoms.
- *Women who meet household income guidelines.
- *Women without insurance coverage; and women who have insurance, but still need help accessing care.
- *The Care for Yourself program covers breast and cervical screening; and limited cardiovascular services, such as cholesterol and diabetes screenings.

“Until my doctor informed me of the Care for Yourself program, I'd gone a number of years without my annual health exams. The program has been a blessing for someone like me who can't afford health insurance but wants to do all she can to maintain good health.”

- Sue, 59



**You take care of everyone else...
Now it's time to "Care for Yourself."
Free cancer screenings are available for women who qualify!**

How will you "Care for Yourself?" Free cancer screenings for women ages 40-64

Who is Eligible?

Women who are:

40-64 (older if uninsured)

Meet income guidelines

Have no insurance or insurance copay is more than you can afford

Citizenship is not a requirement for this program

Services Covered:

Well woman physical

Pap Smear and/or Pelvic Exam

Mammogram

Diagnostic testing if needed

Who do I call?

Local: 319-292-2225

Toll Free: (866) 339-7909





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