

**Breast Cancer Control Advisory Board (BCCAB)
Meeting Minutes**

August 24, 2022

Attending Board Members:

Co-chair Dr. Ronda Henry-Tillman, Co-chair Dr. Jerri Fant, Dee Collins, Sharon Parrett, Dr. Hope Keiser, and Alicia Storey

Absent Board Members:

None

Arkansas Department of Health (ADH):

Amanda Hunter, Rhonda Brown, Toney Bailey, Dr. Hattie Scribner, Kimberly Hills, Cheryl Roland, Michael Koch, Jessica Nease, Rebecca Hallmark, Christy Jackson, Reginald Rogers, Laura Shue, Rachel Johnson, Patrick Fleming, and Angela Brown

Other Organizations:

No representatives attended the meeting.

I. Call to order:

Dr. Henry-Tillman, co-chair, called the meeting to order at 5:01 pm.

II. Review and approval of meeting minutes from May 24, 2022, quarterly meeting, and June 21, 2022, Special Breast Cancer Control Advisory Board Meeting.

Dr. Ronda Henry-Tillman made a motion to approve the minutes from May 24, 2022, and Alicia Storey seconded, which was approved on a voice vote. Sharon Parrett made a motion to approve the minutes from the special Breast Cancer Control Advisory Board meeting on June 21, 2022, and Dr. Jerri Fant Seconded. The motion was approved on a voice vote.

A. Comments from members of the public:

No comments from the public.

III. Reports

A. BreastCare Non-Federal Revenues and Expenditures July 1, 2021, through June 30, 2022

Michael Koch, Cancer Section Budget Analyst, presented the fourth quarter budget report. In FY22, the program received \$3,195,344 in tobacco tax revenue and spent \$3,415,132. Mr. Koch said since the approved budget was \$3,422,990, the program nearly spent all of its budgeted amount. Mr. Koch said the breakdown of the expenditures from June is still the average expected expenditures.

B. FY2022 Second Quarter Enrollment Report

Cheryl Roland, BreastCare Data and Information Systems Administrator, presented the fourth quarter enrollment report. Ms. Roland reported the total number of women enrolled was 10,635, which is up 878 from the previous year. The program enrolled 6,589 federally funded women, which is 594 more than the previous year, and 4,046 state funded women were enrolled, which is 284 more than last year. Ms. Roland reported the cancer and precancer diagnosis for FY22. Ms. Roland said for the year the program had a total of 41 invasive

breast cancer, 18 in situ breast cancer., three cervical cancer, 80 cervical precancer, 14 hyperplasia and nine atypical hyperplasia diagnoses.

C. Contracts

Dr. Hattie Scribner, BreastCare Administrator, presented the fourth quarter contract report for FY22. Dr. Scribner showed the trend for the past three years with St. Francis Community Clinic. She said numbers have been consistent in FY22 in regard to the total number of eligible women. Dr. Scribner said in other categories like CBE, Pap Test, and HPV the numbers have increased throughout the past year. The Arkansas Foundation for Medical Care provides assistance to help St. Francis Community Clinic increase their screening rates. Breast cancer screening rates started with 47.7% and ended with 50.9% and cervical cancer screening rates started with 53.1 % and ended with 54.7%. Dr. Scribner reported that St. Bernard's mobile mammography numbers have remained consistent over the past two and a half to three years but have increased in certain areas. They served 23 counties and held 116 events for FY22. The number of referrals and screening has remained consistent. Dr. Scribner reported UAMS mobile mammography increased the number of counties served, 17, and the number of events, 60, and have remained consistent for the past two years on BreastCare referrals and women screened.

D. FY2022 Fourth Quarter Social Media Outreach Report

Rachel Johnson, Program Nurse Coordinator, presented the fourth quarter social media report from April 2022- June 2022. Ms. Johnson reported our monthly like which was 2,114 our Facebook page reach was 1, 510. Ms. Johnson reported our Facebook page visits was 313. Ms. Johnson reported the post summary and she said, The Arkansas BreastCare Facebook page average 2-5 posts a week. Information on breast cancer, cervical cancer, cancer prevention, HPV vaccination, outreach events, healthy lifestyle, and survivorship is posted. Promote daily MammoVan Events via BreastCare page and on story. Ms. Johnson reported Organic Post Reach is down 90.8% total from the last 90 days prior (5,000). This decline could be contributed by the change in BreastCare page's new look. Patrick Fleming stated there was a change in Facebook recently that could account for the decrease as ADH noticed the same decline across other Facebook pages. Ms. Johnson reported the Top performing organic post reached 578% more people (305 people) than your median posts (45 people) on Facebook. Notice the catchy phrase," Arkansas BreastCare is not just your mother's BreastCare program." The second post was introducing our staff, Misty Smith. This post received 12 reactions. The third post was community engagement posts,"We want to know your story!" This post received seven comments. Ms. Johnson reported the Organic Story Reach has decreased as compared to the last 90 days. Ms. Johnson demographic data of people who like the BreastCare page. 87% are women and 13% are men. 45-54 is the largest demographic group. Ms. Johnson reported the top cities of our Facebook Fans. Little Rock, North Little Rock, Conway, Fayetteville, Sheridan, Jonesboro, Hots Springs, Pine Bluff, Fort Smith, and Springdale.

IV. Action Items

Patrick Fleming from Health Communications presented the advertising materials designed for the BreastCare media campaign. A follow-up meeting was scheduled for August 29, 2022 to review and approve changes board members requested.

V. Closing

Dr. Ronda Henry -Tillman made the motion to adjourn, with no opposition, the meeting adjourned at 6:15 pm.