

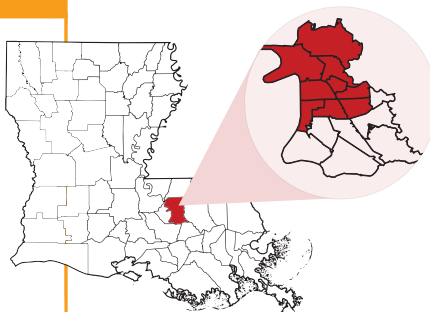


MARY BIRD PERKINS  
CANCER CENTER™

# ENSURING CANCER CARE EQUITY FOR NORTH BATON ROUGE COMMUNITY LISTENING TOUR

## PROJECT OVERVIEW

In early 2023, Mary Bird Perkins Cancer Center held eight community listening sessions to provide Cancer Center healthy equity professionals with feedback on barriers to cancer care, healthcare experiences and support services needed in the North Baton Rouge community. **Targeted participants were cancer survivors, patients and caregivers residing in zip codes 70802, 70805, 70806, 70807, 70811, 70812, 70814 and 70815.**



## WHAT WE LEARNED ABOUT BARRIERS TO CARE



### ACCESS TO CARE

Lack of medical facilities for cancer treatment and screenings in NBR; no options for receiving treatment outside normal work schedule (i.e. weekends); insurance limits type of care and when screenings occur

### TRANSPORTATION

Poor public transportation options from NBR to medical facilities; no resources to aid individuals with traveling to and from medical appointments

### FOOD INSECURITY

No access to fresh, healthy and affordable foods to support healthier lifestyle and/or required during cancer treatment

### FINANCES

Insurance co-pays and out-of-pocket costs are expensive; financial hardships due to treatments

### SOCIAL AND POLITICAL INJUSTICES

No priority to improve health outcomes of NBR residents; racial bias in healthcare

### EDUCATION

Lack of opportunities to increase cancer awareness and understanding of available community resources

## WHO ATTENDED?

121  
PARTICIPANTS



68% targeted by zip code

40% survivors, patients, or caregivers

### RACE



● BLACK 97%  
○ WHITE 1%  
◐ OTHER 2%

### MEDIAN AGE

61

### GENDER

84% Female 16% Male

### INSURED



YES 91%  
NO 9%

94% HAVE MORE THAN 1 CHRONIC HEALTH CONDITION





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### WHAT WE LEARNED ABOUT HEALTHCARE EXPERIENCES

- **Trust and respect** are most desired qualities of healthcare teams.
- **More than 80% experienced bias or racial discrimination** by healthcare professionals.
- **Insufficient amount of time** for appointments, concerns not taken seriously, lack of empathy.
- **Healthcare viewed as big business.**
- **85% will not participate in clinical trials due to historical mistrust.**

### WHAT WE LEARNED ABOUT COMMUNICATION

- **Healthcare professionals lack understanding of different cultures and skills** cause flawed communication, which leads to mistrust
- **In-person visits are the preferred way (72%)** to interact with healthcare teams
- **Text messaging and virtual/telemedicine (6.3%)** are least preferred ways to communicate

#### WHAT YOU ENJOYED ABOUT THE SESSIONS?

- Safe space to share opinions
- All voices heard and respected
- Events held in NBR



#### IDEAS FOR FUTURE ACTIVITIES?

- Inclusion of MDs in community events
- Workshops on different types of cancer
- Community Directory of Cancer Resources



### We Heard You and THANK YOU!

Mary Bird Perkins values and appreciates the opinions and viewpoints of community members. We will use the information shared at the listening sessions to advance our mission to improve survivorship and lessen the burden of cancer.

#### Supported By

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