ENSURING EQUITY IN CANCER CARE FOR NORTH BATON ROUGE

Mary Bird Perkins Cancer Center (MBPCC) is the state’s leading community cancer care organization, serving patients throughout the Gulf South. Through the Alliance for Equity in Cancer Care (AECC), an initiative funded by Merck Foundation, MBPCC is committed to driving progress towards health equity in underserved communities to increase survivorship and lessen the burden of cancer. This project targets individuals residing in zip codes 70802, 70805, 70806, 70807, 70811, 70812, 70814 and 70815.

The Ensuring Cancer Care Equity for North Baton Rouge project, a $2 million effort, is enabling the organization to address cancer disparities throughout the continuum of care and advance health equity for the medically underserved. With a predominately African American/Black population (77%), the North Baton Rouge community is significantly impacted by social determinants/drivers of health (SDoH), resulting in fragmented care. Through this project multi-level intervention strategies to improve the delivery of culturally competent, patient-centered cancer care will be implemented.

“Our work to improve access to health and support services, along with increased community outreach with education will change the health outcomes of generations of families. We will move the health equity needle forward in North Baton Rouge.”

-Charles Daniel, Owner of GEUAX Ride and AECC Advisory Board Member
YEAR 1 HIGHLIGHTS

The following milestones were accomplished during grant Year 1 (July 1, 2022 – June 30, 2023)

- Appointed Director of Equity in Cancer Care to oversee the fiscal and programmatic management of the grant.
- Established a Community Advisory Board to provide strategic guidance in the development, feasibility and implementation of interventions, tools and decision aides and ongoing opportunities for community engagement and outreach.
- Leveraged resources with a Coalition of Community Partners to provide more than thirty (30) health and cancer care focused community outreach events in North Baton Rouge, including eight (8) Community Listening Sessions to better understand barriers to cancer care.
- Implemented cultural competency and bias trainings, impacting over 80 staff, to ensure our network of care providers are equipped and focused on meeting and exceeding the diverse needs of patients and families.
- Enrolled 285 North Baton Rouge patients into the Patient Navigation Program, designed for access to personalize assistance, education and supportive and palliative care throughout the continuum of cancer care.
- Created greater accessibility to free cancer screenings to more than 275 North Baton Rouge residents.
- Created and disseminated educational and resource material to increase awareness and understanding of the importance of knowing your cancer history, risk factors, prevention measures and patient navigation services.
- Established processes for ongoing financial stewardship of grant funding.

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The Alliance for Equity in Cancer Care and Genentech has had no input into the development or content of these materials.