

Tough Enough to Wear Pink:

A Community Approach to Address Breast Cancer Needs in Rural Colorado

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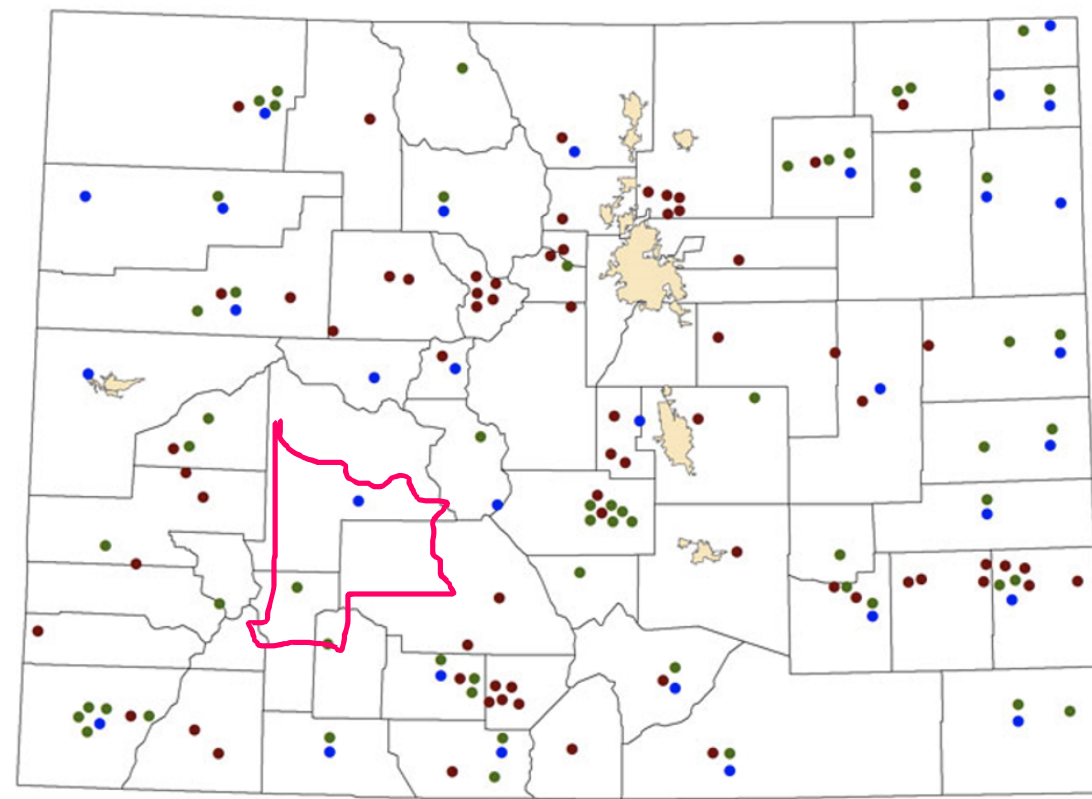
2: University of Colorado School of Medicine | Rural Track

3: Tough Enough to Wear Pink Director



Introduction

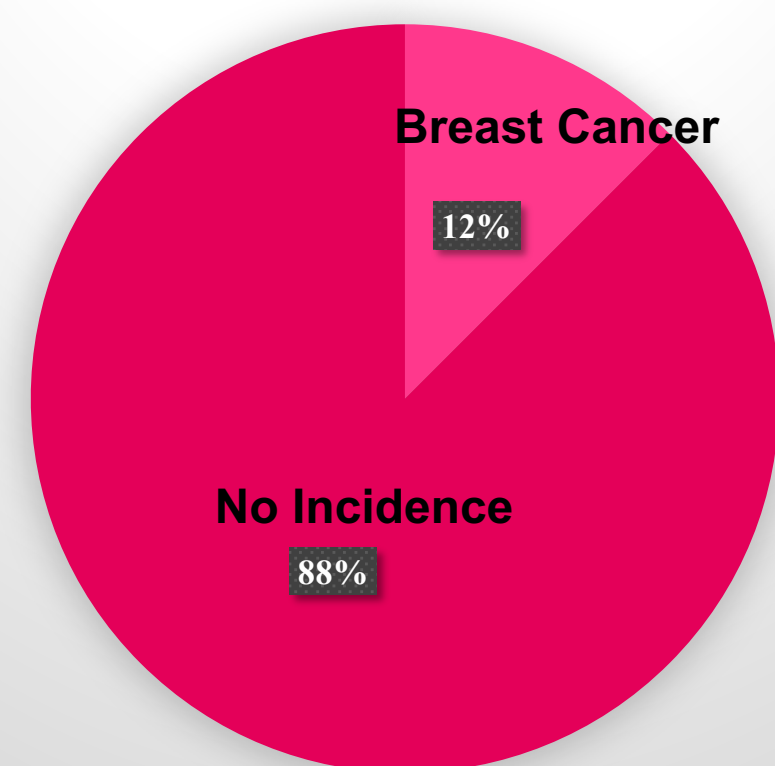
Selected Rural Healthcare Facilities in Colorado



Source(s): Data HRSA.gov
U.S. Department of Health and Human Services, April 2018

Gunnison, CO is a frontier community with a population of 6,403 and one critical access hospital.

Rate of Invasive Breast Cancer in the U.S.



About 40,290 women in the U.S. are expected to die this year from breast cancer; that's about the population of Brighton, CO!

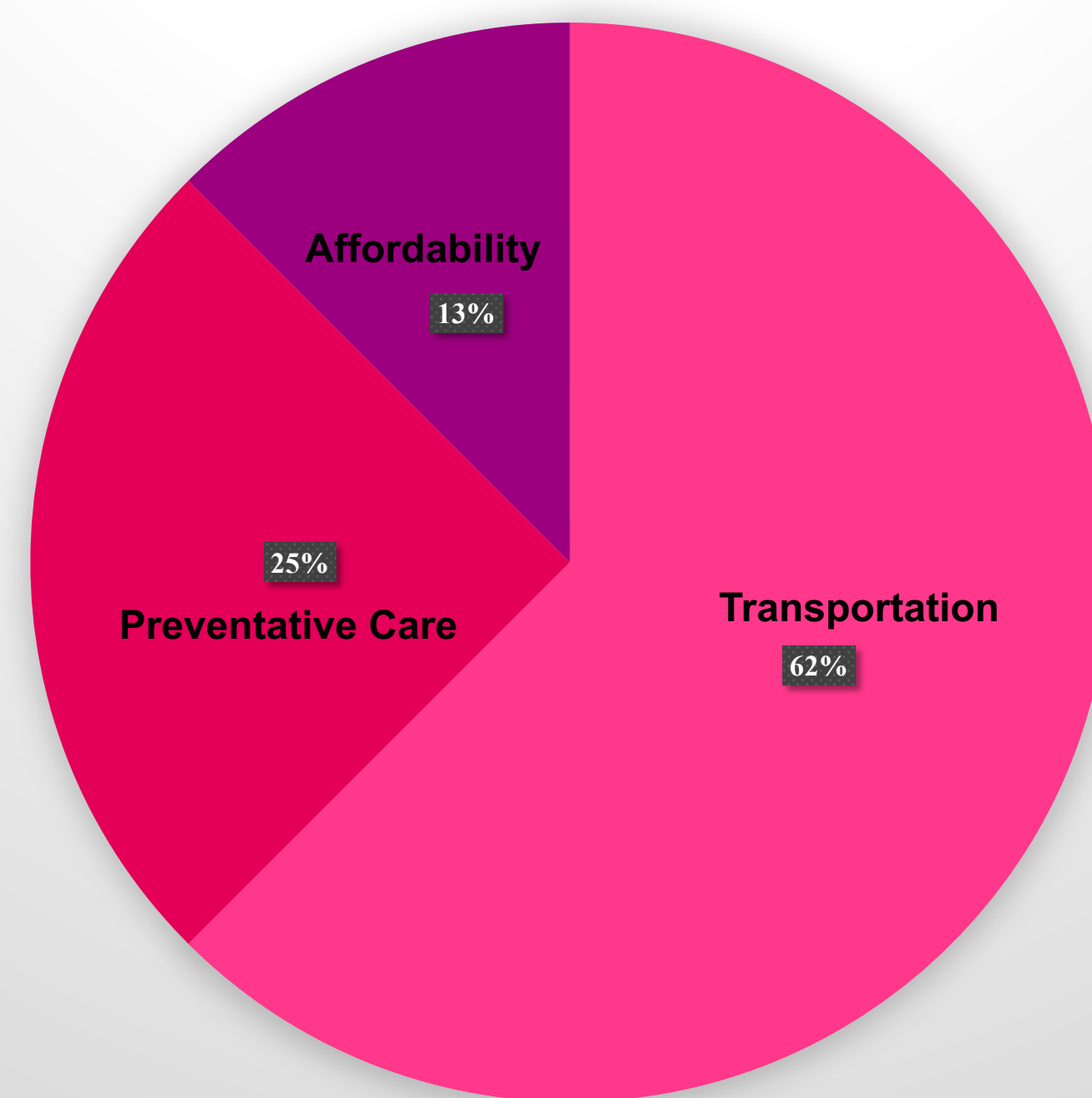
Cause of Death			Rank among all counties in CO (#1 rank = worst in state)	Rate of Death per 100,000 age adjusted		Observation (Gunnison County Compared to U.S.)
CO Rank	Gunnison Rank	Condition		CO	Gunnison	
1	1	Cancer	50 of 60	130.9	127.9	Lower than expected

TETWP Mission: TETWP is dedicated to providing comprehensive support to our community in the fight against breast cancer.

GVH Vision: To become the best small/rural hospital in the United States for Women's Service and Breast Cancer Care.

Problem

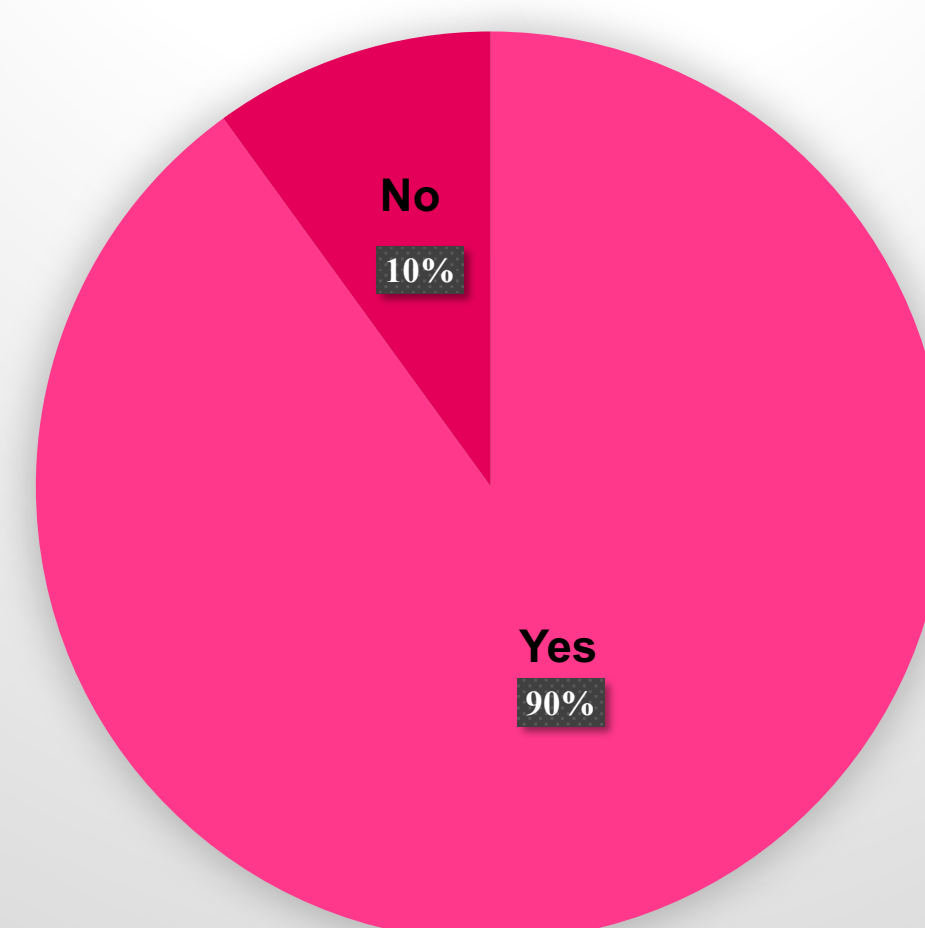
2019 Gunnison Valley Health CHNA Implementation Report: Community Concerns for Cancer Care



"The need to travel to other areas for care may be the most important health or medical issue facing the residents of our county"

"The high rate of cancer in individuals across the spectrum of age, race, health"

Should GVH Continue to Allocate Resources to Patients with Cancer



Solution



"All of the financial assistance was truly remarkable. It gave me the chance to focus on healing my body, and not be worried about paying thousands of dollars in medical bills."

"Our techs did a 2D tomo screening. The 2D came up completely clear. When our mammography tech did the 3D screening, there was a clear and glaring issue. Had we not had the 3D tomosynthesis machine...we would have sent this individual home with a clear screening to return for an annual in 12 months."



"When the doctor told me about the cancer I thought I was going to die, I was in complete shock and felt so hopeless, I thought I was alone in this atrocious battle."



"Knowing we have a reliable vehicle to use for transportation and not have the added expense of wear and tear as well as fuel on our own vehicles is so awesome."

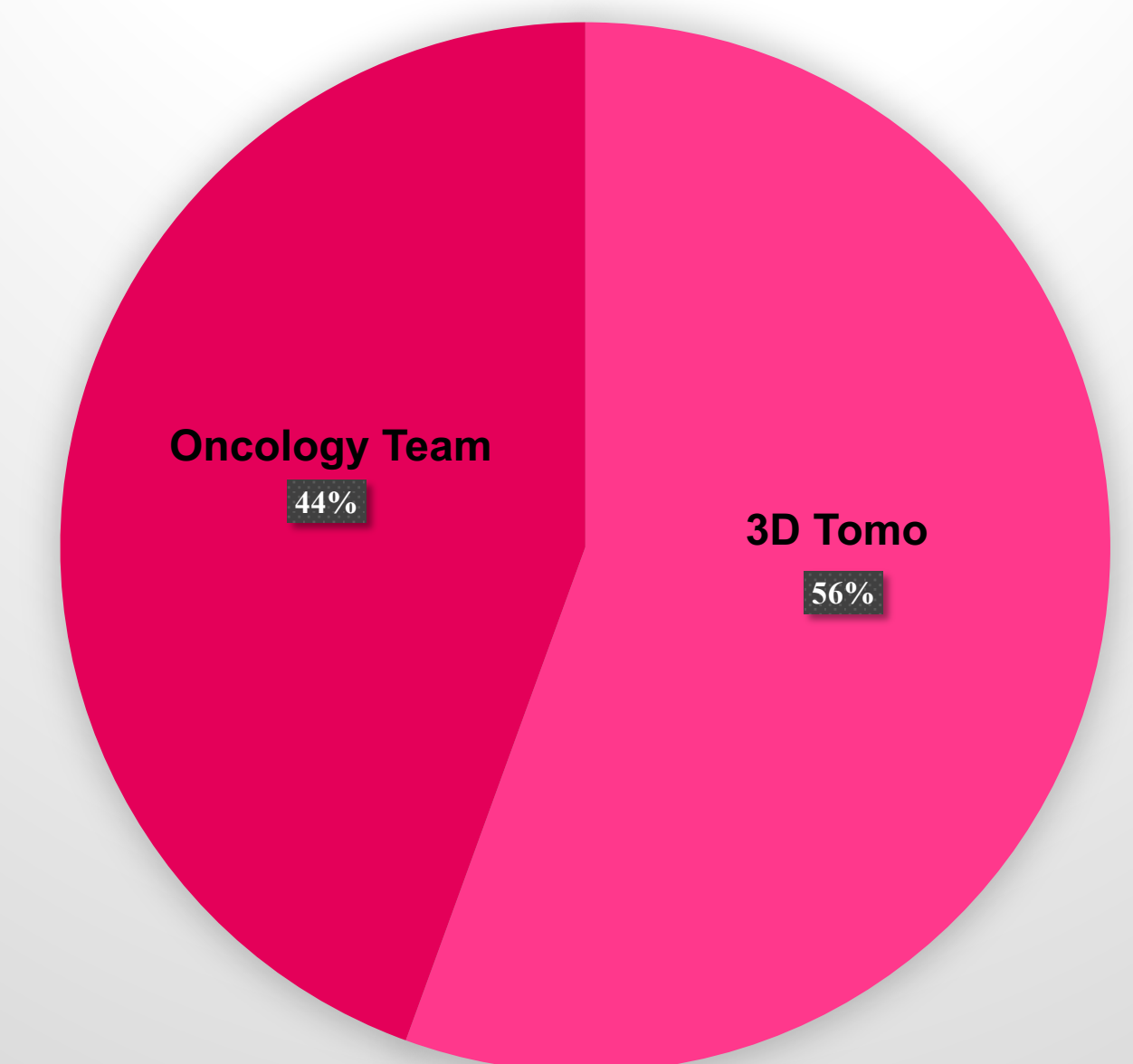


"We haven't returned home for the past 4 months due to his chemotherapy treatments and recovery. The Lucy's Housing Assistance program has helped us out tremendously."



Preliminary Results

Surveyed Survivors on the Most Important Actions GVH has Taken to Address Cancer Needs



"In the beginning we felt like we were drowning, but we've managed to stay afloat because of you."

"I know I survived this horrible thing and have so much to live for. And I know a lot of that is thanks to TETWP. They changed this whole process for me. Made it doable."

"TETWP was in my corner for the fight of my life. Making sure I was taken care of and not giving up. They made me realize it was ok to pause some of my life to fight. To win."

Future Steps

- ✓ Interview the oncology team
- ✓ Interview cancer patients in the valley
- ❑ Distribute Qualtrics quantitative/qualitative survey for cancer patients in the valley
- ❑ Interpret data
- ❑ Apply findings to TETWP programming