

Susan Stearns, CEO at 7<sup>th</sup> Annual Knight Cancer Network Symposium March 3, 2023



Mission: To Educate, Empower, and Support all communities affected by breast cancer.

Serve: All of Oregon and Southwest Washington





## **Early History**



- Founded in 2010 by Dr. Allen and Cassie Gabriel, two Vancouver-based physicians
- Aimed to address psychological and emotional needs of breast cancer patients following diagnosis and treatment
- Early on worked with Susan Hedlund, OHSU, LCSW to:
  - Develop three-day retreat for BC patients a year out after treatment
  - Train a cohort of peer mentors to match with newer BC patients





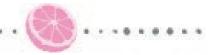




#### **Over Next Few Years:**



- Added educational series which included medical topics and community building events
- A bequest started a book bank for children and families to learn about a cancer diagnosis
- Early efforts to develop financial aid programs that address quality of life needs, and improve the holidays for breast cancer patients





### On March 2, 2020

- Susan Stearns was hired as first breast cancer patient on staff of PLP
- Background included many decades of healthcare reform policy and community-level systems change work
- Personal commitment to convene the myriad of local breast cancer groups and improve communication and coordination of community organizations across the region

Personal thank you to Dr. Jacqueline Vuky at OHSU Knight Cancer Institute and Dr. Nathalie Johnson at Legacy ©



#### Year One of Pandemic

- Pink Lemonade Project shifted programming to virtual immediately as healthcare system canceled all cancer support programming
- Activated peer mentors to offer daily support groups for 6 weeks
- By end of 2020, raised and distributed nearly \$125,000 as direct cash assistance to breast cancer patients in treatment
- Convened local breast cancer community organizations





## Then, in mid-January 2021

- Susan G Komen Oregon SW Washington announced required closure on 3/31/21 as part of national Komen restructuring
- Pink Lemonade Project was approached to continue MBC Dinner Series and Treatment Access Program (TAP)
- By accepting TAP, PLP's geographic area expanded to serve all of Oregon and SW Washington





## Context for CPP Application/Community Need

- Healthcare systems' cancer support programming not back to pre-COVID levels
- Breast cancer patients in treatment had to look elsewhere for support
- COVID strained healthcare systems and staff, and resources were out of date
- Local Komen's departure left large gap across Oregon and SW WA
- Breast cancer patients across the region have varied experiences of receiving cancer support information depending on place of care





## Pink Lemonade Project's Tier 2 Grant Award

- Developing a community system of care for individuals diagnosed with breast cancer across Oregon
- August 2021-June 2022





## Tier 2 Grant Goals/Objectives

- Update community resources and peer supports for the breast cancer community using collaboration and patient input
- Serve as neutral convener and invite regional health systems share patient binders to develop and distribute common, community resources
- Train healthcare partners across Oregon about Pink Lemonade
   Project's programs and community resources—esp. financial aid
- Test whether patients who request transportation assistance desire more supports during treatment, recovery, survivorship etc.



## **Target Audiences**

- Breast cancer coalition organizations which expanded to include new partner organizations like those that took other Komen affiliate's programs, and community organizations that best serve more people of color/communities
- Breast cancer patients, survivors, those living with metastatic breast cancer
- Healthcare partners across Oregon (and SW Washington)
- Treatment Access Program patients across Oregon



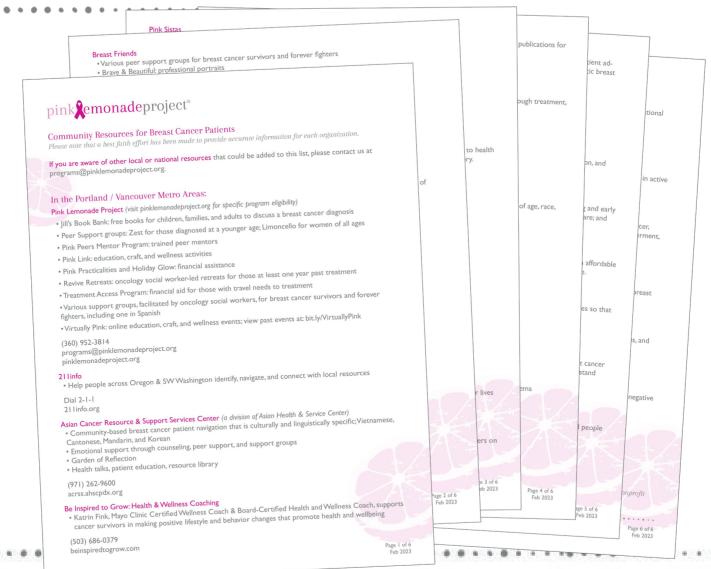


#### **Grant Results**

- Obj 1: Average of 10 Portland metro area BC organizations attended the 4 quarterly meetings during grant period
- Obj 2: Binders collected from Compass Oncology, Kaiser Permanente,
   Legacy, OHSU, PeaceHealth Southwest Medical Center and Providence
  - 11 patients reviewed including native Spanish speaker and 3 w/MBC
  - Also developed list of ideal topics for new patient binders
  - 44 local and national resources compiled and distributed
  - 67 health professionals from 15 cancer centers were trained
- Obj 3: Of 126 TAP recipients, only 33 completed survey, and only 7 contacts made about additional resources

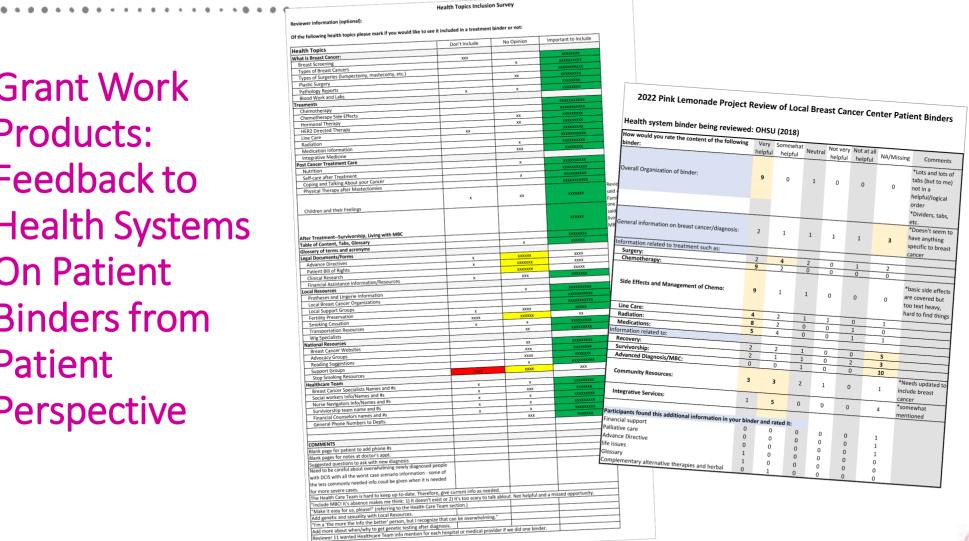
# pinkkemonadeproject®

Grant Work
Products:
Standard
Community
and National
Resource
Guide



# pinkemonadeproject®

**Grant Work Products:** Feedback to **Health Systems** On Patient Binders from **Patient** Perspective







## **Grant Challenges**

- Pandemic extended longer than ever imagined so hard to get involvement from oncology social workers and navigators
- Significant turnover of healthcare staff across Oregon and SW Washington made contact lists out of date.
- Pink Lemonade Project had difficulty tracking Treatment Access
   Program patients as patient contact information goes to 211info, the
   TAP program administrator. More work needed.
- Provided detailed feedback to each health system on patient binder but not enough time to followup directly on how implemented



## **Next Steps**

- PLP will continue updating contact lists to share community resources
- PLP is completing a full HIPAA audit and exploring becoming fully HIPAA compliant entity so can (1) improve patient communication with healthcare system and (2) bring TAP in-house
- Need to set meetings with each health system to review patient feedback on new patient binders and keep distributing updated community resource guide.
- Develop next iteration of community resource guide to serve all of
   Oregon and to better incorporate more culturally competent resources



## Project Thank You's

- Health and Human Service Partners: 211 info, Compass Oncology, Kaiser Permanente, Legacy Health System, OHSU, PeaceHealth SW Medical Center, and Providence Health System
- Funders: Carpenter Foundation, Cow Creek Umpqua Indian Foundation, Marie Lamfrom Foundation, MJ Murdock Charitable Trust, Natrelle, PacificSource Foundation, The Renaissance Foundation, Weyerhaeuser Community Fund and other individual donors
- San Antonio Breast Cancer Symposium for poster session opportunity
- And, of course, The Knight Cancer Institute CPP Team!





## Thank you, Local Breast Cancer Coalition Partners







































## Questions?



## Thank you!

Susan Stearns susan@pinklemonadeproject.org 360-952-3814 ext. 3