



WHITE PAPER

GAPS Healthcare & Community Prototypes January 2025

The Challenge

Black women face a 41 percent higher mortality rate from breast cancer compared to White women - an unacceptable disparity. Mammograms can save lives, and this White Paper describes community and healthcare prototypes developed through innovative community do-design over the past three years. These prototypes offer replicable strategies for adoption by clinics, health systems, and community groups.

Executive Summary

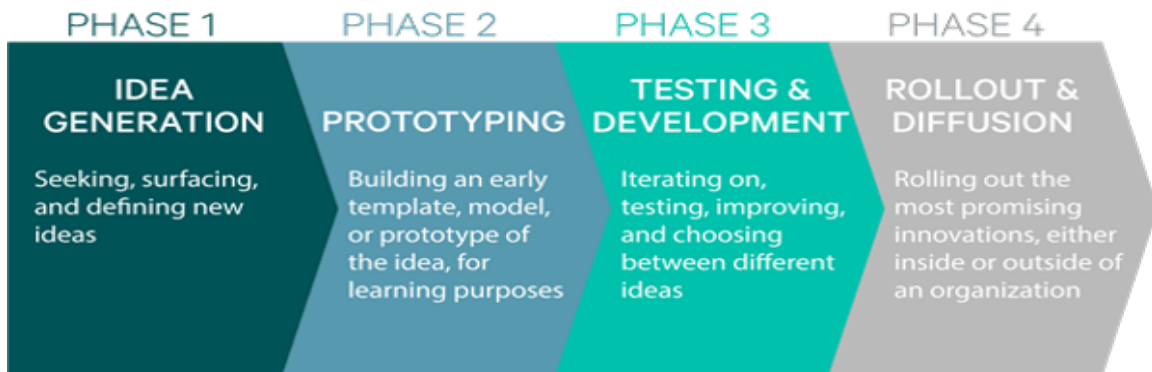
The MN Breast Cancer GAPS Project pioneers a groundbreaking approach to breast cancer detection led by Black women and men. By forging partnerships across communities, clinics, and healthcare systems, we are dismantling barriers and creating lasting change to ensure Black women have access to life-saving mammograms and essential wellness care.

We envision dynamic partnerships between community members and healthcare providers.

GAPS Guiding Principles

- Center the lived experience of Black women
- Foster diverse ideas, experiences, and cultures through radical collaboration
- Create an equitable, inclusive, and transparent process that leverages collective creativity
- Build upon existing programs and organizations through community partnerships
- Prioritize action using iterative design thinking for real-time feedback and insights

The GAPS four-phase design process transforms ideas into action by uniting Black leaders with healthcare partners to identify community needs and create solutions. As we enter Phase 4 - Rollout and Diffusion, we're scaling these prototypes for community adoption. The following sections highlight the GAPS prototypes from the Community Co-Design process, offering implementable models for organizations committed to eliminating breast cancer disparities.



Hennepin Health Care: Brooklyn Park Clinic

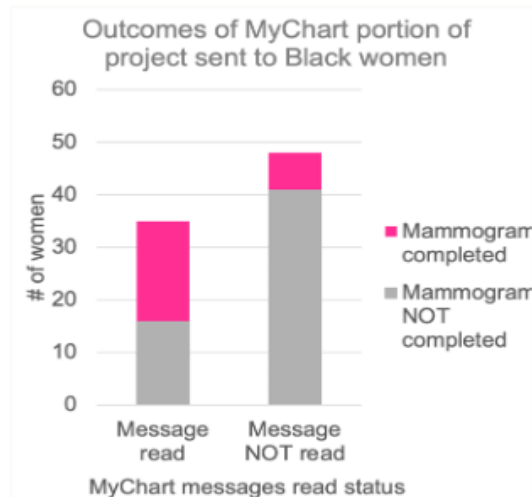
Purpose: Educate and empower Black women regarding breast cancer screening through multimedia outreach.

Implementation:

- Timeframe: October 2023 - February 2024
- Methods: Deployed "What to Expect When Getting a Mammogram" videos through:
 - Patient rooming
 - MyChart system
 - Community outreach

Results:

- Higher mammogram usage among video viewers
- 75% of survey respondents learned new information
- 85% willing to share the message with others



Neighborhood Healthsource (FQHC)

Purpose: Three-month campaign to increase mammography rates through enhanced messaging and process improvement.

Implementation:

- Multilingual video content (English and Spanish)
- Multi-channel outreach: print, social media, texts/emails, community TV
- Community-focused distribution in gathering places

Results:

- 135 NHS page views (Dec 1 - Feb 14)
- Video views: 79 (English), 39 (Spanish)
- Community TV reached 16,149 people in North Minneapolis
- All mobile mammography appointments filled

Key Insights:

- Need for brick-and-mortar screening locations
- Importance of bilingual materials
- Better alignment with community events in spring/summer



Mammo Party: Midwest Radiology Northwest

Purpose: Create a supportive group screening environment for Black and Latina women.

Implementation:

- Evening event (March 2024)
- Included incentives, food, and education
- Spanish interpreter present

Results:

- 15 Black women screened
- High engagement levels
- Successful transportation support through Uber

Key Insights:

- Smaller centers preferred over hospitals
- Language support crucial for comfort
- Transportation assistance valuable
- Gift card incentives well-receive



Purpose: Annual awareness event promoting mammography through community engagement.

Implementation:

- Collaborative planning with Black sororities
- Multiple healthcare partners
- Educational and social components

Results:

- Website traffic increased 51%
- 40 direct QR code accesses
- Strong community participation
- 90% distribution of call-to-action cards

Future Recommendation: Include on-site mammography vans at upcoming events

MEN MATTER Initiative



Purpose: Engage young Black men in supporting mammography screening conversations. Team of five Black men used community co-design to create a video and facilitator’s guide.

Status: Program will be available in 2025.

The following videos were produced as part of the community co-design process and can be accessed on the GAPS website. <https://www.breastcancergaps.org/>

CHECK THESE OUT! GAPS Awareness & Education Videos

- 15 community-driven videos, feature lived experience
- Community organizations and clinics can add their logos with GAPS
- www.breastcancergaps.org to access

 1 – 4 Minute Videos	 Breast Health < 1-minute videos	 Myth & Misconceptions < 1-minute videos
Facing Fear 1:25	If You Find a Lump 0:55	A Mammogram is Painful 0:44
Screening is Important 1:22	Breast Pain 0:51	Young Women Don't Need them 0:38
Mammogram: What to Expect 2:45	Breast Discharge 0:52	No Knowing is better 0:36
Men Matter Too: Courageous Conversations about Breast Cancer Video 4:53	Why/When to Get Mammograms 0:50	Mammograms Cause Cancer 0:34
	Mammograms Save Lives 0:46	Everything Found is Cancerous 0:54



Questions on this paper can be addressed to Monisha Washington, GAPS Director, at monisha@breastcancergaps.org.

Our gratitude to Blue Cross Blue Shield of MN for their funding and collaborative support of the MN Breast Cancer Project.