Barriers and Responses in Advancing cancer prevention and control: Breast Cancer in Mexico

Workshop on Cancer Care in Low Resource Areas
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Dra. Felicia Marie Knaul
Miami Institute for the Americas and Miller School of Medicine, University of Miami
Fundación Mexicana para la Salud y Tómatelo a Pecho
Outline

1. Cancer is “different” in LMICs

2. Breast cancer, barriers to access in Mexico, a country with national health insurance

3. Responses to reduce barriers to access in Mexico

4. Scaling up and refining responses
The Opportunity to Survive is largely defined by income – Mortality/Incidence

Almost 90% of Canadian childhood leukemia patients survive…
In the poorest countries only 10% survive.
"Avoidable" deaths from breast cancer

<table>
<thead>
<tr>
<th>Income region</th>
<th>% of deaths considered &quot;avoidable&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low income</td>
<td>52-60%</td>
</tr>
<tr>
<td>Low-middle income</td>
<td>44-57%</td>
</tr>
<tr>
<td>Upper-middle income</td>
<td>33-48%</td>
</tr>
<tr>
<td>High income</td>
<td>21-35%</td>
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</table>

75-80% of avoidable deaths
The Cancer Divide: An Equity Imperative

Cancer is a disease of both rich and poor; yet it is increasingly the poor who suffer:

1. Exposure to risk factors
2. Preventable cancers (infection)
3. Treatable cancer death and disability
4. Stigma and discrimination
5. Avoidable pain and suffering
In LMICs a very large % of Breast Cancer cases and deaths are in women <55

<table>
<thead>
<tr>
<th>Age at Diagnosis</th>
<th>Low income</th>
<th>Latin America</th>
<th>High Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66%</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>Age at Death</td>
<td>67%</td>
<td>61%</td>
<td>34%</td>
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</tbody>
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Fuente: Estimaciones de los autores basadas en IARC, Globocan 2012
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Breast cancer: care continuum

Mexico: Exemplary investment in prevention of risk factors and treatment but late detection and little access to survivorship or palliative care.
Mexico: guarantees treatment

- **Every** Mexican woman has the right to financial protection for breast cancer treatment
- **Globally-recognized** innovation
Expansion of Financial Coverage: **Seguro Popular México**

**Affiliation:**
- 2004: 6.5 m
- 2014: 55.6 m

**Benefit package:**
- 2004: 113
- 2015: 285
- 59 in the Catastrophic Illness Fund
Seguro Popular now includes cancers in the national, catastrophic illness fund

Universal coverage by disease with an effective package of interventions

2004/6: HIV/AIDS, cervical, ALL in children
2007: pediatric cancers; breast
2011: Testicular, Prostate and NHL
2013: Ovarian and colorectal
2014: Prostate
Barrier: Costs associated with the diagnosis and treatment that are not covered

- Transportation especially for chemotherapy and RT
- Caregiving and family responsibilities
- Lost income
Breast Cancer early detection: Delivery failure

- 2nd cause of death, women 30-54
- 5-10% of cases detected in stage 0-1
- Poor municipalites: 50% Stage 4; 5x rate for rich

Late detection by state

% cases detected in stage 4

< Low  > Medium  > High

Source: Authors’ estimates with database from IMSS, 2006.
Juanita:
Advanced metastatic breast cancer as a result of a series of missed opportunities and barriers to access
Barrier: Lack of access to detection, particularly for the poorest

Percentage of women that the last 12 months attended a module of preventive medicine for detection of breast cancer by income quintile

Source: ENSANUT, 2012

Only 1 in 5 women aged 40-69 reported clinical examination or mammography in 2012.
Barrier: Low quality primary care services

One in every two women diagnosed with breast cancer reported problems with medical attention in the diagnostic process

- Did not receive breast clinical examination or information in their routine annual exam & pap test
- Doctor did not value the importance of signs and symptoms manifested by the woman, and sent her home without a diagnosis
- Both primary care providers and specialists recognized the lack of sensitivity of health care providers to the women’s needs

RESULTS FROM A NATIONAL QUALITATIVE STUDY
Nigenda et al.
Early detection:
Why don’t young women come in earlier?

**CHILDREN:**
“I did not have anyone to leave my children with.”

“First are my children, because I don’t have money to get myself checked.”

**WORK:**
“It isn’t just any job that gives permissions for absences.”

“I neglected myself. I didn’t get checked because I thought only of work, I never worried about myself.”

**INDEPENDENCE/RESPONSIBILITY:**
“I think I have this flaw: seeing other’s needs but not tending to my own needs.”

“Since I was small I’ve been self sufficient. Many people depended on me. So what challenged me most was this: to depend on other people. This very much hurt me emotionally.”

**MISINFORMATION/DENIAL:**
“I saw on TV that they said that 45 year olds and onwards get breast cancer.”

“One gets stubborn and says, ‘no, no, this.. Nothing is happening to me. Nothing is happening to me.’”
Lasting survivorship challenges for young women:

1. Fear/uncertainty surrounding fertility
2. Body image perception challenges
3. Employment discrimination and its impact
4. Loss of social networks
5. Unmet primary and psych care needs

Employment discrimination

“...a person with cancer, no one wants to employ them. Because we are no longer useful.”
“I like to speak the truth when I go to ask for a job. I tell them, ‘I had cancer and I have to go to ...appointments,’ they tell me, ‘we don’t allow absences,’ ‘Thanks, see you later.’”

Body image, psychosocial needs – change w time

“They always tell me, ‘dress up, make yourself up, do this,’ and I say, ‘for what? For what now?’ I have become.. depressed. .. not depression, as I told you, a lack of interest.”

“...the first years did not affect me..... I did not care... now it is affecting me. For a year, I have been seeing myself and not accepting myself, it is very hard for me to accept myself as a I now am..”
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Diagonalizing delivery:
Inclusion of early detection of breast cancer in Opportunities program

- “Capacitation and orientation guide for beneficiaries of Oportunidades program” includes information about breast cancer 2009/10
- 3 million copies for promoters and trainers
- Reached 5.8 million families = more than 90% of poor households
Training in primary health care in early detection

- With the National Institute of Public Health
- Through Ministries of Health- Nuevo Leon, Jalisco, Puebla, Morelos – and the IMSS
- > 16,000 professional and community health promoters, nurses, doctors and medical and nursing students
- Modalities:
  - Promoter, Nurses and Doctors
  - train the trainers for promoters
  - Print materials
  - online and interactive courses
  - Certification and diploma
  - Rigorous evaluation
ADDITIONAL RESOURCES

-- Early Breast Cancer Detection --

-- A Job for Everyone --

health promoters.
Results for Health Promoters, 2010

• The “train the trainer” model significantly improved knowledge and comprehension in every group of health promoters.
  • 1) understand breast cancer as a health problem,
  • 2) learn how to perform CBE, and
  • 3) learn about breast cancer risk factors, symptoms, family history and treatment.

• New knowledge is retained (3-6 months)

• Significant potential for involving community and professional health promoters in early detection and management of breast cancer

The Oncologist,
http://theoncologist.alphamedpress.org/content/early/2014/09/17/theoncol ogist.2014-0
Professional and community health promoters: Jalisco and Nuevo Leon

Risk factors

Family history

Signs and symptoms

* Indicates significant difference.
Preliminary training results: 10,000 primary care physicians and nurses, 2014

Physicians
N=4,872

Nurses
N=2,243

Qualification (% of points obtained by score)

Signs and symptoms
Risk Factors
Global
CBE and “BSE”
Survivorship ??

PRE | POST | PRE | POST
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Worldwide wave of reforms to achieve

*Universal Health Coverage:*

prevention, promotion, treatment, rehabilitation, and palliative care –

without risking economic hardship or impoverishment (WHO, WHR 2013).
The Diagonal Approach to Health System Strengthening

Rather than focusing on either disease-specific vertical or horizontal-systemic programs, harness synergies that provide opportunities to tackle disease-specific priorities while addressing systemic gaps and optimize available resources.

Diagonal strategies:

- Positive externalities: $X > \Sigma$ parts
- Compound benefits to increase effectiveness at a given cost
- Bridge disease divides using a life cycle response
- Exploit existing platforms
- Avoid the false dilemma of disease silos
Diagonal Strategies: Positive Externalities

Promoting prevention and healthy lifestyles:

- Reduce risk for cancer and other diseases

Reducing stigma for women’s cancers:

- Contributes to reducing gender discrimination.

- Investing in treatment produces champions
An effective UHC response to chronic illness must integrate interventions along the Continuum of disease:

1. Primary prevention
2. Early detection
3. Diagnosis
4. Treatment
5. Survivorship
6. Palliative care

....As well to each Health system function
1. Stewardship
2. Financing
3. Delivery
4. Resource generation
eUHC requires an integrated response along the continuum of care and within each core health system function.

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<th>Health System Functions</th>
<th>Stage of Chronic Disease Life Cycle /components CCC</th>
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<td>Primary Prevention</td>
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<td>Financing</td>
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<td>Delivery</td>
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<td>Resource Generation and evidence building</td>
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Be an optimist optimalist
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