

Factors for Success in Breast Cancer Screening

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One of the Healthy People 2020 initiatives within the U.S. is to increase the proportion of women who receive breast cancer screenings based on the most recent guidelines (c-17). Despite highly recognizable promotion campaigns that encourage women to obtain routine breast cancer screenings, women today face changing guidelines. Regardless of which reputable source is followed (the American Cancer Society, U.S. Preventative Services Task Force, or the American College of Obstetricians and Gynecologists), the recommended age to begin testing and timeframe to retest varies and seems to be evolving. To explore factors influencing women's adherence to recommendations for preventative screening, this study utilizes secondary data from the Center for Disease Control and Prevention's (CDC) Behavioral Risk Factor Surveillance System (BRFSS) survey among women in Midwest states. Points of diversion among women who are participating in routine breast cancer prevention based on location, accessibility, and affordability will be discussed.