



DELAWARE COUNTY HEALTH DEPARTMENT

CHIP **Breast Cancer** Awareness Initiative

CHIP: Breast Cancer Awareness

Priority Area: Prevent Chronic Diseases

Focus Area: Preventive Care and Management

Goal 1: Decrease **breast cancer** deaths in Delaware County by improving knowledge about and increasing access to breast cancer screening opportunities, especially among Asian, Black, and Hispanic females.

CHIP: Breast Cancer Awareness Objectives

*Objective 1.1: By December 31, 2028, increase the percentage of females who are screened for **breast cancer**.*

Outcome Indicator	Priority	Baseline	Target	Source
Increase the percentage of female Medicare enrollees ages 65-74 who received an annual mammography screening. (Medicare)	All females	44% (2021)	49%	Medicare
	Asian females	37% (2021)	42%	
	Black females	37% (2021)	42%	
	Hispanic females	34% (2021)	39%	
Increase mammography use among women aged 50-74 years.	All females	75.4% (2020)	80.4%	CDC PLACES (BRFSS)

*Objective 1.1: By December 31, 2028, increase the percentage of females who are screened for **breast cancer**.*

Outcome Indicator	Priority	Baseline	Target	Source
Decrease the age-adjusted female breast cancer mortality rate for Black women ages 50 and older.	All females	58.9 per 100,000 (2016-2020)	55.0 per 100,000	National Cancer Institute SEER Databases
	Black females	88.1 per 100,000 (2016-2020)	83.0 per 100,000	
Decrease the age-adjusted late-stage incidence rate of breast cancer among women ages 50 and older.	All females	92.3 per 100,000 (2016-2020)	87.0 per 100,000	National Cancer Institute SEER Databases
	Black females	117.7 per 100,000 (2016-2020)	110.0 per 100,000	

CHIP: Breast Cancer Awareness Jefferson Partnership

The Sidney Kimmel Cancer Center Mobile Health Screening Unit services areas in and around Philadelphia, providing mobile mammogram screenings to community members without insurance.

In 2024, we partnered with Jefferson's Mobile Mammography Unit for four community screening events.

Screened: 38

Required Follow Up: 9

In 2025, our first screening event was on March 26, 2025, due to staffing shortages within Jefferson.

Screened: 13

Required Follow Up: 5



CHIP: Breast Cancer Awareness Survey



Together We Can Fight Breast Cancer

Let your voice be heard by joining the Delaware County Health Department's fight against breast cancer!

DCHD wants to learn about community members' knowledge of **breast cancer** and **barriers to mammogram breast cancer screenings**.

Take our Breast Cancer Awareness Survey and enter to win a prize!

Scan the QR code for survey

More info online at: delcopa.gov/health
Email us at: DelcoWellness@co.delaware.pa.us

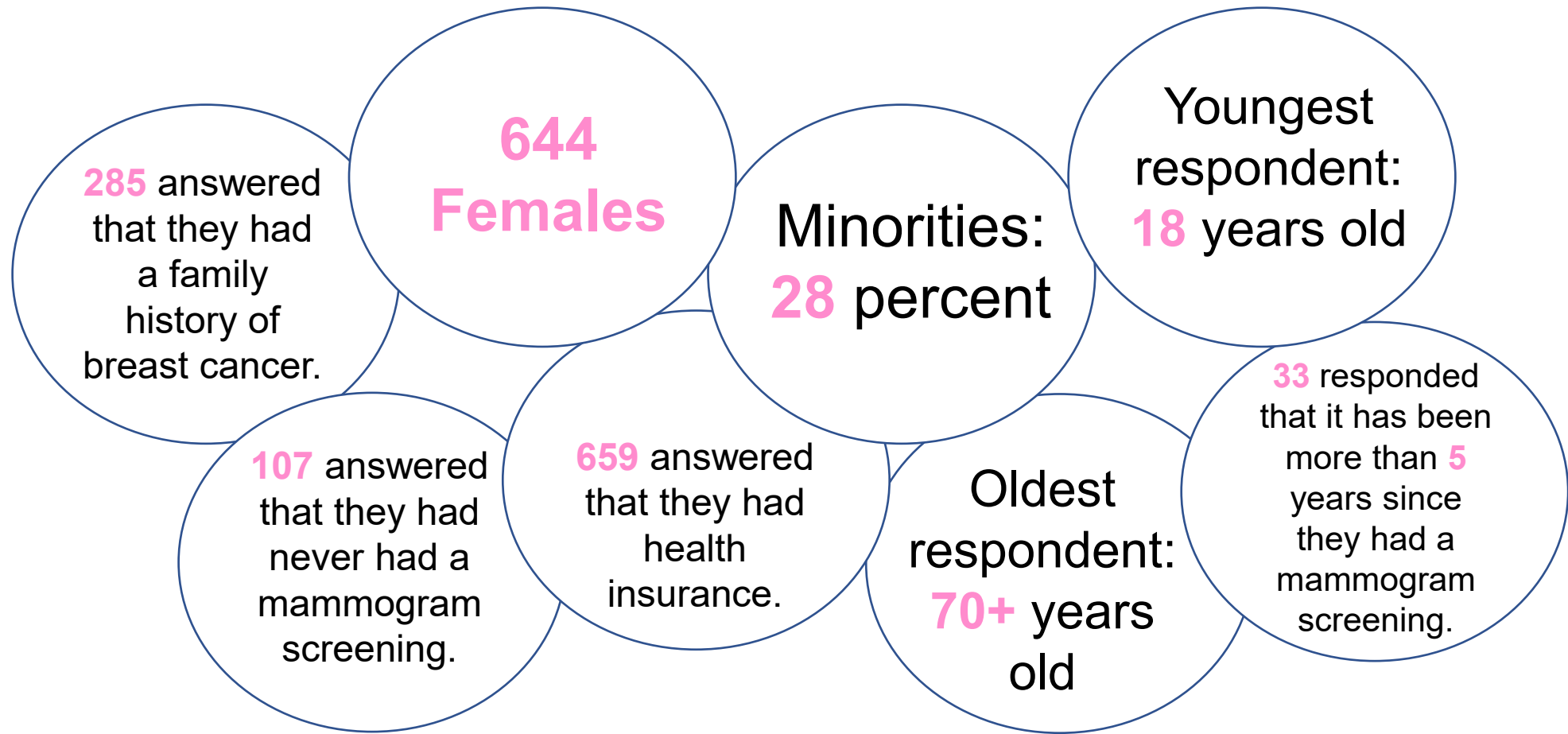
DCHD
DELAWARE COUNTY HEALTH DEPARTMENT

[/DelcoHealth](#) [/DelcoHealthDepartment](#) [/DelcoHD](#)

675
Completed Surveys

- The survey was open from 4/8/25 to 5/16/25
- Both paper copies and digital versions were available
- Offered in Spanish and Chinese

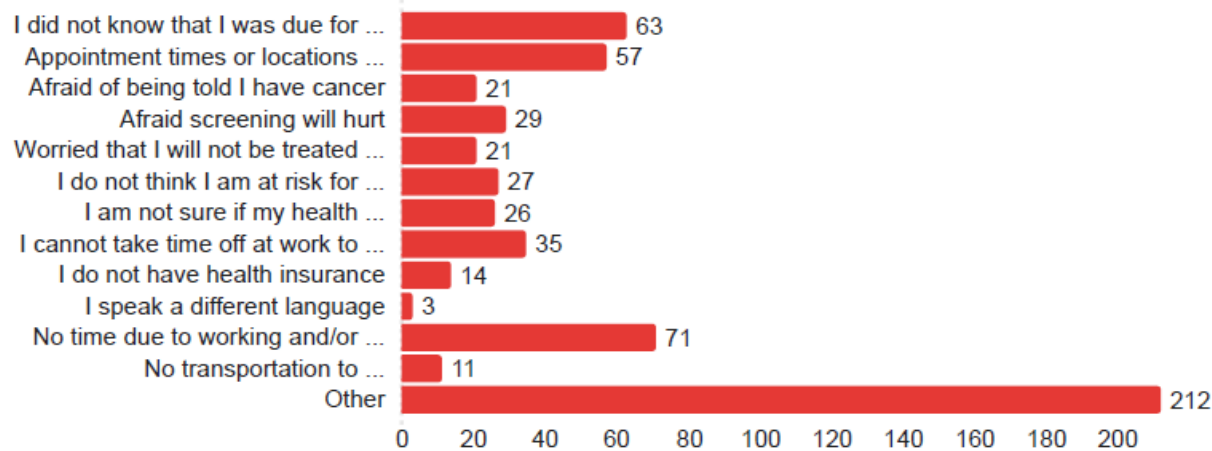
CHIP: Breast Cancer Awareness Survey Responses



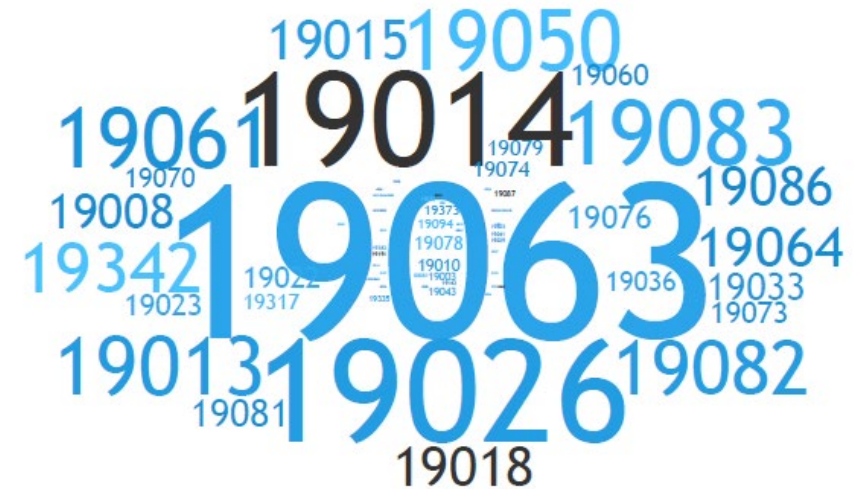
CHIP: Breast Cancer Awareness Survey Responses

Q18 - Which of these reasons have kept you from going for your yearly breast cancer screening? (Check all that apply) - Selected Choice

407 Responses



Choice Count



CHIP: Breast Cancer Awareness Next Steps

- For those who answered the survey, **approx. 150 shared an interest in joining a smaller focus group.**
- DCHD is now in the planning stage of developing questions and start identifying willing participants and locations around the county to host them.
- We're aiming for 4 groups focusing on our priority population to be completed by the end of 2025.





DELAWARE COUNTY HEALTH DEPARTMENT

Test & Go Healthcare Kiosk

Test & Go: Implementation Phase 1



Delaware County Wellness
Center- Yeadon, PA



Delaware County Government
Center- Media, PA



Keystone First Wellness and
Opportunity Center- Chester, PA

Free Products	
Naloxone	Tampons/Pads
Condoms	First Aid Kits
Harm Reduction Kits	Emergency Blankets
COVID-19/RSV/Flu A/B	COVID-19 Rapid Test

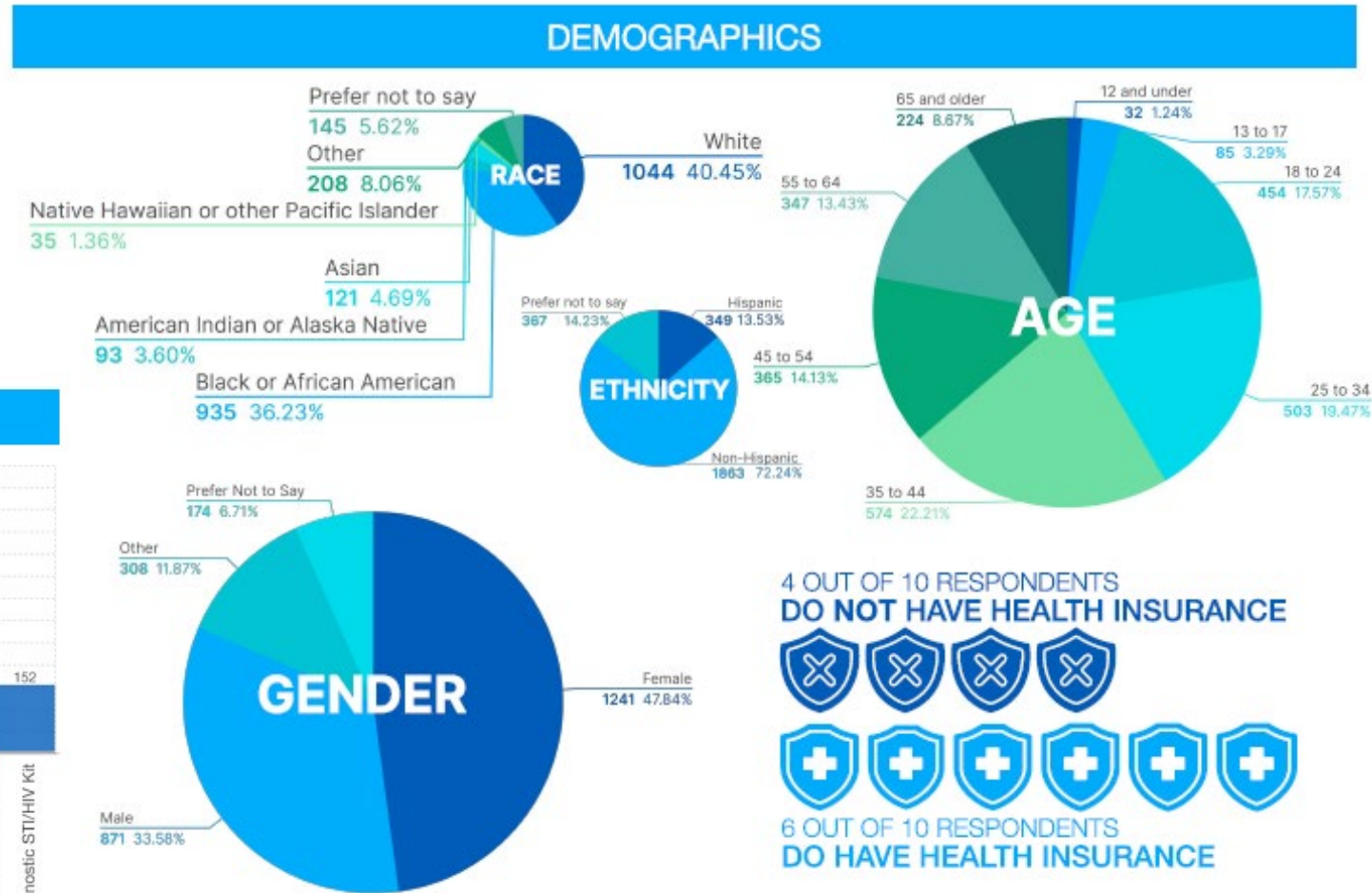
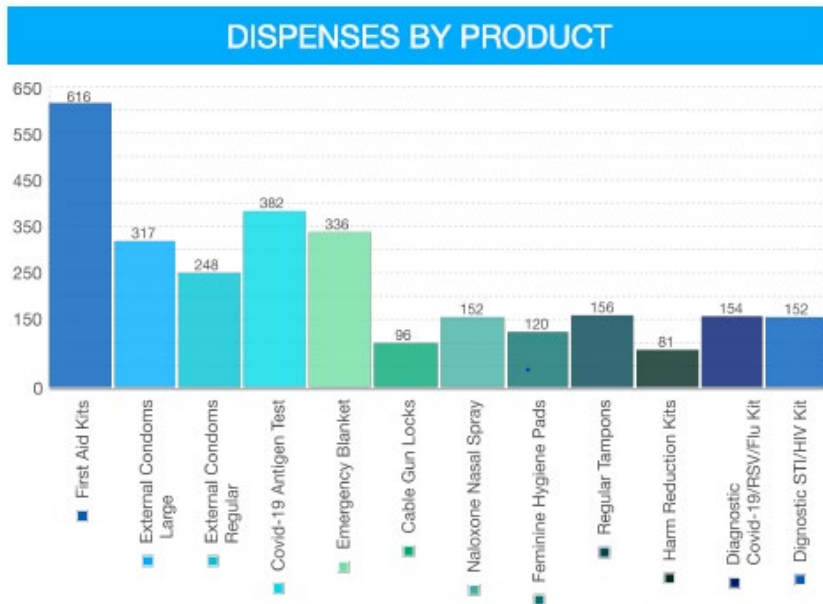
Test & Go: Implementation Phase 2

- STI/HIV testing added in November 2024
- With additional funds through the Opioid Settlement grant awarded for 2025, we were able to add 2 additional kiosks in April 2025
 - 69th Terminal, Upper Darby, PA
 - Delaware County Community College, Media, PA
- Gunlocks were also added to the kiosk through a partnership with Delaware County's District Attorney's Office



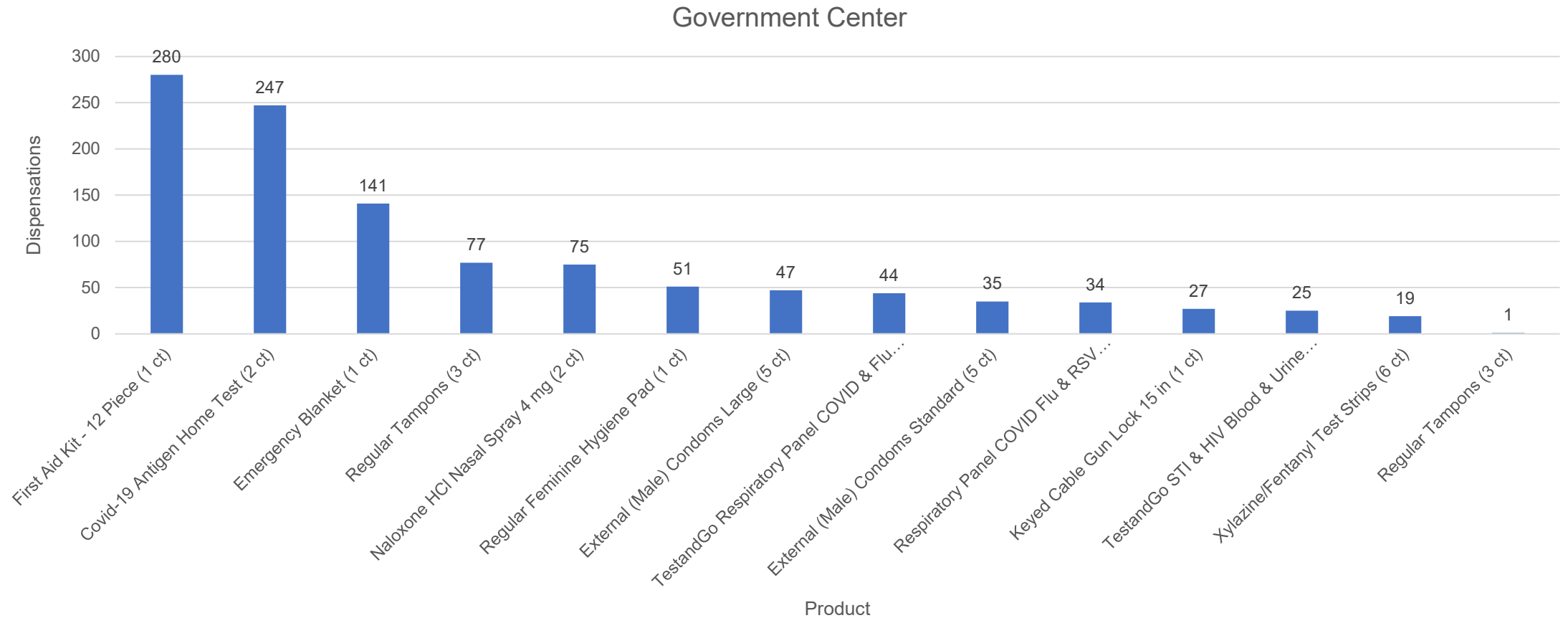
Test & Go: Evaluation Phase

LAUNCH DATE 9/16/24	ACTIVE 8 Months
TOTAL DISPENSES 2,810	DIAGNOSTIC TESTS RESULTED 43



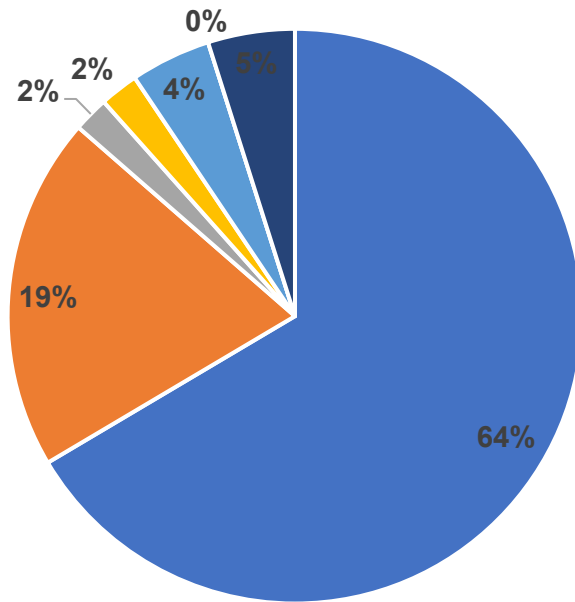
Test & Go: Government Center, Media

Dispensations: 1,103



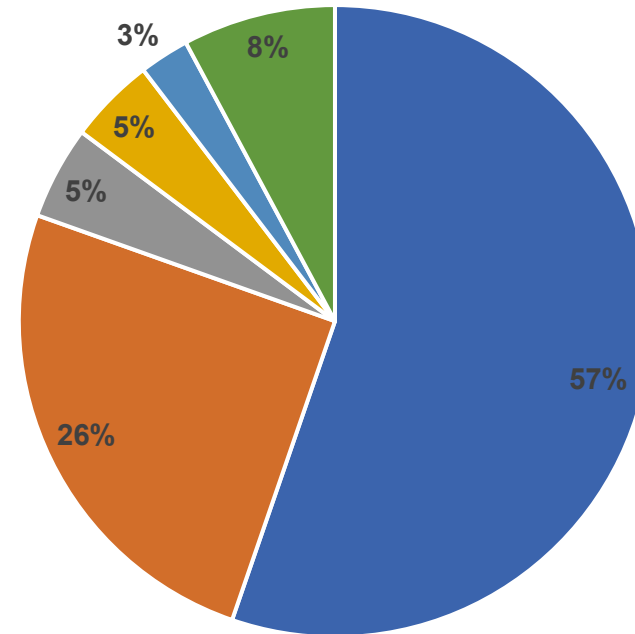
Test & Go: Government Center, Media

Government Center - Race



- White
- Black or African American
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Asian
- Multiracial
- Other

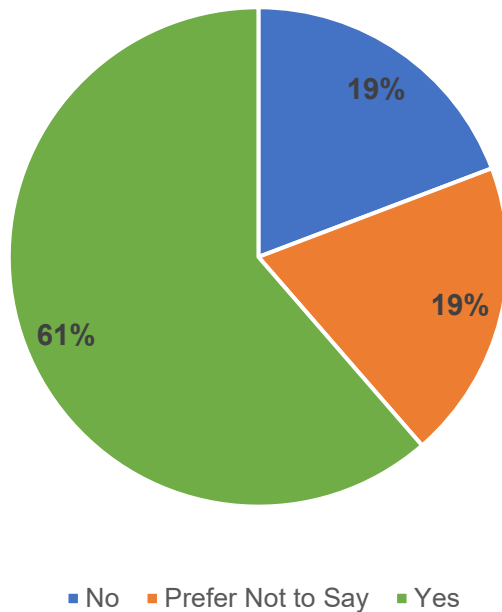
Government Center - Gender



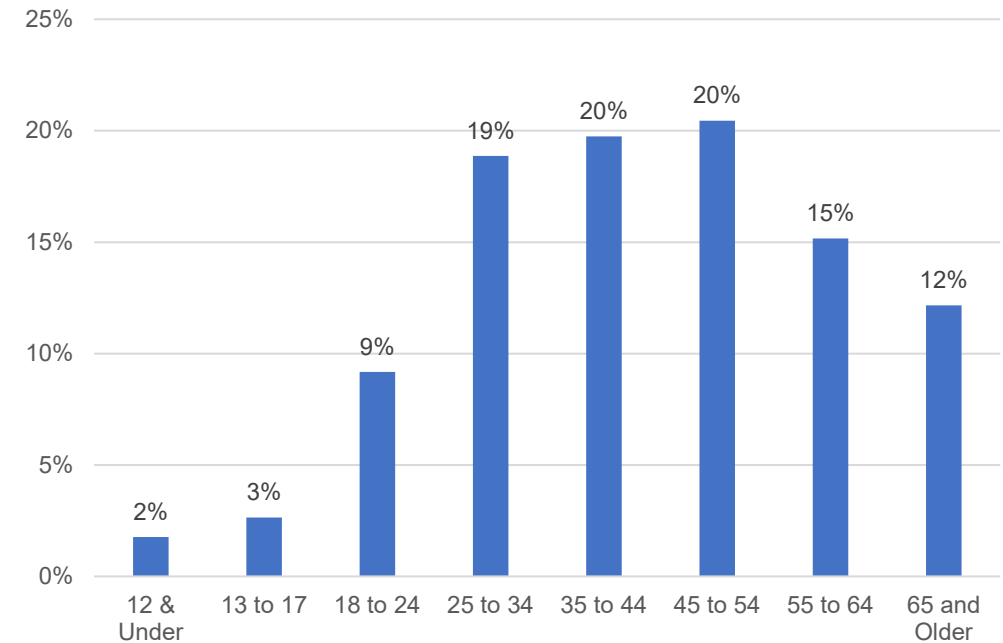
- Woman
- Man
- Transgender
- Non-binary/Non-conforming
- Other
- Prefer not to say

Test & Go: Government Center, Media

Government Center - Medical Insurance

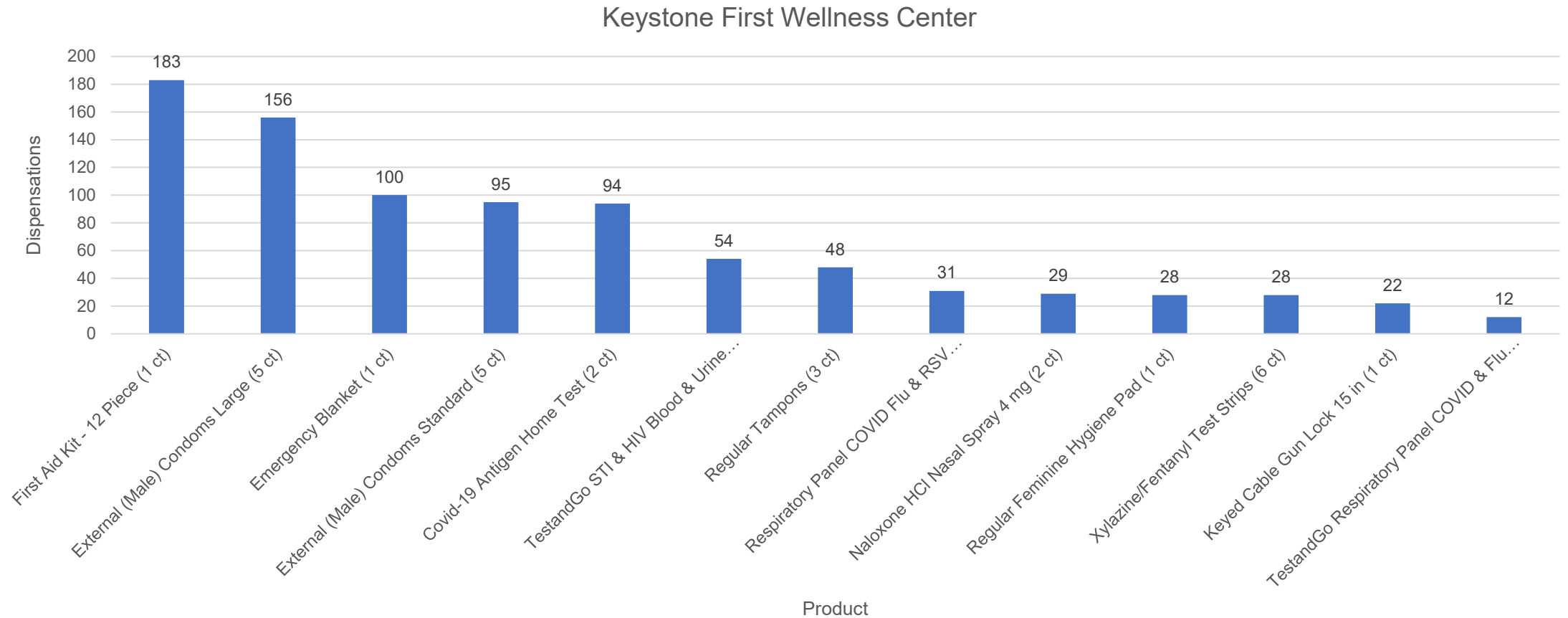


Government Center - Age Range



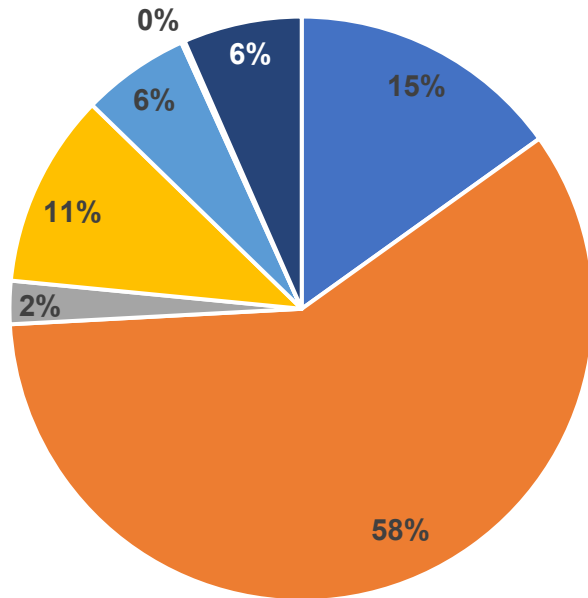
Test & Go: Keystone Wellness Center, Chester

Dispensations: 880



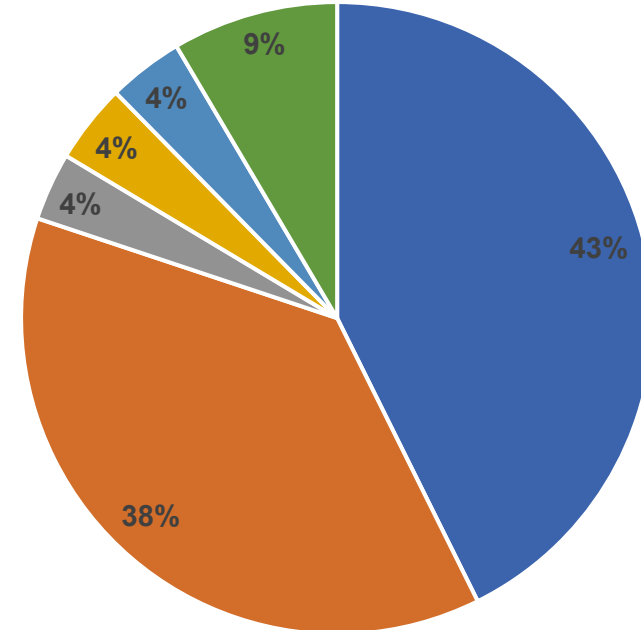
Test & Go: Keystone Wellness Center, Chester

Keystone First Wellness Center - Race



- White
- Black or African American
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Asian
- Multiracial
- Other

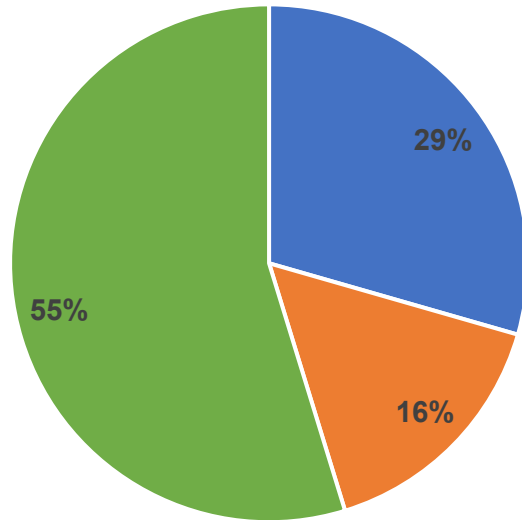
Keystone First Wellness Center - Gender



- Woman
- Man
- Transgender
- Non-binary/Non-conforming
- Other
- Prefer not to say

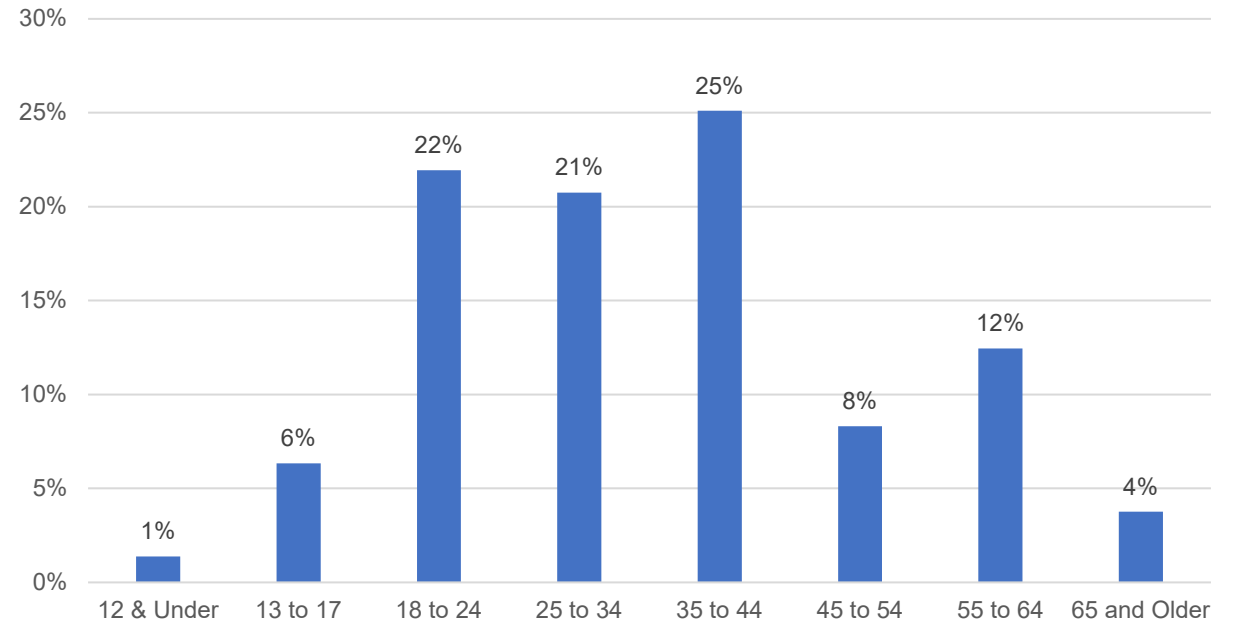
Test & Go: Keystone Wellness Center, Chester

Keystone First Wellness Center - Medical Insurance



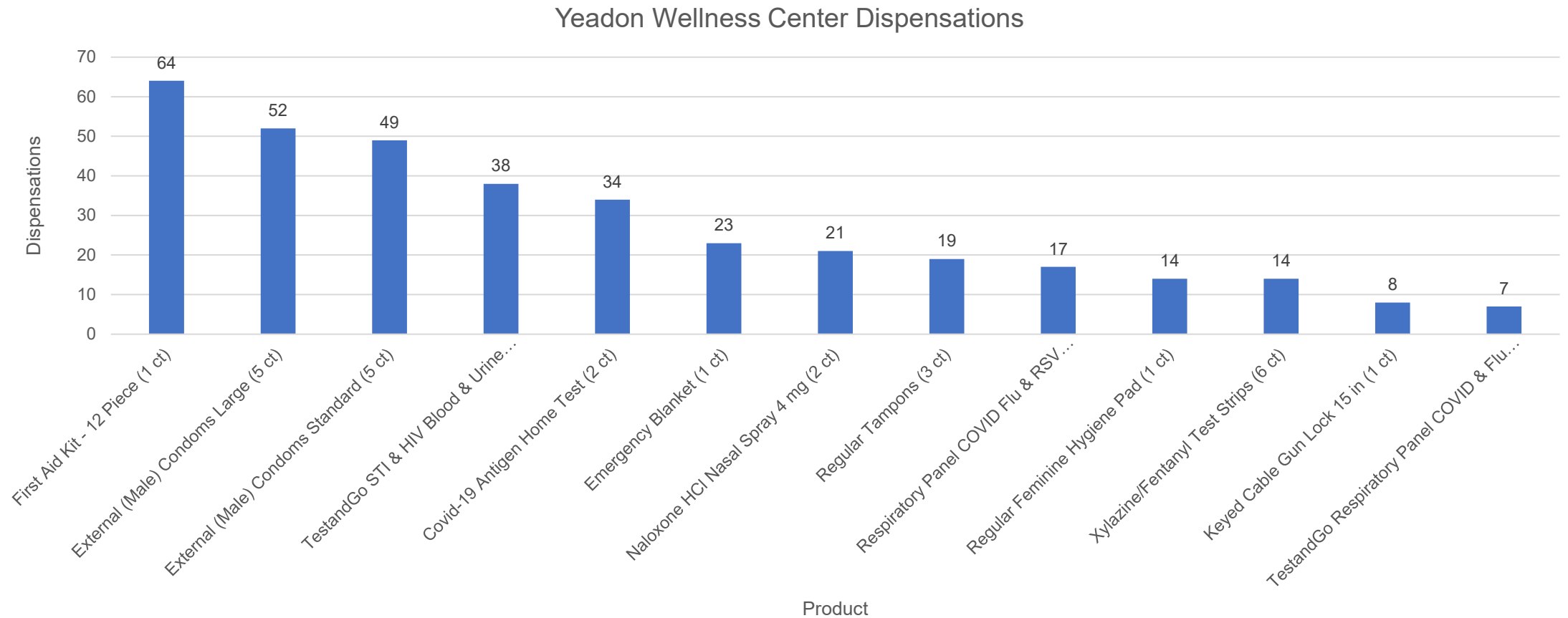
■ No ■ Prefer Not to Say ■ Yes

Keystone First Wellness Center - Age Range



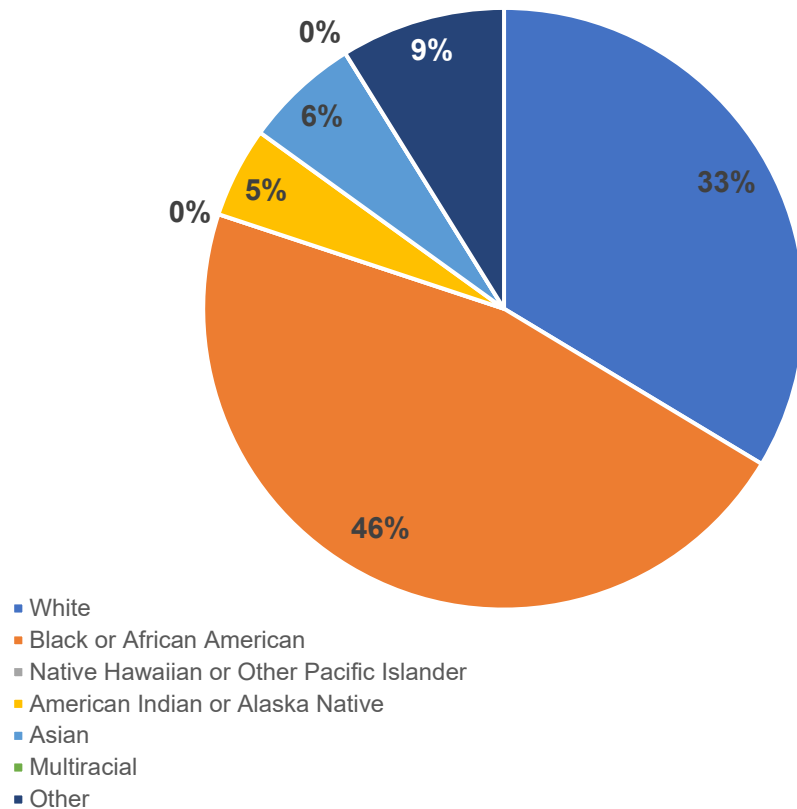
Test & Go: Wellness Center, Yeadon

Dispensations: 360

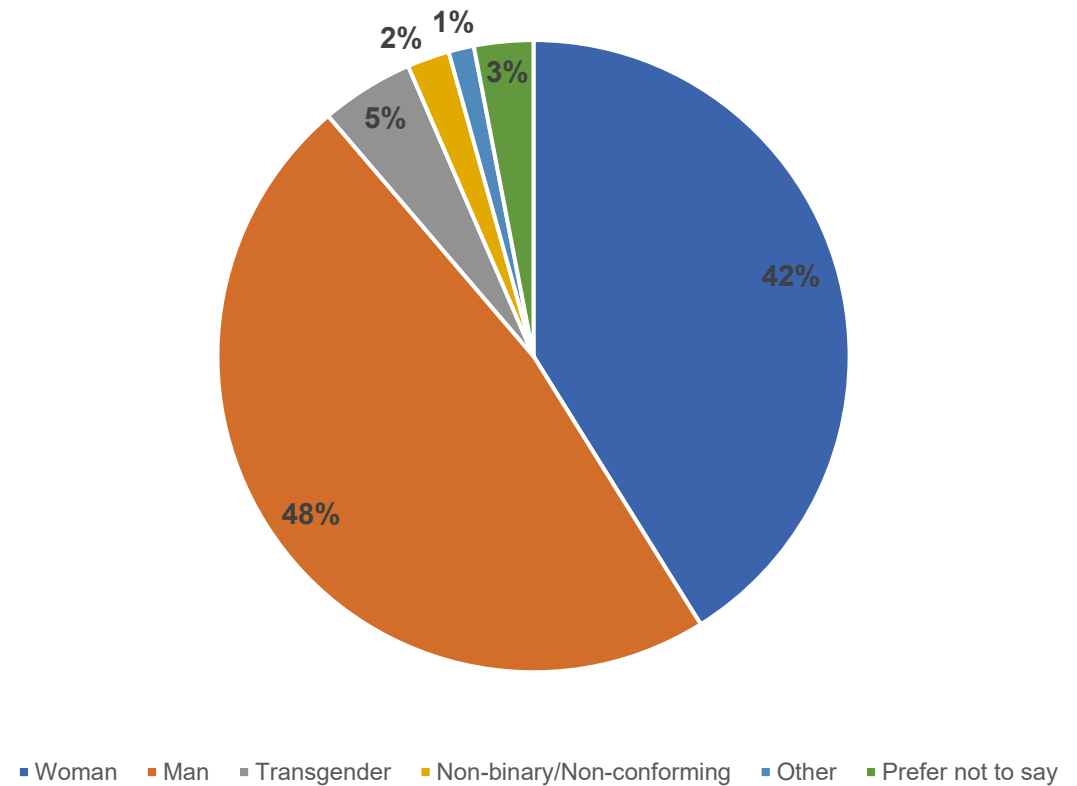


Test & Go: Wellness Center, Yeadon

Yeadon Wellness Center - Race

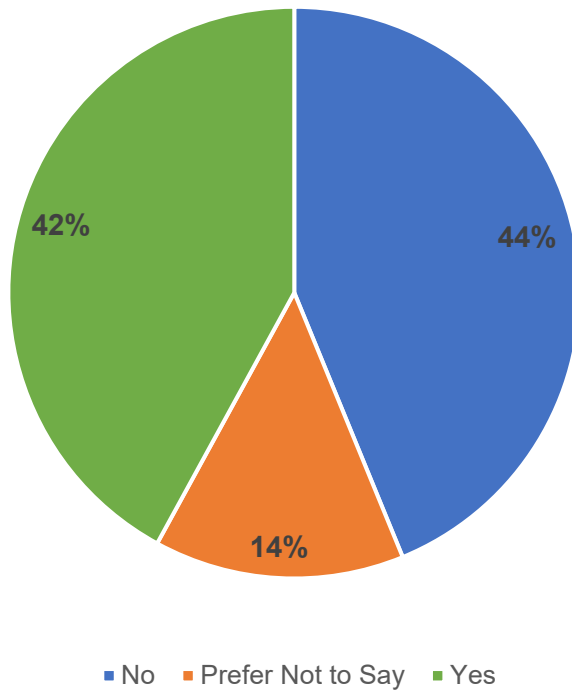


Yeadon Wellness Center - Gender

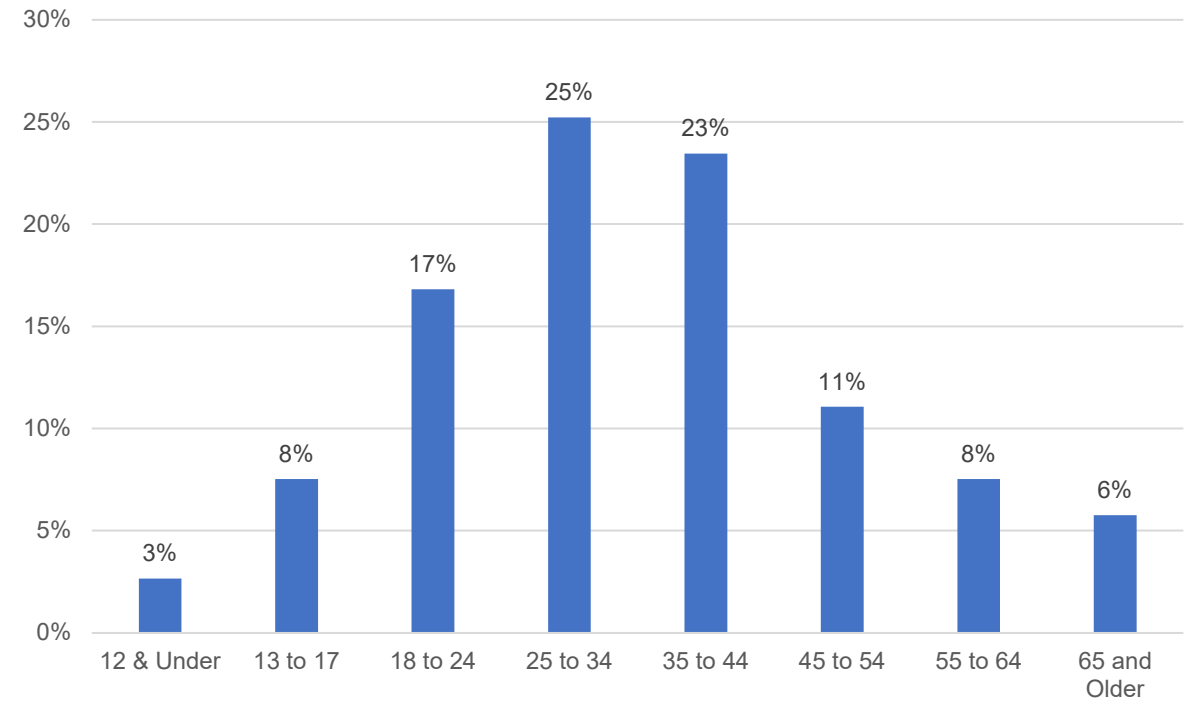


Test & Go: Wellness Center, Yeadon

Yeadon Wellness Center - Medical Insurance

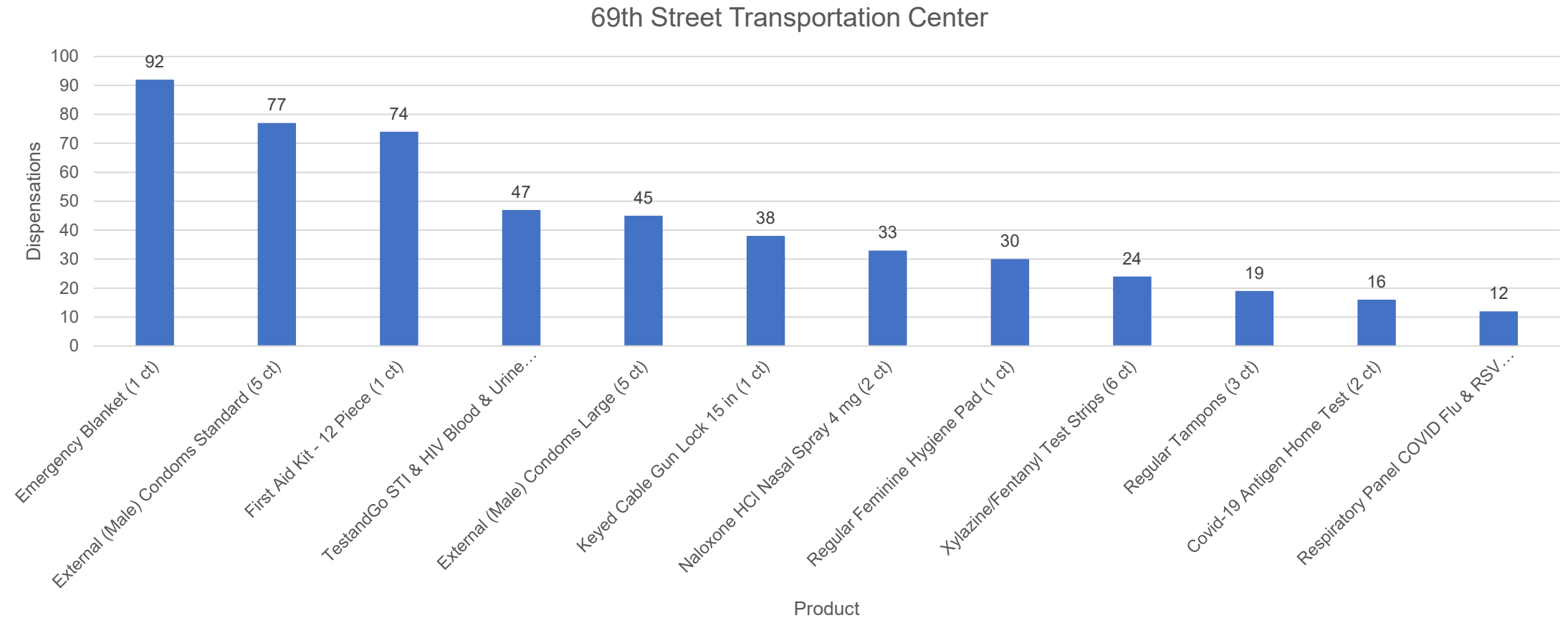


Yeadon Wellness Center - Age Range



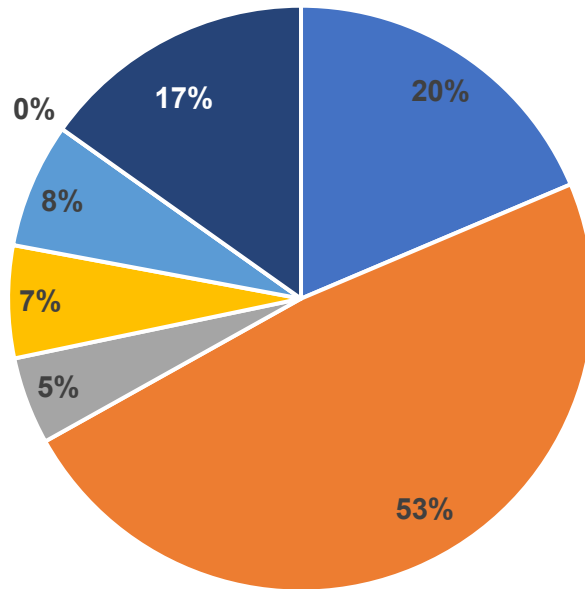
Test & Go: 69th Street Terminal, Upper Darby

Dispensations: 507



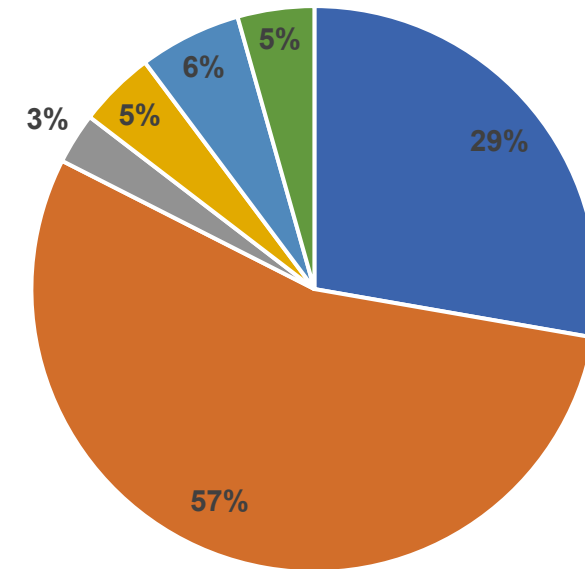
Test & Go: 69th Street Terminal, Upper Darby

69th Street Transit Center - Race



- White
- Black or African American
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Asian
- Multiracial
- Other

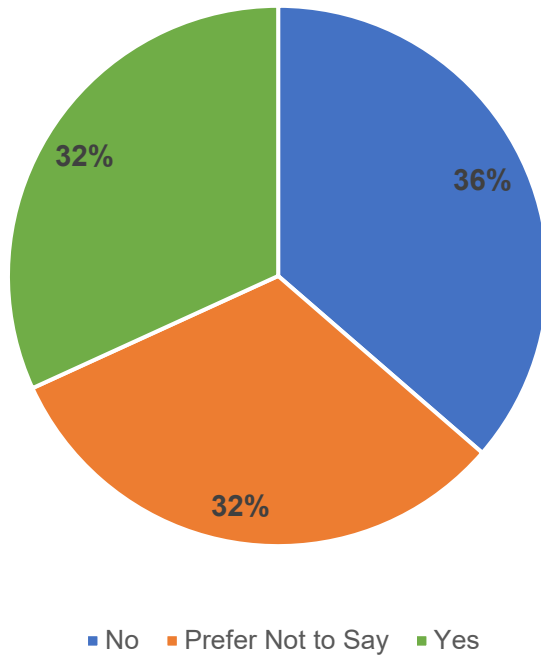
69th Street Transit Center - Gender



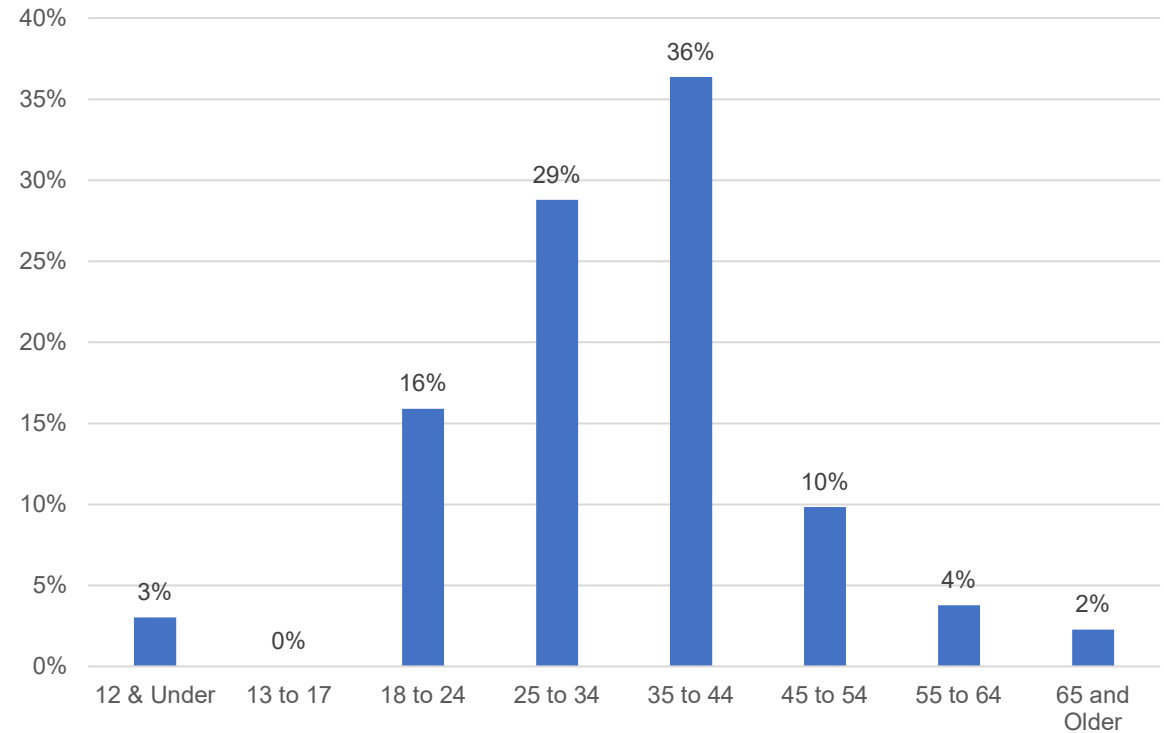
- Woman
- Man
- Transgender
- Non-binary/Non-conforming
- Other
- Prefer not to say

Test & Go: 69th Street Terminal, Upper Darby

69th Street Transit Center - Medical Insurance

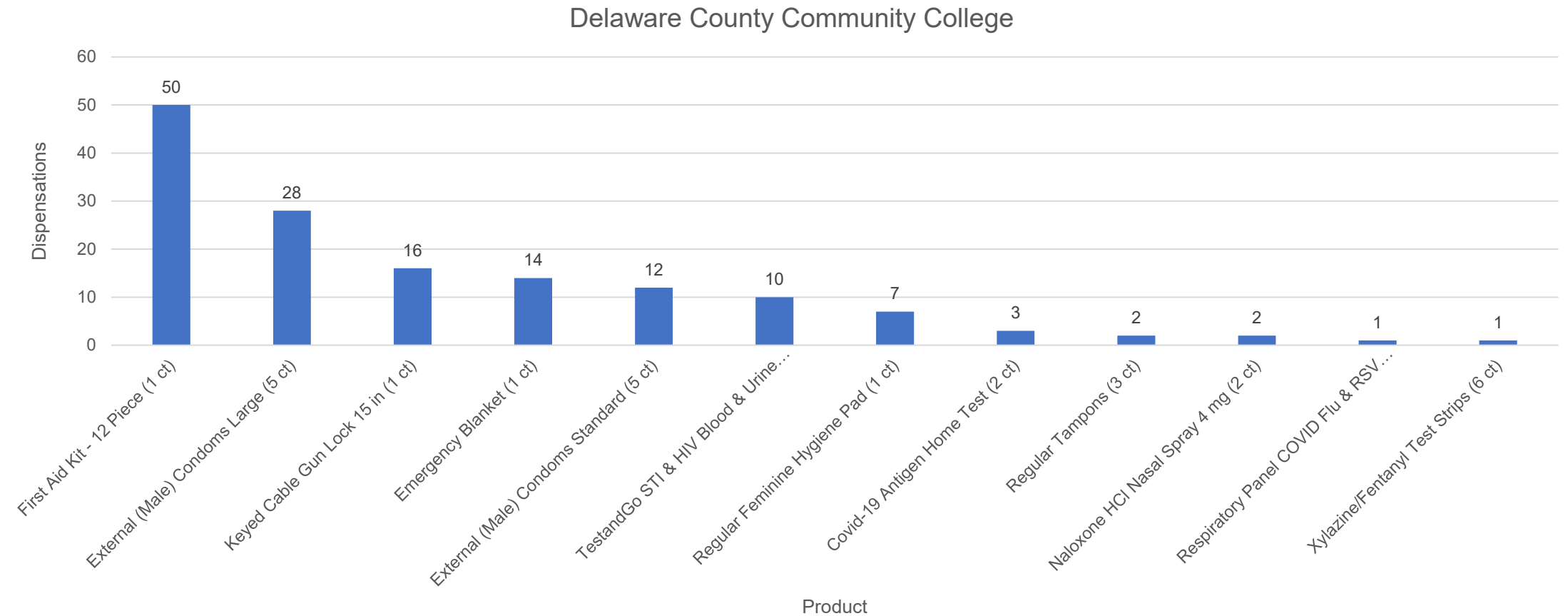


69th Street Transit Center - Age Range



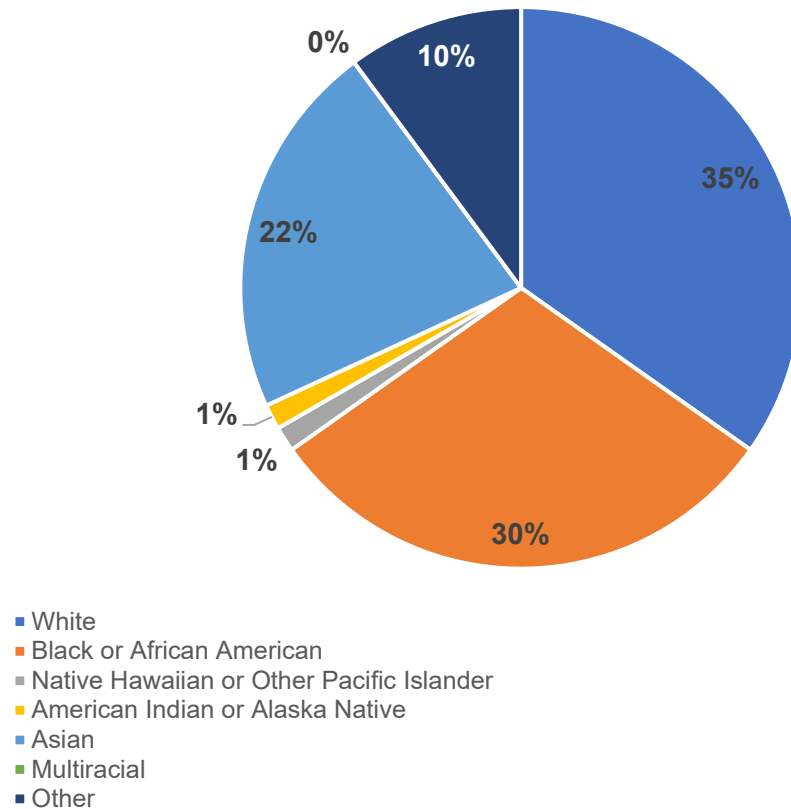
Test & Go: Delaware County Community College, Media

Dispensations: 146

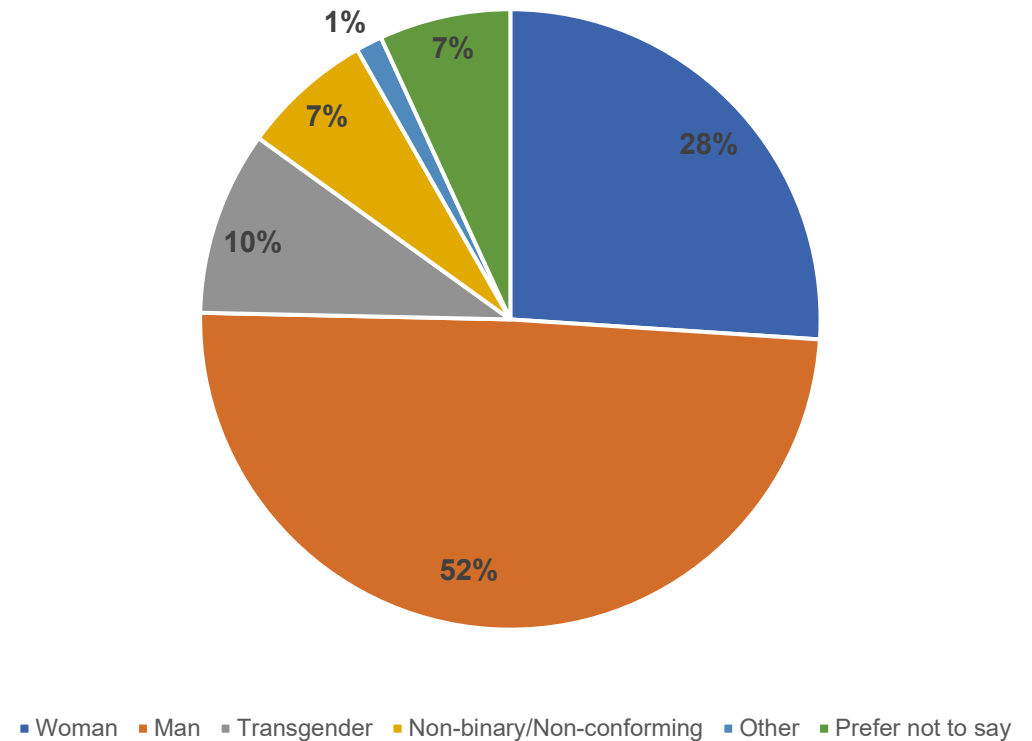


Test & Go: Delaware County Community College, Media

Delaware County Community College - Race

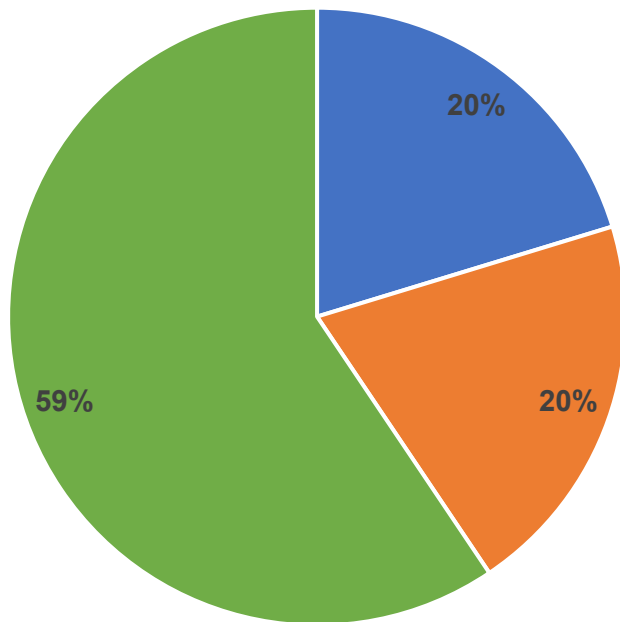


Delaware County Community College - Gender



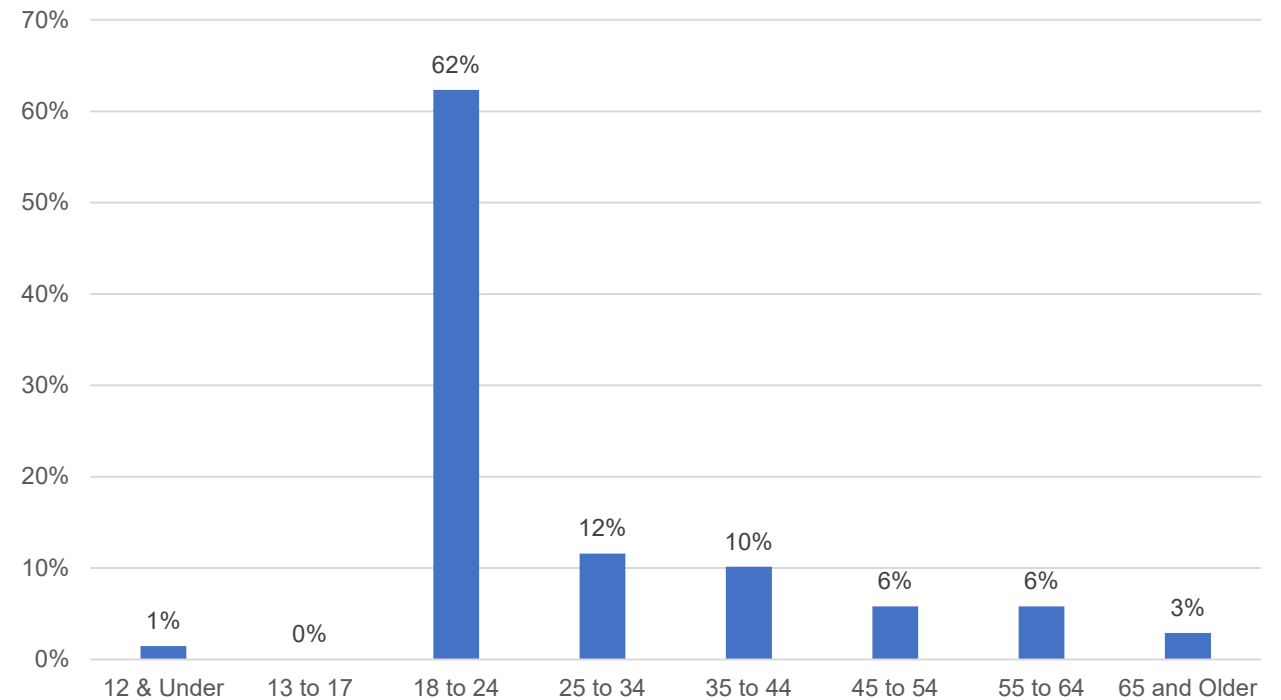
Test & Go: Delaware County Community College, Media

Delaware County Community College - Medical Insurance



■ No ■ Prefer Not to Say ■ Yes

Delaware County Community College - Age Range



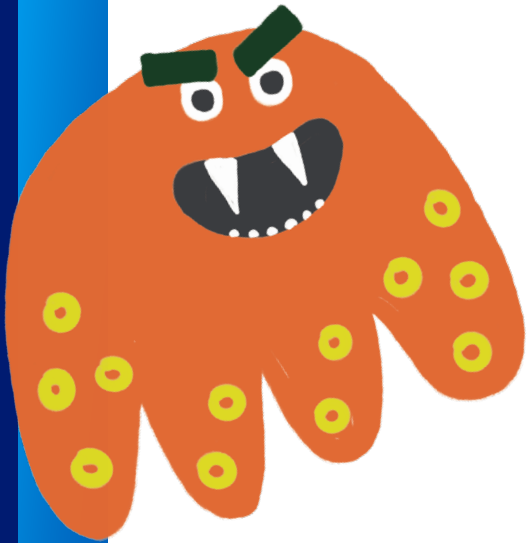


DELAWARE COUNTY HEALTH DEPARTMENT

Lead Free in 1-2-3

Is Lead Lurking In Your Home?

Summer 2025



Key Messages

Lead poisoning doesn't have to be scary

It seems like a lurking monster in your home, but if you follow our guidance, you can prevent lead from becoming a problem.

Lead Poisoning isn't a thing of the past

Hundreds of children in Delco are affected each year, and thousands in PA. Now is the time to learn more about prevention, diagnosis and safety at LeadFree123.org



IS LEAD LURKING IN YOUR HOME?

Get lead-free in 1-2-3.

Young children are extremely vulnerable to lead poisoning. One small speck can elevate a child's blood-lead level. This can cause life long health problems, such as:

- Developmental delays
- Hearing and speech problems
- Serious illness and even death

Preventing lead poisoning is as easy as following three simple steps.

- 1 Get tested.**
Get your child tested at their 1- and 2-year-old wellness visits.
- 2 Get inspected.**
Have your home inspected, especially if it was built before 1978.
- 3 Stay connected.**
Go to LeadFree123.org to get all available information on lead poisoning and learn what to do if lead is detected.

Lead poisoning is not a thing of the past. Hundreds of children in Delco are affected each year, and thousands in PA. Now is the time to learn more about prevention, diagnosis and safety at LeadFree123.org.

DCHD
DELAWARE COUNTY HEALTH DEPARTMENT

Disclaimer: This lead awareness and education campaign is funded by a grant from the Health Resources and Services Administration of the Department of Health and Human Services. The award provided 100% of total costs and totaled \$50,000. This program may not reflect the policies of the Department of Health and Human Services or the U.S. government.

Lead Free 123 Campaign

Digital Campaign



807K

Impressions



7.8K

Clicks



3.4K

Sessions

Outperformed Healthcare Benchmarks

	Benchmark*	Campaign
Meta Image	0.83	1.19
Meta Story	0.83	0.83
Meta video	0.83	3.29
YouTube	15	17.34

* Meta benchmark is **Clickthrough rate (CTR)**: The ratio of users who clicked on an ad to the total number of users who saw the ad. This is calculated as (clicks/impressions) x 100. YouTube benchmark is **View-through conversions**: When a person sees your ad but doesn't click, and then later completes a conversion on your website. These are a helpful way to track and measure the value of your display ad campaigns and gives the platform credit for the assist.



Lead Free 123 Campaign

Partner Outreach

118 businesses and organizations

303 posters

6,110 flyers

118,000 estimated reach



- Birthing Facilities & Practitioners (6)
- Early Intervention Locations & DCIU (9)
- Faith-Based Organizations (3)
- Grocery Stores (1)
- Municipalities (24)
- Pre-K Schools (9)
- Community Partners (3)
- State Senators (1)
- Daycare Facilities (29)
- Elementary Schools (7)
- Hardware Stores (3)
- Libraries (5)
- Pediatricians (7)
- YMCAs (2)
- Legislators (6)
- CHIP MCH Organizations (5)

Campaign Partner Outreach

Municipalities

A total of **24 partnerships** were confirmed with municipalities throughout Delaware County. Partners received **78 posters** and **2,070 flyers** split between the following languages: English/Spanish, Vietnamese, Arabic and Chinese. These materials were delivered to display and share with their community members. DCHD subsequently also shared posters with Millbourne and Chadds Ford.

- Aston Township
- Brookhaven Borough
- Chester City
- Chester Heights Borough
- Chester Township
- Darby Borough
- Eddystone Borough
- Edgmont Township
- Folcroft Borough
- Haverford Township
- Lansdowne Borough
- Marcus Hook Borough
- Media Borough
- Morton Borough
- Millbourne Borough
- Newtown Township
- Norwood Borough
- Prospect Park Borough
- Radnor Township
- Rose Valley Borough
- Rutledge Borough
- Sharon Hill Township
- Swarthmore Borough
- Upland Borough
- Upper Providence Township



Campaign Partner Outreach

Birthing Facilities & Practitioners

A total of **6 partnerships** were confirmed with birthing facilities and practitioners throughout Delaware County. Partners received **7 posters** and **345 flyers** split between English/Spanish and Haitian-Creole to display and share with members.

- Da Professional Midwife / Inner Circle Midwifery
- Crozer Health OB/GYN Springfield
- Crozer Health OB/GYN Broomall
- Women's Health and Gynecology Darby
- Main Line Women's Healthcare – Bryn Mawr
- Bear-Glasgow Family YMCA
- Lifecycle Wellness and Birth Center



Campaign Partner Outreach

Daycare Facilities

A total of 29 partnerships were confirmed with daycare facilities across Delaware County. Partners received **28 posters** and **880 flyers** split between the following languages: English/Spanish, French, Vietnamese, Arabic and Haitian-Creole. These materials were delivered to display and share with their customers.

- Akira Academy Daycare and Preschool
- Big Minds Little Hands Learning Center
- Bushel & A Peck Academy
- Delco Child Day Care Center
- Discovery Place for Little
- Discovery Zone Learning Center
- Ducklings Early Learning Center Wallingford
- Fairy Tale Academy
- Garrett's Way Child Care and Learning Center
- Just Kids Learning Center
- Kids Connection Learning Center, LLC
- Kids Kampus
- Learn & Grow Daycare Center LLC
- Lil Tykes Childcare & Learning Center
- Woodlyn Academy
- Lightbridge Academy
- Little Friends Nursery Day II
- Maggies Playhouse Daycare
- Primrose School of Concordville
- Rising Stride Child Care Center of Drexel Hill
- Rising Stride Child Care Center of Woodlyn
- Start Smart Childcare Center
- Successful Growth Academy Childcare
- The Goddard School of Chadds Ford
- The Goddard School of Newtown Square
- The Little Learning Center
- Tiny Hands & Little Feet
- Tiny Miracles Learning Center
- Westview Early Learning Academy



Campaign Partner Outreach

Early Intervention Locations & DCIU

9 partnerships were secured with Early Intervention Locations & DCIU locations throughout Delaware County. Partners received a total of **17 posters and 452 flyers split between the following languages: English/Spanish, Arabic and Chinese.** These materials were delivered to share with clients and local community members.

- Apple Pie Christian Academy
- Chester Township Regional
- DCIU Education Service Center (Aston)
- DCIU Education Service Center (Morton)
- Delco Early Learning Center
- Office of Early Intervention
- Smart From the Start
- The Children's Garden VI
- The Education Institute for Early Intervention



Campaign Partner Outreach

Elementary Schools

Seven partnerships were confirmed with Hispanic and Haitian organizations located across Delaware County. Partners received a total of **70 posters and 210 flyers** to share with their students and families.

- Chester Upland School District
- Chester Upland School of the Arts
- Main St. Elementary School
- Stetser Elementary School
- Chester Community Charter School
- Edgmont Scholars Academy
- Wayne Elementary School



Campaign Partner Outreach

Faith-Based Organizations

Three partnerships were confirmed with faith-based organizations. Partners received a total of **six posters** to share with their community members.

- St. Katharine Drexel Catholic Church
- St. Louis Roman Catholic Church
- St. Gabriel Catholic Parish

Hardware Stores

Three partnerships were confirmed with hardware stores across Delaware County. Partners received a total of **three posters and 5 flyers** to share with their customers.

- Burhill True Value Hardware
- Hills Hardware
- Jacob Low Hardware



Campaign Partner Outreach

Libraries

Five partnerships were confirmed with libraries across Delaware County. Partners received a total of **six posters and 65 flyers** to share with their students and families.

- Aston Public Library
- J. Lewis Crozer Library
- Darby Free Library
- Folcroft Public Library
- Lansdowne Public Library

Grocery Stores

One partnership was confirmed with EG's Food Base. They received **one poster and 20 flyers** to share with their customers.

- EG's Food Base



Campaign Partner Outreach

Pediatricians

Seven partnerships were confirmed with pediatricians located across Delaware County. Partners received a total of **30 posters and 258 flyers** to share with their patients.

- Advocare Children's Medical Associates Media
- CHOP Primary Care, Chadds Ford
- LR Family Care
- Drexel Hill Pediatrics
- Advocare Children's Medical Associates Eddystone
- ChesPenn Upper Darby
- Lansdowne Park Pediatrics



Campaign Partner Outreach

Pre-K Schools

Nine partnerships were confirmed with pre-K schools across Delaware County. Partners received a total of **13 posters and 80 flyers** to share with their students and families.

- ABC Land Pre-School & Daycare
- Aston KinderCare
- Brookhaven KinderCare
- Kids Connection Learning Center, LLC
- Covenant Nursery School
- Delco Early Learning Center
- Lawrence Park KinderCare
- Saint Matthew Christian Nursery School
- Today's Child Learning Centers



Campaign Partner Outreach

YMCA's

Two partnerships were confirmed with YMCAs across Delaware County. Partners received a total of **one poster and 80 flyers** to share with their members.

- Lansdowne YMCA
- Rocky Run YMCA

Community Partners

Three partnerships were confirmed with community partners across Delaware County. Partners received a total of **14 posters and 210 flyers** to share with their students and families.

- Making A Change Group
- MEDIA NAACP #2272
- Media Fellowship House



Campaign Partner Outreach

Legislators

Six partnerships were confirmed with state representatives and senators across Delaware County and our U.S. Representative. Partners received a total of **15 posters** and **1,145 flyers** to share with their constituents.

- Rep. Heather Boyd - Aldan Borough, Clifton Heights Borough, Collingdale Borough, Darby Township, Upper Darby Township
- Rep. Jennifer O'Mara - Marple Township, Media Borough, Morton Borough, Springfield Township, Swarthmore Borough, Upper Providence Township
- Rep. Joanna E. McClinton - Yeadon Borough, Darby Borough
- Rep. Regina G. Young - Colwyn Borough, Tinicum Township
- Sen. Amanda M. Cappelletti – Radnor and Haverford Townships
- Rep. Mary Gay Scanlon – U.S. District 5



Campaign Partner Outreach

Maternal Parental Infant Health CHIP

Five partnerships were confirmed with Delaware County CHIP maternal health partners. Partners received a total of **15 posters and 370 flyers** to share with their constituents.

- WIC/Foundation for Delaware County
- Latino Connection
- Recovery Works
- Child and Family Focus
- ChesPenn FQHC





Thank you!