Introduction: This study investigates the impact of education and gasoline card incentives on breast and cervical cancer screening behaviors in low-income women. The research addresses the following questions: 1. To what extent does education and gasoline card incentives provide motivation for women to obtain breast and cervical cancer screening? 2. What are the attributes of women using gasoline card incentives for breast and cervical cancer screening? 3. What factors do women identify that prevent them from obtaining breast and cervical cancer screening?

Method(s): This is a descriptive cross-sectional study of women receiving breast and cervical cancer screening who responded to an education session coupled with a gasoline incentive card. 204 women have participated in the incentive program and have completed a survey to identify barriers to obtaining breast and cervical cancer screening as well as the value of gasoline incentives. Descriptive statistics using SPSS 16 analyzes the participant responses.

Results: The age range of participants is between 20 to 64 years of age. Slightly less than half (49%) of the participants completing the survey are over 40 years of age. Greater than 50 percent of the participants are minority women with a high school education or less. Survey respondents indicated that the major reason for delaying Pap test and/or mammogram was because of lack insurance. Preliminary data shows that 20% of the participants were motivated by the gasoline incentive to access the free breast and cervical cancer screening services. The vast majority of participants (71%) indicated that the information about the availability of free screening services was the reason for attending the clinic. Nearly all of the respondents indicated that they would return to the clinic in the future without the gasoline incentive.
Discussion & Conclusions: It is evident that the one-to-one client education is a key motivator for low income women. At this point, the gasoline voucher is proving to have less of an impact than expected. However, as the unemployment rises and more women find themselves without health insurance, the value of the gasoline card to offset transportation costs for patients may become more significant.

Abstract History:
This abstract has not been presented or accepted for presentation in whole or in part at the SNRS or other scientific meeting.

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