

Building Trust and Expanding Care in South King County through Outreach and Education

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Background

- ICHS has Community Access Specialists and Patient Navigators. Community Access Specialists perform outreach in the community to connect with community members and Patient Navigators work with patients who have already established care at one of ICHS' primary care clinics to address Social Drivers of Health (SDOH) needs and provide resources.
- When referring community members to SDOH resources, Community Access Specialists and Patient Navigators are able to use the opportunity to share cancer preventative services and give out Fred Hutch Cancer Prevention fliers to educate the community

Project Description

ICHS will be hosting community outreach and engagement events at community-based organizations that serve BIPOC populations across King County, with a focus on South King County. Through these events, we hope to inform communities of the resources available to them, and refer individuals directly to the services they need, as well as improve access to care and build trusting relationships with communities in the process.

Results

"As a Community Health Worker, conversations about cancer can be emotionally difficult, but they are critical. When we share clear, responsive information about available screenings and eligibility, community members feel supported rather than afraid. This project allowed us to meet people where they are, listen to their lived experiences, and connect them to free, life-saving preventive care through ICHS and Fred Hutch."

- **ICHS project participant**

"I was grateful to learn about free preventive cancer screenings through my conversation with the Community Health Worker and the materials she shared. Because of my family history of cancer, I plan to talk with my provider about getting screened. Knowing these services are considered preventive care and available at no cost gave me peace of mind and made me feel empowered to take the next step." – **King County community member**



Project Impact

- The Community Access team and Patient Navigator team at ICHS collaborated to ensure that referrals to cancer prevention programs were submitted accurately and in a timely manner.
- From April 2025 to March 2026 ICHS reached out to 7166 community members and made 1044 referrals
- Through attending 74 community events 3365 community members were reached out to and 99 clients were referred to resources
- In March 2026 the ICHS Holly Park and Shoreline clinics partnered with Exact Sciences to host a Colorectal Cancer Awareness Outreach Event

Conclusions

- ICHS found success in this program and will continue to providing outreach to BIPOC communities throughout King County
- Through this project we learned to build and strength relationships with communities and and community-based organizations

Acknowledgements:

This project was funded by the Fred Hutch/University of Washington/Seattle Children's Cancer Consortium Office of Community Outreach & Engagement 2025 Community Grants Program