



# 2012 Academic Community Cancer Program Report

West Jefferson Medical Center's (WJMC) Academic Community Cancer Program established a 2012 goal to increase awareness of Lung Cancer. To this end, WJMC also became a 100% Tobacco-Free Campus on February 12, 2012.

## Tobacco-Free Campus

Beginning in November of 2011, the Medical Center launched a public education campaign about becoming a 100% Tobacco-Free campus including distributing information to community and business groups regarding lung tobacco being the leading cause of death in Jefferson Parish and its effects on other diseases and health conditions.

A tobacco cessation program and preventive health information was provided year round including reports to the local Rotary Club and to the Civic Association regarding the Community Cancer Program and its progress. The West Jefferson Civic Coalition meets quarterly at West Jefferson. Its membership is comprised of many civic groups from the West Bank.

During November, Lung Awareness Month, a status report was offered during community outreach. In addition, WJMC entered into a new agreement with the Smoking Cessation Trust for free smoking cessation and medications for Louisiana residents who have smoked cigarettes for 24 years or more. This was published locally from the Cancer Center and was included in the November 2012 issue of the West Bank Beacon.

It was further noted to the WJMC Cancer Committee and during the Great American Smoke Out that, year to date, individuals completing smoking cessation public classes at WJMC totaled 15. Last year, while there was patient education in the area of smoking cessation, no public participants enrolled in the classes. In 2012, there was a multifold increase in participation and interest in the tobacco cessation offerings. This was attributed to greater public awareness and the Medical Center's emphasis on being a No-Smoking Campus.

**CANCER CENTER**  
at  
West Jefferson Medical Center

Current or former **SMOKERS**,  
find out if you're **AT RISK** for **LUNG CANCER**.

Get **Low-Dose**  
**Lung CANCER**  
SCREENING

**Breathe Easier...**

Cost: **\$150**

Criteria:

- Current or former smoker
- Adult ages 55 to 74
- No symptoms for lung cancer  
(persistent cough, hoarseness or chest pain, coughing up blood)

Appointment  
**504.349.1313**

Cash or credit card is required at time of service. Insurance will not be filed with this limited time offer.

## Low-Dose Lung Cancer Screening

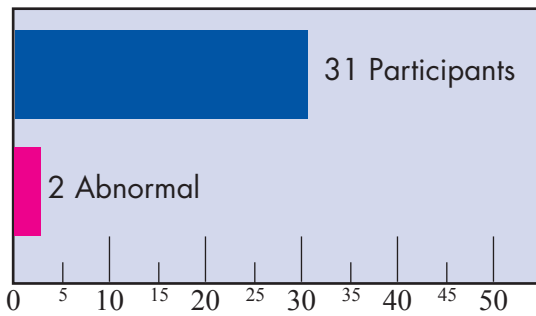
A new Low-Dose Lung Cancer screening offer and marketing communications and promotions of this test began in September. Criteria includes current or former smokers, ages 55-74 and asymptomatic for lung cancer. By year's end, 17 Low Dose Cancer Screenings were performed. Of the 17 screenings, 7 were abnormal and the individuals were referred for follow up.

## Screenings

Community cervical cancer screenings, prostate cancer screenings and skin cancer screenings were also offered during 2012. The following graphs identify the total number of people screened, the number of abnormal screenings and the number of individuals referred for follow up with their physician.

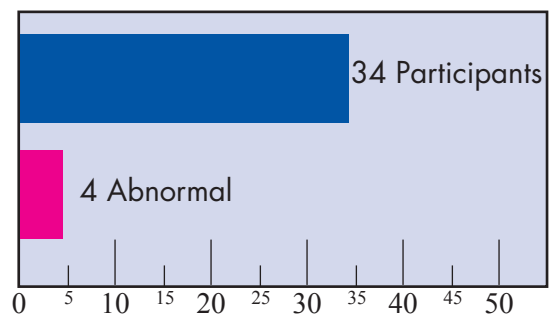
### Skin Screening

May 19, 2012



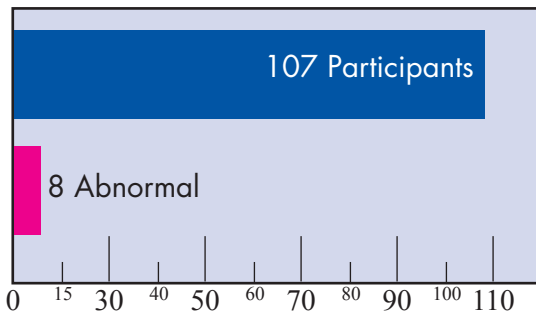
### Cervical Screening

May 19, 2012



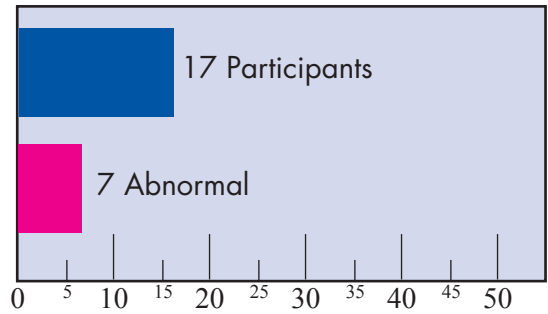
### Prostate Screening

June 12, 2012



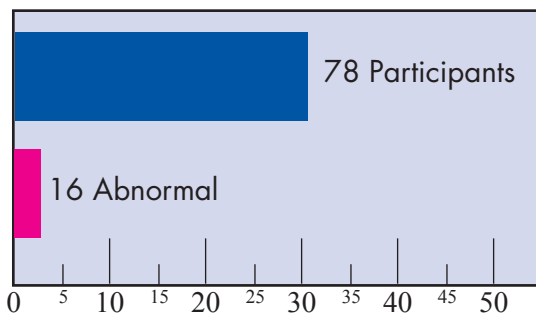
### Lung Screening

September 20, 2012



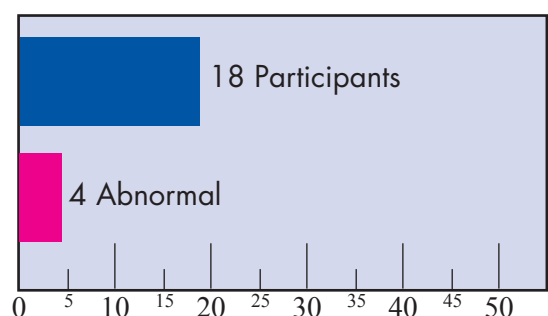
### Prostate Screening

September 24, 2012



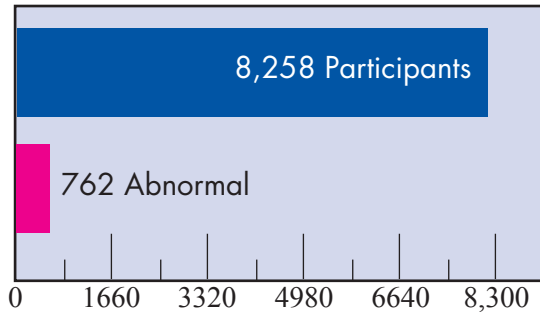
### Cervical Screening

October 27, 2012



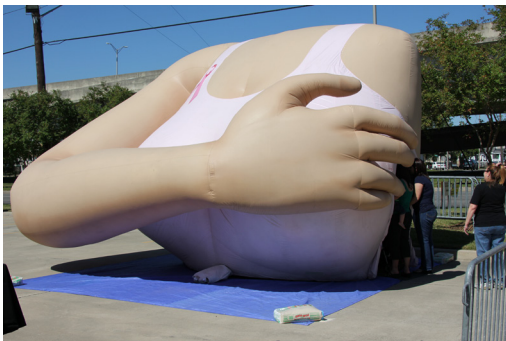
# Mammography Screening

May 19, 2012



## Screening Mammograms

Another goal of the West Jefferson Medical Center Academic Community Cancer Program was to increase the number of first time screening mammograms. Prior to year's end, first time screening mammograms increased from 298 to 328. To further breast health awareness, The AmeriBreast® Human Breast Exhibit was sponsored by Humana and tours were made available during the annual West Jefferson Family Festival in October. The Festival was presented by the Hospital Foundation. Community support was strong. The signature event, a fundraiser of the Foundation, drew thousands and more than \$60,000 was raised for the Cancer Center.



During the Susan G. Komen Race for the Cure, West Jefferson Medical Center had the opportunity to thank Susan G. Komen for a grant award of \$35,025 for use in screening mammograms, diagnostic mammography and breast ultrasounds for those individuals meeting the screening and grant criteria. Susan G. Komen has been very generous in providing assistance via grants for those individuals meeting clinical and financial criteria. Before year's end, it was announced that just \$1,510 of the grant funds remained.

## Cancer Survivors Day

During 2012, West Jefferson Medical Center held a Cancer Survivors Day event in June and was a host site for the American Cancer Society CPS-3 (Cancer Prevention Study-3) in October on the 26th. Both garnered excellent participation with the Cancer Survivors Day on June 3 drawing more than 200 attendees. The event was

supported by the Hospital Foundation. The Medical Center also participated in the Pink Glove dance in October and decorated the hospital grounds with more than 200 painted pink pumpkins. Entergy joined the Hospital Foundation to fund the annual Pink Tea for breast cancer survivors which draws attention to breast health and early diagnosis.



Note: Cancer Screenings were communicated in a number of ways during 2012 including fliers distributed at the Medical Center and placed during community outreach including the annual Dr. Martin Luther King, Jr. Banquet of the Dr. Martin Luther King, Jr. Task Force on the West Bank, Civic Coalition meetings held at WJMC, Night Out Against Crime, Gretna Heritage Festival and other local venues which included the West Jeff Family Festival, and during community fairs held in Westwego, Terrytown and Lafitte. Screenings and program information disseminated via electronic outdoor messaging at the Alario Center, Lafitte City Hall, Mel Ott Park, and Catfish Bourgeois Park. A monthly calendar of events was published on [www.wjmc.org](http://www.wjmc.org) and mailed to the media and shared with local churches and schools. In addition, posters, elevator wraps and plasma screens on campus featured the community screenings, cancer support groups and related topics, classes and social media were used including Facebook to announce and promote cancer screenings and events open to the public. Information announcing screenings was also provided in Vietnamese and provided to the Vietnamese Senior Center and public venues hosting Vietnamese materials. To learn more, call (504) 349-6360.