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## Cancer Center to WJMC - Community Outreach

### WJMC Cancer Program 2013 – Report to the Community

The Cancer Center at West Jefferson Medical Center published results of its screenings at <http://www.wjmc.org/docs/WJMC-Cancer-Center-Screening-Outcomes-2013.pdf>

During 2013, West Jefferson Medical Center completed its Community Health Needs Assessment (CHNA) and Report and published secondary data and an Inventory of Community Resources. Visit <http://www.wjmc.org/WJMC-Community-Health-Needs-Assessment.aspx> for the three distinct documents. The CHNA was approved by the WJMC Board of Directors on September 23, 2013. The CHNA was also widely distributed to community groups and other agencies including the West Jefferson Civic Coalition comprised of civic groups across the West Bank of Jefferson Parish; local Rotary, Kiwanis and Lions Clubs; the Jefferson Human Services Authority; the Community Action Program anti-poverty agency (JeffCAP) and the school system community relations division (JPPSS). Business organizations including Harvey Canal Industrial Association (HCIA), Jefferson Chamber and JEDCO (economic development) were sent the document links.

The Cancer Center monitors effectiveness of its screenings. Another **cervical cancer** screening is planned in January 2014 and information should be available at [www.wjmc.org/cervical](http://www.wjmc.org/cervical) as well as by calling (504) 349-1786.

**Colon Cancer** Awareness Education was a specific strategy of the program.

In addition to a Colon Fair during colorectal cancer awareness month, emphasis was placed on this health topic at the hospital Foundation's annual Family Fest. Humana was the presenting sponsor for the WJ Family Festival and the Cancer Center's Inflatable Colon Exhibit. Due to rain, the Colon Exhibit times were extended into the evening with hundreds of persons going through the exhibit which was strategically placed next to Swamp People offering autographs. Several thousand persons attended the October 19<sup>th</sup> event which was presented by West Jefferson Hospital Foundation and raised more than \$40,000 for the Cancer Center. Many business sponsors contributed to the event's success. These community supporters were acknowledged in the West Bank Beacon newspaper.

In monitoring effectiveness of the colon cancer education, the community outreach committee noted requests continue to come in for materials regarding colonoscopy and colon health. As a result of the popularity of the exhibit and campaign, the Cancer Center received an invitation for March of 2014 to provide the Colon Cancer Exhibit during the Jefferson Parish Senior Expo to be held at the Ponchartrain Center in Kenner, Louisiana. 5,000 attendees are projected. We thank the WJ Hospital Foundation which purchased the huge colon in 2013 for use during community outreach.

Promotions of the Colon Exhibit and the Festival during Gretna Heritage, the first weekend of October, were popular and well received. This venue helped drive traffic to the WJ Family Fest on October 19<sup>th</sup> and the colon exhibit.

In the spring, **skin cancer** prevention was emphasized with a smart, eye-catching campaign. Two skin cancers were identified during the screening offered and both individuals sought follow-up care.

The Cancer Center participated in helping to disseminate new screening guidelines information for **prostate cancer** from the American Urological Association upon their release in May and continued during Men's Health Week in September and following. Shared decision making is now emphasized as well as encouragement to men to see their physicians to determine if they are in high risk groups and specific age categories for screening.

## Cancer Center to WJMC - Community Outreach

### WJMC Cancer Program 2013 – Report to the Community Page 2

**National Cancer Survivors Day** was marked by the Cancer Center and held and hosted for more than 200 persons by Boomtown Casino in Harvey.

Meeting the community and educational strategies, Oncologist Dr. Vijay Patel spoke on **breast cancer** staging on October 16, 2013. This staging program was held for staff.

Monitoring effectiveness is important to cancer programs. **Lung cancer** awareness at WJMC continued in 2013 including exhibits and sign ups in the Physicians Center and at designated locations on campus. The Smoking Cessation and lung cancer education awareness goal from 2012 continues to be monitored. WJMC Respiratory Therapy and Cancer Center promotions and awareness campaigns have continued to drive persons to call about the Smoking Cessation Trust and other smoking cessation offerings. The number of persons successfully quitting tobacco products by mid November topped 50 persons. More than 600 persons sought information on tobacco cessation in 2013. Further, lung cancer screenings (low dose CT) were offered in 2013. See graphs on the website for numbers of screenings completed.

Many support groups were offered by the Cancer Center to aid patients and families. "Cooking for a cure" support group started in May and, on average, from 10-20 people per meeting (average is about 12) attend. This group meets monthly-second Tuesday of the month. Focus is on foods that will improve nutritional status and help with side effects of treatment (For example, mini pumpkin ginger muffins to help with nausea). Have also had the staff from Chef Paul Prudhomme's Magic Seasoning Blends come and do a cooking demo as special guests.

The Courage Caps group meets once a month (every third Thursday), and attendance is typically from 15-20 participants each meeting. Also, the amount of donated hats ranges from 100-200 each month. In 2013, more than 1500 Courage Caps were donated for patients.

In addition to the general cancer rehab program consisting of Physical Therapy, Occupational Therapy, and Speech Therapy services, RehabConnection also offers two specific breast cancer related outpatient rehabilitation programs: The *Lymphedema Management and Education Program* and the *Recovery in Motion* program. WJ RehabConnection was awarded \$30,000 in grant funds from the Susan G. Komen Breast Cancer Foundation to assist breast cancer survivors in the purchase of compression materials required to manage the non-curable condition of breast cancer related lymphedema. This is the 10<sup>th</sup> year RehabConnection has applied for and received this funding.

RehabConnection offers a quarterly Lymphedema Support Group that is free and open to the public. The average attendance to the support groups is 17 people for 2013 with attendance as follows: January group=19 attendees, April group=10 attendees, July group=20 attendees, October group=19 attendees. The speakers were:

-January group Speaker: Shanna Ferguson, LOTR, CLT "Lymphedema Treatment Act"

-April group Speaker: Rev. Barbara Duke "Spirituality, Coping, and Cancer Caps"

-July Speaker: Shanna Ferguson, LOTR, CLT "Hot Topics for Living Well with Lymphedema in the Summer-time"

- October group Speaker: Shanna Ferguson, LOTR, CLT and Bethany Vincent, Community Relations Coordinator "Hands on Therapeutic Activities"

RehabConnection's Lymphedema Management and Education program was established in 2004 and is the only facility on the Westbank to offer lymphedema therapy by Certified Lymphedema Therapists. The program offers highly skilled individualized treatment. The main goal of the program is to educate patients and help them self-manage symptoms associated with lymphedema.

## **Cancer Center to WJMC - Community Outreach**

### **WJMC Cancer Program 2013 – Report to the Community Page 3**

The clinic also offers specialized equipment, being the only facility in the region offering adjunct treatment with the LTU-904 laser, approved by the FDA in 2009 for the treatment of post-mastectomy lymphedema. West Jeff RehabConnection strives to continue to educate our community and increase awareness of breast cancer related lymphedema. In 2013, the program coordinator has appeared on WDSU-TV On-Call for an interview on the topic, an article appeared in the West Bank Beacon newspaper regarding breast cancer related lymphedema during the month of October (breast cancer awareness month), and informational brochures and fliers about the outpatient cancer programs have been issued at several events in the community such as the Komen Race for the Cure in October and numerous health fairs.

Bosom Buddies: Bosom Buddies Support Group meets monthly with an average attendance of 10 – 12. Programs have included: A Summer 'Picnic' Celebration; Massage and Its Benefits; A Painting Party/Relay for Life Fund Raiser; Benefits of Exercise with a demonstration of Tai Chi; and December Holiday Celebration/Pot Luck Dinner.

Look Good Feel Better: meets every other month with attendance between 3 and 5 active participants. Mrs. Delores Guidry, volunteer, retired after 20 years of service to the program. We thank Mrs. Guidry for her service.

A number of special events were held in 2013 including the Pink Tea for Breast Cancer Survivorship Celebration. Attendance was very strong with 222 persons taking part in the annual event to celebrate survivorship and increase awareness. The event was held at the Four Columns. More than \$1000 was raised during the no-admission-fee event to support the Cancer Center.

Night Out Against Crime was, once more, a popular outreach for the Cancer Center and other services. Cancer Center materials and ACS materials were distributed to 34 Night Out locations across the West Bank of Jefferson Parish. The information was also handed out in Spanish for the first-ever Hispanic Night Out on the West Bank held at Budget Saver Grocery in Gretna, Louisiana.

Another program on breast cancer and breast self examination (BSE) was offered to a Gretna women's group on October 20, 2013. The BSE demonstration and talk was given by Dr. Rachel Spears during outreach.

Krewe of Alla moves in 2014 {Hope Float for breast cancer awareness was Alla's offering}. The Cancer Center appreciated Alla's pink float. The Krewe of Grela may offer an opportunity to the Cancer Center at WJMC for a cancer awareness float (all cancers). Grela will parade on Mardi Gras Day on the West Bank. Details were provided to the Hospital Foundation Board and this is being explored.

Medical Minutes on WWL Radio/WDSU-TV On-Call featured health subject matter including cancer topics in 2013. The topics for WWL Medical Minute relating to cancer were: Prostate Cancer Guidelines (Sept. 9-20); Lung CT (Sept. 23-Oct 4); Mammograms (Oct. 21-Nov. 1). The topics for WDSU-TV On-Call relating to cancer were: Ovarian Cancer Awareness (Sept. 24); Breast Cancer Awareness Month-Mammograms (Oct. 1); Cancer Program - Festival (Oct. 15); Lymphedema (Oct. 22); Lung CT - Lung Cancer Awareness (Nov. 12).

The Cancer Center successfully completed its tri-annual accreditation survey by the Commission on Cancer of the American College of Surgeons. The program looks forward to reporting its results early in 2014.

At 2013 year's end, the Cancer Center thanked the Auxiliary to WJMC for its contributions in supporting Cooking for a Cure Classes 2014. A presentation check for the Cancer Center at WJMC was made by the Hospital Auxiliary at its December 6 Installation of Officers banquet.