

Cancer Center at West Jefferson Medical Center Annual Community Report for the Year 2014

Community Health Needs Assessment and Plan - The Cancer Program continued to embrace the Community Health Needs Assessment and Action Plan approved last fall in the development of outreach for the Cancer Program. In addition, Service Excellence reviewed requests for language assistance noting most frequent requests are for Spanish, followed by Vietnamese then Arabic. During a defined year period the percentage of total minutes used by language via CyraCom included: Spanish 65%, Vietnamese 26.5%, Mandarin 2.3% and Arabic 1.6% of the minutes utilized during a year period reviewed.

In addition to community outreach activities to Vietnamese and Hispanic Communities and via the Renew Woodmere initiative, the Cancer Center through the generosity of the Hospital Auxiliary translated the Patient Resource Guide into both Spanish and Vietnamese languages. Further, the Cancer Center provided the Muslim Academy with fliers on prevention offerings including free stop smoking classes made possible by the Smoking Cessation Trust.

The CHNA is available on the WJMC external website by visiting <http://www.wjmc.org/WJMC-Community-Health-Needs-Assessment.aspx>. On the site, the Medical Center also maintains an inventory of community resources.

Program Goals - Program Goals identified for 2014 included **Skin Cancer Awareness and Melanoma as the Education Goal and Lung CT Screening as the Screening Goal**. Following review of CHNA and input of Vietnamese community, Lung CT selected. During May conducted a Skin Cancer Awareness Campaign. For two weeks, Medical Minute on WWL Radio with Dermatologist Walker Jones, M.D. ran every day. In addition, marketing communications of May being Melanoma Awareness Month done internally and externally with the Cover Your Assets...with Sunscreen collaterals and mediums including outdoor billboards, plasma screens internally, elevator wraps and fliers on campus and distributed via community organizations and business groups.

In addition to education, a Skin Cancer Screening was conducted for the community on May 15 with 43 persons participating. Two positive screenings – one melanoma and one sarcoma with both persons screened referred for follow up. A second screening was held June 13 to enroll 11 participants from a waiting list. Of these, 8 were referred for follow-up. Special thanks to Dr. Walker Jones and Dr. Megan Jones respectively for performing the skin cancer screenings. Melanoma awareness was also promoted thru various mediums including to local school systems for teen students (and faculty and staff).

The Medical Center congratulated Graphic Designer Shelly Koch for being honored by the LHA (Louisiana Society for Hospital Public Relations and Marketing) in its annual awards for public relations and marketing for her creative design of the Cover Your Assets campaign for Melanoma and Skin Cancer Awareness.

Lung CT - In concert with the Lung CT Screening goal, cross promotions of lung cancer awareness were conducted at community outreach including annual Senior Citizen Expo on March 18 at the Pontchartrain Center, the Renew Woodmere Health and Quality of Life Fair in underserved neighborhood on May 17 and the Night Out Against Crime to be held on October 14. Woodmere is the largest subdivision in Louisiana with a census of 30,000 individuals.

In the area of outreach, the WJMC Colon Exhibit was also displayed and Smoking Cessation materials and information distributed during the May 17 venue. Lung CT screening was also promoted during a Men's Health Night held on June 19 at the Fitness Center at Oakwood. With a local Vietnamese health fair committee WJMC assisted in the planning of a bilingual health fair held at St. Agnes Le Thi Thanh Church on June 28. Lung CT Screening information was translated to Vietnamese and shared with the Vietnamese Community during the fair as well as other events as earlier noted in this report.

To date this year, **85** lung screenings were performed. Refer to graph posted on this site under Cancer Center for specific details regarding screening outcomes.

Cancer Survivors Day - The National Survivors Day was celebrated at Boomtown Casino and graciously hosted by Boomtown for the second consecutive year. The luau-themed event was well attended by patients and

their loved ones. During the luncheon, music was provided by Mr. Reynold Kinsale, a native of Trinidad and former leader, arranger and tutor of the Blue Diamond Steel Orchestra (Trinidad and Tobago). This musical artist is the steel pan tutor in the Young Audiences After School Program. He's piloted programs at Lincoln Elementary and has performed for the Hornets, Jazz Fest and at the Mahalia Jackson Theater for the Performing Arts as well as for Bayou Bacchanal and the Caribbean Festival of New Orleans. He is also the artist director of the Caribbean Cultural Center of Louisiana and is affiliated with Friends of Culture and also performed this year at the West Jeff Family Fest to benefit the Cancer Center.

Outreach – Early in the year, the Cancer Center via the Hospital Foundation's support and support of the Krewe of Grela had a float in the Krewe of Grela on Mardi Gras Day in Gretna, Louisiana with patient and caregiver riders. Cancer patients and their loved ones also road on the Krewe's Captain Float at the gracious invitation of Captain Russell Lloyd. Donors also helped make the ride possible.

Once again in 2014, one of the best attended community venues was the Jefferson Parish Senior Expo on March 18. The WJMC Cancer Center showcased its display at the entrance welcoming over 1200 senior citizens through the large inflatable exhibit. The activity also gave the Cancer Center the opportunity to provide information on its goals, prevention and early detection and program highlights. The Cancer Center was joined by many hospital volunteers in welcoming seniors and their guests thru the exhibit.

Other community outreach offerings and educational promotions for 2014 included: colorectal awareness month (March) observation, Colon Health Fair on March 24 with local Rotary Club attending, talk by gastroenterologist at the Colon Health Fair; presence at the Terrytown Spring Festival; observance of World No Tobacco Day; the National Cancer Survivors Day celebration event at Boomtown on June 1; the Men's Health Week observance on June 24; and the Great American Smokeout on November 20. During the Family Festival patients offered their personal testimonies on stage to emphasize prevention and early detection of cancer.

The Cancer Center participated in the Renew Woodmere Health and Wellness Fair in the Spring with Colon Exhibit and information on Cancer Center and cancer awareness, prevention and early detection offerings. More than 100 persons attended. Skin cancer awareness, and materials on lung cancer screening and smoking cessation information were offered.

Tree of Life Unveiling – The Tree of Life at the Cancer Center at WJMC was unveiled on May 1. More than 100 donors and guests attended the special evening ceremony. The Tree of Life recognizes donor contributions. Gold, Silver and Bronze giving categories of leaves on the cast bronze wall-mounted tree available. Stones and acorns for the Tree of Life are also available for major donors and several were unveiled during this event.

Collaborations – The Cancer Center collaborated with the **American Cancer Society** (ACS) in 2014 especially to bring back the Look Good Feel Better Program. Working closely with ACS, it was determined the Medical Center and those served are deserving of an increase in LGFB offerings. Plans are to increase sessions from 2 times yearly to quarterly. Cosmetologists interested in volunteering are encouraged to reach out to the ACS Mid-South Division or Vanessa Batson at the Cancer Center at West Jefferson Medical Center. ACS handouts were used during special events and outreach during 2014 including materials in Spanish during the region's second annual Hispanic Night Out held in partnership with Laborie's Budget Saver Grocery on Lafayette Street in Gretna, Louisiana. ACS also continues to recruit persons to drive for its Road to Recovery transportation program on the West Bank.

West Jefferson Medical Center also collaborated with the **Susan G. Komen** local chapter and is grateful for support for mammography screenings and testing as well as educational materials made possible by Susan G. Komen. Susan G. Komen approved a Grant for Mammography Screening in the amount of \$33,900 grant from the New Orleans Affiliate for the 2014-2015 grant cycle. On the WJMC external website, the results of the screenings are reflected.

The WJ Rehab Connection was awarded a \$33,900 grant from the New Orleans Affiliate of the Susan G Komen Foundation. The grant provides financial assistance to breast cancer survivors for the purchase of compression materials required to manage symptoms of lymphedema. The Susan G. Komen grant for Mammogram Screening is depicted on the WJMC web site in the graphs of screening information for 2014.

West Jefferson "Rehab Racers" took part in the Komen Race for the Cure which was held at City Park on October 25. It is noteworthy that this was the 10th year Rehab Care and the Cancer Center at WJMC have participated in the race. Komen has supported WJ's RehabConnection for the past 11 years granting over \$300,000 to its lymphedema programs serving the breast cancer specific population: **Recovery in Motion** program and

the **Lymphedema Management and Education** program. The Cancer Center expresses its deep appreciation to Susan G. Komen for its support.

Support Groups were continued to be offered through 2014 including Bosom Buddies, the Cancer Survivorship Group, the Courage Cap Crochet Group coordinated by registered nurse Tabitha Dugal, and the Lymphedema Support Group organized by occupational therapist Shanna Ferguson, also Lymphedema Program Coordinator. In 2014, worked with the American Cancer Society to bring forward an enhanced Look, Good Feel Better Program to commence in 2015.

Courage Caps has a core group of a dozen very engaged individuals with extraordinary output producing caps for cancer patients as well as other special projects including crochet squares for an infant/bereavement initiative and products for homeless women and children during the winter months. At year's end, Courage Caps launched a Facebook page.

Cooking for a Cure classes continued in 2014. Held at the WJ Rehab Connection each second Tuesday of the Month, the classes and activities conducted by registered dietitian Laura Kerns are well received and supported by the Hospital Auxiliary and community donors. Cancer patients, survivors and friends and family are welcomed to each session.

Professional Education - Cancer Physician Liaison Dr. Vijay Patel spoke on Gastric Cancer Staging on December 17. Physicians, nurses and other health professionals attended the offering held at West Jefferson Medical Center.

The Cancer Center at WJMC took part in the **2014 National Pink Glove Dance. Fundraisers** in conjunction with the participation included a Painting with A Twist Weekend, a Car Wash on campus, and a Restaurant nights' Gift Basket Raffle to promote breast cancer awareness and support Breast Cancer initiatives thru the hospital Foundation brought in \$3054. The Red Maple Legacy Beef & Wine Dinner presented by the Restaurant during this period was also successful. The Restaurant chose the Cancer Center at WJMC as its charity. More than \$3,000 was raised via a silent auction and donations the evening of the event. In addition, the Hospital Foundation received a donation from the Restaurant totaling more than \$2000 as a portion of ticket sales. WJMC is also a proud honoree in The Pink Glove Dance Hall of Fame.

Joycelyn Bruce Family Festival – The West Jeff Family Festival supported by more than 90 business sponsors was held on October 10 and 11 to

benefit the Cancer Center at WJMC and Cancer Awareness. It was a huge success attracting more than 10,000 participants. For the first time, a Fun Run Walk I Pink I Can, I Pink I Can was held attracting more than 400 runners/walkers. The West Jeff Fitness Centers coordinated the Run/Walk. Pink Tu Tu challenges brought attention to the Run/Walk which was made possible by Humana. Some of the highlights of the festival: During ceremonies on Saturday of the Fest, the Jefferson Parish Council proclaimed the 2014 Festival to be known and celebrated as the Joycelyn Bruce Family Fest in honor of Mrs. 'Joyce' Bruce's life and dedication to West Jefferson Medical Center. Mrs. Bruce lost a courageous battle to Cancer less than a week before the Festival. Members of the Bruce family attended the on-stage dedication.

A dedicated Family Fest Committee and scores of volunteers from the hospital family and community generated tremendous goodwill and an exceptional effort before and during this year's Family Fest. Patients of the Cancer Center at WJMC generously shared their personal stories throughout Family Fest and praised our community hospital and the Cancer Program. Vignettes were published on a video which debuted at the Festival. WNOE Radio DJ and Country Radio Hall of Fame Inductee Eddie Edwards took part in this year's Family Fest and shared his personal story of care at WJ Cancer Center. The radio station also conducted a live remote from the Festival. A key feature of the attraction is free admission. Free activities for children were conducted during the *Dr. Benny and Micki Goldman Trunk Or Treat* courtesy of People's Health, the Academy of Chinese Studies, Yat City, Walgreen's, Jefferson Parish Public Schools Friends of Literacy, Laborie's Budget Saver Groceries, Friends of Culture, the Rotary Club of Westwego and other community donors. Children and grandchildren of Cancer Center patients participated in the activities.

A lovely decorative pew was raffled off as part of Family Fest fundraising. The winner of the painted pew raffle, WJMC CEO Nancy Cassagne, donated the pew back to the hospital for all to enjoy the beautiful artwork of Ramona Guidry. The pew is now located in the Hospital Atrium.

Next year's West Jeff Family Fest dates have already been established. Community members are encouraged to save the dates, October 15-17.

Promotional materials and mediums including outdoor billboards announced screenings and Stop Smoking classes as well as Lung Low-Dose CT and the Melanoma and Skin Cancer Awareness initiatives. The Cancer Center was also featured in the new Vietnamese Magazine, Song Khoe. Physicians took part in the on-call network of WDSU local television station.

Pulmonologist Dr. Elaine LaNasa also did a Medical Minute on the Smoking Cessation Trust and Gynecologist Dr. E.C. Labadie did a WDSU On-Call Network TV spot on cervical health.

Preparations underway for 2015 - As the year comes to a close, the Cancer Center is preparing to participate in the 2015 Senior Exposition to be held at the Alario Center on March 12, 2015 from 8AM until 2PM. Plans are to once again feature the Colon Exhibit as West Bank senior center representatives have indicated an interest in bringing the interactive display to the Alario Center. Program screening and educational goals to be established in the first quarter of 2015 will be taken into account for this and other community outreach venues.

Moonlight & Martinis - A highlight of 2015 fundraising and awareness will be the first Moonlight & Martinis Making a Difference evening. Dr. Jennifer Arnold, star of TLC's Little Couple, and a cancer survivor, is slated to be with us on March 21, 2015. The acclaimed Charmaine Neville with her band will provide the music for the event and noted broadcast journalist Norman Robinson will serve as auctioneer. Details will be forthcoming on the www.wjmc.org web site early in 2015.

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