

WJMC CANCER CENTER COMMUNITY OUTREACH REPORT 2015

Note: see graphs on separate document titled 2015 Screening Outcomes

Community Health Needs Assessment – The Community Health Needs Assessment (CHNA) was used in developing goals and the outreach calendar of the Cancer Center at West Jefferson Medical Center (WJMC) for the year period 2015. Further, a Community Health Needs Assessment was completed by year's end which will guide planning for 2016. Communication of services and the community inventory of services was identified as top needs in recent focus groups and surveys. During 2015, top requests for language assistance at WJMC were Spanish (68.4%) and Vietnamese (22.3%).

Public Outreach Committee Screening Goal 2015

Cervical screening with an emphasis on the Hispanic/Latino community with Cervical and HPV screening was identified as the program's screening goal. This population was further identified during focus groups in 2015. The cervical screening held on September 19 was effective in screening 37 participants from the at-risk Hispanic/Latino population.

Outcomes of the screening especially promoted to the Hispanic/Latino population are noted on the published 2015 screening graph. Beyond the four referrals for positive screenings of the September event as graphically depicted, a community inventory of resources information as well as locations of clinics especially serving persons with limited resources were disseminated during the screening. Bilingual WJMC patient navigator contact information was also provided.

Prior to this screening, another screening was scheduled but cancelled due to lack of pre-registrations. The promotions were not as effective as the September 19 screening promotions which were. The earlier screening promoted the event via social media and on-campus flier distribution as well as limited outreach to retail outlets. The programs for September 19 were very effective and involved more personal distribution of fliers to neighborhood groceries especially serving the Hispanic/Latino community. In addition, the local Laborie's Budget Saver grocery outlet used its overhead announcement system to promote the screenings and also promoted the event on local Spanish radio and Spanish television. These measures were very effective in reaching the attendees. While nearly 60 persons pre-registered, the screening was effective in that 37 women (noted in the graph) attended the screening. The participants engaged in dialogue about health awareness, healthy lifestyles, and screening importance.



In addition, a health fair was offered in December at the Laborie's location on Lafayette which was very well attended throughout the evening of the special event. Participants and shoppers welcomed information, the opportunity to visit with staff and handouts in Spanish on women's health and related topics. With it being a December event, holiday safety and children's toy safety were also featured. The distribution of information was very effective. Members of the community told the staff this was a great event to further establish trust with the Hispanic/Latino population and that the special event will go a long way to encouraging attendance at future screenings and offerings. Several persons volunteering for the event were bilingual in English and Spanish. This added to the effectiveness of health awareness information distribution and addressing questions of those attending. Information was also distributed to the Vietnamese community by way of flier and educational distribution to local businesses and the Vietnamese Senior Citizen group on the West Bank. Community Relations and the cancer program took part in Vietnamese programs where materials were widely distributed and welcomed. Articles were also submitted to and featured in the Song Khoe Vietnamese magazine.

During Community Outreach, the cancer program celebrated Melanoma Awareness Month and conducted a skin cancer screening. The effective outcome is featured on the graph also posted on this website in proximity to this report. In addition to fliers and public service announcements, the ABCDE's of Melanoma Detection were featured in the May Community Report featured in the West Bank Beacon Newspaper and the New Orleans Advocate. Three participants were referred for follow-up with two being cosmetic in nature and one was referred for biopsy.

Prevention Goal

Prostate health awareness and education with an emphasis on outreach to the African-American/high risk population and communication of importance of shared decision-making with their physicians was identified as the prevention goal for 2015.

Education was conducted during a host of educational outreach venues during 2015 including Rotary clubs, community centers, neighborhood meetings, Dr. Martin Luther King Task Force celebration event, civic coalition programs and more. Staff were effective in providing the latest information on prostate cancer detection guidelines including recommendations for screening and importance of shared decision making with gentlemen's personal physicians. Refereed health source handouts were welcomed and gentlemen and their significant others were receptive of content and importance of communication with one's physicians. The staff of the oncology service line and urology were complimented multiple times by the

service organizations for their generous contributions of time and knowledge during community group meetings and expositions. Community members voiced the staff were approachable and caring putting men and their significant others at ease to ask questions about the topic. Community leaders in centers and programs serving the at-risk population for this cancer expressed satisfaction with the outlets chosen for widespread communication and effective distribution of the information.

The Jefferson Parish Senior Expo held in March at the Alario Center provided the staff with many opportunities to discuss prostate cancer with hundreds of men and their loved ones. The venue was an effective setting for one on one discussions even though dozens of booths on other topics were also available. Participation and engagement were high. We experienced 50% attendance of our target population African-American participants visiting the WJ Cancer Center booth. Some 2000 persons participated in this activity. Further, those attending and visiting our booth asked for additional handouts to take to their neighborhood community centers African-American churches across the West Bank as well as beyond. An emphasis on these persons potentially or *statistically* being at higher risk (our higher risk demographic) was at the forefront of one on one discussions. Male participants were interested and accepted the materials. Female participants were also interested, expressing that they make MD appointments for the men in their lives. The information (pamphlets and flyers educational materials) was passed out as well as education conducted on importance of shared decision making with their practitioners.

The JP Council District 3 Senior Citizen Luncheon held on May 5 at the Alario Center was an ideal setting to provide information on prostate cancer and other cancer topics. The attendance topped 1200 at the event. District 3 was an effective territory geographically to reach persons with the prostate cancer awareness materials in the at-risk population identified by national health organizations. The majority of the attendees were from the African-American community in District 3.

The *Renew Woodmere* initiative health fair held in the summer of 2015 and visits to the new Woodmere Community Center were also effective means of reaching the target high-risk population for the education on this subject matter. Prevention and early detection materials were also distributed at an exhibit table at the Gretna Prayer Breakfast for Thanksgiving Basket distribution and via the African American churches on the West Bank. The pastors were very reception in receiving educational materials on this and related topics. Community Activist Sister Jerry Dean Meyer helped facilitate the effective distribution of health information. As in the March JP Senior

Expo, men and their loved ones were receptive to the information and taking educational handouts to discuss with their significant others.

West Jefferson's participation in the annual NCSA Cancer Survivors Day event, a luncheon sponsored locally by Boomtown Casino, was effective in drawing survivors and their loved ones to attend and participate. The Cancer Program was successful in recruiting Anjelina "Jelly" Joseph, an American Idol Season 14 contestant, to perform for the luncheon. Her photo at the performance was selected to be featured in the gallery of photos in *Coping* magazine's July/august 2015 issue of exclusive coverage of the 2015 annual ***Celebration of Life*** held in hundreds of communities throughout the world. This photo was an added spot light to West Jefferson Medical Center's cancer program.

Educational component: The topic Pancreatic Cancer was chosen for the educational program. Gastroenterologist Dr. Brett Hymel addressed 17 health professionals on October 21. His presentation was effective in meeting the learning objectives of participants better understanding epidemiology, risk factors, staging of pancreatic cancer, NCCN Guidelines and prognostic indicators as evidenced by the program evaluations.

Program Awareness – The West Jeff Family Festival in the fall, attended by thousands, was effective in bringing a high level of awareness to the Cancer program as well as the importance of screening, and early detection and treatment. Patients volunteered to speak during the Family Fest bringing further attention to treatment, hope, cancer survivorship and journeys with loved ones. In a fundraiser held in November to raise money for the cancer program, nearly 900 were in attendance for an event held on the grounds of the hospital under huge tents. Inclement weather did not dampen spirits as the audience heard from Dr. Jennifer Arnold of the TLC reality show *The Little Couple* speak about her personal journey with cancer. The event, named the Moonlight & Martinis making a difference gala, was an effective medium to raise not only funds for but awareness of the cancer program at WJMC and importance of early cancer detection and services. Community support was tremendous by way of donation of in-kind services including food and beverages as well as participation in the special event. More than \$100,000 raised with the two special events as well as outstanding awareness about the center and living with cancer. Hundreds of persons volunteered for the event and preparation activities leading up to it. Sponsors and supporters are featured on the Foundation pages as are the Culinary Champions contributing to the success of the 'Moonlight' event. Cancer topics from the cancer program received great attention in both the WDSU TV Channel 6 On-Call weekly interviews, the WWL TV Channel 4 Medical Minutes and in various promotional mediums including the new

plasma screens on the Medical Center campus generously funded by the hospital Auxiliary. The topics included awareness of melanoma, prostate cancer, lung cancer, smoking cessation, UV safety, breast cancer, dense breast, colon cancer, the Smoking Cessation Trust, Lung CT, the cancer program, the Great American Smoke-out and the Movember observance.

Support Groups: Support groups continued to be active during 2015 with active participation and engagement of Bosom Buddies, Cancer Survivorship, and Lymphedema Support. The Cooking for A Cure classes were also well attended and participation in the Courage Caps crochet group was high. Courage Cap members designed hundreds of caps and other items for patients in active treatment.

Grant Award – Susan G. Komen announced in April 2015 a \$36,000 grant to West Jefferson Medical Center for mammography screening and related diagnostics. The effective date of the award was April 1st 2015 – March 31st 2016 (while funds remained).

Grant Award – Rehab Connection awarded grant from Komen in the amount of \$10,000 to assist breast cancer survivors with cost of compression materials to address symptoms of breast cancer related-lymphedema. This is the 11st grant awarded from Susan G. Komen to Rehab Connection for lymphedema program at WJMC.