

2016 Community Report

Please Note: On this website you will find a separate document entitled 2016 Screening Outcomes.

Community Health Needs Assessment – The Cancer Program at West Jefferson Medical Center continues to utilize the Community Health Needs Assessment (Most recent CHNA completed in 2015 and CHNA and action plan approved by LCMC Health Board) for its community outreach. Master copies are in Community Relations. For resource awareness, community and neighborhood centers were provided information on a myriad of programs and services. Key areas of need identified are access to health services, resource awareness and health literacy.

Public Outreach Screening Goal - The screening goal for 2016 is to increase Lung CT screenings during 2016 with an emphasis on advancing information and awareness about Lung CT in neighborhoods which especially expressed need for greater health literacy and health resource awareness in the Community Health Needs Assessment. Year to date of November 29, 2016, WJMC Imaging Department performed 69 Lung CT Screenings. Throughout the year, the Cancer Program with Imaging and Patient Navigation assistance monitored effectiveness of this goal. It was evident across the months of this year and at year's end, an increase in awareness and provision of increasing health resource awareness were well met. Promotional activities added to the success of reaching this year's screening goals. During the same period last year, just 29 were performed. Patient navigators continue the process of reviewing positive outcomes and reviewing follow up recommendations and throughput.

Prevention Goal - Public Outreach Committee Prevention Goal 2016 - Lung cancer awareness including importance of stopping smoking and/or use of tobacco products was the 2016 prevention and education goal. Emphases for awareness was especially given to low income and vulnerable residents of zip codes across the West Bank of Jefferson, Orleans, and Plaquemines. Measurement of the success of the education was by a combination of verbal feedback, conducting sessions regarding the smoking cessation classes and smoking cessation and enrollment of persons in smoking cessation programs as a result of the outreach.

Lung cancer handout(s) information provided (from the American Cancer Society and American Lung Association) during outreach and visits by groups on campus and during community visits off-campus to Rotary Clubs, Civic

Coalition's and related groups' meetings, Neighborhood Centers, Senior Centers, Antipoverty Agency, retail outlets such as Laborie's groceries, and on-campus public areas.

Lung cancer awareness including importance of stopping smoking and/or use of tobacco products is the 2016 education goal. Lung cancer handouts information provided (from the American Cancer Society and American Lung Association) during outreach and visits by groups to campus again were a focus of this topic this quarter and year to date including outreach to Rotary Clubs, Civic Coalition's and related groups' meetings, Neighborhood Centers, Senior Centers, Antipoverty Agency, retail outlets such as Laborie's groceries, and on-campus public areas. The National Night Out Against Crime in various locations across the West Bank on October 18 touched thousands. The Barkley Estates neighborhood and City of Westwego also moved their Night Out events to October 18. The Cancer Center, EMS and other programs of the Medical Center participated in these special events. The outreach activities were effective in reaching local neighborhoods to increase awareness of West Jefferson's offerings as well as those of the American Cancer Society and Susan G. Komen groups. Neighborhood presence included Stonebridge, Woodmere, Barkley, Plantation Estates, and Westwego. Materials were also provided to other locations.

West Jefferson participated in the LAMOMs (Louisiana Mission of Mercy) clinic program first weekend of October. This was an excellent venue to reach the vulnerable population in keeping with the CHNA. Respiratory Therapy engaged to provide information on the stop smoking hygiene, program and cessation offerings including offerings via the Smoking Cessation Trust at the free clinic. More than a million dollars of services were donated by the volunteer dentists and other health professionals. WJMC provided on-site EMS services. More than 1,000 persons served. WJ respiratory had a total of 52 applications filled out at the LaMOM benefit. There were 23 filled out on Friday, and 29 filled out on Saturday. To date, out of the 52, just one has agreed to participate in the smoking cessation classes at WJMC.

The staff will be exploring why hesitancy to sign up for the free classes after indicating desire and willingness to participate to determine the reasons for non-acceptance of the free classes. The staff were able to provide minimal education to LA MOMs' participants. The main emphasis was dental needs vs. the oral hygiene, albeit the therapists initiated conversations on oral health and availability the Smoking Cessation Trust.

The LAMoms group measured the success of the overall venue in collaboration with several partnering organizations. All indications are the venue was a very successful one for its primary purpose of providing free

dental services to those in need. Nearly two million dollars in services were provided. Feedback from the organizers has been excellent regarding the effectiveness of the response to the clinic offering and the numbers of persons served and volume of free services provided.

The Vietnamese Smoking Quitline based in California provided WJ with copies of their materials in English and Vietnamese as well as Quitline assistance. Materials are available in Vietnamese, Mandarin and Korean. Vietnamese materials more applicable to our community at this time. Vietnamese community activist Toan Nguyen, was contacted to explore offering the program locally. Smoking cessation and lung cancer prevention and awareness information was placed at the September 25 Vietnamese Senior Citizen Health Fair in Terrytown, Louisiana, To date, interest was high in the information placed in the Center especially by loved ones of smokers but not in the actual class offerings. The Cancer Program will be in further touch with the Vietnamese Senior Center to determine 2017 opportunities for acceptance of program information.

Lung cancer awareness including importance of stopping smoking and/or use of tobacco products was also a key focus during a number of community outreach events this period including the local Civic Coalition meetings in March, April and May; at the Senior Expo in Kenner at the Ponchartrain Center on March 10, during the Woodmere Health Fair in Harvey at Woodmere Park in the Community Center on April 16, as well as the Jefferson Parish District 3 annual senior citizen luncheon on May 12 at the Alario Center.

Program Awareness - Hospital Foundation hosted a Western-themed brunch at Boomtown Casino in Harvey, on Sunday, June 5. More than 200 persons attended. The event generated goodwill, community awareness and cancer detection and early diagnosis awareness. Feedback was received for weeks following the lovely event held in conjunction with the Hospital Foundation.

Cervical Cancer Screening - A Cervical Cancer Screening with HPV testing was held on January 16, 2016. Results letters were mailed to all the

participants. Of these 20 had normal results. Four were abnormal – all were notified by phone in addition to the letters, Two were referred to UMC and the Patient Access Center at UMC were faxed referral information, one was already a patient of a WJ doctor and will return to her; one now has insurance and wanted to also return to her West Jefferson doctor.

Testicular Cancer Awareness- during April-170 persons provided info/education. Information was also provided on campus in the Physicians Center and at the Rotary Club of Westwego luncheon. Information from the American Cancer Society also provided to members of the Auxiliary to WJMC at its monthly meeting. Feedback was positive in that gentlemen expressed they would discuss the information with their physicians and some of those at risk were not aware of various risk factor categories.

Promotional campaign materials were developed and placed for:

Courage Caps, Fight Your Cancer branding materials in Health and Fitness Magazine, plasma screens, and Facebook (June); Free Wig Clinic fliers and plasma screens (periodic running year to date); Courage Caps, Cooking for a Cure, Survivorship various topics, Bosom Buddies and various topics fliers (periodic running year to date); and Lung Cancer Screening various fliers, plasma screenings and outdoor (year to date running).

Special events - The Cancer Center also exhibited at the Cancer Benefit hosted by Charlotte Falgout and Ronnie Dufrene and their committee at the Westwego Farmers and Fisheries Market on October 29. Thousands of persons attended. Local musicians, celebrities Charmaine Neville and others performed. Cancer survivors and their loved ones rode atop fire trucks and in dune buggies during a parade which brought awareness to breast cancer and all types of cancers. The annual pink celebration expanded to include other support colors. The monetary donation from this event was \$17,000 to the Cancer Program announced in December by the organizers to the Foundation Board. Beyond monetary, the event increased awareness of the program. Participants included the City of Westwego, the Westwego Police Department, the Westwego Fire Department and Combel's Customs.

As the **Cancer Program monitored** and review effectiveness of the Lung CT Screenings, staff noted the addition of social media to create a greater awareness of the screening availability. Effectiveness of the facebook postings were monitored. The results included:

Facebook

Facebook stats:

March 26

Reach: 939

Clicks/Actions: 50

March 30

Reach: 485

Clicks/Actions: 9

June 2

Reach: 324

Clicks/Actions: 5

June 8

Reach: 246
Clicks/Actions: 4

July 28
Reach: 481
Clicks/Actions: 3

Promotions of the screening this year also included flyers, marketing holders, plasma screens and other electronic support this year. As we monitored responses to evaluate persons receiving and reviewing the information, the social media tracking methodology was helpful and provided valuable response reach and actions captured to materials placed on facebook.

Educational component: ENT Oncology – Date: 9/21/2016 Attendance: 40.

Fundraising - The Hospital Foundation presented Family Fest to benefit the Cancer Center on October 14 and October 15. More than \$60,000 in profits raised. The Night in Rio was postponed due to several factors and the Foundation Board is revisiting the venue for 2017 to determine next steps re: a fundraising special event. Considerations on ineffectiveness of the venue have identified closeness of date to the Family Festival and gala being promoted late in year vs save the dates being issued in first quarter.

Support Groups facilitated by the Cancer Center and supported by the Hospital Foundation in 2016 included the following:

Wig Clinic
August: 4; October: 5

Look Good Feel Better
September: 5

Survivorship
October: 2

Bosom Buddies
August: 7; September: 4; October: 2

Courage Caps
August: 5
September: 4

October: 5

Cooking for a Cure

August: 9

September: 8

October: 7

Staff have met to explore ways of increasing participation and reaching patients and families with support group assistance. Staff have identified similar attendance issues across other programs in the country. In 2017, ways to promote and reach patients and families are being further identified and queried including added information being available in the oncology practices.

Lymphedema Program -

WJ Rehab Connection offered two breast cancer population specific programs in the outpatient setting, **Lymphedema Management and Education** and **Recovery in Motion**.

The average attendance for the Quarterly Lymphedema Support Groups in 2016 was 16 attendees.

The Komen foundation awarded Rehab Connection with a \$15,000 grant for the 2016-2017 year to support survivors with breast cancer related lymphedema with financial assistance for compression materials required to manage chronic swelling associated with the condition.

WJ Rehab Connection as well as the Cancer Center participated in the October 22nd Race for Cure to support Komen New Orleans for the 11th annual year. Over 5000 pieces of literature highlighting the Breast Cancer rehab programs (LM and RIM) and also info on general rehab program for cancer-related fatigue were available for distribution.

Promotional materials- Materials to promote program included various methods and fliers including: Courage Caps, Fight Your Cancer branding materials in Health and Fitness Magazine, plasma screens, and Facebook (June); Free Wig Clinic fliers and plasma screens (periodic running year to date); Courage Caps, Cooking for a Cure, Survivorship various topics,

Bosom Buddies and various topics fliers (periodic running year to date); and Lung Cancer Screening various fliers, plasma screenings and outdoor (year to date running).

Dec. 27, 2016 ----