

WJMC Cancer Center
Community Outreach Annual Report

December 28, 2017

Note: Visit wjmc.org, this website, for Cancer Center page for separate document entitled 2017 Screening Outcomes for complete reporting of those screenings promoted to the public.

1. **Community Health Needs Assessment (CHNA)** - The cancer program at West Jefferson Medical Center continued this year to utilize the Triennial Community Health Needs Assessment which was completed and approved in 2015 for the 2016-2018 period. The findings of the CHNA were used in community outreach planning and programming. A master copy is available in West Jefferson Medical Center Community Relations and via Jennifer.steel@lcmchealth.org; carol.hatchett@lcmchealth.org or Vanessa.batson@lcmchealth.org .
2. The areas of great need noted in the CHNA, as earlier reported, were health services access, resource awareness and health literacy. Accordingly, handout materials used during public outreach have taken into account the need for materials with a low fog index as well as handouts available in Vietnamese and Spanish from the American Cancer Society (ACS), Susan G Komen Foundation, and other refereed sources including the Centers for Disease Control and Prevention (CDC)
3. **Prevention Goal 2017**
 - a. Human papillomavirus (HPV) Prevention was selected and approved by the Cancer Committee as its 2017 goal with an emphasis on educating and creating a greater awareness among the vulnerable population in our community of HPV.
 - b. In keeping with the CHNA, a Health Fair was coordinated by West Jefferson and held March 15 in Grand Isle, Louisiana, at the invitation of the Mayor David Carmadelle. It was reported the town has become aware of cancer diagnoses of its residents recently and was very interested in information on cancer prevention and early detection. The cancer program

worked closely with the ACS on materials for this remote island location. The event was well attended and materials were also provided for various sites on the island including the Council on Aging Center and City Hall. This served as an important venue regarding HPV as a risk factor for cervical screening and something the town's members can speak to their physicians about.

- c. The community's annual Night Out was selected as another special venue to reach both the vulnerable community as well as the Hispanic population on this topic on the West Bank in the primary service area. In addition to the many hundreds in attendance during the October Night Outs, a Spanish radio station covered the topic with a question and answer session with translators for its many listeners in the region. This radio remote was conducted at the Laborie's Budget Saver Grocery on Lafayette Street in Gretna, Louisiana. Laborie's has been very welcoming of educational materials and cancer center awareness handouts being placed in their stores.
- d. Outreach on the HPV topic was also reported each quarter to the Cancer Committee with visits to neighborhood and community centers serving the low income communities and vulnerable population highlighted. The subject matter was covered during Rotary meetings with membership from the judiciary and faith-based organizations in attendance. Handouts were provided for those persons in a position to distribute the materials via their churches, women's and men's groups and local businesses serving the poor and vulnerable population. Educational handouts were also provided during the Jefferson Parish Senior Exposition in May (with the knowledge that matriarchs in the families of the vulnerable population provide information and guidance to other members of the family). Materials were brought to neighborhood centers serving the low income communities.
- e. The annual Cancer Survivors Day, celebrated by WJMC Cancer Center with support to the Foundation by Boomtown Casino on June 4, also served as a venue to increase cancer awareness and related topics such as HPV and other risk factors. Attendance was at full capacity with 200 persons attending. The medics performed adding to the success of this outreach activity and the successful attendance. The educational topic was also provided during outreach to faith-based women's

groups during October. Special thanks to Boomtown and its leadership for the annual sponsorship of Cancer Survivor's Day.

- f. A Great American Smoke Campaign was conducted at WJMC on site and during outreach. An outdoor billboard was featured in the region and an outreach day held in the Medical Center Atrium on the Smoke-Out Day November 17. This further served to enter discussions during the annual event on cancer awareness.

4. Screening Goal 2017

- a. The 2017 screening goal, as approved by the sub-committee, was Cervical Cancer Screening. In keeping with the prevention goal, HVP testing was conducted at the time of the Cervical Cancer Screening where appropriate. Attendance was lower than in previous years for this said screening of which two offerings were provided.
- b. Promotions for the cervical cancer were conducted in several mediums and included outreach. Fliers were provided via Café Hope, Rotary, community centers, the area business and industry association, parent groups of Head Start Program, local groceries and on campus including clinics. The first Cervical Cancer screening was held on January 28. Nineteen persons participated. Two abnormal findings and screenees did not indicate any barriers with regards to visiting their own physicians for follow-up. Another screening was presented in September but poorly attended.
- c. It was identified during outreach including areas health fairs that Medicaid expansion appeared to impact overall attendance for screenings offered. This matter will be revisited in 2018 to determine which screenings are needed, would be received well by the vulnerable population and how the cancer program can better meet needs for screenings and importance of screening awareness and attendance. A focus group at a neighborhood center to determine enhancing participation for chosen screening will be explored. The first screening of 2017, which was better attended, was held during National Cervical Cancer Screening month and may have benefited from press on the topic associated with the national and regional media coverage. It was further identified that hospital plasma televisions, the website

and fliers distributed have a greater capture of attendees than other mediums including Facebook and newspaper. Will also explore earlier placement of materials to promote the screenings.

5. Communications, Awareness and Publicity

a. WDSU TV Channel 6 On Call – satellite feed short interview(s)

1. January 10 Cervical Cancer Awareness/Screening - Dr. Eugenio C. Labadie
2. March 14 Colon Cancer Awareness
3. April 18 Testicular Cancer Awareness
4. June 6 Smoking Cessation – Dr. William Borron
5. August 22 Oral, Head and Neck Cancer Awareness – Dr. Charles Ballay
6. Oct. 3 Mammograms – Dr. John Truitt Balart
7. Oct. 17 Dense Breasts/3D Mammography – Dr. John Truitt Balart

b. WWL Radio Medical Minute – taped 60 second segment on various cancer and cancer-related topics

1. January 9-20 Cervical Cancer Awareness/Screening Dr. Rachel Spears
2. March 13 – March 24 Colon Cancer Awareness
3. March 27 – April 7 Oral, Head and Neck Cancer Awareness
4. August 14-25 Oral, Head, Neck Cancer Awareness – Dr. Charles Ballay
5. Oct. 16-27 Mammograms – Vanessa Batson
6. Nov. 6-10 Lung Cancer Awareness Month – Dr. Philip Kogos

6. Support Groups - 2017 Cancer Center Support Group Attendance

Month	Cooking for a Cure (# of participants)	Wig Clinic/Look Good Feel Better (# of participants)	Courage Caps (# of participants)	Survivorship (# of participants)
January	5	3	5	No data
Feb	8	2	5	5
March	8	4(LGFB)	5	3
April	CANCELLED	10	4	4
May	7	No data	3	2
June	5	5(LGFB)	4	CANCELLED
July	6	5	7	1
August	9	2	7	3
September	6	10(LGFB)	6	CANCELLED
October	5	1	4	0
November	6	4	6	No class-Thanksgiving
December	10	8	No class-Christmas	

7. The Rehab Connection Lymphedema Support Group

- a. The Lymphedema Support Group continued in 2017 to be well attended with an average attendance of 15 per quarterly session. Rebecca Ford replaced Shanna Ferguson as the lead for WJ Rehab Connection's Lymphedema Management and Education Program. Rebecca has completed training over the last few months with Shanna Ferguson and Israel San Juan, Rehab Connection PT slated to do so at year's end.
- b. Commendation to WJ Rehab Connection and Susan G. Komen Foundation, Rehab Connection at WJMC was again awarded a grant from the New Orleans affiliate of the Susan Komen Foundation for the 2017-2018 grant cycle in the amount of \$15,000. The \$15,000 will be used to aid breast cancer survivors w/lymphedema in the purchase of necessary compression materials needed to manage swelling. This is the 13th annual grant that WJ Rehab Connection has received from Komen New

Orleans in support of the *Lymphedema Management and Education and Recovery in Motion* programs. Their support has granted over **\$300,000.00** to the outpatient rehab programs at West Jefferson to date. Thank you, Susan G. Komen!

- c. Rehab Connection had a team for the October Komen 5k run to support Komen New Orleans. West Jefferson rehab was well represented in the Grantees Booth, where participants could learn more about our program from our representatives at the booth, and walk away with educational materials about the program as well. WJMC Cancer Center was also represented well at the grantees both.
 - d. Lymphedema Support group topics were varied. The first on January 24 with 14 attendees featured Shanna Ferguson, LOTR, CLT discussing "Fashion Tips for Living Well with Lymphedema". Cassidy Prestenbach was a guest speaker for the January group and discussed "When Fashion Meets Comfort". The attendees were moved by Mrs. Presenbach's participation and sharing.
 - e. The next Lymphedema group was held April 25 featured "Aromatherapy in Lymphedema Management" with 15 attendees present.
 - f. The 2017 4th quarter lymphedema support group was also a highlight of this year's support groups with Chris Beaux, Hospital Foundation Board member, speaking on "Hobbies and your Health" on October 24. The first support group of 2018 will take place on Jan 23rd with guest speaker Allison Eldridge, registered dietitian.
8. **WJMC Cancer Center Mammogram Grant** - The Susan G. Komen Foundation also awarded WJMC Cancer Center funds via the Hospital Foundation. The SHK grant of \$33,750 awarded in May, 2017 is earmarked for screening mammograms and related breast health diagnostic services. Near year's end it was reported funds were still available for qualifying participants. Persons interested must fill out the Komen Grant application available at West Jefferson Women's Imaging and Breast Care Center. Barbara Loisel is coordinating reports relating to this mammography screening and related services grant (Barbara.Loisel@lcmchealth.org). The grant cycle runs thru

March 2018 while funds remain available. Funds not used by March 31 of 2018 must be returned to Susan G. Komen.

9. At year's end, the Cancer Center also thanks the **West Jefferson Hospital Foundation** which helps support the various support groups of the Cancer Center via its generous donors and contributors. The WJ Foundation hosted a Family Fest on October 13 and 24 attracting thousands of persons increasing awareness of the WJ Cancer Center and other programs helped by the West Jefferson Hospital Foundation and services of West Jefferson Medical Center. Patients sharing testimonials provided personal awareness stories of the important of disease prevention, early detection and treatment.
