

WJMC Cancer Center

Community Outreach Annual Report 2018

1. Community Health Needs Assessment (CHNA) - The cancer program at West Jefferson Medical Center continued in 2018 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.

The medical center this year began the process for the next period CHNA (2019-2021) with initial oral surveys conducted by Tripp Umbach with community stakeholders identified by community relations, social services, administrative and hospital volunteer leaders at West Jefferson Medical Center and across the LCMC Health system and participating hospitals in the region.

The CHNA report was presented to WJMC's board this fall and approved. The process now continues with the development of an implementation plan. It is anticipated this plan development process will be completed by March 31, 2019. Outreach coordinator and key staff in quality and patient care participating in plan development with LCMC and Tripp Umbach leadership. Vice President Darlene Gondrella is leading the WJMC efforts on this. CHNA updates given quarterly to Cancer Committee.

The areas of great need noted in the current CHNA, as earlier reported, were health services access, resource awareness and health literacy. Accordingly, handout materials used during public outreach this year have taken into account the need for materials with a low fog index as well as handouts available in Vietnamese and Spanish from a variety of health organizations including the American Cancer Society (ACS), Susan G Komen Foundation, and other refereed sources including the Centers for Disease Control and Prevention (CDC) and the American Heart Association. Hence, wide distribution of these materials facilitated by community relations team at various events and during outreach including annual Vietnamese Health Fair and Annual Night Out for Hispanic Community and related outreach.

2. Prevention Goal 2018 - During March this year, the 2018 Prevention Goal as identified and a plan of action for the goal developed. Lung cancer and second hand smoke awareness was chosen as the public education awareness and prevention goal. Materials were widely distributed on this across multiple agencies and non-profit community organizations and groups including at-risk and vulnerable populations on the West Bank. Feedback continued to be received that a large percentage of persons receiving the information were not aware of the significant dangers nor impact of second-hand smoke.

3. Screening Goal 2018 – Low dose Lung CT Screening

- a. Low Dose Lung CT Cancer Screening was chosen as the year's screening initiative- Of 72 patients having Lung CT screening to date at the time of this posting which were reviewed this year, five were directed to have three month follow ups, nine were directed to have six month follow ups and 30 were directed to have 12 month follow ups. Two of the screenees were ordered PET scans with both of those being followed with appointments set in November.

Results of these screenings and PET scans will be further reviewed in monitoring effectiveness of Lung CT Screening goal for this year. Cancer program leadership is also looking at best practices regarding follow-up of said screenings processes including use of patient navigator. Not as many CT Lung Screenings were ordered as performed in the previous year. This was noted by the Cancer Committee and plans identified in the Imaging Department to enhance outreach with information to be provided directly to clinicians. Efforts this year especially concentrated on lay person and lay groups outreach.

- b. In January of 2018, a cervical screening was conducted. Promotions during outreach were especially directed to the vulnerable populations via flier distribution. The results of said screening were:
 - i. 14 participants
 - ii. 9 results were normal, repeat pap screening in 1 or 2 years depending on if hysterectomy or
 - iii. 1 normal result but vaginal infection, with return receipt received.

- iv. 1 normal result but atrophic, and further follow up recommended. Screenee was contacted and spoken to.
- v. 2 abnormal results, with 1 return receipt.
- vi. 1 result indicated didn't have enough cells present (not satisfactory specimen), with return receipt received.

4. Communications, Awareness and Publicity

The Medical Center continued to promote the Cancer Center and cancer awareness in its many initiatives including radio and television PSA type segments:

- a. WWL Medical Minute topics for the first quarter of 2018/taped 60 second segments on cancer and related topics running for a week. Start dates are noted below for the week run:

Cervical Cancer Screening January 8, 2018 Dr. Rachel Spears

Colon Cancer Awareness February 26, 2018 Dr. Steve Venturatos

Smoking Cessation March 5 and March 12, 2018 Dr. Thomas Bambrick

Oral Head & Neck Cancer Awareness April 9 and April 16, 2018
Dr. Charles Ballay

World No Tobacco Day (May 31) May 29, 2018 Dr. William Borron

Oral Head & Neck Cancer Awareness April 9-27 Dr. Charles Ballay

Head & Neck Cancer Awareness July 23-27 Dr. Charles Ballay

Annual Well Women Exam August 13-24 Dr. Kim Tran

IRIS Exam for Diabetics August 27- September 7 Dr. Thomas Bambrick

Screening Mammograms October 1-26 Dr. Alejandra del Toro

Lung Cancer Screening November 12-16 Dr. Charles Chism

b. WDSU TV Channel 6 On Call – satellite feed short interviews:

Cervical Cancer Awareness Jan. 23 Dr. E.C. Labadie

Colorectal Cancer Awareness Feb. 27 Dr. Sarath Krishnan

Smoking Cessation March 6

What is a Wellness Exam May 8, 2018

Leah Bowers, FNP-BC, CWS

World NO Tobacco Day May 29, 2018 Dr. William Borron

Primary Care Physician Relationships June 19, 2018 Angie Miserendino, APRN

Head & Neck Cancer Awareness July 24, 2018 Dr. Jimmy Ellis

Women's Health August 28, 2018 Midwife Lillian Funke

Prostate Cancer Awareness Sept. 11, 2018 Dr. Matthew Strain

Breast Cancer and Diet October 2, 2018 Christina Maise

October 9, 2018 Breast Cancer and Diet

Christina Maise

Lung Cancer Screening November 6, 2018 Dr. Philip Kogos

Great American Smoke Out November 3, 2018

Dr. William Borron

Support Groups - 2018 Cancer Center Support Group Attendance:

Month	Cooking for a Cure (# of participants)	Look Good Feel Better/Wig Clinic (# of participants)	Courage Caps (# of participants)	Cancer Connection (# of participants)
January	7	4/wig clinic	3	n/a
February	n/a	7/wig clinic	3	n/a
March	4	7/LGFB	3	3
April	4	3/wig clinic	8	n/a
May	8	3/wig clinic	3	n/a
June	9	8/LGFB	7	8
July	7	7/wig clinic	5	n/a
August	n/a	8/wig clinic	7	n/a
September	6	10/LGFB	4	6
October	8	1/wig clinic	4	n/a
November	8	3	4	n/a
December	10	n/a	4	15

Note: The Rehab Connection Lymphedema Support Group

The Lymphedema Quarterly Support session continued in 2018. Average attendance has been 15 per the quarterly sessions with a variety of topics offered including lymphedema management in the home.

Rehab Connection reported at year's end that it does not have a wait list for its Lymphedema Program.

5. American Cancer Society Support

The Cancer Center reported at year's end to watch for news regarding a new approach in 2019 for the support group which assists patients with hair and make-up. It also expressed its thanks to the American Cancer Society for its Road to Recovery program and to those providing support to the program including individuals who donate their time in the Courage Caps group and other support groups.

6. WJMC Cancer Center Mammogram Grant - WJMC Cancer Center Mammogram Grant --- WJMC awarded \$22,650.00 for grant cycle 2018-2019 for persons meeting criteria - screening mammograms/criteria including federal poverty guidelines. The grant is now restricted to screening mammography.

To date this grant period, West Jefferson Medical Center Women's Imaging Center has performed 78 screening mammograms. There are 48 screening mammograms available of which 15 can include 3D. The funds are available until March 31, 2019 or until funds are depleted prior to that date. Committee members asked to assist in getting the word out about this screening grant availability.

7. National Cancer Survivors Day

The West Jefferson Hospital Foundation with the WJMC Cancer Center once again hosted National Cancer Survivors Day activity at Boomtown Casino in June of 2018... The brunch and venue once again was generously sponsored by Boomtown Casino New Orleans and held at its Harvey properties. Laborie's Budget Saver Grocery sponsored the floral decorations for the event. Entertainment was provided by Mia Kylie Ditta and her band. The complimentary program was 'sold out' with 200 persons attending the popular celebration which also serves as an awareness of survivorship. Cancer Center physicians and staff and medical center and hospital auxiliary and hospital volunteer leadership greeted the many participants. A special thank you is given to the WJMC Hospital Volunteer for its longstanding support for special events to support the Cancer Center and create a greater awareness of its mission and services.

8. In the fall, Dr. Ellis gave this year's **staging talk for professional education** on lung cancer staging. Attendance of 15 was reported at Cancer Committee meeting with discussion on enhanced promotions for future talks.