

# Community Outreach and Education

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## Colorectal Cancer Screening

Holy Name's Cancer Center continued our partnership with the American Cancer Society's "80% by 2018" program, aiming to have 80% of eligible adults (aged 50 or older) screened for colorectal cancer by 2018. Through distribution of FIT screening tests at several community events and educational programs planned to stress the importance of early detection, we attempted to move our community closer to the goal.

**Description:** FIT tests for home stool sampling were offered at our Colon Cancer Awareness Event on 3/8/18, at a church sponsored health fair in a predominantly African American community on 9/15/18, at our Asian health fair on 9/29/18 and at our Hispanic health fair on 10/6/18. In total, 320 kits were distributed. 128 people returned the samples and 11 were found to be positive.

At the Colon Cancer Awareness Event, a panel of representatives from Oncology, Nutrition, Genetic Counseling and Endoscopy addressed multiple topics related to colon cancer. A "walk through colon" was onsite for teaching purposes.

**Outcome:** 128 participants returned samples to lab, a 40% return rate. Eleven samples tested positive. Positive participant was contacted by mail advising of need for further testing and providing sources for followup if needed.

Sixty-six people attended the Colon Cancer Event, of those who completed the post-event survey, 15 reported they planned to schedule an appointment with their physician as a result of knowledge gained.

## Skin Cancer Screening

For the 17<sup>th</sup> year, Holy Name partnered with the American Academy of Dermatology and five Holy Name Dermatologists to conduct our annual skin cancer screening.

**Description:** The screening was held on Saturday, May 5 in the oncology suite of the Medical Center. 138 people participated for a full-body screening.

**Outcome:** Seven potential basal cell carcinomas were detected, 5 potential squamous cell carcinomas were detected, all were referred to dermatologists for diagnosis and treatment. In total 59 participants were referred for further evaluation, many for pre-cancerous conditions.

## Cancer Prevention Program

As reported in American Cancer Society's Cancer Facts & Figures 2018, NJ saw 380 new cases of cervical cancer, with 110 deaths reported. These statistics were higher than many other states listed in the report.

**Description:** A community educational program, "Stronger Together: A Women's Empowerment Event" was held on 1/24/18. A surgeon from our oncology department discussed prevention and early detection of cervical cancer and the importance of HPV vaccine. We followed her talk with an interactive self-defense class.

**Outcome:** Thirty-eight women of varying ages attended the event. Following the talk 6 women reported that they did not see a gynecologist on a regular basis but planned to schedule a visit as a result of the class.

### Prostate Cancer Prevention & Early Detection

As per ACS statistics, incidence of and death from prostate cancer is higher in non-Hispanic blacks than in any other population group.

**Description:** On Saturday, 10/13, Holy Name partnered with Omega Psi Phi Fraternity to host an African American Men's Health Event. A urologist presented a seminar on prostate cancer, signs and symptoms, screening guidelines and treatment options.

**Outcome:** Of the 32 men who participated in the talk, 12 completed the post seminar survey. Eight indicated their intention to follow up with their physician based on knowledge acquired.