

# Community Outreach and Education

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## Skin Cancer Screening

For the 18<sup>th</sup> year, Holy Name Medical Center (HNMC) collaborated 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 4, 2019 in the oncology suite of the Medical Center. A total of 99 people participated in a full body screening.

**Outcome:** Five potential basal cell carcinomas were detected; all were referred to dermatologists for diagnosis and treatment. In total 67 participants were referred for further evaluation, many had precancerous conditions.

## Colorectal Cancer Education & Screening

For 2019 Holy Name's Cancer Center continued our partnership with the American Cancer Society's "80% by 2018 Program". We continue to stress the importance of early detection through distribution of FIT screening tests at several community events and educational programs.

**Description:** FIT tests for home stool sampling were offered at our GI Cancer Awareness event on 2/16/19, Asian Health Services event on 6/14/19, and at the third Annual Hispanic Health Fair on 9//22/19. At all events, representatives from oncology addressed nutrition, risk factors, signs and symptoms, lifestyle modifications and screening recommendations.

**Outcome:** 280 participants returned sample to lab, a 36% return rate. 101 people returned the samples and eight were found positive. Positive participants were contacted by mail advising of need for further testing and providing sources to follow up if needed.

## Cancer Prevention Programs

As reported by the American Cancer Society's Center Cancer Facts & Figures for Hispanics 2018-2020. Hispanics are less likely than Non-Hispanic Whites to be diagnosed with the most common cancers (lung, colorectal, breast and prostate). They have a higher risk for cancer associated with infectious agents such as liver, stomach and cervix. Disparities in screening rate among low income, racial/ethnic minority and uninsured exists.

**Description:** A Hispanic community education program was held on 10/3/19. A talk with an oncologist from HNMC was followed by a 1:1 meeting with the doctor. Participants were able to ask questions, and an opportunity to stop at the breast tactile station.

**Outcome:** A total of 21 women participated in the talk and post talk education. 100% of the participants were able to have their questions answered. All of the participants stopped at the breast tactile station to learn how to palpate lumps in the model. The participants learned how to locate potential abnormalities and perform a self breast exam.

**Description:** An event to increase awareness of breast cancer in the African American population was held on 10/7/19. The event included a seminar by a breast surgeon and a nutritionist that discussed the risk factors of breast cancer. Following the seminar, participants were able to enjoy a yoga class, followed by the opportunity to stop at the breast tactile station.

**Outcomes:** 44 women participated in the event. 65% of the women reported in survey understanding risk factors, 38% of the women understood better how to perform breast exams. 45% of the women reported they will follow up with a physician as a result of the seminar and tactile model education.

### **Prostate Cancer Prevention and Early Detection**

As per ACS statistics, incidents of and death from prostate cancer is higher in Non-Hispanics Blacks than any other population.

**Description:** On Saturday 9/21/19, Holy Name partnered with Jazz for Prostate Cancer organization to host an African American men's health event. A urologist presented a seminar on prostate cancer discussing signs and symptoms, screening guidelines and treatment options. A panel of prostate cancer survivors shared the importance of early detection and treatment. PSA screenings were offered for those who qualified.

**Outcome:** 125 men attended the event. A total of 50 participants completed the post seminar survey. 40% of the men indicated their intention to follow up with their physician based on knowledge acquired. 28 men were screened, and 15 men had PSA testing. Three of those men had elevated results and were referred for further follow up to see a urologist.