

Hulston Cancer Center Community Outreach Activity Summary | 2017

The Community Outreach Committee, a working subcommittee of the HCC Cancer Committee, plans community outreach activities and events, including prevention and screening programs. In deciding what areas to focus on, the Community Outreach Committee receives guidance from the Cancer Committee and the most recent community needs assessment (conducted by HCC in 2015). This report serves as a summary of Hulston Cancer Center's community outreach efforts during 2017.

Name of Activity: Skin Cancer Screening

Type of Activity: Screening

Date of Activity: May 6, 2017

Number of Participants: 119

National Screening Guidelines Followed: ACS Screening Guidelines / AAD Guidelines

Process for Follow-Up: Follow-up in accordance with HCC Screening Follow-Up policy. All participants with positive findings are sent a survey to determine whether or not further treatment was sought and whether or not they established care with a dermatologist to continue to screen for skin cancer.

Results: 8 patients with BCC, 7 referred for dysplastic nevi, 7 people were referred for biopsy to rule out melanoma, 17 precancers

Effectiveness: Community Outreach Committee determines this is an effective way of educating the public on skin cancer early detection and prevention measures. Many precancers were found and treated, which will decrease incidence of skin cancer. Additionally, our area, like most of the country, is facing an extreme shortage on dermatologists so this provides a way to improve access.

Name of Activity: Skin Cancer Prevention Presentation (Southside Senior Center)

Type of Activity: Prevention Program

Date of Activity: June 15, 2017

Number of Participants: 35

National Screening Guidelines Followed: ACS Screening Guidelines

Results of Effectiveness: Discussion included risk factors, symptoms and screening recommendations for skin cancer. Participants engaged in good discussion and asked several questions. Expressed that skin cancer prevention is a topic of interest to many of them.

Name of Activity: Facebook Live Chat: Prostate Cancer

Type of Activity: Prevention Program

Date of Activity: September 28, 2017

Number of Participants: (live) 24, (total views) 1,000

National Screening Guidelines Followed: ACS Screening Guidelines

Results of Effectiveness: Discussion included screening recommendations, signs and symptoms and treatment options available for prostate cancer. Several questions were submitted during the live discussion and the video is posted both on the CoxHealth and Hulston Cancer Center Facebook pages. The Cancer Program Management Team discussed the benefit of these live FB chats and feel that it is a good way to help get education out to the public.

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Name of Activity: Pink Ribbon Rally & Luncheon

Type of Activity: Prevention Program

Date of Activity: October 7, 2017

Number of Participants: 120

National Screening Guidelines Followed: ACR Guidelines for Breast Cancer Screening

Results of Effectiveness: Program offers education on early detection and screening. Also provided information on good nutrition to help with cancer prevention. Program included presenters that discussed advances in breast cancer screening and treatment. Feedback from event was positive.

Name of Activity: Facebook Live Chat: Breast Cancer

Type of Activity: Prevention Program

Date of Activity: October 30, 2017

Number of Participants: (live) 30, (total views) 1,300

National Screening Guidelines Followed: ACR Guidelines for Breast Cancer Screening

Results of Effectiveness: Discussion included screening recommendations, signs and symptoms and treatment options available for breast cancer. Several questions were submitted during the live discussion and the video is posted both on the CoxHealth and Hulston Cancer Center Facebook pages.

Name of Activity: Shine a Light on Lung Cancer

Type of Activity: Prevention Program

Date of Activity: November 14, 2017

Number of Participants: 8

National Screening Guidelines Followed: ACS Guidelines for Lung Cancer Screening

Results of Effectiveness: Information on lung cancer screening was available to participants. Participants also learned ways to cope with stress and symptoms related to cancer and treatment.