

Mountains of Hope

Final Summary of Projects 2013-2014

2013-2014 Mini-Grant Project Report

Group/Organization Implementing Project: Cabell Huntington Hospital

Name of Project: 8th Annual Regional Cancer Nursing Symposium

Project Coordinator: Sheila Stephens, DNP, RN, AOCN

- **Project** – Provided a two-day cancer nursing symposium to offer evidence-based education to nurses and other health care providers.
- **Goal(s) addressed:**
 - Goal 6: Increase knowledge and awareness about the relationship between Human Papillomavirus (HPV) and some cancers.
 - Goal 8: Improve access to evidence-based and guidelines-specific cancer screening and follow-up services for all West Virginians, including those who are under- or uninsured.
 - Goal 11: Educate the public, health professionals, and decision makers about evidence-based comprehensive cancer screening guidelines.
 - Goal 15: Educate health care professionals and students about cancer survivorship.
- **How many people were reached:** 83
- **Evaluation method:** Number of people reached, rate the quality of each presenter, rate the achievement of objectives, and ability to request topics for future conferences
- **Evaluation results:** Evaluations were overwhelmingly positive for the speakers, presentations, and information.
- **How will evaluation results be used in the future:** Comments from participants will be taken into account when planning the next conference.

Group/Organization Implementing Project: Marshall University Student Health Education Programs

Name of Project: MU Wellness and Health Promotion

Project Coordinator: Amy Saunders

- **Project** – Completed a social marketing and media campaign during the Fall and Spring semesters to raise awareness and educate students, staff, and faculty about breast cancer (fall semester) and HPV (spring semester). This project focused on early detection.
- **Goal addressed:**
 - Goal 6: Increase knowledge and awareness about the relationship between Human Papillomavirus (HPV) and some cancers.
 - Goal 11: Educate the public, health professionals, and decision makers about evidence-based comprehensive cancer screening guidelines.
- **How many people were reached:** 1,120+
- **Evaluation method:** Number of people reached
- **Evaluation results:** Many students were unaware of the recommendations for screening mammograms. At the HPV event staff learned most students were vaccinated for HPV; only 4 out of 45 had not received the vaccine. The vaccine was offered to those students who had not received it.
- **How will evaluation results be used in the future:** Social media is a great way to get prevention messages out to the public, especially within this demographic.

Group/Organization Implementing Project: Monroe County Cancer Awareness Team.

Name of Project: Monroe County Cancer Awareness

Project Coordinator: Debra Boggs

- **Project** – The program provided educational information at local high school and middle school football programs (presentation during half-time), provided cancer awareness items for players, cheerleaders, coaches, etc. to wear during the game, hosted annual Walk for a Cure, and held a bowl-a-thon for National Cervical Cancer awareness month.
- **Goal addressed:**
 - Goal 16: Promote access to high quality evidence-based information, resources, and support programs for cancer patients, cancer survivors, and the public.
- **How many people were reached:** 1,085 attended events; advertising for events reached over 37,000 people
- **Evaluation method:** Number of people reached.
- **Evaluation results:** The activities that were expected to yield a high turnout did not do as well as the activities/events that were not expected to do as well.
- **How will evaluation results be used in the future:** The next time this project is conducted, the group will capitalize on the popular activities and focus efforts on expanding the scope of those events.

Group/Organization Implementing Project: Marshall Medical Outreach

Name of Project: Melanoma Prevention – Have you Herd?

Project Coordinator: Jessica Layne

- **Project** – Educated the homeless public in the Huntington and local surrounding areas on how to recognize melanoma and prevent UV radiation; demonstrated how to self-assess skin abnormalities and differentiate between normal and abnormal growths; provided information regarding the locations where patients can receive further care and treatment of skin cancer related concerns; provided a skin care kit containing sunscreen, lip balm, aloe vera, and a hat to aid in sunburn prevention.
- **Goal addressed:**
 - Goal 5: Reduce incidence of melanoma among West Virginians.
- **How many people were reached:** 100
- **Evaluation method:** Number of people reached.
- **Evaluation results:** The goal of educating 100 homeless and sun exposed patients on the signs of malignant melanoma was reached. Through collaboration with a local dermatologist, abnormal spots were to be removed. Pending biopsy results, research may be conducted into the rate of skin cancer found in the homeless population.
- **How will evaluation results be used in the future:** The project has compelled the doctors and medical students of the Marshall Medical Outreach to stock ample amounts of sunscreen and lip balm for the patient population. The need for continuous education for these patients was reinforced by this project and the MMO team as a whole has made it a priority to emphasize cancer prevention about the patients they serve.

Group/Organization Implementing Project: Walking Miracles

Name of Project: Country Roads Travel Program

Project Coordinator: Walking Miracles

- **Project** – Assisted families of children and young adults with cancer with travel, food, and lodging expenses during cancer treatment.
- **Goal addressed:**
 - Goal 14: Coordinate a statewide effort to address major needs of WV's cancer patients and survivors, especially those who are under- or uninsured, addressing concerns such as increase access to quality care, improved economic assistance, and transportation options.
- **How many people were reached:** 20
- **Evaluation method:** Number of people reached.
- **How will evaluation results be used in the future?**

Group/Organization Implementing Project: Webster County Memorial Hospital

Name of Project: 2014 Free Screening Clinics

Project Coordinator: Angel Green

- **Project** – The project was designed to provide free breast and cervical cancer screening services for at least 50 Webster County women at two free screening clinics (Spring 2014, Summer 2014).
- **Goal addressed:**
 - Goal 8: Improve access to and utilization of evidence-based and guideline specific cancer screening and diagnostic follow-up services for all West Virginians, including those who are under- or uninsured.
- **How many people were reached:** Five women were screened.
- **Evaluation method:** Number of people reached and survey of information and the program.
- **Evaluation results:** Due to the implementation of the Affordable Care Act (ACA), the free clinics proved to be tough to hold due to low number of people interested. One clinic was cancelled because no one signed up to attend. Education materials purchased for the events will be handed out as opportunities allow.
- **How will evaluation results be used in the future:** While the free screening clinics have been successful in the past, with the arrival of the ACA the group may need to shift their focus from free screening events to helping people navigate the healthcare system.

Group/Organization Implementing Project: Wheeling Hospital

Name of Project: 7th Annual Men's Health Forum

Project Coordinator: Pamela Conway

- **Project** – A men's health forum was held in conjunction with the Cancer Research Classic (CRC) at Wheeling Jesuit University.
- **Goal addressed:**
 - Goal 5: Reduce incidence of melanoma among West Virginians.
 - Goal 6: Increase knowledge and awareness about the relationship between Human Papillomavirus (HPV) and some cancers.
 - Goal 11: Educate the public, health professionals, and decision makers about evidence-based comprehensive cancer screening guidelines.
- **How many people were reached:** 2,200
- **Evaluation method:** Number of people reached.
- **Evaluation results:** Attendance was down from what was expected and the weather seemed to be the contributing factor for this. More people picked up educational materials and talked to physicians than actually participated in the free of charge screening that were offered.
- **How will evaluation results be used in the future:** Based on verbal feedback and observations made by staff, future events may schedule screenings at events where significant others are invited and/or employees are rewarded by their companies for participating. It was also noted that men who attended alone were less likely to take part in the free screenings or discussions as those men accompanied by a significant other.

Group/Organization Implementing Project: WV Health Right

Name of Project: Colorectal Cancer Education and Screening for the Impoverished Uninsured

Project Coordinator: Patricia White

- **Project** – Provided educational information regarding the importance of colorectal cancer screening for 23,000 high risk, medically underserved adults.
- **Goal addressed:**
 - Goal 8: Improve access to utilization of evidence-based and guideline specific cancer screening and diagnostic follow-up services for all West Virginians, including those who are under- or uninsured.
- **How many people were reached:** 20,000+
- **Evaluation method:** Number of people reached.
- **Evaluation results:** More than 20,000 impoverished uninsured patients, including over 2,500 African American patients received educational materials and one-on-one counseling regarding the importance of colorectal cancer screening.
- **How will evaluation results be used in the future:** The biggest barrier encountered was the delay in obtaining colonoscopies since there are a limited number of GI physicians in the Charleston area. In an effort to offset these delays, WV Health Right offered colorectal FOBT screening and utilized volunteer general surgeons to perform colonoscopy procedures on patients who had an abnormal FOBT.