

Mountains of Hope

Final Summary of Projects 2014-2015

Group/Organization Implementing Project: American Lung Association in West Virginia

Name of Project: Respiratory Rally, LungFORCE Lung Cancer Education

Project Coordinator: Chantal Centofanti-Fields

- **Project** – Provide lung cancer education for patients and caregivers in West Virginia at the Respiratory Rally held on October 29, 2014 and the annual women’s lung health luncheon held on February 3, 2015.
- **Goal(s) addressed:**
 - Goal 16: Promote access to high quality evidence-based information, resources, and support programs for cancer patients, cancer survivors, and the public.
 - Objective 16.1: Cancer patients, survivors, and the public will be knowledgeable about existing information, resources, and support programs.
- **How many people were reached:** 518
- **Evaluation method:** Number of people reached and an attendee survey for the lung cancer workshop at the Respiratory Rally.
- **Evaluation results:** The goal for the number of people, speakers, and educational vendors that was set at the beginning of the program was well exceeded. Over 20 people attended the lung cancer workshop that was held as part of the Respiratory Rally. The survey from the workshop indicated that participants increased their knowledge of lung cancer disease and treatment options. In addition, they felt that the workshop made them more confident in discussing their disease or their family member’s disease with a physician.
- **How will evaluation results be used in the future:** Through the project components it was evident that community members are in need of basic educational resources and support for their disease. In addition to community members, health care providers, medical students, RNs, pharmacy students and physician assistant students were interested in the materials presented. This information will help to plan future programs which may include sessions specific to providers and students.

Group/Organization Implementing Project: David Lee Cancer Center

Name of Project: Survivorship Care Plans

Project Coordinator: Jo Thomas

- **Project** – The project provided survivorship care plans to all patients that completed treatment for a primary cancer with a curative intent. The survivorship care plan was saved to a flash drive that the patient can easily carry with them at all times. This allows patients to easily share their information with all of their health providers.
- **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:** NA
- **Evaluation method:** Unable to evaluate the project as it was proposed.
- **Evaluation results:** Due to compliance issues with the use of the USB drives, privacy department, and information technology department the DLCC was not able to implement the project as intended. Permission to move forward with using the USB drives in addition to/or instead of paper copies was not granted until the end of the MOH project period. Going forward, patients will be able to take a paper copy of their survivorship care plan in addition to the electronic copy on the USB drive.
- **How will evaluation results be used in the future:** An important lesson was learned through this project – make sure to check with your organization’s IT department and privacy department prior to submitting for a grant. The process to get all necessary departments to agree and give permission to move forward can be much longer than anticipated.

Group/Organization Implementing Project: David Lee Cancer Center

Name of Project: Parking Assistance

Project Coordinator: Jo Thomas

- **Project** – The project assisted patients and families with the burden of parking expenses for attending cancer treatments. Providing the passes helped to alleviate some financial stress on patients, especially at the infusion center that has approximately 300 patient visits each week.
- **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 increased access to quality care, improved economic assistance and transportation options.
- **How many people were reached:** 2,400
- **Evaluation method:** Number of people reached.
- **Evaluation results:** The goal to provide 2,400 parking passes to patients was met.
- **How will evaluation results be used in the future:** The expense associated with cancer care in huge and transportation costs are not always considered when discussing the financial burden cancer has on a patient and their family. The cancer center moved to a new facility and took transportation cost into consideration. Since moving to the new facility patients have access to free parking, free valet parking, and a shuttle to the cancer center from the parking lot.

Group/Organization Implementing Project: Grant County Health Department

Name of Project: Grant County Mountains of Hope Travel Assistance

Project Coordinator: Sandria Glasscock, RN

- **Project** – The project provided financial assistance for travel to oncology centers to enhance access to treatment for cancer patients and survivors. Cancer patients from Grant County often need to travel 70-100 miles one way for treatment; many times 28-30 daily trips for radiation or frequent trips for chemotherapy.
- **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 increased access to quality care, improved economic assistance and transportation options.
- **How many people were reached:** 7 cancer patients were provided assistance
- **Evaluation method:** pre-test/post test
- **Evaluation results:** The pre and post-survey showed that patients learned about the travel assistance most often from a friend or health care provider. Patients also indicated that the assistance would allow them to focus more on their care instead of worrying about the financial burden of travel and that they would be able to ask someone to take them to treatment and be able to pay the expenses.
- **How will evaluation results be used in the future:** Based on the responses from the patients and how important this resource was, Grant County Health Department will continue to search for resources to help cancer patients afford their travel to needed treatment appointments.

Group/Organization Implementing Project: Hardy County Health and Wellness Center

Name of Project: CHILL (Creating, Healthy, Informed, Lasting, Lifestyles)

Project Coordinator: Morgan Hill See

- **Project** – The project was designed to engage individuals in a minimum of one hundred miles of walking/running and to educate them on outdoor opportunities across the state of West Virginia. Participants used a pedometer to track miles and kept a daily log of the number of steps that they took.
- **Goal addressed:**
 - Goal 4: Promote physical activity among West Virginians to decrease sedentary behavior and lifestyles.
- **How many people were reached:** 48
- **Evaluation method:** pre-test/post-test
- **Evaluation results:** A total of 48 people completed the CHILL program. Of those 48, they lost 379 pounds, 152 inches, and an average of 4 percent body fat. They averaged walking at least 3 miles per day 4-5 days a week. After the program ended 42 of the participants continued to walk on a regular basis.
- **How will evaluation results be used in the future?** The results indicated that a program like CHILL can be very effective in WV communities. Based on the participants results we will continue to look for ways to offer other programs related to reducing obesity and increasing exercise to help prevent cancer and other conditions related to obesity and sedentary lifestyles.

Group/Organization Implementing Project: Marshall University, College of Health Professions, Department of Public Health

Name of Project: Improving recruitment of health workers in rural areas through student focused research training: The case of breast cancer screening in rural West Virginia.

Project Coordinator: Dr. Monika Sawhney

- **Project** – The project created an opportunity for Marshall University students to enhance their understanding of the health challenges in rural communities by introducing them to a student-focused research project on breast cancer screening in rural parts of West Virginia. The aims of the study were to:
 - Develop pipeline programs to increase exposure and enhance student interest in rural healthcare careers;
 - Assess awareness and practice of breast cancer screening and introduce various health promotion strategies to improve early breast cancer screening in the population and assess their relative efficacy;
 - Cultivate collaboration between graduate and under-graduate students and engage them both in the collection and analysis of data on rural health issues;
 - Generate interest among students to work in rural and hard to reach communities as they are ready to join the health workforce; and
 - Create policies and programs to deliver health care of West Virginia's under or uninsured citizens.
- **Goals 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.
 - Goal 9 – Address major barriers to early detection of cancers in order to increase screening rates and to reduce health disparities.
 - Goal 10 – Educate the public, health professionals, and decision makers about the risk factors, symptoms, key clinical advances, and policy changes for cancers including ovarian, prostate, head and neck, and lung.
 - Goal 11 – Educate the public, health professionals, and decision makers about evidence-based comprehensive cancer screening guidelines.
 - Goal 12 – West Virginia will have comprehensive and responsive cancer data and information systems or planning, implementing, and evaluating programs, policies, and cancer research.
 - Goal 13 – Increase current funding levels (federal, state, and private) for evidence-based early detection, screening, and follow-up programs and activities in West Virginia.
- **How many people were reached:** 403

- **Evaluation method:** Number of people reached.
- **Evaluation results:** Results from initial evaluations show that there is a very strong need for raising awareness and providing access for breast cancer care especially in rural and hard to reach areas of West Virginia. Women do not have adequate knowledge regarding prevention measures for breast cancer. Few women who have some knowledge about prevention measures for breast cancer do not have access to seeking treatment either due to financial reasons or the health care facility providing these preventive services are not easily accessible.
- **How will evaluation results be used in the future:** Results from this pilot study clearly highlight the need to organize similar programs to assess the needs for preventive and curative needs related to breast cancer. In addition the need to arrange programs such as mobile units that can provide preventive and screening services to women at high risk and especially those living in rural and hard to reach areas is needed.

Group/Organization Implementing Project: Vandalia-Con

Name of Project: Vandalia-Con's Pink Block Party

Project Coordinator: Shelly Dusic

- **Project** – Vandalia-Con's Pink Block Party was developed to engage a new generation in breast and cervical cancer awareness and advocacy, through a community-based, collaborative and creative venue, so as to establish a cultural norm of preventive medicine and screening in Appalachian culture.
- **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 Virginias, 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 13: Increase current funding levels (federal, state, and private) for evidence-based early detection, screening, and follow-up programs and activities in West Virginia.
- **How many people were reached:** 200+
- **Evaluation method:** Number of people reached.
- **Evaluation results:** Over 200 people attended the event. There was earned media of \$70,000 from the day of the event to 6-weeks after the event. The total reach through traditional and social media for the day of the event through 6-weeks after the event was 582,092 people. The incentives and advertisements worked, but feedback from the community and vendors indicated that more people might attend if it wasn't held on the Sunday of Memorial Day weekend.
- **How will evaluation results be used in the future:** Initial plans are to move the Pink Block party to a Friday to kick off the weekend instead of it wrapping up the weekend.

Group/Organization Implementing Project: Walking Miracles

Name of Project: Country Roads Travel Program

Project Coordinator: Brett Wilson

- **Project** – The purpose of the project was to assist families of children and young adult cancer patients with travel, food, and lodging assistance during cancer treatment.
- **WV Cancer Plan goal(s) 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 increased access to quality care, improved economic assistance and transportation options.
- **How many people were reached:**
- **Evaluation method:**
- **Evaluation results:**
- **How will evaluation results be used in the future:**