

Mountains of Hope

Final Summary of Projects 2015-2016

Group/Organization Implementing Project: Edwards Comprehensive Cancer Center Breast Health Center

Name of Project: 7th Annual Breast Cancer Basics and Beyond

Project Coordinator: Lisa Muto, WHNP-BC

- **Project** – Host the 7th Annual Breast Cancer Basics and Beyond conference, a one-day breast cancer nursing symposium to provide evidence-based education to nurses and other healthcare providers. Topics include surgical updates regarding breast cancer, radiation therapy, survivorship, translational research, mammography challenges, an update on genetic testing, emotional stages of the patient experience, and yoga.
- **Goal(s) addressed:**
 - 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 15: Educate health care professionals and students about cancer survivorship.
- **How many people were reached:** 60
- **Evaluation method:** Number of people reached and an attendee survey for the conference.
- **Evaluation results:** Evaluation results from the conference were very positive and indicated that participants enjoyed the conference and found it to be very educational. The majority of the attendees felt that all of the objectives were met and that the presenters had appropriate expertise to present.
- **How will evaluation results be used in the future:** Responses from the survey will help guide the planning and development of the 8th annual conference. Topic suggestions will be taken into consideration to provide attendees with information that is vital to their work setting and the health of their patients.

Group/Organization Implementing Project: Edwards Comprehensive Cancer Center

Name of Project: Colorectal Patient Navigator

Project Coordinator: Jennifer Brown, RN

- **Project** – Promote colorectal cancer screening through training and the use and tracking of FIT (Fecal Immunochemical Test) results with low income and at-risk populations.
- **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:** 797 people reached through activities. 14 colonoscopies were scheduled and 6 FIT tests were given out (3 were completed and returned)
- **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: Hampshire County Health Department

Name of Project: Adolescent HPV Immunization Project

Project Coordinator: Stephanie Shoemaker

- **Project** – Increase HPV vaccination rates through education, awareness, and increased access to vaccination in Hampshire County. Collaborate with local healthcare providers, Board of Education, cancer coalition, and media partners to disseminate the information.
- **Goal addressed:**
 - Goal 6: Increase knowledge and awareness about the relationship between HPV and some cancers.
- **How many people were reached:** 100
- **Evaluation method:** Survey of the program
- **Evaluation results:** In 2015 a total of 163 HPV vaccinations were given by Hampshire County providers. As of June 30, 2016 161 HPV vaccinations were given by Hampshire County providers. That number exclude the Rural Health Clinic who did not report their numbers for 2016.
- **How will evaluation results be used in the future:** The educational information and data gathered will be shared with other providers in hopes that they will see similar outcomes. Most providers in the county are seeing an increase in vaccinations, just not as much as the Health Department.

Group/Organization Implementing Project: Monroe County Cancer Awareness Team

Project: Monroe County Cancer Awareness

Project Coordinator: Debra Boggs

- **Project** – The project supported efforts for Breast Cancer Awareness month activities to increase awareness in the county. Activities included wreath laying, proclamations, breast cancer informational items, and a remembrance walk.
- **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:** 227
- **Evaluation method:** Number of people attending events.
- **Evaluation results:** Attendance was lower than it had been in past years.
- **How will evaluation results be used in the future:** Organizers will take into consideration the most popular events and try to concentrate efforts on those to maximize impact and resources.

Group/Organization Implementing Project: Marshall Medical Outreach

Name of Project: Melanoma Prevention – Have You Herd?

Project Coordinator: Hagger Ali and Oksana Bailiff

- **Project** – The project was designed for the homeless population in Huntington to:
 - Educate them on how to recognize Melanoma and prevent UV radiation exposure
 - Demonstrate how to self-assess skin abnormalities and differentiate between normal and abnormal growths
 - Provide information regarding the locations where they can receive further care and treatment of skin cancer related concerns
 - Provide a skin care kit containing sunscreen
- **Goal addressed:**
 - Goal 5: Reduce the incidence of melanoma among West Virginians.
- **How many people were reached:** 100
- **Evaluation method:** pre-test/post-test and number of people reached
- **Evaluation results:** 100 homeless were educated about the dangers of sun exposure and the signs of melanoma. Their knowledge increased by 23% after they were provided the educational information.
- **How will evaluation results be used in the future?** The results validated that the sun exposed population of homeless patients served by the outreach were unaware of the signs of melanoma. Patients expressed overwhelming gratitude for the education they received as well as the opportunity to be screened by a dermatologist on sight. The project showed the need for Marshall Medical Outreach to stock ample amounts of sunscreen and lip balm for their patients as well as the need for continued educational efforts to this population.

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 300 people attended the event. The total reach through traditional and social media for the day of the event through 6-weeks after the event was 817,367 people. The event raised \$5,000 for Bonnie's Bus. In-kind donations tracked for the event totaled \$46,320 and an economic impact study with attendees showed that \$61,500 was brought in to the local economy (excluding staff and performers).
- **How will evaluation results be used in the future:** Survey results and evaluation responses will be reviewed when planning for next year's event to capitalize on what worked and to revise aspects that didn't.

Group/Organization Implementing Project: Webster County Memorial Hospital

Name of Project: Women's Day Out

Project Coordinator: Angel Green

- **Project** – A one-day education event for women of Webster County providing workshops on cancer and other issues related to women's health.
- **Goal addressed:**
 - Goal 11: Educate the public, health professionals, and decision makers about evidence-based comprehensive cancer screening guidelines.
- **How many people were reached:** 32
- **Evaluation method:** Number of people reached and a survey of the attendees
- **Evaluation results:** The survey results showed that the women's day out was very well received and appreciated. Attendees were grateful for the services that were provided, although disappointed that Bonnie's Bus Mobile Mammography was unable to be there that day due to mechanical issues (however, it was rescheduled).
- **How will evaluation results be used in the future:** Evaluation results will aid in the planning of the next Women's Day Out. Organizers will take into consideration the services and educational sessions requested.

Group/Organization Implementing Project: WV Health Right

Name of Project: Colorectal Cancer Screenings for the Uninsured and Medically Underserved

Project Coordinator: Dr. Angie Settle

- **Project** – Increase awareness about the incidence of colorectal cancer among West Virginians, particularly among African American men; provide health education classes; and increase the number of FOBT (fecal occult blood tests) completed and returned for analysis.
- **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:** 763
- **Evaluation method:** Number of people reached and electronic medical record data for FOBT return rates before and after the project period
- **Evaluation results:** There was a 53% increase in FOBT screening rates from the previous year.
- **How will evaluation results be used in the future:** Aggressive education programs and outreach can make a huge difference in screening efforts for colon cancer and the material needs to be culturally sensitive and on the appropriate educational level. The outreach and classes will become a permanent part of the program at WV Health Right.