

New York State Department of Health Comprehensive Cancer Control Community Projects

2021

Addressing the burden of cancer in communities across New York State

Overview

In collaboration with the New York State (NYS) Cancer Consortium, the NYS Department of Health funded 16 organizations to conduct small community projects in support of the [NYS Comprehensive Cancer Control Plan](#) (Plan). The Plan recommends statewide and local interventions in seven priority areas across the cancer continuum. Funded projects addressed skin cancer prevention, human papillomavirus (HPV) vaccine promotion, cancer survivorship, and colorectal cancer screening.

Community Projects

- Host an educational event about the need for colorectal cancer screening
- Create personal story videos or public service announcements (PSAs) to promote colorectal cancer screening
- Host an educational event for healthcare professionals to promote the HPV vaccine as cancer prevention
- Install sunscreen dispensers
- Host an educational event for health educators, patient navigators, cancer patients, and caregivers about available cancer treatment options and how to advocate for quality care
- Host an educational event for primary care providers about how to better understand and care for cancer survivors in the primary care setting



Participating Organizations

Bronx Oncology Living Daily (BOLD) Program

City University of New York

Hornell Area Family YMCA

Icahn School of Medicine at Mount Sinai

Jericho Road Community Health Center

John T. Mather Memorial Hospital

Molloy College

Mount Sinai Downtown Cancer Centers

Mount Sinai South Nassau

New York City Health + Hospitals

Northwell Health - Huntington Hospital

Open Door Family Medical Center, Inc.

Stony Brook University

United Memorial Medical Center

Upstate Cancer Center

Weill Cornell Medicine

COLORECTAL CANCER SCREENING PERSONAL STORIES & PUBLIC SERVICE ANNOUNCEMENTS



At a Glance

Four public service announcements (PSAs) were developed to promote colorectal cancer screening. The PSAs feature Spanish-speakers and patient testimonials, and cover topics such as colorectal cancer statistics, risk factors and screening options.



318
Online Views
and Counting!

“ Our community partners were grateful to receive something tangible from us to share with their constituents, especially from one of our renowned physicians. ”

~ Valerie Burger, RN
Huntington Hospital

About the PSAs

Colorectal Cancer Screening PSAs in Spanish

- 1) Upstate Cancer Center developed a PSA featuring a Spanish-speaker to promote colorectal cancer screening in the Hispanic community with an emphasis on the importance of screening, risk factors, and how to receive an at-home stool test kit.

[Colorectal Cancer Screening – Spanish Dialogue - Extended Version - YouTube](#)

[Colorectal Cancer Screening – Spanish Dialogue - Abridged Version - YouTube](#)

- 2) Huntington Hospital developed an all-Spanish PSA presented by Dr. David Rivadeneira, the Director of the Cancer Institute at Huntington Hospital, and a bilingual colorectal cancer surgeon. The PSA, shared with numerous community partners, highlights the risk of colorectal cancer among Hispanics and encourages patients to speak to their doctor about getting screened.

[Colon Cancer Screening PSA - YouTube](#)

Prevention and Early Detection of Colorectal Cancer through Timely Screening PSA

NYC Health & Hospitals developed a PSA to promote screening that includes colorectal cancer statistics, types of screening, barriers to screening, and a personal testimonial.

[Public Service Announcement: Colorectal Cancer Screening - YouTube](#)

Colorectal Cancer Outreach Materials and Patient Testimonial

Open Door Family Medical Center, Inc. developed English and Spanish colorectal cancer outreach materials and educational videos to play in waiting rooms at all Open Door sites. The materials highlight colorectal cancer statistics, the importance of an early diagnosis, a call to action encouraging patients to speak to their providers about colorectal cancer, and a patient testimonial.

https://viewmedica.com/vm/player/9279/es/P_1b4f0794

https://viewmedica.com/vm/player/9279/en/P_dc510dfd

COMMUNITY EDUCATION EVENTS



At a Glance

Fifteen events were held to either promote the HPV vaccine, promote early detection of colorectal cancer, or to increase the quality of life for cancer survivors.



15

Educational
Events



45

Expert
Panelists



458

Attendees



659

Online Views
and Counting!

Educating Primary Care Providers About How to Better Understand and Care for Cancer Survivors in the Primary Care Setting

What Happens After Cancer Treatment: Survivorship for the Primary Care Practitioner Virtual Educational Event

Huntington Hospital hosted a virtual event to provide the rationale for follow-up care for cancer patients, the follow-up needs of breast cancer patients and the nutritional and stress management needs of patients post radiation therapy.

Cancer Survivorship Educational Video

NYC Health & Hospitals developed an educational video about how to better care for survivors in the primary care setting that covered care coordination, assessment and management of physical and psychosocial impacts, health promotion, and surveillance and screening.

[Cancer Survivorship - Cancer Control Project - YouTube](#)

Navigating Cancer Survivorship for Primary Care Providers Virtual Educational Panel

The Montefiore Einstein BOLD Cancer Wellness Program hosted a virtual educational panel on how to care for cancer survivors in the primary care setting that included survivorship statistics, management of late and long-term effects, and healthy lifestyle behaviors.

[Navigating Cancer Survivorship Panel for Primary Care Physicians - YouTube](#)

Survivorship Presentation for Primary Care Providers Virtual Event

Stony Brook University hosted a virtual event that reviewed the primary care provider's role in survivorship care; current survivorship guidelines for breast, lung, thyroid, and colon cancers; and an overview of survivorship care plans.

Cancer Survivorship for Primary Care Physicians Virtual Event

Mount Sinai South Nassau hosted a virtual event that provided an overview of the basic principles of cancer survivorship that included an overview of care coordination, barriers to care, and treatment and access to care.

“Bringing attention to survivorship needs by encouraging clinicians to address such crucial topics, is an important part of a patient's journey and recovery. Thank you for sharing your expertise.”

~ Event Attendee,
Cancer Survivorship for
Primary Care Physicians

COMMUNITY EDUCATION EVENTS



Human Papillomavirus and Cancer Prevention in Child Healthcare

Join us on June 4th at 8am via MS Teams
Visit bit.ly/33moMs0 to join the meeting

Huntington Hospital and the American Cancer Society are hosting an educational event for healthcare professionals (e.g., dentists, nurses, medical providers, dental hygienists, etc.) to promote the HPV vaccine as cancer prevention and increase the number of adolescents and young adults who receive the HPV vaccine.

This educational conference is supported with funds from Health Research, Inc. and the New York State Department of Health with funds from the CDC.

Presenting Speakers:
Michael Gross, MD, FAAP
 Medical Director
 Huntington Hospital
 Assistant Professor of Pediatrics
 Hofstra – Northwell School of Medicine

Amanda Schnipper
 Cancer Control Strategic Partnerships Manager
 American Cancer Society

For more information email vburger@northwell.edu

Huntington Hospital
 270 Park Avenue
 Huntington, NY 11743

Learning Objectives:

1. Describe the rationale for immunizing all adolescents against HPV
2. Discuss the safety profile for HPV vaccine
3. Explain at least three ways to promote the routine administration of this vaccine as part of health maintenance in the pediatric population

Promoting the HPV Vaccine as Cancer Prevention

- HPV Vaccine Virtual Event**
 City University of New York hosted a virtual event for healthcare professionals at Sydenham Ambulatory Care Center of NYC Health + Hospitals on the evidence supporting HPV vaccines to improve the vaccine acceptance rate in Harlem.
- Human Papillomavirus and Cancer Prevention in Child Healthcare Lecture**
 Huntington Hospital hosted a lecture on HPV and cancer prevention for practitioners that covered how to identify the cancers associated with HPV infection, the safety and efficacy of the HPV vaccine, barriers to vaccination and strategies to increase immunization rates.

“ The program was very informative and helpful in providing me with a perspective of clinical trials from multiple angles...After the virtual panel, I feel much more open to the possibility of engaging with the clinical trial process if it were something that presented itself in the course of medical treatment. ”

~ English Workshop Attendee, *The ABCs of Clinical Trials: How They Can Help You*

Educating Health Educators, Patient Navigators, Cancer Patients, and Caregivers about Available Cancer Treatment Options and How to Advocate for the Best Care Possible

The ABCs of Clinical Trials: How They Can Help You Psychoeducation Workshops

The Icahn School of Medicine at Mount Sinai's Cancer Supportive Services Team hosted virtual psychoeducation workshops in English, Spanish and Chinese on the topic of clinical trials that featured a panel from the Mount Sinai Health Network, community partners, and past clinical trial patients.

- [The ABC of Clinical Trials How They Can Help You! - YouTube](#)
- [ABC's of Clinical Trials Chinese Session 4.23.2021 - YouTube](#)
- [ABC's of Clinical Trials Spanish Version - YouTube](#)

Sister Give Me Your Hand Virtual Event

The Breast Center at NY Presbyterian-Brooklyn Methodist Hospital hosted a virtual event that featured breast specialists discussing breast health for Black women, covering topics such as breast anatomy and screening options.

[I found a lump. Is it breast cancer? A webinar brought to you by 'Sister Give Me Your Hand' Program - YouTube](#)

Breast Cancer Treatment Options Educational Video

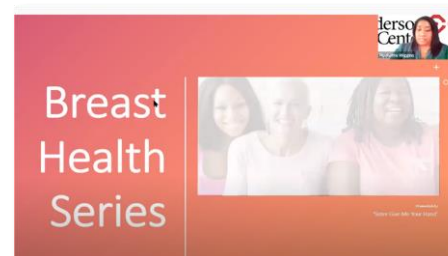
City University of New York developed an educational video on cancer survivorship for healthcare professionals, patient navigators, cancer patients and caregivers that covers staging, diagnosis, and treatment of breast cancer.

[Breast Cancer Treatment Options - YouTube](#)



Types of Clinical Trials (treatment)
 臨床研究治療的種類 (治療)

- Three different types of clinical trials
- 三種不同的臨床研究治療
- Phase I: If the results of laboratory studies of a possible treatment are promising, it will enter into a phase I study to assess for safety
- 第一階段：如果一種研究治療的實驗室研究結果顯示有希望，這項治療將會進入第一階段以評估其安全性
- Phase II: Once safety of the drug is known, then it will move on a phase II to assess for efficacy
- 第二階段：如果確認了這種藥物安全性，它會進入第二階段，以評估它的功效
- Phase III: Compare the safety and effectiveness of the new treatment against the current standard treatment
- 第三階段：將新的治療方式的的安全性和有效性與目前使用的標準治療進行對比



Breast Health Series



Have you had a mammogram?
 Breast cancer is the most common cancer among Black women in the U.S. and they are 40% more likely to die from it than other women. A mammogram is the most effective tool in the fight against breast cancer.
 Learn more by joining us for a FREE discussion Thursday, April 8th at 6:30PM.
#SGMYH

I found a lump. Is it breast cancer?
 Features two Black female breast specialists who are passionate about your health speaking on normal and cancerous changes that can occur to your breasts.
Dr. Vivian Bea, NewYork-Presbyterian Brooklyn Methodist Hospital
Dr. Teralyn Carter, M.D. Anderson Cooper Cancer Center
 Register at: bit.ly/2NPmAyy

This event is supported with funds from Health Research, Inc. and the New York State Department of Health with funds from the CDC.

Call to book your mammogram today!
 NewYork-Presbyterian Brooklyn Methodist Hospital:
 Call 718-780-5029
 NewYork-Presbyterian Lower Manhattan Hospital:
 Call 212-312-5179
 No insurance? Call Noel Higginson, breast cancer navigator, for assistance: 646-962-5038

Sister Give Me Your Hand would like to hear from you.
 Black women in Brooklyn, 40 and older, who've never had breast cancer are invited to take our paid survey. Visit bit.ly/366GVNY to participate or scan the QR Code

SCAN ME

COMMUNITY EDUCATION EVENTS

Promoting Colorectal Cancer Screening

■ Colorectal Cancer Awareness Community Event

Jericho Road Community Health Center hosted a community event to promote colorectal cancer screening featuring presenters from Roswell Park Comprehensive Cancer Center. Community health workers assisted with scheduling colorectal cancer screenings.



■ Colorectal Cancer Screening Educational Video

City University of New York developed an educational video for ambulatory care patients at NYC Health + Hospitals on the evidence supporting colorectal cancer screening; highlighting topics such as screening options, symptoms, risk factors, lifestyle considerations, and recommended resources.

[Colorectal Screening Educational Video - YouTube](#)

■ Colorectal Cancer Screening: Applying Motivational Interviewing Skills in Support of Clinical Preventive Services Live Event

Icahn School of Medicine at Mount Sinai hosted a live event demonstrating how to motivate patients to choose to be screened for colorectal cancer.

[Jonathan Fader, PhD: Colorectal Cancer Screening: Applying Motivational Interviewing Skills - YouTube](#)

■ Can You Prevent Colorectal Cancer? Webinar

John T. Mather Memorial Hospital hosted a webinar about how colon cancer can be prevented through routine screening.

[HealthyU webinar series: Can you prevent colon cancer? - YouTube](#)

■ Our Wakanda: Colorectal Cancer in Younger Adults Virtual Event

Joan & Sanford I. Weill Medical College of Cornell University hosted a community-facing webinar event at which experts each delivered 15-minute talks including familial risk factors for colon cancer and genetic testing. Presentations were followed by a live question and answer segment.

[Our Wakanda: Colorectal Cancer in Younger Adults - YouTube](#)



“...This was helpful in making clear that apparently almost all colon cancers begin as polyps, and that colon cancer affects African Americans in higher numbers. I also liked the pics of the actual colon with polyps! I'll be more of a nag with my family and friends about getting colonoscopies!”

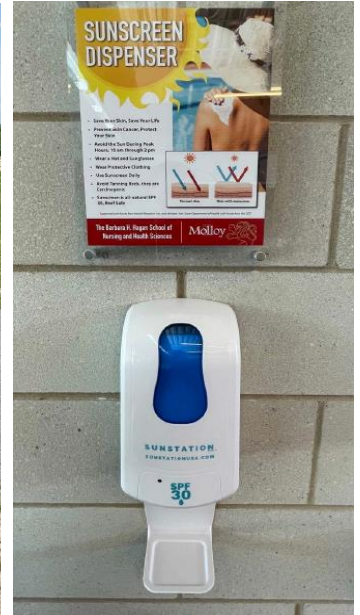
~ Event Attendee, *Can You Prevent Colorectal Cancer?* Webinar

SUNSCREEN DISPENSER INSTALLATIONS

A total of **13 sunscreen dispensers** were installed across New York State to provide free sunscreen to the public at the locations listed below:

- Dansville Central School Athletic Fields, Dansville, NY (Livingston County)**
 Hornell Area Family YMCA installed **three sunscreen dispensers** at the Dansville Central School Athletic Fields in Dansville, NY.
- Dewitt Recreation Area, Batavia, NY (Genesee County)**
 United Memorial Medical Center (UMMC) installed **five sunscreen dispensers** at the Dewitt Recreation Area in Batavia, NY.
- Metropolitan Hospital, New York, NY**
 NYC Health & Hospitals installed **two sunscreen dispensers** at Metropolitan Hospital in New York, NY.
- Molloy College Campus, Rockville Centre, NY (Nassau County)**
 Molloy College installed **three sunscreen dispensers** on the Molloy College Campus in Rockville Centre, NY.

“Individuals are already asking if this will be possible to duplicate in other parks throughout the county.”
 ~ Laurie Thornley, UMMC



For More Information

To learn more about what can be done to reduce the burden of cancer in New York State, visit the NYS Cancer Consortium at nyscancerconsortium.org



www.nyscancerconsortium.org



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NYS Cancer Consortium



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@NYS Cancer