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

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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
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.

At a Glance

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

Online Views and Counting!

318

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
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.

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](#)

- **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

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
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

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NYS Cancer Consortium

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