

2014 Dialogue for Action Networking Resource Guide

Start and continue conversations with Dialogue colleagues on cancer screening and education issues covered during the 2014 conference. Discuss topics and share resources with listed participants to further your efforts in cancer screening and education. Visit the “Toolkit” page of dialogueforaction.org to find additional conference materials.

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Advocacy Campaigns

Ellen Antognioni, MSN

Society of Gastroenterology Nurses and Associates (SGNA)

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Initiative: SGNA's program enrolls Prevention Infections Champions at sites across the country to ensure the most current and safe practices are followed.

Success Measure: Have enrolled 72 Champions with its first sessions.

Stephanie C. Guiffre, MPA

Colon Cancer Alliance (CCA)

sguiffre@ccalliance.org

Initiative: CCA started the Blue Hope Partnership Prevention Award to help allies in giving access to low cost screening to targeted populations.

Success Measure: Awarded grants to 17 Blue Hope Prevention Partners serving a combined 2,700 patients & giving over \$250,000 in financial support in 2013.

Matthew Zachary

Stupid Cancer

mz@stupidcancer.org

Initiative: Stupid Cancer is the nation's dominant youth and young adult cancer brand serving 3M patients, survivors and caregivers annually.

Success Measure: Founded in 2007, Stupid Cancer has helped to reverse 30 years of inequity facing the most underserved patient population in oncology.

Cancer Screening in Primary Care/Medical Home Settings

Morgan F. Daven, MA

American Cancer Society

mdaven@cancer.org

Initiative: American Cancer Society is helping Community Health Centers get more of their patients screened. On-site consultation is available to FQHCs.

Success Measure: Helping Community Health Centers increase the breast, cervical and colorectal cancer screening rates for their patient populations.

Joanne Gersten, RN, MS

New Hampshire Colorectal Cancer Screening Program (NHCRCS)

joanne.k.gersten@hitchcock.org

Initiative: Change screening policies, practices, and systems throughout the state.

Success Measure: The average CRC screening rate increase the first year of working with the NHCRCS is approximately 10% per practice.

James Hotz, MD

Albany Area Primary Health Care and National Association of Community Health Centers

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Initiative: Increase cancer screening rates in community health centers.

Success Measure: Published study to show rates increase 5 times by the use of navigators.

Cancer Screening Modalities

Kathryn Chapman, DrPA, MA

FITWAY Colorectal Cancer Prevention Program Alabama Department of Public Health

kathryn.chapman@adph.state.al.us

Initiative: We are a CDC-funded state to advocate the FIT/iFOBT as a CRC screening choice. We also provide limited screening with the FIT.

Success Measure: Six employers are adding FIT to worksite wellness: insurance company, military contractor, 2 universities, and 2 government organizations.

Elizabeth (Betsy) Kidder, MD, MPH

George Washington University, Trachtenberg School of Public Policy and Public Administration

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Initiative: Research on attitudes toward HPV self-testing, and how self-testing may impact cervical cancer screening among underscreened women.

Success Measure: Surveyed over 500 Hispanic and Arab women living in the U.S. regarding their attitudes toward HPV self-testing.

Geraldine McGinty, MD, MBA

American College of Radiology (ACR)

gmcginty@acr.org

Initiative: ACR has been a leader in developing effective cancer screening for breast and colon cancer and now lung cancer.

Success Measure: ACR has successfully improved access to cancer screening through advocacy and payment policy.

Implementation of the Affordable Care Act on the Community Level

Joanna L. Fawzy Morales, Esq.

Triage Cancer
info@TriageCancer.org

Initiative: Triage Cancer provides information on cancer survivorship through a national speakers bureau, educational events, & online resources.

Success Measure: Triage Cancer reached more than 57,000 people in 2013, with information on cancer survivorship issues, including the Affordable Care Act.

Mandated Guidelines-Driven Cancer Screening (breast, cervical, colorectal)

Tracey Bonneau

Nebraska Colon Cancer Program/Every Woman Matters
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Durado D. Brooks, MD, MPH

American Cancer Society
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Felisha Dickey, MSW, MPA

Florida Department of Health (FDOH)
felisha.dickey@flhealth.gov

Initiative: FDOH, Colorectal Cancer Control Program partnered with FQHCs to increase CRC screening adherence through patient reminders and call backs.

Success Measure: One FQHC successfully increased screening rates from 21% to 42% among participants.
<http://www.astho.org/presidents-challenge-2013/florida/>

Donald Haverkamp, MPH

Centers for Disease Control and Prevention (CDC)
cyq1@cdc.gov

Initiative: Increasing colorectal cancer screening among American Indians and Alaska Natives.

Success Measure: Several resources have been developed by, and for, tribal community health workers, to inform community members about colorectal cancer screening.

Michelle Heffelfinger

Nebraska Colon Cancer Screening Program
michelle.heffelfinger@nebraska.gov

Mary Joseph, RN, BC, CPHQ

Primary Care Coalition (PCC) of Montgomery County
maryjane_joseph@primarycarecoalition.org

Initiative: Since 2008, PCC has worked to build collaborations with a goal of improving the efficiency and effectiveness of breast health care to low-income, uninsured women.

Success Measure: The clinics that have participated in the National Capital Area have improved breast referral and screening rates and reduced cycle times from referral to screening.

Natalee Kline

Southcentral Foundation
nkline@scf.cc

Initiative: Screening and prevention

Mandated Guidelines-Driven Cancer Screening (breast, cervical, colorectal) continued

Candice Lucas, MBA

Center for Community Health - Cancer Services Program of Monroe County (CSP-MC)

candice_lucas@urmc.rochester.edu

Initiative: CSP-MC is the only program in the county promoting age-appropriate breast, cervical and colorectal cancer screening for uninsured and under-insured men and women.

Success Measure: CSP-MC brought the Giant Colon exhibit to Rochester, in recognition of Colorectal Cancer Awareness Month attracting more than 400 visitors.

Lynne Nilson, MPH, MCHES

Utah Cancer Control Program

lpnilson@utah.gov

Initiative: Campaign to increase mammography screening rates. Prominent women are featured in TV, digital, outdoor and radio ads addressing barriers.

Success Measure: Cluster and panel surveys conducted measuring changes in attitudes, beliefs and behaviors dealing with time barriers.

Nelly Ninahualpa, MD

Prince George's County Health Department

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Initiative: Cancer Prevention, Education, Screening and Treatment Program CPEST

Florence Tangka, PhD, MS

Centers for Disease Control & Prevention (CDC)

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Initiative: CDC promotes cancer screenings and provides the underserved access to colorectal (CRC), breast and cervical cancer screenings.

Success Measure: Provided 34,000 CRC, 11 million breast & cervical cancer screening exam, diagnosed 92 CRC.

Other (Cancer Prevention and Control, Communicating Risks and Medical Decision-Making, Incidental Findings and Media)

Cancer Prevention and Control

Melissa Grossman, MPH

University of Virginia Cancer Center

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Communicating Risks and Medical Decision-Making

Christie Aschwanden

Washington Post

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Initiative: I write about cancer screenings for publications such as the Washington Post, the New York Times, LA Times and Slate.

Success Measure: Readers have written me to say me that they've used my Washington Post column about mammography to start a conversation with their doctors.

Incidental Findings

Lincoln L. Berland, MD

University of Alabama School of Medicine

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Initiative: Developed American College of Radiology white papers to provide guidance for incidental findings on abdominal imaging.

Success Measure: Initial white paper was the most read paper in JACR for almost 3 years.

Other continued (Cancer Prevention and Control, Communicating Risks and Medical Decision-Making, Incidental Findings and Media)

Media

Shellee Smith, MHA

Utah Cancer Control Program (UCCP)

shelleesmith@utah.gov

Initiative: The UCCP expanded social media outlets to educate, reach, foster engagement and increase access to credible health messages.

Success Measure: UCCP successfully launched new Twitter and Pinterest accounts in August 2013. Combined, these two new outlets have 100 new followers.

Other Cancer Screenings (lung, prostate, skin, etc.)

Laura Schein

Greater Baltimore Medical Center Sandra & Malcolm Berman Cancer Institute

lschein@gbmc.org

Initiative: The institute offers clinical trials, a comprehensive oncology support service line, and cancer screenings such as lung, skin, prostate and oral.

Success Measure: <http://www.gbmc.org/cancer>

Patient/Provider Communication

Erin N. Marcus, MD, MPH, FACP

University of Miami Miller School of Medicine

emarcus@med.miami.edu

Initiative: I study provider-patient communication about screening tests in the primary care setting.

Success Measure: Improved patient understanding; reduced patient anxiety.

Reducing Disparities in Cancer Screening and Education

Amea Bhalakia, MPH, CHES

ICF International, Inc.

amea.bhalakia@icfi.com

Initiative: ICF combines passion for its work with expertise and innovative analytics to deliver professional services to gov't and commercial clients.

Jennifer E. Boehm, MPH

Centers for Disease Control and Prevention (CDC)

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Initiative: CDC funds 29 states and tribes through the Colorectal Cancer Control Program (CRCCP).

Success Measure: Through the CRCCP, thousands of patients have received screening services and have gained access.

Heather M. Brandt, PhD

University of South Carolina, Arnold School of Public Health

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Initiative: Community Outreach Core, part of the SCCDCN-II, is a partnership of the State Baptist Young Woman's Auxiliary (YWA) Health Ministry and the University.

Success Measure: Intention to participate in cancer prevention and control, seek information on cancer, talk with family members and friends about cancer.

Reducing Disparities in Cancer Screening and Education continued

Renay Caldwell, CCRC

Colon Cancer Prevention Network

rcaldwell622@gmail.com

Initiative: Reduce the incidence of Colorectal Cancer, and provide colonoscopy screening at no cost to the uninsured and medically underserved of SC.

Success Measure: Average patient is 54.7yrs, 56.7% are AA, 42.9% are male. Project has 41.9% adenoma detection rate with 11.6% ≥ 1 cm with TVA histology.

Sandra Cummings

Southcentral Foundation

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Initiative: Screening and prevention

Success Measure: Through health fairs, lobby activities, task force activities, and events. We as a team reach out to our customer/owners.

DeAnna Finifrock

Fond du Lac Reservation Cancer Program

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Initiative: Fond du Lac Reservation Wiidookaage Cancer Program focuses on reducing burden of cancer for FDL American Indians.

Success Measure: Evidenced based practices, appropriate for a tribal community, have been implemented.

Velda E. Miller

Southcentral Foundation

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Initiative: Screening and Prevention

Success Measure: Through health fairs, lobby activities, task force activities, and events, we as a team reach out to our Customer Owners.

Charles Modlin, MD, MBA

Cleveland Clinic Minority Men's Health Center

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Initiative: Cleveland Clinic Minority Men's Health Center addresses health disparities in minority males.

www.clevelandclinic.org/mmhc

Success Measure: Empowering minority males to understand the importance of preventing health screenings and promoting access to care.

Noel Pingatore, CPH

Inter-Tribal Council of Michigan

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Alicia Smith, MPH

Geographic Health Equity Alliance

asmith@cadca.org

Initiative: A national network of coalitions, state programs, organizations, researchers & community agencies dedicated to addressing geographical health disparities related to tobacco and cancer.

Success Measure: The priorities are to identify gaps in information, provide leadership and expertise and promote health system interventions that support community-clinical linkages to reduce health disparities.

Kevin Tephabock

American Cancer Society

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Initiative: Address the needs of Primary Care practices with proven evidence based strategies.

Success Measure: Provide support to number of FQHC's and Hospitals in DC, DE, MD, VA and WV to increase education and cancer screenings.

Reducing Disparities in Cancer Screening and Education continued

Anne M. Walaszek, MPH

American Indian Cancer Foundation (AICAF)

awalaszek@aicaf.org

Initiative: AICAF/INPACS recruited 54 IHS, tribal and urban clinics in the Northern Plains. Goals were to develop strategies to improve CRC screening.

Success Measure: Clinic administration shared system-level information on CRC screening practices and clinicians participated in a CRC education program.

Elizabeth A. Westbrook, MCHES

University of Louisville, Kentucky Cancer Program

e.westbrook@louisville.edu

Initiative: Working with state and local health departments to provide free colon cancer screenings to income-eligible, uninsured.

Success Measure: In seven months, one district provided 59 colonoscopies and 23 patients had polyps removed. Twenty-nine had FIT tests and one was positive.

Faye L. Wong, MPH

Centers for Disease Control & Prevention (CDC)

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Initiative: CDC's National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and Colorectal Cancer Control Program (CRCCP)

Success Measure: Number of screened for breast, cervical and colorectal cancer; performance in meeting program quality standards.