

## 2015 NETWORKING RESOURCE GUIDE

Start and continue conversations with *Dialogue* colleagues on cancer screening and education issues covered during the 2015 conference. Discuss topics and share resources with listed participants to further your efforts in cancer screening and education. A downloadable copy of the Guide can be found on the “Toolkit” page of [dialogueforaction.org](http://dialogueforaction.org).

### CATEGORIES:

<b>Advocacy Campaigns</b>	<b>1</b>
<b>Cancer Screening Modalities</b>	<b>2</b>
<b>Expanding Access to Cancer Screening</b>	<b>3</b>
<b>Mandated Guidelines-Driven Cancer Screening</b> (breast, cervical, colorectal, lung)	<b>5</b>
<b>Patient Engagement</b>	<b>6</b>
<b>Reducing Disparities in Cancer Screening and Education</b>	<b>6</b>
<b>Technology and Innovation</b>	<b>8</b>
<b>Viruses and Cancer</b>	<b>9</b>
<b>Other</b>	<b>10</b>
Cancer Prevention Across the Lifespan	
Cancer Screening Quality Improvement in Primary Care	
Community Engagement	
Increasing Colorectal Cancer Screening Rates in Physician Practices	
Prevention and Early Detection: Patient and Medical Professional Education	
Tobacco Cessation	
Tribal Healthcare: Screening Compliance (and Motivation) in Tribal Communities	

### Advocacy Campaigns

**Nancy J. Paul**

Great Plains Colon Cancer Task Force

[mnepaul@sbcglobal.net](mailto:mnepaul@sbcglobal.net)

Initiative: Our mission is colon cancer education, detection and prevention.

Success Measure: Approximately 62 percent of Nebraska adults have been screened for colon cancer. In the Omaha area, it's over 76 percent. We aim to get 80 percent screened by 2018.

## **Advocacy Campaigns (Continued)**

### **Gina A. Steiner**

American Society for Gastrointestinal Endoscopy

[gsteiner@asge.org](mailto:gsteiner@asge.org)

Initiative: American Society for Gastrointestinal Endoscopy worked with a celebrity on a PSA to encourage people 50+ to be screened for colorectal cancer.

Success Measure: 44 million media impressions; social media activity during National Colorectal Cancer Awareness Month; goal is "80% by 2018."

## **Cancer Screening Modalities**

### **Kathleen Connors-Juras**

American Cancer Society

[kathleen.connorsjuras@cancer.org](mailto:kathleen.connorsjuras@cancer.org)

Initiative: American Cancer Society is committed to eliminating colorectal cancer as a major health problem by focusing on increasing colon screening rates.

Success Measure: The American Cancer Society is involved in the effort to increase cancer screening measures to "80% by 2018."

### **Panos Fidas, MD**

University of Arizona Cancer Center

[panos.fidas@dignityhealth.org](mailto:panos.fidas@dignityhealth.org)

Initiative: Dignity Health in Phoenix, AZ, established a lung cancer screening program in 2011 and was one of the earliest adopters in the country.

Success Measure: The lung cancer screening program has screened more than 400 people thus far.

### **Chalorna F. Lauron**

Guam Cancer Care

[clauron@guamcancercare.org](mailto:clauron@guamcancercare.org)

Initiative: Guam Cancer Care is a non-profit, local organization created for the primary purpose of bridging the gaps of services that our local cancer patients face.

Success Measure: Within four operational years, Guam Cancer Care's Patient Navigation program has assisted close to 700 Guam residents afflicted by cancer.

### **Priscilla J. Slanetz, MD, MPH, FACR**

Harvard Medical School and Beth Israel Deaconess Medical Center

[pslanetz@bidmc.harvard.edu](mailto:pslanetz@bidmc.harvard.edu)

Initiative: Radiologist specializing in breast imaging. Active in implementation of state breast density legislation.

Success Measure: Formed multidisciplinary group to develop evidence-based guidelines regarding adoption of breast density legislation.

### **Shellee Smith, MHA**

Utah Cancer Control Program

[shelleesmith@utah.gov](mailto:shelleesmith@utah.gov)

Initiative: IUCCP partners with LHS's and CHC's to increase awareness of cancer prevention and screenings for breast, cervical and colorectal cancers.

Success Measure: Continue to identify uninsured and underserved target populations in Utah.

# Expanding Access to Cancer Screening

## **Philip Castle, PhD, MPH**

[castle.philip@gmail.com](mailto:castle.philip@gmail.com)

Initiative: Cervical cancer prevention and control through technical support, training and education.

Success Measure: Establishing regional and national programs for cervical cancer prevention and control in underserved populations globally.

## **Kathryn Chapman, DrPA**

Alabama Department of Public Health

[kathryn.chapman2@adph.state.al.us](mailto:kathryn.chapman2@adph.state.al.us); [kathryn.chapman@adph.state.al.us](mailto:kathryn.chapman@adph.state.al.us)

Initiative: Funded recipient of the CDC Colorectal Cancer Prevention Program.

Success Measure: Systems changes; physician and public education; worksite screening for colorectal cancer; and expert on barriers to screening with the FIT.

## **Morgan Daven, MA**

American Cancer Society

[morgan.daven@cancer.org](mailto:morgan.daven@cancer.org)

Initiative: American Cancer Society Primary Care staff coach FQHCs on quality improvement to increase their cancer screening rates and improve access for their patients.

Success Measure: We help FQHCs increase screening rates, update screening policy, improve data use, conduct provider training, and implement FluFOBT program.

## **Joanne Gersten, RN, MS**

New Hampshire Colorectal Cancer Screening Program (NHCRCS)

[joanne.k.gersten@hitchcock.org](mailto:joanne.k.gersten@hitchcock.org)

Initiative: NHCRCS works with PCP's in New Hampshire to implement evidence-based interventions and provides free colonoscopies.

Success Measure: CRC screening rates for all New Hampshire residents have increased to 75.6 percent according to the 2012 Behavioral Risk Factor Surveillance Survey (BRFSS).

## **James A. Hotz, MD**

Albany Area Primary Health Care

[jimhotzmd@aol.com](mailto:jimhotzmd@aol.com)

Initiative: Links FQHCs and free clinics and primary care offices with specialty providers through patient navigators to improve cancer screening rates.

Success Measure: Over 2,000 colonoscopies in uninsured patients. Increased screening rates in a large CHC system from 25 percent in 2012 to 73 percent in 2014.

## **Djenaba A. Joseph, MD, MPH**

Center for Disease Control and Prevention

[dajoseph@cdc.gov](mailto:dajoseph@cdc.gov)

Initiative: Colorectal cancer control program.

Success Measure: Funding for population level implementation of evidence-based interventions to increase CRC screening.

## ***Expanding Access to Cancer Screening (Continued)***

**Pauline Kozik**

**Judith Rose**

**Karen Ryczak, RN**

Northeast Regional Cancer Institute

[pauline.kozik@scranton.edu](mailto:pauline.kozik@scranton.edu); [judith.rose@scranton.edu](mailto:judith.rose@scranton.edu), [karen.ryczak@scranton.edu](mailto:karen.ryczak@scranton.edu)

Initiative: The Community Based Cancer Screening Navigation program facilitated breast, cervical and colon screening in a low income population in NEPA.

Success Measure: The program exceeded its annual screening targets in 2013 and 2014 with over 500 breast, cervical and colon screenings completed.

**Krystal D. Morwood, MS**

Colorado Department of Public Health & Environment

[krystal.morwood@state.co.us](mailto:krystal.morwood@state.co.us)

Initiative: Increase cancer screening through improved access and health systems change initiatives.

Success Measure: Increased screening rates in clinic systems that serve underserved populations.

**Beth C. Pallo, MPH**

American Cancer Society

[beth.pallo@cancer.org](mailto:beth.pallo@cancer.org)

Initiative: The Society's Client Navigation Program provides education, facilitates cancer screening and navigates underserved women to diagnosis.

Success Measure: We facilitate cancer screening to ensure the majority of clients, 91.1 percent, receive complete diagnosis, as well as follow-up and referrals.

**Florence Tangka**

Centers for Disease Control and Prevention

[ftangka@cdc.gov](mailto:ftangka@cdc.gov)

Initiative: CDC works with national cancer organizations, state health agencies and other key groups to prevent and control cancer.

**Shelly Taylor**

Center for Asbestos Related Disease (CARD)

[shelly@libbyasbestos.org](mailto:shelly@libbyasbestos.org)

Initiative: CARD received funding from CDC/ATSDR to screen high-risk patients for early detection of lung cancer.

Success Measure: Approximately 25 percent of patients seen for their annual asbestos check-ups have qualified for and participated in LCS program.

**Virginia Warren, MPA**

Arizona Department of Health Services

[virginia.warren@azdhs.gov](mailto:virginia.warren@azdhs.gov)

Initiative: \*Worked w/contractors to increase breast, cervical and colorectal screening rates.

\*Assisted contractors to develop EHR capacity in reporting/tracking baselines.

Success Measure: Multiple FQHCs have increased screening rates by 10 percent.

## ***Expanding Access to Cancer Screening (Continued)***

### **Melanie Watkins, RN**

North Carolina Division, Public Health Cancer Prevention and Control Branch

[melanie.watkins@dhhs.nc.gov](mailto:melanie.watkins@dhhs.nc.gov)

Initiative: Implementing new state cancer plan and looking for ways to expand access to screening, care and treatment for our disparate populations.

Success Measure: We are partnering with Federally Qualified Health Centers (FQHCs) and plan to establish a relationship with free clinics.

### **Emily Wozniak, MPH**

Arizona Department of Health Services (ADHS)

[emily.wozniak@azdhs.gov](mailto:emily.wozniak@azdhs.gov)

Initiative: ADHS contracts with FQHCs and local health departments to provide cancer screenings to the under and uninsured.

Success Measure: Successfully partnered with the Arizona Alliance for Community Health Centers to prioritize improving CR screening baselines for 2015.

## **Mandated Guidelines-Driven Cancer Screenings (breast, cervical, colorectal and lung)**

### **Diane Donahue**

Division of Cancer Prevention & Control, Pennsylvania Department of Health

[didonahue@pa.gov](mailto:didonahue@pa.gov)

Initiative: Provide free breast and cervical cancer screening to low-income, uninsured and underinsured women ages 40-64.

Success Measure: Successfully provided 9,500 free breast and cervical cancer screenings to eligible participants during the last program year.

### **Mary Doroshenk, MA**

American Cancer Society

[mdoroshenk@cancer.org](mailto:mdoroshenk@cancer.org)

Initiative: "80% by 2018" shared goal to get 80 percent of adults regularly screened for colorectal cancer by 2018. <http://nccrt.org/tools/80-percent-by-2018/>

Success Measure: We are working to get 80 percent of adults aged 50 and older regularly screened for colorectal cancer by 2018. Success will be measured in overall screening rate improvement, the improvements of individual systems and the "most improved" individual system.

### **Tracy Lev**

Shoalwaterbay Indian Tribe

[levtracy@shoalwaterbay-nsn.gov](mailto:levtracy@shoalwaterbay-nsn.gov)

Initiative: Help our native population get the proper cancer screenings.

### **Jeremy Zuckero**

Pennsylvania Department of Health

[jzuckero@gmail.com](mailto:jzuckero@gmail.com)

Initiative: Pennsylvania's breast and cervical cancer screening program and colorectal cancer screening program.

Success Measure: Screen 8,000+ women per year for breast and cervical cancer, and a few hundred individuals annually for colorectal cancer.

# Patient Engagement

## **Lillie D. Shockney, RN, MAS**

Johns Hopkins University Medical Center

[shockli@jhmi.edu](mailto:shockli@jhmi.edu)

Initiative: Nationally known for patient advocacy, navigation and patient engagement.

Success Measure: Ms. Shockney is the Director of the Academy of Oncology Nurse & Patient Navigators (AONN+) with more than 5,000 professionals as members. Organization is five years old.

## **Eden Stotsky-Himelfarb, RN, BSN**

The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins

[eden@jhmi.edu](mailto:eden@jhmi.edu)

Initiative: We provide a comprehensive, multi-disciplinary approach to treating patients with all stages of colorectal cancer.

# Reducing Disparities in Cancer Screening and Education

## **Heather M. Brandt, PhD & Jennifer Young Pierce**

Cervical Cancer-Free South Carolina

[cervicalcancerfreesc@gmail.com](mailto:cervicalcancerfreesc@gmail.com)

Initiative: Eliminating cervical cancer through screening, follow-up care, vaccination and education

Success Measure: Goals are based on the South Carolina State Cancer Plan (2011-2015).

## **Sarah Dobra, JD, MPH**

Lewis Cancer & Research Pavilion at St. Joseph's / Candler Health System

[dobras@sjchs.org](mailto:dobras@sjchs.org)

Initiative: Implement evidence-based cancer screening programs within two free medical clinics serving uninsured disparate populations.

Success Measure: Successfully implemented colorectal cancer screening for over 450 underserved individuals.

## **Roy J. Duhe, PhD**

University of Mississippi Medical Center Cancer Institute

[rduhe@umc.edu](mailto:rduhe@umc.edu)

Initiative: I coordinate the 70x2020 Colorectal Cancer Screening Initiative, a statewide effort to increase colorectal cancer screening in Mississippi.

Success Measure: To ensure at least 70 percent of eligible Mississippians are screened for colorectal cancer by the year 2020.

## **Rebecca Glover-Kudon, PhD, MSPH**

Centers for Disease Control and Prevention (CDC)

[rgloverkudon@cdc.gov](mailto:rgloverkudon@cdc.gov)

Initiative: CDC: Mixed-methods evaluation of patient navigation program designed to increase colorectal cancer screening adherence.

Success Measure: Examining program's effectiveness, real-world viability and potential for transferability.

## **Amie Haakenson**

Alaska Native Tribal Health Consortium

[ajhaakenson@anthc.org](mailto:ajhaakenson@anthc.org)

Initiative: Working with regional tribal health organizations to increase colorectal cancer screening.

## ***Reducing Disparities in Cancer Screening and Education (Continued)***

### **Donald Haverkamp, MPH**

Centers for Disease Control and Prevention

[cyg1@cdc.gov](mailto:cyg1@cdc.gov)

Initiative: Collaborate with Indian health service and tribal facilities to improve colorectal cancer screenings.

### **Debra Holden, PhD**

Research Triangle Institute

[debra@rti.org](mailto:debra@rti.org)

Initiative: Program evaluation of national and state early detection programs; evaluation of multiple patient navigation programs.

Success Measure: Time between abnormal screening and final diagnosis as well as stage at diagnosis.

### **Andrea Ivory**

Women's Breast & Heart Initiative, Florida Affiliate

[aivory@flbreasthealth.com](mailto:aivory@flbreasthealth.com)

Initiative: The Women's Breast & Heart Initiative, Florida Affiliate, collaborates with medical partners to bring mammograms into targeted neighborhoods.

Success Measure: In 2014, The Women's Breast & Heart Initiative, Florida Affiliate, successfully recruited and screened 514 uninsured, underinsured women.

### **Olga Lucia Jimenez**

American Cancer Society

[ojimenez@cancer.org](mailto:ojimenez@cancer.org)

Initiative: American Cancer Society client navigators educate low-income uninsured women and help them to get breast, cervical and colorectal screening using evidence-based strategies.

Success Measure: Women educated; decreased missed appointments; increased client compliance; barriers to care removed and client satisfaction.

### **Monique Martin, MPH, CHES**

Georgia Department of Public Health

[monique.martin@dph.ga.gov](mailto:monique.martin@dph.ga.gov)

Initiative: The Breast Cancer Genomics Project provides genetic services to women at high-risk for hereditary breast and ovarian cancer syndrome (HBOC).

Success Measure: 4,041 women completed risk assessment for HBOC syndrome in Georgia public health centers via BreastCancerGeneScreen.org - an online tool.

### **Martha Pearson, MA, MPA**

SouthEast Alaska Regional Health Consortium (SEARHC)

[marthap@searhc.org](mailto:marthap@searhc.org)

Initiative: Along with primary health care, SEARHC provides breast, cervical and colon cancer screenings to rural residents of southeast Alaska.

Success Measure: Recruitment and engagement of Native and rural residents.

### **Karen Pinckney**

Howard University Cancer Center

[karen.pinckney@howard.edu](mailto:karen.pinckney@howard.edu)

Initiative: Address barriers to screening for colon and prostate cancer.

Success Measure: Educate at least 500 Washington, DC, residents about colon and prostate cancer and provide access to screening.

## ***Reducing Disparities in Cancer Screening and Education (Continued)***

### **Diana Redwood, PhD**

Alaska Native Tribal Health Consortium

[dredwood@anthc.org](mailto:dredwood@anthc.org)

Initiative: Working with Alaska regional tribal health organizations to increase colorectal cancer screening.

### **Kara Riehman, PhD**

American Cancer Society

[kara.riehman@cancer.org](mailto:kara.riehman@cancer.org)

Initiative: American Cancer Society supports community-based prevention and screening disparities initiatives through community health advisor programs.

Success Measure: The Community Health Advisor program has conducted education to more than 20,000 individuals, and navigated 4,000 individuals to screening.

### **Julie Wilkinson, MS**

Women's Breast & Heart Initiative

[jwilkinson@ist.us.com](mailto:jwilkinson@ist.us.com)

Initiative: Door-to-door outreach by trained multilingual volunteers provide breast health educational packages, schedule and provide screening mammograms.

Success Measure: Knocked on 21,079 doors and provided 409 screening mammograms to uninsured women in underserved neighborhoods in 2011-2012.

## **Technology and Innovation**

### **Ramin Bastani**

Healthvana

[ramin@healthvana.com](mailto:ramin@healthvana.com)

Initiative: Helping people find HPV vaccinations locations near them and using our app to increase adherence to the multiple shots.

Success Measure: Successfully help people get vaccinated for HPV and adhere to all three shots.

### **Ariel Beery, MPA, MA**

MobileODT

[ab@mobileodt.com](mailto:ab@mobileodt.com)

Initiative: MobileODT enables health professionals to screen for cervical, oral and anal cancers using a mobile phone with EMR integration.

Success Measure: MobileODT's mobile phone-based colposcope has been used to expand cervical cancer screening in eight countries around the world.

### **Robert Dachille, MBA**

Clinical Genomics

[robert.dachille@clinicalgenomics.com](mailto:robert.dachille@clinicalgenomics.com)

Initiative: Increase CRC screening through the use of InSure FIT.

Success Measure: Receiving many unsolicited inquiries for this user-friendly, high-sensitivity test.



## ***Technology and Innovation (Continued)***

### **David Fuehrer, MBA**

Stupid Cancer

[dave@instapeer.org](mailto:dave@instapeer.org)

Initiative: Stupid Cancer is launching instapeer. It brings instant, anonymous peer support to anyone affected by young adult cancer.

Success Measure: Stupid Cancer measures the success of its programs using a proven research methodology developed by David Victorson, PhD, at Northwestern.

### **Patrick Keran, PMP**

Optum Technologies

[pat\\_m\\_keran@optum.com](mailto:pat_m_keran@optum.com)

Initiative: We are always looking at new ways for provider and patient engagement through innovation that impacts outcomes.

Success Measure: Measures of success come with the technology and innovations we have developed impacting people's lives.

### **Melissa Leypoldt, RN**

Nebraska Department of Health and Human Services

[melissa.leypoldt@nebraska.gov](mailto:melissa.leypoldt@nebraska.gov)

Initiative: Web-based community health encounter registry; assists individuals in risk assessment and linkages increasing access, education and awareness.

Success Measure: 50 CHWs trained using registry by 7/17; 1,000 risk assessments completed with individuals receiving education and linkage to resources by 7/16.

### **Jack Mark, MS**

Mobile Heartbeat

[jack@mobileheartbeat.com](mailto:jack@mobileheartbeat.com)

Initiative: Provide collaboration tools to caregivers.

Success Measure: Improved patient care.

## **Viruses and Cancer**

### **Christine Rodriguez, MPH**

National Viral Hepatitis Roundtable

[crodriguez@nvhr.org](mailto:crodriguez@nvhr.org)

Initiative: NVHR is a broad coalition working to fight -- and ultimately end -- the hepatitis B & C epidemics thru advocacy, education and technical assistance.

Success Measure: In coalition, successfully advocated for USPSTF grade "B" recommendations for hepatitis B & C screening (offered w/o cost-sharing, per ACA).

### **Guillermo Tortolero, MD, PhD**

University of Puerto Rico Comprehensive Cancer Center

[guillermo.tortolero@upr.edu](mailto:guillermo.tortolero@upr.edu)

Initiative: Cancer control research and implementation, cancer surveillance and cancer care delivery research.

## Other – Cancer Prevention Across the Lifespan

**Mary White**

Centers for Disease Control and Prevention

[mxw5@cdc.gov](mailto:mxw5@cdc.gov)

Initiative: We are examining a new public health opportunities for primary cancer prevention and adapted as appropriate for different stages of life.

Success Measure: We continue to disseminate information about research findings and potential strategies to support cancer prevention across the lifespan.

## Other – Cancer Screening Quality Improvement in Primary Care

**Emily Butler, MPH**

Washington State Department of Health

[emily.butler@doh.wa.gov](mailto:emily.butler@doh.wa.gov)

Initiative: The WA DOH provides practice coaching in primary care clinics to support the use of evidence-based strategies to increase screenings.

Success Measure: Successfully coached 25+ clinics; supported CRC screening rate increases of up to 20 percentage points in six months.

## Other – Community Engagement

**Alan G. Thorson, MD**

[agthorson@msn.com](mailto:agthorson@msn.com)

Initiative: Health systems, survivors, health professionals, volunteers provide year-long awareness of screenings in March, 50 mile bike ride in June and 5K run/walk in August.

Success Measure: Screened over 1,200 March 2014; 460 bikers June; 1,200 runners August; and over \$70,000 raised for awareness campaign.

## Other – Increasing Colorectal Cancer Screening Rates in Physician Practices

**Cyndi Rowley, MEd**

Pennsylvania Department of Health

[crowley@pa.gov](mailto:crowley@pa.gov)

Initiative: The Pennsylvania Department of Health worked with family practices to increase colorectal cancer screening by implementing Evidence-Based Interventions.

Success Measure: We implemented Evidence-Based Interventions in over 100 practices. We provided screening to 2,825 patients in our screening program.

## Other – Prevention and Early Detection: Patient and Medical Professional Education

**Sarah Storey**

Bright Pink

[sarah@brightpink.org](mailto:sarah@brightpink.org)

Initiative: Breast and ovarian cancer prevention, early detection, risk stratification and management. Educating young women and their healthcare providers.

Success Measure: Educated 14,000 women and over 1,000 medical professionals in 2014. Will educate 35,000+ women and 3,000 medical professionals in 2015.

## Other – Tobacco Cessation

**Elizabeth A. Westbrook, MCHES**

University of Louisville Kentucky Cancer Program

[e.westbrook@louisville.edu](mailto:e.westbrook@louisville.edu)

Initiative: Plan to Be Tobacco Free is a one-hour presentation that provides information on evidence-based resources for quitting tobacco use.

Success Measure: Within the first year, the program was presented at hospitals, health departments and work-sites with 459 participants.

## Other – Tribal Healthcare: Screening Compliance (and Motivation) in Tribal Communities

**DeAnna Finifrock, RN, PHN, MSN**

Fond du Lac Reservation

[deannafinifrock@fdlrez.com](mailto:deannafinifrock@fdlrez.com)

Initiative: Comprehensive cancer control and prevention at the local tribal level.

Success Measure: Moving a tribal community from hiding cancer to openly addressing cancer.

**Lindy Parker**

Squaxin Island Clinic

[lparker@squaxin.us](mailto:lparker@squaxin.us)

Initiative: We have a CDC grant to screen the Native Americans at the Squaxin Island Tribe for colorectal cancer.

Success Measure: We have screened 80 percent of our target population over the last five years.