

Community Outreach Coordinator Annual Report

Standards 1.8, 4.1, 4.2

Standard 1.8: Monitoring of Prevention, Screening, and Outreach Opportunities

According to the 2016 Community Needs Assessment for Princeton Baptist Medical Center, cancer is the second leading cause of death in Jefferson County, Alabama. Local breast and prostate cancer occurrences rank higher than that of the state of Alabama and the United States. Community lung and bronchus cancer rates fall lower than those in Alabama but higher than the United States. For these reasons, Princeton Baptist Medical Center places a heavy focus on the early detection and prevention of cancer within our community through numerous outreach opportunities.

Community Outreach and Education opportunities were presented through our partnership with Fox 6’s Good Day programming on the following:

- April 3, 2017: Skin Cancer Detection and Prevention: Amita Chhabra, MD
- April 12, 2017: Importance of Colorectal Screenings: Timothy Murray, MD
- April 24, 2017: Importance of Prostate Cancer Screenings: Matthew Purcell, MD
- July 10, 2017: What you Need to Know about Colon Cancer: Mark Parker, MD

Procedures for Procession of Abnormal Screening Results at Community Events:

1. Patient is contacted directly by screening coordinator to review results
2. A Copy of the Results is provided to the patient and also shared with patient’s physician if so authorized
3. A letter detailing the screening results is also mailed to the patient’s home.
4. Patient is advised to seek counsel of physician for further treatment and/or diagnosis.

NOTE: If the patient does not have a physician, the screening coordinator will assist in finding a suitable physician for a follow up appointment and assist in scheduling that appointment.

A detailed account of this year’s community outreach activities is provided below:

Standard 4.1: Prevention Programs						
Program/ Community Need Addressed:	Activities	Date Held	Number of Participants	Guideline Used	Date Discussed	Summary of Effectiveness
Colon Cancer Awareness and Prevention	RumpShaker 5k	March 25, 2017	1000	American Cancer Society	May 9th	500 runners were educated on the effects of colon cancer. An inflatable colon display was provided for additional education.
Overall Cancer Awareness and Prevention	Enon Ridge Health Resources Fair	March 4, 2017	50	NCCN American Cancer Society	May 9 th	Participants were educated on a myriad of cancers including

						breast, colon, lung.
Overall Cancer Awareness and Prevention	Hoover Senior Center	April 18, 2017	75	NCCN American Cancer Society	May 9th	Participants were educated on a myriad of cancers including breast, colon, lung.
Overall Cancer Awareness and Prevention	Bessemer First Baptist Church Health Fair	April 29, 2017	50	NCCN American Cancer Society	May 9 th	Participants were educated on a myriad of cancers including breast, colon, lung.
Breast Cancer Awareness and Prevention	Birmingham Water Works Board Health Expo	May 5, 2017	200	American Cancer Society	August 8 th	Princeton BMC provided materials on breast cancer prevention, detection, and support to all participants
Breast Cancer Awareness and Prevention	Royal Cup	October 26, 2017	30	American Cancer Society	December 12 th	Princeton BMC provided materials on breast cancer prevention, detection, and support to all participants
Breast Cancer Awareness and Prevention	Golden Flake	October 24	25	American Cancer Society	December 12 th	Princeton BMC provided materials on breast cancer prevention, detection and support to all participants
Colon Cancer Prevention/ Early Detection	Royal Cup	August 24	25	American Cancer Society	December 12 th	Provided materials on Skin Cancer Awareness, Detection and Prevention

Standard 4.2: Screening Programs						
Program/ Community Need Addressed:	Activities	Date Held	Number of Participants	Guideline Used	Date Discussed	Summary of Effectiveness
Prostate Cancer	PSA Tests at Motion Industries	June 1	33	American Cancer Society	December 12	No abnormal findings were identified in these screenings.
Skin Cancer Prevention	Hoover Senior Center	April 18 th	75	American Academy of Dermatology	August 9	No abnormal findings were identified at this event.
Skin Cancer Prevention	Bessemer First Baptist Church Health Fair	April 29	50	American Academy of Dermatology	August 9	No abnormal findings were identified at this event.
Breast Cancer Detection	Sowing Seeds Mammograms at BHC Hoover	August and September	TBD	NCCN	December 12	87 appointments were made. Results and total numbers still pending.
Breast Cancer Detection	Brookwood Baptist Health Mammoth	October 2017	TBD	NCCN	December 12	680 mammograms were administered during our October Mammoth at Princeton and Hoover locations.
Low Dose CT Lung Cancer Screenings	Screenings at both Princeton and Hoover sites	September- November 2017	18 thus far	NCCN American Cancer Society	December 12	18 Screened 14 Negative results 4 positive results