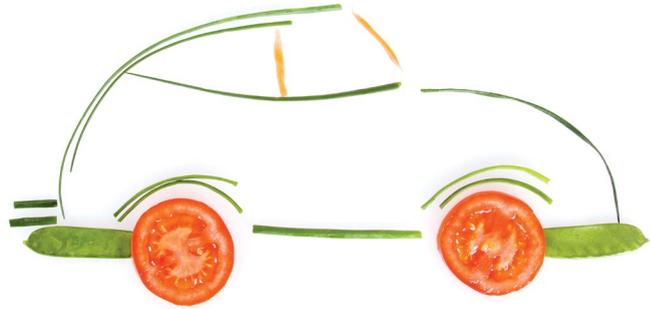

Health Info On the Go!

Community Outreach
at the Farmer's Market





Christiana Care’s Community Health Outreach and Education Program is an active community-based education awareness and screening program, serving the state of Delaware and surrounding areas for more than 15 years. The program’s focus is to impact racial and ethnic minorities through awareness and to increase cancer screenings and access to local programs. Multicultural and bilingual outreach staff—certified oncology nurses, outreach workers, and advocates—provide cancer control programs to individuals, not only at the Farmer’s Market featured in this article, but at faith-based communities, community centers, schools, camps, and health fairs. Patient navigation services are also provided to increase participation and cancer screenings for disparate populations. Each year Christiana Care’s Community Health Outreach and Education Program reaches more than 15,000 individuals through evidence-based or best practice model programs, including:

- The Pink Ribbon Program: Delaware’s Comprehensive Community Network (a navigation program)
- Avon Helping Hands for Breast Health
- A cancer screening nurse navigation program
- Promotoras de Salud
- An Asian health initiative
- The Healthy Families Program (a Latin program)
- Community-based screenings for heart disease, prostate, colon, skin, and breast cancers.¹

Providing culturally and linguistically appropriate health information and translating education materials into the appropriate language and literacy level can ease the burden of health illiteracy and improve the patient experience.¹⁰

Christiana Care’s *Health Info on the Go* program was designed to integrate combination screenings—cancer risk assessment, cholesterol, blood sugar, and blood pressure testing—with the delivery of health information at a non-traditional venue. This program is made possible through collaborations with state, local, and community agencies and financial support through state grants, and local and national foundations, including:

- The American Cancer Society
- The National Cancer Institute, Community Cancer Centers Program (NCCCCP)
- The Arsht-Cannon Fund
- Chichester-duPont and Delaware Division of Public Health.

Outreach efforts are determined and aligned with ongoing efforts by the Delaware Cancer Consortium (dhss.delaware.gov/dph/dpc/consortium.html) and the state's health priorities, including cancer prevention, access to health services, obesity, and infant and maternal health, as identified in Delaware's 2012-2013 Community Health Needs Assessment.² As a state, Delaware has been able to reduce cancer disparities and improve cancer mortality, particularly for colorectal cancer patients who have benefited from the Delaware Cancer Consortium's focused, statewide outreach and patient navigation efforts. (These efforts were funded by the Delaware Cancer Treatment Program and the Screening for Life Program.³⁻⁵)

Successful Outreach Planning

Traditionally community outreach and health promotion education is structured around community events, health fairs, or presentations about health topics, which are usually coordinated with grassroots or faith-based organizations. Meaningful or intentional outreach is planned, directed, and purposeful, utilizing evidence-based models or strategies that are proven to be successful.⁶⁻⁸ Unfortunately, not all of these strategies or traditional methods have been proven to reach diverse populations, so new ideas and strategies must be tailored and tested.

Successful outreach efforts require an understanding of the health literacy and culture of the targeted audience. Recognizing and understanding the needs, cultural norms, and boundaries

that support or limit participant behaviors related to screening, early detection, and prevention is vital.⁹ For example, an individual with a grade school education and who does not speak English may require help with understanding information and navigating the healthcare system. Providing culturally and linguistically appropriate health information and translating education materials into the appropriate language and literacy level can ease the burden of health illiteracy and improve the patient experience.¹⁰ Bilingual and bicultural staff help initiate crucial one-on-one conversations with participants at outreach events and build trust that the health message is relevant for these individuals. Staff who can relate to the participants' needs will further engage them and be able to assist with health needs.

The use of lay health advisers has been shown to increase breast and cervical cancer screening knowledge and practices for minority Hispanic women.¹¹ Interventions included one-on-one outreach to women about cervical and breast cancer screening, resulting in increased mammography self-efficacy and perceived susceptibility to cancer, and significantly increased Papanicolaou test self-efficacy. Lay health advisers working with oncology nurses and healthcare providers may help alleviate fatalistic views about cancer and promote cancer screening, ultimately improving cancer outcomes for these patient populations.¹¹ In addition to lay health advisers, trained medical interpreters can foster trust and engage the participants with the outreach team.

(continued on page 28)



Community outreach nurse, Renitia Pulliam, RN, (right), provides blood pressure screening at the New Castle Farmer's Market while Joceline Valentin (left) interprets in Spanish.



**Health Info
You Can Use!**

New Castle Farmers Market

**¡Información de Salud que
Usted Puede Usar!**

Mercado de Granjeros Locales de New Castle

**Friday, October 17
National Mammography Day**

**viernes 17 de octubre
Día Nacional de Mamografía**

- Cancer Outreach team will provide free blood pressure, diabetes and cholesterol screenings.
- Health ambassadors will be on hand to offer resources and tips on raising a healthy family.
- Christiana Care Marketplace Guides and United Healthcare Community Plan will also be available to answer your health insurance questions.

- El equipo de Alcance de Cáncer proveera exámenes gratuitos de la presión arterial, la diabetes y el colesterol.
- Embajadores de Salud estarán a la mano para ofrecer recursos y consejos para criar una familia saludable.
- Guías de el Mercado de Christiana Care y United Healthcare Community Plan también estarán disponible para responder a sus preguntas sobre el seguro de salud.



**11 a.m. – 4 p.m. at the
Market Stage area**

*Presented by: Helen F. Graham
Cancer Center & Research Institute's
Community Health Outreach
and Education Program.*

**11 a.m. – 4 p.m. en el área del
escenario del mercado**

*Presentado por: Programa de educación y
extensión de la salud de la comunidad
Centro de Oncología e Instituto de
Investigación Helen F. Graham.*

*Stop by and let us help you
schedule your mammogram!*

*¡Visítenos y permítanos ayudarle
a programar su mamografía!*



**CHRISTIANA CARE
HEALTH SYSTEM**

Helen F. Graham Cancer Center
& Research Institute

15CANC26

(continued from page 26)

Christiana Care's Outreach Efforts at the Farmer's Market

Christiana Care selected the local New Castle Farmer's Market as a non-traditional venue to offer monthly public awareness. The market has more than 75 vendors, including Asian, African-American, and Hispanic vendors. The first step was to hire diverse, bilingual outreach staff to communicate specifically with these minority communities. Christiana's goal: to engage between 75-100 shoppers per event to stop at the Farmer's Market stage and ask about monthly *Health Info on the Go* topics or participate in a screening. Individuals could access cancer experts, get connected to local resources, and learn about Christiana Care and the importance of cancer prevention screenings, all while shopping. Participants would also be able to ask outreach staff questions and take home educational brochures in both English and Spanish.

Christiana Care initially promoted the program with a monthly flyer (in English). Today, the flyer is produced quarterly in both English and Spanish, letting Farmer's Market vendors and customers know what is planned for upcoming months (see page 27). Flyers and related posters are placed at the market entrances and emailed to all market vendors. Each month the health message is posted on Christiana Care's colorful display boards, designed

to engage market vendors and customers. Christiana Care created new educational materials, *Cancer News You Can Use*, for breast, colorectal, and prostate cancer in three languages: English, Spanish, and Chinese (see pages 27, 29, 31).

The program is a true joint effort between Christiana Care and the people who organize and manage the Farmer's Market. For example, the market manager champions the health and prevention messages by making announcements; providing balloons, ribbons, and refreshments at awareness events; passing out free gift certificates; and circulating information to vendors. In addition to the health information, Christiana Care outreach staff conducts screenings where they are able to initiate conversations about health risk factors. Christiana Care has developed a combination cancer screening program that includes clinical testing of blood pressure, glucose, and total cholesterol/HDL for community participants. Immediate results and recommendations are provided. Specifically, the screening nurse navigator gives instructions and, as needed, makes immediate referrals to other outreach team members to help individuals access state programs for funding cancer screenings and find healthcare providers. Participants are paired with outreach staff that can further assist, educate, and help navigate patients with recommendations from the combination screening.

The Farmer's Market venue is used to promote Christiana Care's other events and programs, including its annual *Latinas* (continued on page 30)



Healthy Families program manager, Luisa Ortiz-Aponte (left), shares information about the annual free skin screening at the Helen F. Graham Cancer Center with Beatriz Velasquez.



Sea proactivo y reduzca su riesgo de padecer cáncer colorrectal ³

Puede reducir su riesgo de padecer cáncer colorrectal haciendo las modificaciones siguientes en su estilo de vida:

- Ejercítense regularmente; por lo menos 30 minutos tres veces a la semana
- Mantenga un peso saludable
- Mantenga una alimentación saludable que incluya bastantes frutas y verduras
- Limite el consumo de grasa,



especialmente de grasa saturada

- Evite fumar
- Limite el consumo de alcohol

³ Sociedad Americana de Cáncer. www.cancer.org. Pautas sobre la nutrición y actividad física para la prevención del cáncer 2008.

⁴ Sociedad Americana de Cáncer. www.cancer.org. Detección temprana, diagnóstico y clasificación por etapa 2010.

12CANC47

Pruebas de detección y la detección temprana ⁴

No permita que el miedo o la vergüenza eviten que se haga las pruebas de detección.

En el centro de cáncer Helen F. Graham Cancer Center se recomienda que tanto hombres como mujeres, a partir de los cincuenta años, se hagan pruebas de detección según uno de los programas siguientes:

- Una prueba de sangre oculta en heces (fecal occult blood test; FOBT) o prueba inmunoquímica fecal (fecal immunochemical test, FIT) cada año
- La sigmoidoscopia flexible cada 5 años*
- FBOT o FIT anuales y la sigmoidoscopia flexible cada 5 años*
- Un enema de bario de contraste doble cada 5 años
- La colonoscopia cada 10 años
- La colonografía por TC (colonoscopia virtual) cada 5 años.

**Se prefieren las pruebas combinadas más que ya sea la FOBT o la FIT anual o la FSIG (sigmoidoscopia flexible) cada 5 años por sí sola.*

Las personas con riesgo moderado o alto de padecer cáncer colorrectal deben hablar con un médico sobre un programa de pruebas distinto.

Para obtener más información sobre el cáncer colorrectal, comuníquese con su proveedor de atención de la salud o con Helen F. Graham Cancer Center sobre cómo realizarse una prueba gratuita de detección del cáncer colorrectal.

302-623-4661

www.christianacare.org/cancerscreeningprograms



**CHRISTIANA CARE
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Helen F. Graham Cancer Center

One of the original 14 cancer centers in the nation selected for the National Cancer Institute Community Cancer Centers Program.



(continued from page 28)

Conference, the Delaware Quit Line's smoking cessation program, Avon Helping Hands for Breast Health, the Pink Ribbon Program, and a Family Risk Assessment Program.

Outcomes

From January 2009 to December 2015, Christiana Care hosted 53 *Health Info on the Go* monthly events. Staff utilized these opportunities and one-on-one conversations to recruit individuals for breast screenings, colorectal cancer screenings, and skin cancer screenings. The combination screening was offered at 34 events and 1,087 individuals were screened. This type of combination screening helps initiate "cancer screening" conversations with individuals who are uninsured or otherwise would not discuss cancer screenings. Of the participants:

- 816 were minorities (46 percent Hispanic, 21 percent African American, and 7 percent Asian) and 1.5 percent other or not reported
- 34 percent were uninsured
- 24 percent had not seen a doctor in the last two years
- 21 percent required referral for cancer screenings.

Additional referrals were made to genetic counselors, primary care, and state programs, such as lung cancer screening and smoking cessation programs.

During calendar years 2014 and 2015, more than 200 (216) individuals expressed interest in having outreach staff contact

them following the combination screening at the Farmer's Market. Outreach staff assisted 76 individuals, including:

- 30 individuals who needed assistance to enroll in healthcare funding programs, such as the State Screening For Life Program, programs through the Affordable Care Act, charity programs, and grant-funded Susan G Komen-Philadelphia affiliate programs.
- 26 individuals who needed help finding a primary care provider or arranging a healthcare visit to a provider.
- 20 individuals completed a cancer screening (15 mammograms, 3 pap screenings, 1 colonoscopy).
- 18 individuals enrolled in the Healthy Families Program (for Latinos).
- 2 individuals asked to join the volunteer group "Promotora," to help others connect to resources in the community.
- 4 individuals received written materials as requested.

Going Forward

One challenge for Christiana Care's *Health Info on the Go* program continues to be the large number of individuals (67 during calendar year 2014 to 2015) being lost to follow-up after the initial contact, largely due to changes in telephone numbers or addresses and individuals changing their minds and refusing help that was previously planned at the Farmer's Market. Outreach staff has also noticed that a number of patients needing assistance have listed the local federally-qualified health center as their health

(continued on page 32)



Screening nurse navigator, Charlene Marinelli, RN, BSN, OCN, conducts a screening at the New Castle Farmers Market Farmer's Market.

实用癌症通讯

结直肠癌



可预防。可治疗。可战胜！

如果早期检出并得到治疗，**90%**的结直肠癌或者结肠癌是可以治愈的。从**50岁**起无论男女都应该开始做结直肠癌筛查。如果你有其它危险因素，如家族结直肠癌病史，应与医生或医务人员商议更频繁或提早做筛查。

什么是结直肠癌？¹

结直肠癌包括大肠（结肠）、消化系统末端部份癌症和直肠的癌症。一开始时只是肠道内长出的一些非癌性（良性）细胞小群落，称为息肉。一段时间后，有些息肉可能会变成恶性肿瘤。

你有危险罹患结直肠癌吗？¹

如果你有以下因素，患结直肠癌的概率更大：

- 年龄在50岁或50岁以上
- 有结直肠癌和/或息肉的家族史或个人史
- 有炎症性肠病的个人史
- 吸烟
- 肥胖或不爱运动
- 饮食中有过高的饱和脂肪和/或红肉

结直肠癌有哪些症状？²

无论男性或女性，青年或老人，任何人都有可能患上结直肠癌。如果你有高危因素，不要等到症状出现。结直肠癌在早期可能不会有什么症状，因此最好定期做筛查。

平时应注意观察的症状包括：

- 排便习惯不明原因的改变
- 长期腹泻或便秘
- 便血
- 粪便变窄，细如铅笔
- 大便有尚未排尽的感觉
- 持续腹痛
- 不明原因或突发性体重下降
- 长期感觉疲劳或不明原因的疲倦



CHRISTIANA CARE
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¹National Cancer Institute. www.cancer.gov. General Information about Colon Cancer 2009.

²National Cancer Institute. www.cancer.gov. Symptoms. 2006.

(continued from page 30)

home. Outreach staff is working closely with the federally-qualified health centers to reconnect these individuals to their providers for continuing care.

One of the challenges of any outreach program is to demonstrate the value it provides to the community. Through this outreach effort at the Farmer's Market, Christiana Care was able to partner with the state's Health Insurance Exchange Navigators to further improve the Asian (Mandarin speaking) community's understanding about the Affordable Care Act and the Medicaid program. This partnership helped many Asian community members connect with enrollment specialists who were able to help many of them visit a primary care provider for the first time. Christiana Care's bilingual Asian outreach coordinator continues to leverage this collaboration to facilitate appropriate cancer screenings for this patient population.

In an effort to improve referral outcomes, Christiana Care has encouraged outreach staff to verify that participants want further assistance from a navigator, and that they understand how the navigation process will work. Christiana Care has initiated a standardized process for follow-up that it is currently evaluating, which includes a community outreach tracker sheet for participants who agree to take next steps with follow-up based on recommendations. The plan is to capture and document the navigation process being used to move participants toward completion of screening and treatment recommendations. Christiana Care hopes to use this information to further report the value of patient navigation and outreach services.

Lastly, further review of the outreach education materials is underway to assure that materials are at the appropriate reading level and align with the information that is being promoted at each event. Christiana Care learned early on that having bilingual

materials increased awareness and engagement of participants and that bilingual and multicultural staff and medical interpreters increased the number of people taking advantage of the free combination screening at the Farmer's Market.

Taking its outreach education and screening services directly to Delaware residents has allowed Christiana Care to connect to underserved people and minority populations. As Christiana Care continues to reach more of its community neighbors with information, the hope is that outreach staff can connect these individuals to community resources and screenings that may save lives. Program results indicate that many of these individuals did not have access to local primary care or the federally-qualified health centers, and that many lack the financial resources to return if medical care is needed. Specifically, outreach coordinators found instances of patients with diabetes who had stopped taking medications, individuals who did not understand their benefits under the Affordable Care Act, and many non-English speaking individuals who needed assistance with navigating or finding appropriate health resources. Christiana Care's *Health Info on the Go* program has helped connect individuals to insurance and Medicaid enrollment specialists. In fact, the program has become so popular that many community partners have asked to participate, including the Beautiful Gate Outreach Program (HIV), the United Healthcare Community Program, the Blood Bank of Delaware, the Alzheimer's Association, and some of the federally-qualified health centers. 

Nora C. Katurakes, RN, MSN, OCN, is the manager of Community Health Outreach and Education, and Charlene W. Marinelli, RN, BSN, OCN, is a screening nurse navigator at the Helen F. Graham Cancer Center and Research Institute at Christiana Care Health System, Newark, Del.

Two Patient Stories

In 2014, 43-year-old A.A.B. of New Castle, Del., was screened at the Farmer's Market and learned that he was at increased risk for heart attack due to his borderline high range blood pressure. Mr. B. did not speak English, so a Christiana Care bilingual outreach coordinator helped explain the screening results and recommendations and discussed the importance of eliminating tobacco use. On that same day B.V., who recently moved to the U.S. from

Columbia and worked for a vendor at the Farmer's Market, told bilingual outreach coordinators Luisa Ortiz-Aponte and Joceline Valentin that she did not have insurance coverage and was worried about how to pay for preventive screenings. Outreach staff immediately connected Ms. V. to the Christiana Care annual skin cancer screening program and made arrangements for her to receive a free mammogram at the Breast Center through a grant from Susan G. Komen-Philadelphia affiliate.

CHRISTIANA CARE HEALTH SYSTEM AT-A-GLANCE

In all that we do, Christiana Care Health System (Christiana Care) strives to serve the members of our community as respectful, expert, and caring partners in their health. We do this by creating innovative, effective, and affordable systems of care that our neighbors value. This is The Christiana Care Way: a promise to all our neighbors who trust us to care for them. We implement approaches to care that focus on the specific needs of our community. The care we provide goes well beyond treating the sick and includes health-related programs and initiatives that seek to improve the overall welfare of patients. To succeed, we must be creative, and we must be innovative. The people we serve are often, quite literally, our friends, our families, and the people who live with us in our community.

Christiana Care is one of the country's largest healthcare providers, ranking 21st in the nation for hospital admissions. Christiana Care is a private, not-for-profit, non-sectarian teaching health system and a leading provider of healthcare services to the people of Delaware and neighboring states of Pennsylvania, Maryland, and New Jersey. Christiana Care has a network of services, including the Christiana Hospital, the Helen F. Graham Cancer Center and Research Institute, and the Surgi-center, all located on the suburban campus in south Wilmington. The Helen F. Graham Cancer Center and Research Institute is one of the original 16 NCCCP sites, designated from 2007 to 2014. The Helen F. Graham Cancer Center and Research Institute includes:

- A Breast Center
- A breast surgeons practice
- Radiation therapy
- Genetic counseling
- Psychology
- Nutrition
- Survivorship
- Cancer rehabilitation
- Care management
- Community health outreach and education
- The Center for Translational Research
- The National Cancer Institute, Community Oncology Research Program (NCORP).

Until quite recently, Delaware was first in the nation in both rates of cancer incidence and mortality. Now the state is 14th for cancer mortality.¹ Many factors contributed to the progress that Delaware has made in reducing its cancer burden and some of the influences include programs designed and implemented by the Community Health Outreach and Education Program at Christiana Care's Helen F. Graham Cancer Center and Research Institute.

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