



PROGRAM FOR THE ELIMINATION OF CANCER DISPARITIES

STL Connection

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PECaD Community Outreach with The Bridge

In Spring 2012, PECaD explored ways to continue expanding its reach to populations that bear the greatest burden of cancer and other health disparities in our community. This summer, we embarked on a collaboration with The Bridge in St. Louis to empower people by sharing cancer and chronic disease health and wellness information and to connect people to local health resources.



The Bridge is a wonderful organization in the St. Louis downtown area that provides sanctuary for homeless and at-risk persons. Located in the Centenary United Methodist Church at 1610 Olive Street—just two blocks west of the downtown library—The Bridge is intent on eradicating homelessness by guiding its guests on a path to self-sufficiency. They provide more than 3,000 meals per week and support services for basic human needs. Their guests receive a USPS address, which they can use on job applications, as well as to maintain contact with friends and family. The Bridge also serves as a source for social support. They host life enrichment activities such as choir, movies, holiday gatherings, and craft projects for kids.

We felt great synergy with the mission of The Bridge and our mission in PECaD, which is to develop strategies to eliminate local and regional cancer health disparities. By collaborating, The Bridge is able to extend and bolster the services it offers to its guests. PECaD is able to reach underserved populations with prevention and early detection messages, while connecting individuals to resources available at low cost or no cost in the community.

The Bridge has been gracious in allowing PECaD to come into its facility to host health education sessions. On July 17, 2012, we held our first session. Since then, we have hosted several sessions a month at The Bridge. To date, there are 30-minute sessions following breakfast or lunch. We have health education materials available, which speakers explain during their

interactions with guests. The sessions are informal, and guests may ask questions in a group setting or talk privately with the speaker afterward.

Several members of Washington University staff and faculty have been involved with this campaign as expert speakers or staff volunteers for logistics. We have also involved some medical students as volunteers and have worked with other community organizations to secure additional expert speakers. Topics so far have included mind, body and soul; 8 ways to stay healthy and prevent cancer; local health resources; women's health; help quitting smoking; and keeping moving through dance and physical activity.

We are currently looking for additional speakers to begin in January 2013. We also want to invite community cancer survivors and other community partners to participate.

To learn more about this project, volunteer to speak, or help with logistics, please call us at 314-747-4611 or email us at PECaD@wudosis.wustl.edu.



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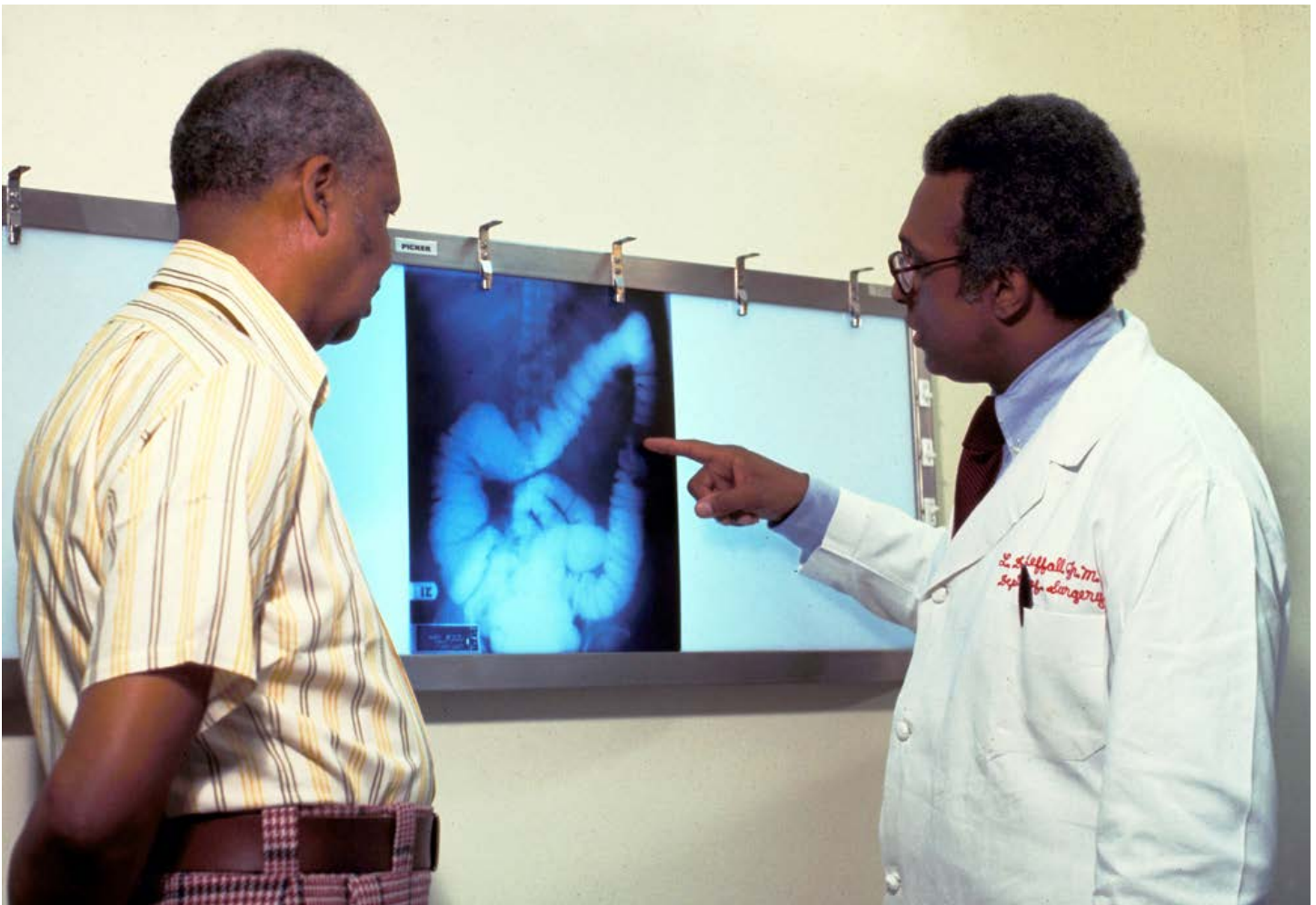
A National Cancer Institute Comprehensive Cancer Center



An Update on Our Trial to Increase Colon Cancer Screening in the Community

PECaD's Randomized Control Trial (RCT) is a systems-level research intervention to increase colon cancer screening in partnership with community health centers. Participating health centers are randomized to receive either immediate or delayed intervention. Dr. Aimee James and her team have collaborated with the staff of local community health centers to create a menu of evidence-based interventions tailored to each of the participating health networks. Some of the practice-level interventions that have been identified to date include patient reminders, physician reminders, and patient education. Specific intervention strategies include patient and provider posters in exam rooms, checklists to help ensure that scripts are given to patients when a colonoscopy is planned, checklists to help patients prepare for the procedure, informational hold messaging to encourage patients to ask their

doctor about screening, informational text messages sent by the Electronic Medical Record (EMR) system, and EMR pop-ups to remind the doctor to consider recommending screening. The team has worked closely with health center staff during development and implementation of the interventions to make sure that the interventions are a good fit for the health center. The team has worked hard to ensure the interventions are appealing and not burdensome to health centers or practitioners in efforts to enhance the likelihood that they can sustain the changes after the trial ends. Our outcome of interest is whether colon cancer screening rates improve after the intervention. We are almost done recruiting health centers, but there are still some open slots. Contact Project Coordinator Matthew Brown for details at mbrown@wudosis.wustl.edu or 314-286-0052.



2012/2013 PECaD Radio and Newspaper Lineup

Tune into our radio campaign on “Health Connections with Rose Troupe” on KMJM FM 104.9 from 7:30 to 8 a.m. or on KATZ AM 1600 from 5:30 to 6:30 p.m. every first and third Sunday of the month. Upcoming shows are detailed below.

UPCOMING 2012/2013 RADIO CAMPAIGN SCHEDULE

Date	Speaker	Topic
2012		
October 7	Dr. Kathleen Wolin	The role of exercise in cancer prevention
November 4	Dr. Mary Politi	Doctor/patient communication: how patients can become engaged in the process of making decisions about their health (relative to cancer prevention and control)
November 18	Dr. Kimberly Kaphingst	Family history: its impact on preventing cancer
December 2	Dr. Lannis Hall	Clinical trials/obesity and cancer
December 16	Sarah Shelton	Secondhand smoke and other areas of tobacco control
2013		
January 6	Dr. Robert Grubb, III	Prostate cancer among African American men
January 20	Dr. Vetta Sanders Thompson	Colorectal cancer: it's preventable

Read articles in our newspaper campaign in the *St. Louis American*. Look for local cancer survivor stories and related educational articles in our “Ask the Doctor” column. Find the survivor stories twice a month and the educational article once a month. Upcoming dates are detailed below.

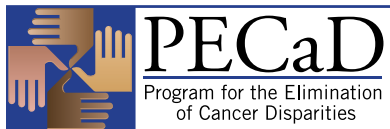
UPCOMING 2012/2013 NEWSPAPER CAMPAIGN DATES

Month	Distribution Dates
2012	
October	October 4 October 18
November	November 1 November 15
December	December 6 December 20
2013	
January	January 3 January 17
February	February 7 February 21



St. Louis Public Library Staff Training on Health and Cancer Information

On July 17 and 24, 2012, the Program for the Elimination of Cancer Disparities (PECaD) and Becker Medical Library (BML) offered training to employees of the St. Louis Public Library (SLPL) on health and cancer information. This training was requested by library staff and developed in partnership with library leaders. The three-hour training sessions were designed to help public library staff increase their skill and comfort with answering health-related questions that library patrons ask on a daily basis. BML health librarian Will Olmstadt and PECaD program coordinator Jackie Bernstein covered topics such as how to obtain accurate, up-to-date sources of health and cancer information on the Internet, including MedlinePlus.gov and publications available from the National Cancer Institute (NCI) website. They also walked library staff through existing health-related resources to which SLPL subscribes. Plans are in development to offer similar trainings regularly. For more information about this project or our other cancer community outreach program initiatives, please contact PECaD at 314-747-4611 or pecad@wudosis.wustl.edu.



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