



STL Connection

Program for the Elimination of Cancer Disparities Volume III Issue III 2008

6th Annual Prostate Cancer Survivors and Awareness Walk A Success

Hundreds of walkers participated in the 6th Annual Prostate Cancer Survivors and Awareness Walk held on Saturday, August 23, 2008. The two mile walk began at Keiner Plaza and ended at the Missouri Black Expo in America's Center. Participants enjoyed an outstanding educational video program on prostate cancer provided by Lane Tabernacle Church. Over fifteen prostate cancer survivors were recognized with a medal provided by the American Cancer Society. There were 1,440 people registered to walk, compared to 827 in 2007. Siteman Cancer Center and PECaD screened a total of 304 men at the Missouri Black Expo. This is a 33% increase from the number of men screened in 2007. The following organizations were recognized for registering the most walkers: Saint Louis Christian Center, Phi Beta Sigma and Delta Sigma Theta.

PECaD would like to extend a sincere thank you to all members of the PECaD Prostate Cancer Community Partnership Speakers Bureau, who came out and helped Siteman Cancer Center. The event would not have been such a success without each of you. Members of the 100 Black Men of Metropolitan St. Louis would like to say "thank you sponsors and thank you Saint Louis for making this event a success."



Siteman Cancer Center staff prepares to screen hundreds of men at the Missouri Black Expo.



Nursing staff from Barnes-Jewish Hospital prepare the prostate cancer screening stations at the Expo.



All walkers were lead in a warm-up routine by Monica Stewart at Keiner Plaza before the walk.

The Program for the Elimination of Cancer Disparities is one of 25 Community Network Programs funded by the National Cancer Institute. (Grant number U01 CA 114594).



SITEMAN CANCER CENTER®
BARNES-JEWISH HOSPITAL • WASHINGTON UNIVERSITY SCHOOL OF MEDICINE

A National Cancer Institute Comprehensive Cancer Center

BARNES-JEWISH®
Hospital
BJC HealthCare

Washington
University in St. Louis
SCHOOL OF MEDICINE

Reaching People Using Communication Materials to Eliminate Disparities in Colorectal Cancer

Although falling, colorectal cancer death rates in Missouri are still higher for African Americans than all races. Similarly, new cases of colorectal cancer are also higher for African Americans than all races combined. There is a clear need to address colorectal cancer disparities in Missouri. One way to address these disparities is to better target communication messages. Highlighted here are findings from a research project of Dr. Vetta Sanders Thompson of Washington University School of Social Work and PECaD collaborator. Dr. Sanders Thompson's research team assessed the reach and effectiveness of cancer communication locally—more specifically, responses of African Americans to common communication strategies used to increase cultural appropriateness in cancer communication. They measured responses to printed colorectal cancer information among 60 men and women ages 45 and older with no history of colorectal cancer. They found that:

- Both men and women had a better understanding of and were more attentive to material that provided data about how colorectal cancer affects African Americans.
- The same was shown for material that incorporated health information with cultural norms, values and beliefs.
- Women thought material that incorporated health information with cultural norms, values and beliefs was more culturally appropriate than material that just provided data related to African Americans.
- Men thought material that provided data related to African Americans was more culturally appropriate than material that only incorporated health information with cultural norms, values and beliefs.

This research helps define effective communication strategies for colorectal cancer education material in the local community. This work supported the development of a larger scale randomized study in the St. Louis metropolitan areas. Data from this work are being analyzed. By understanding how to develop more effective colorectal cancer education materials, we can better reach people and ultimately influence health outcomes.

HIGHLIGHTING CANCER SURVIVORS



Mr. Raymond Marbury, 9 year prostate cancer survivor.

Raymond Marbury

In this issue, we would like to highlight prostate cancer survivor Raymond E. Marbury. Born in Leeds, Alabama, Raymond currently lives in O'Fallon, IL with his wife of 34 years. After serving for 20 years in the U.S. Air Force corporate world and as a teacher, Raymond is currently retired. This coming December 27th, Raymond

will be a 9 year prostate cancer survivor. His story represents many men in this city and around the nation and shows us the importance of early detection.

Raymond's story began years ago while working at Maritz Inc. as a manager of corporate safety and wellness. Raymond organized and ran annual prostate cancer screenings every year. To encourage his fellow co-workers to get screened, he would be screened himself. In 1999, Ray-

mond's prostate specific antigen (PSA) level came back at 6.2. This high level prompted him to have a second PSA and digital rectal exam (DRE). The high PSA level was confirmed and his doctor ordered a biopsy which came back positive for cancer. After receiving a second opinion confirming the cancer, he went to one of the best urologists at Washington University and Barnes-Jewish Hospital at that time. Since the cancer had not spread to other areas of his body, he opted to have his prostate removed (a radical prostatectomy). After the surgery, he did not receive any additional treatments (such as radiation, chemotherapy or hormonal ablation therapy), and he has remained cancer-free.

Raymond says his life is very blessed with his wife and three children. He tries to stay healthy by eating healthy and being active with walking and playing golf. Because of Raymond's desire to encourage other men to get screened, he joined the PECaD Prostate Cancer Community Partnership Speakers Bureau in July 2008. Raymond's main message to all men is that "early detection is the key and getting tested is the best thing you can do for yourself and your family." He wants to encourage men to get tested and know their PSA level, because getting screened saved his life.

City Residents Support Clean Air

On August 19, 2008, Smoke-Free St. Louis City, released polling results and held a press conference at People's Health Centers regarding voter attitudes toward secondhand smoke and policy change.

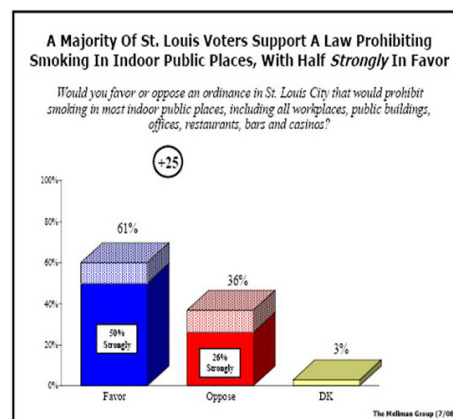
The poll showed strong support across St. Louis City for smoke-free workplaces. By almost a two-to-one margin, City residents support prohibiting smoking "in most indoor public places, including all work places, public buildings, offices, restaurants, bars, and casinos." Fifty percent of a diverse group of residents across the city strongly favor such a law.

"Clearly, there is a strong support for smoke-free policy change among St. Louis City residents," said Jason Vander Weele, Coalition Coordinator for Smoke-Free St. Louis City. "A solid majority feel that secondhand smoke is a health hazard, believe all workers should be protected

from it, and would find restaurants, bars, and casinos healthier and more enjoyable if they were smokefree."

In addition to support for smoke-free workplaces, other findings include more than three out of four residents feel that exposure to secondhand smoke is serious or moderate health hazard. Eighty-one percent agree all workers in the city should be protected from exposure to secondhand smoke in the workplace and many residents said they would be more likely to visit restaurants, bars, and casinos if a smokefree policy is enacted.

The intention to go out more is not surprising given that 8 out of 10 believe these places would be healthier if smoke-free, and 76% want to be able to enjoy these places in their community without smelling like smoke at the end of the evening.



Source : www.smokefreestl.org

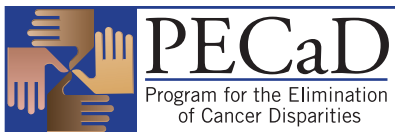
As printed in the Tobacco-Free Missouri Coalition News, Sept. 2008

Reaching Out to the Community: Screening with the Mammography Van

Data from 2000-2004 show that death from breast cancer in the St. Louis area was higher than state and national averages, especially among African Americans. One reason for this could be late detection of cancer when it is harder to treat resulting in poorer outcomes. Women need to get screened regularly to maximize optimal treatment. Siteman Cancer Center's Joanne Knight Breast Health Center, Barnes-



Jewish Hospital and PECaD collaborated to bring digital mammography to the community through a mobile mammography van which now delivers nearly 7,000 mammograms a year. One third of all mammography van events are targeted to underserved communities. Since this initiative began, the proportion of early stage breast cancers diagnosed among African American women has increased from an average of 45% in 2002-2003 to 50% in 2006. This increase may be related to aggressive screening efforts of the van. The number of late stage breast cancers, which are usually diagnosed clinically, have remained largely unchanged.



PECaD
Siteman Cancer Center
660 S. Euclid Ave., Box 8100
St. Louis, MO 63110
Phone: 314-747-4611
Email: pecad@ccadmin.wustl.edu



STL Connection

Program for the Elimination of Cancer Disparities Volume III Issue III 2008

COMMUNITY CALENDAR

October 11 & 15

Event: Salam Free Health Clinic
Location: Lane Tabernacle CME Church
916 N. Newstead Ave.
St. Louis, MO 63108
Time: 10 am - 2 pm
Contact: 314-533-0534,
Del Doss-Hemsley or Barbara Frye, RN,
Parish Nurse
Details: Physical examinations, health
education, preventative care, health
promotion and referrals, as needed.
Bring all medication bottles to the
clinic. Appointments are not needed.

October 15

Event: Lecture: Jay Swoboda, "Gonzo
Entrepreneurship: Creating Better Social
Environments while Keeping a Roof
over your Head"
Sponsor: Washington University
Location: TBD
Time: 4 pm
Contact: 314-935-4620, Kurt Mueller

October 21

Event: Lecture: Peggy Orenstein,
"Where's the Map Navigating Women's
Lives in a Half-Changed World"
Sponsor: Washington University
Location: Graham Chapel
Time: 4 pm
Contact: 314-935-4620, Kurt Mueller

October 30

Event: Lecture: Liz Lerman, "Still
Crossing: Expressing Identities, Building
Communities" – A panel discussion
Sponsor: Washington University
Location: Women's Bldg. Lounge
Time: 4 pm
Contact: 314-935-4620, Kurt Mueller

November 8

Event: No Cost Mammograms for
Women Who Qualify (This screening
event is in conjunction with the Calvary
Baptist Church Health Fair October 18th.)
Location: Breast Health Center at
Barnes-Jewish Hospital Center for
Advanced Medicine
5th Floor, Suite 5D
4912 Parkview Pl., St. Louis, MO 63110
Time: 9 am – 2 pm
Contact: 314-286-0052, Michelle
Nickerson

November 8 & 22

Event: Salam Free Health Clinic
Location: Lane Tabernacle CME Church
916 N. Newstead Ave.
St. Louis, MO 63108
Time: 10 am - 2 pm
Contact: 314-533-0534,
Del Doss-Hemsley or Barbara Frye, RN,
Parish Nurse
Details: Physical examinations, health
education, preventative care, health
promotion and referrals, as needed.
Bring all medication bottles to the
clinic. Appointments are not needed.

November 9

Event: Flu Vaccine Clinic
Location: Lane Tabernacle CME Church
916 N. Newstead Ave.
St. Louis, MO 63108
Time: 1-2 pm
Contact: 314-533-0534, Barbara Frye,
RN, Parish Nurse to register
Details: Bring your insurance cards or
be prepared to pay \$30.00 in cash.

November 11

Event: Lecture: Keith Wailoo, "A Death
Retold: Jessica Santillan, The Bungled
Transplant, and Paradoxes of Medical
Citizenship"
Sponsor: Washington University
Location: TBD
Time: 4 pm
Contact: 314-935-4620, Kurt Mueller

November 24

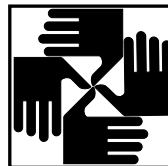
Event: Ethics Series: "Participants'
Understanding of Risks: Improving
Communication" Ana Iltis, PhD,
St. Louis Univ.
Sponsor: Washington University
School of Medicine
Location: Washington University
School of Medicine
Center for Advanced Medicine Building
Farrell Conf. Room #1
Time: 3:30 – 4:30 pm
Contact: 314-633-7456,
Sarah Fowler-Dixon to register



SITEMAN CANCER CENTER®

BARNES-JEWISH HOSPITAL • WASHINGTON UNIVERSITY SCHOOL OF MEDICINE

A National Cancer Institute Comprehensive Cancer Center



PECaD

Program for the Elimination
of Cancer Disparities



STL Connection

Program for the Elimination of Cancer Disparities Volume III Issue III 2008

December 3

Event: Lecture: Dr. Matt Kreuter,
"Women and Science"

Sponsor: Washington University

Location: Ritz Carlton, Clayton

Time: 11:30 am – 1pm

RSVP: 314-935-5511, Muriel Carp

January 19, 2009

Event: Martin Luther King, Jr.
Celebration Lecture

Guest speaker: William Julius Wilson,
sociologist and leading scholar on urban
poverty, Lewis P. and Linda L. Geyser
University Professor at Harvard University

Sponsor: Washington University School of
Medicine Office of Diversity Programs

Location: Washington University School
of Medicine

Eric P. Newman Education Center

320 S. Euclid Avenue

St. Louis, MO 63110

Time: 4 pm

Contact: 314-362-6854, Lisa Stevenson



You Can Beat Breast Cancer

African American women in the area continue to die from breast cancer more than any other group. When breast cancer is found early, the outcome can be better. All women can take steps to lower their risk for breast cancer.

Here are some things that you can do and encourage other women in your life to do:

- TALK TO YOUR FAMILY to learn about your family health history.
- TALK TO A HEALTH PROVIDER about your personal risk of breast cancer.
- CUT DOWN on the amount of alcohol you drink.
- Stay PHYSICALLY ACTIVE.
- Maintain a HEALTHY WEIGHT.
- Get a MAMMOGRAM (if you are 40 or older) or a clinical breast exam every year.

HELPFUL RESOURCES

If you or someone you know would like to get screened for breast cancer but don't have insurance, there are resources in the community that can help.

- Missouri residents can call **314-454-8466** to find out if they are eligible for free screenings through the Missouri Show Me Healthy Women Program.
- Illinois residents can call **1-888-522-1282** to find out if they are eligible through the Illinois Breast and Cervical Cancer Program.
- The Siteman Cancer Center Mammography Van provides mammography screening at several locations in the area including Schnucks, Grace Hill Health Centers, St. Louis County Health Department and others.

Please call **1-800-600-3606** to make an appointment with the van.



SITEMAN CANCER CENTER®
BARNES-JEWISH HOSPITAL • WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
A National Cancer Institute Comprehensive Cancer Center

BARNES-JEWISH
Hospital
Healthcare

Washington
University in St. Louis
SCHOOL OF MEDICINE