



PROGRAM FOR THE ELIMINATION OF CANCER DISPARITIES

STL Connection

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Maranda Witherspoon to Co-lead Siteman's Disparities Elimination Advisory Committee

The Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine is pleased to announce that Maranda Witherspoon has agreed to co-lead a group of community members and public health experts, working to increase cancer prevention and care in medically underserved populations.

As community co-chair of the Disparities Elimination Advisory Committee, she will help shape the efforts of Siteman's Program for the Elimination of Cancer Disparities (PECaD). Past and present projects of which include researching ways to improve breast cancer treatments and increase colorectal cancer screenings, sponsoring continuing education events for physicians, and educating the public about preventing cancer.

"Maranda is well-versed in health care policy and is well-known for her commitment to community. These attributes will serve her well in her new leadership role," says epidemiologist Graham Colditz, MD, DrPH, Associate Director of Prevention and Control at Siteman and academic co-chair of the Disparities Elimination Advisory Committee.

Witherspoon, who has been a member of the committee for four years, will serve up to two years as community co-chair, a



part-time volunteer position. She succeeds Mikki Brewster, a breast cancer survivor, who served as community co-chair for the past two years.

"I'm excited about building on our past successes, and I look forward to finding new ways to improve quality of life for individuals and the larger community," Witherspoon says.

A graduate of the University of Missouri–St. Louis, Witherspoon earned a master's degree in Public Policy and Administration. She is a program officer for the Missouri Foundation for Health, the state's largest health care foundation.

Other members of the Disparities Elimination Advisory Committee are: Donald Suggs, DDS, founder and owner of the St. Louis American; Lannis Hall, MD, MPH, Director of Radiation Oncology at the Siteman Cancer Center at Barnes-Jewish St. Peters Hospital; and Sherrill Jackson, RN, CPNP, MSA, a breast cancer survivor and manager of school-based programs at Betty Jean Kerr People's Health Centers Inc.

For more information, visit PECaD's webpage, or contact the program at **314-747-4611** or pecad@wudosis.wustl.edu.

Article written by Jim Goodman, WUSM Public Affairs.



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

A National Cancer Institute Comprehensive Cancer Center



Welcome New Staff



Matthew Brown, MPH joined PECaD in February 2012 as a Program Coordinator. He holds a Master's in Public Health with an emphasis in behavioral science and health education from Saint Louis University School of Public Health. He has three years of experience in public health and three years in clinical research, having worked primarily with tobacco prevention and cancer treatment programs. For

PECaD he will work on the colorectal cancer study focused on increasing screening in community health centers. This project is led by Dr. Aimee James, Assistant Professor in the Division of Public Health Sciences of the Department of Surgery, WUSM.



Sierra Johnson, MSW joined PECaD in January 2012 as the Project Coordinator for the North St. Louis Komen Breast Cancer Project. She is a graduate of the Brown School of Social Work at Washington University in St. Louis. She completed her undergraduate work at the University of South Florida in social work and public health. To her work with PECaD, she brings

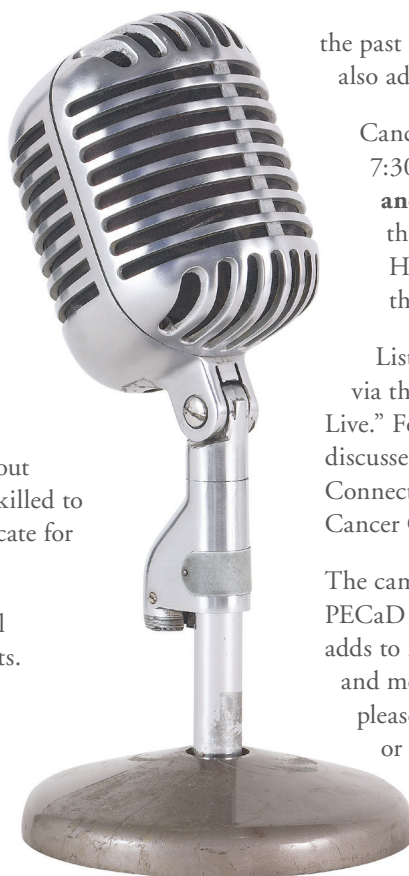
diverse work and internship experiences that include working with at-risk youth, working as a medical social worker within a pediatric hospital, and as a counselor/clinical case manager for individuals with physical, emotional, and mental disabilities.

Hitting the Airways AGAIN on “Health Connections”

Our cancer health and wellness program on “Health Connections” with Rose Troupe last year was such a success that we have brought it back. The Alvin J. Siteman Cancer Center’s Program for the Elimination of Cancer Disparities (PECaD) has teamed up with Clear Channel Radio and “Health Connections” for another year-long campaign.

This campaign will empower the St. Louis metropolitan community by providing them with important cancer health and wellness information. As people gain more knowledge about cancer, they can become more empowered and skilled to prevent cancer in their individual lives and advocate for cancer prevention in their communities.

Radio segments will feature interviews with local cancer prevention and control doctors and experts. Radio listeners will have the opportunity to call in and ask the expert about cancer topics and concerns. During the campaign, PECaD will bring back several topics and speakers from



the past year that struck a cord with listeners. We will also add a few new topics to round out the campaign.

Cancer-related show segments will air live from 7:30–8 a.m. on Majic 104.9 FM on the **first and third Sunday of every month**. If you miss the live show, a taped re-broadcast will air on Hallelujah AM 1600 from 6–6:30 p.m., also on the first and third Sunday of every month.

Listeners can also tune into “Health Connections” via the internet at KMJM.com and click on “Listen Live.” For additional health content and resources discussed during the show enter keywords “Health Connections” in the search window to access the Siteman Cancer Center website banner.

The campaign runs from May 2012 through April 2013. PECaD is excited about this important campaign, which adds to its ongoing community engagement activities and media outreach. For inquiries about the campaign, please contact PECaD at pecad@wudosis.wustl.edu or 314-747-4611.

Town Hall Meeting for Community Members

In an effort to encourage input and participation from community members, PECaD's Komen-funded project led by Dr. Sarah Gehlert will host a community town hall meeting in late summer/early fall 2012 at the Centennial Christian Church on 4950 Fountain Avenue, St. Louis, MO 63113. Nikia Hammonds-Blakely, breast cancer survivor, gospel singer, and ambassador for the Susan G. Komen Circle of Promise campaign, and Dr. Lannis Hall will be among the guest speakers. An open mic will also be available for community residents to express their opinions about health care in St. Louis. The project is investigating reasons for disparate breast cancer mortality in north St. Louis, possibly related to treatment drop out. The project has both a research and a community outreach focus. The community outreach portion aims to establish and

maintain community trust by listening to community members, establishing a presence in the community, and by offering breast cancer resources to the community. The project's Community Partnership Center serves as home base for primary project staff. Community members may drop by the office to access resources.

It is located in north St. Louis city (3335 Union Blvd.) in an area of high need.

For more information, please contact Sierra Johnson at 314-335-7190 or sjohnson@brownschool.wustl.edu.



Exciting New Education and Outreach Campaign Begins This Summer

The Program for the Elimination of Cancer Disparities (PECaD) has an exciting new outreach project that will expand its reach to target audiences. Starting in summer 2012, PECaD will begin its first ever outdoor transit ad campaign. This campaign will focus on cancer prevention messages that relate to lifestyle/behavior, smoking, and cancer screenings. The campaign will also incorporate messages about PECaD and how we are working to end cancer disparities in the region.

The ads will appear in the following places:

- On the side of Metro buses;
- Inside MetroBus and MetroLink cars; and
- At MetroBus shelters, with some shelters located at MetroLink stops in our target geography

The campaign will target key zip codes and high-poverty areas in north St. Louis city and county, and gives PECaD the opportunity to communicate strong cancer prevention messages in areas of excessive burden and disparity of cancer morbidity and mortality. It will run through the end of the year.

**Cancer screening
SAVED MY LIFE.**

"Early detection is the key. It is the difference between life and death."
— Josephine
breast cancer survivor

There are **screening tests** for **men and women** that **can find and prevent cancer**. Talk with your doctor about which screening tests are right for you.

You might qualify for a free screening. Find out more, get your **FREE Cancer Prevention Kit** from the **Program for the Elimination of Cancer Disparities**.

Visit www.preventcancer.wustl.edu or call **800-600-3606**.

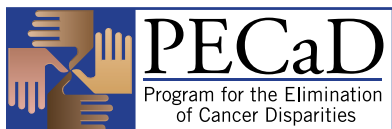
SITEMAN CANCER CENTER **BARNES JEWISH Hospital** **Washington University School of Medicine**

3rd Annual Sista Strut Breast Cancer Walk



Majic 104.9 FM and Hallelujah AM 1600 are hosting the **3rd Annual Sista Strut Breast Cancer Walk and Rally on Saturday, October 6 at 10 a.m.**, at the Missouri History Museum, 5700 Lindell Blvd., St. Louis, MO 63112. The goal of the Sista Strut is to heighten awareness of breast cancer in women of color as well as provide information on community resources. The event will feature health resources, motivational speeches and insight from community leaders and expert physicians. Registration for the Sista Strut opened on June 4. For additional

information or to register, visit kmjm.com or hallelujah1600.com. A portion of the proceeds from the Sista Strut will be donated to St. Louis area organizations: The Breakfast Club Inc., The Black Women's Breast Cancer Survivors Project, and The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine. For more information about the Sista Strut, please contact Clear Channel Radio, Arika Parr at 314-333-8000.



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