

# Community Outreach and Education

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In 2016, Holy Name's Cancer Center prevention and education programs focused on areas of opportunity identified in the community needs assessment.

- The incidence of breast cancer was higher in Bergen County than in the state or nation at large.
- Tobacco use is perceived as a major/moderate problem in 76.1% of people surveyed.
- Access to healthcare services among low-income people without health insurance is still identified as a major problem by almost one half of people surveyed.

In addition, in keeping with our goal of culturally focused healthcare based on population health, programs were developed to address risk factors of specific population groups.

## Breast Cancer Awareness Brunch

**Description:** An educational and screening program was held during Breast Cancer Awareness month. Seminar topics included modifiable risk factors, screening modalities available, the relationship between superfoods and breast cancer and a motivational talk encouraging women to take responsibility for their health. Additionally, free breast exams were offered and women had an opportunity to schedule mammograms.

**Outcome:** A total of 143 community members attended for information, 41 women had breast exams, one was referred for a diagnostic mammogram and, based on family history, four women were referred for genetic counseling.

## Hypnosis for Smoking Cessation Seminars

**Description:** Two-hour seminars were offered three times throughout the year. The program teaches behavior modification through hypnosis to help smoking cessation. Participants are invited to return to future seminars for reinforcement.

**Outcome:** Eleven people attended the seminars throughout the year and five individuals returned to subsequent seminars for reinforcement. All participants were contacted by email to determine effectiveness and offer reinforcement.

## Genetic Testing in Determining Cancer Risk

**Description:** A DNA & genetic screening seminar was held at Holy Name about the importance of establishing a family medical history, genetic testing and the future of cancer therapies based on DNA.

**Outcome:** Nineteen participants attended the seminar led by a medical oncologist and a genetics counselor and 63 percent reported increased knowledge about indications for genetic testing. However, only 1 percent indicated readiness to schedule future testing, while 3 percent reported they will compile a family medical history.

## Think Pink: A Breast Cancer Awareness Event

**Description:** In partnership with the National Coalition of 100 Black Women, Holy Name hosted an educational awareness event including screenings, demonstrations, chair massages, health presentations, guest speakers and personal survivor testimonials. Speakers focused on triple-negative breast cancer, which is more prevalent in the African American community.

**Outcome:** Seventy-five participants attended the seminar. Eighteen people took advantage of blood pressure screening, one had BMI screening and 15 people participated in teaching demonstrations of self-breast examination.