

Community Outreach and Education

In 2015, Holy Name's Cancer Center prevention and education programs focused on population-based strategies to meet the needs of specific population groups. Evidence demonstrates that risk factors, as well as attitudes towards preventative medicine, vary widely based on cultural backgrounds. Skin cancer awareness and screenings were lacking among the Korean community, the Hispanic community had a higher risk for colorectal cancer than non-Hispanics and gynecologic cancers related to the BRCA gene had a higher prevalence among Jewish women. To address these disparities, Holy Name offered the following programs targeted to specific populations in addition to our regularly scheduled education and screening.

Skin Cancer Screening

Description: We provide an annual skin cancer screening, available to the entire surrounding community, which also includes education on the disease. In addition to this program, we offered a separate event in the Korean language. Korean physicians spoke about the risk of skin cancer and the need for sun protection. Following the presentation, a free skin cancer screening was made available to all participants.

Outcome: At the annual skin cancer screening that is available to everyone in the area, 107 individuals were screened and 10 cancers – six basal cell, two squamous cell and 2 melanomas – were detected and referred for treatment. The Korean-focused program drew 40 individuals and 29 of those were screened. One basal cell carcinoma was detected.

Colorectal Cancer Education

Description: A bilingual education program was held in the North Bergen Public Library. A Holy Name gastroenterologist addressed risk factors, signs and symptoms, lifestyle modifications and screening recommendations.

Outcome: Twelve people attended the seminar. As a result of the education, 88 percent of the participants reported gaining knowledge that would enable them to make lifestyle changes while 66 percent of participants stated their intent to schedule a colonoscopy based on the information provided.

Gynecologic Cancer Education

Description: A Brunch and Learn was scheduled at the Shops of Riverside as part of a weekend-long Women's Health and Wellness event. The Sunday morning Brunch was targeted specifically toward the Jewish population and speakers included practitioners from gynecology/oncology, breast imaging, interventional radiology and breast surgery.

Outcome: Fifty-three participants attended the seminar and breakfast. Most visited tables of individual providers to obtain specific information about subjects they found interesting as well as instructions on how to schedule a breast cancer screening.

Women's Health and Wellness Event:

Description: A day-long event was held at the Shops at Riverside celebrating Women's Health. The activities included a fashion show with breast cancer survivors modeling fall fashions, healthy cooking seminars, yoga and tai chi demonstrations and chair massage and musical performances that were compliments of our Asian Medical program. Physicians and nurse practitioners from a wide-array of specialties, including primary care, OB/GYN, sports medicine, oncology, neurology, cardiology, orthopedics and interventional radiology were available to meet with women and answer individual questions. Screenings included flu shots, pulmonary function testing, blood pressure readings and lab testing.

Outcome: Just over 300 women registered attendance at the event: 59 people took advantage of lab screenings, 20 had pulmonary function testing, 45 underwent blood pressure readings and 52 were given flu shots.