

Community Outreach and Education

Colorectal Cancer Screening

In 2017, Holy Name's Cancer Center joined other healthcare organizations in focusing efforts to meet the American Cancer Society's goal of "80% by 2018". This goal aims to have 80% of eligible adults (aged 50 or older) screened for colorectal cancer by 2018. The risk for disease and lack of screening is increased in the African American and Latino communities, so efforts were made to reach those populations with education and FIT tests for early detection.

Description: At our first annual Hispanic Health Fair held on 10.21.17, FIT tests for home stool sampling were offered to all eligible participants. Twenty-seven participants took tests home to complete. All participants were contacted by phone within 2 weeks to remind them to return samples.

Outcome: Sixteen participants returned samples to lab, a 59% return rate. Fifteen samples tested negative, one sample tested positive. Positive participant was contacted by mail advising of need for further testing and providing sources for followup if needed. Additional letter was sent after 1 month to determine outcome

Cancer Prevention Program

Research from the American Institute for Cancer Research and the National Center for Biotechnology Information has shown a link between diet and cancer prevention. The 2016 Community Health Needs Assessment found that the percentage of adults consuming the recommended 5+ servings of fruit or vegetables daily in our primary service area was lower than the national average.

Description: A community educational program addressing the role of diet and "superfoods" in the prevention of all cancers was held in October 2017.

Outcome: Forty women attended the event, 100% reported that as a result of the event they could identify foods which could play a role in preventing cancer, 93% reported increased knowledge of purchase and preparation information and 90% planned to make changes to include these foods in their diets.

Breast Cancer Prevention & Early Detection

Information on early detection of breast cancer through breast self-exam and mammography is a goal in the Latino community through our Familia Y Salud Hispanic Outreach Program.

Description: Our partner town of West New York, NJ hosts an annual Paint the Town Pink. Dr. Yadira Rivera, Medical Oncologist at Holy Name, was present to offer a bi-lingual talk on prevention and early detection at this event.

Outcome: Ten women attended this event, all found the talk relevant to their health, 90% of participants consulted individually with Dr. Rivera and 30% commented that the talk presented the topic in a manner that made it more understandable.