



THE HOSPITAL OF FOX CHASE CANCER CENTER

Community Health Needs
Implementation Strategy
FY17 Progress Report

**Temple University Health System
AOH – Fox Chase Cancer Center (FCCC)
Community Health Needs Assessment
Implementation Strategy Summary
Fiscal Year 2017**

Implementation Strategy Title: To deliver evidence-based cancer education and resources to address the regional cancer burden.

Strategy Team Lead: Evelyn, González, MA, Sr. Director, Office of Community Outreach

Goal of the Strategy: To provide bilingual cancer education sessions through the community Speakers Bureau and/or tailored presentations and to increase education to male audiences.

Summary of the Methods/Tactics Implemented: Improving the overall health of the community begins with education. Our bilingual community speaker's bureau provides free education to community-based organizations. The education sessions are designed to increase the public's awareness of cancer risk factors, screening guidelines, prevention practices and the importance of research participation. In addition the programs increase awareness of the role of healthy lifestyle behaviors. In order to reach greater numbers of male audiences, we have partnered with more with male-affiliated organizations/events to conduct cancer education.

Outcomes: The Office of Community Outreach (OCO) reached 1,635 people through 81 of education sessions. A total of 4,913 people were reached through large events, such as health fairs and information tables. This totaled 6,548 people reached during FY17. OCO presentations are designed to increase awareness of cancer, the role of healthy lifestyle behaviors and the importance of research. For example, among the 64 participants in breast cancer presentations, the percent of people that said they would be very or somewhat likely to participate in cancer research increased from 32% pre-test to 50% post-test. Additionally, 80% reported knowledge that clinical trials were an option for women with breast cancer.

To address our CHNA need to reach more men, OCO partnered with the People's Emergency Center (PEC), which hosts a monthly "Men's Coffee Talk". We also worked with the University of Pennsylvania, Penn Center for AIDS Research -Community Advisory Board (CFAR CAB), Penn African American Resource Center, and PEC to organize a men's wellness fair where we utilized the Colossal Colon and educated attendees on colorectal cancer; 150 men attended this educational event.

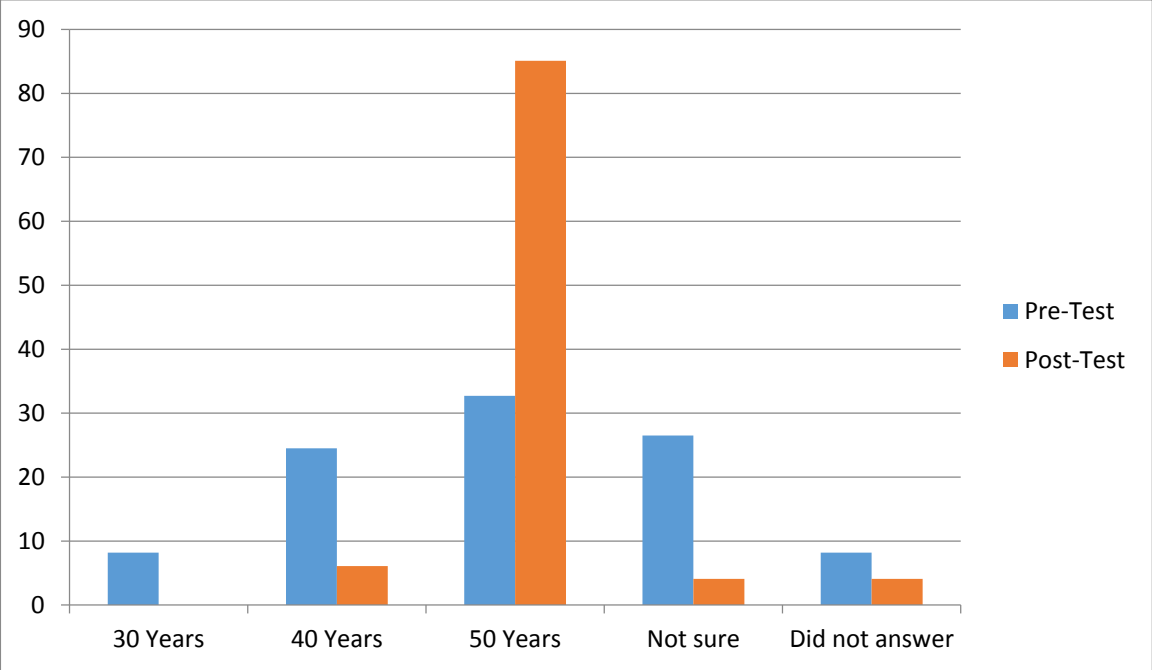
Conclusions/Recommendation: Evaluation results show that increases in knowledge (example below), changes in attitudes, and greater

likelihood to screen occur following our education sessions. When educated and asked about the likelihood of participating in research opportunities we have also recorded increases.

Next Steps: We intend to continue our education goals in FY 18.

Example from Colorectal Cancer Education Session

Question: At what age should a person start getting checked for colorectal cancer? (Answer: 50 years)



**Temple University Health System
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Annual Report
Fiscal Year 2017**

Implementation Strategy Title: To provide access to preventive cancer screening services and programs.

Strategy Team Lead: Linda Torres-Hammell, Director, Community Cancer Screening

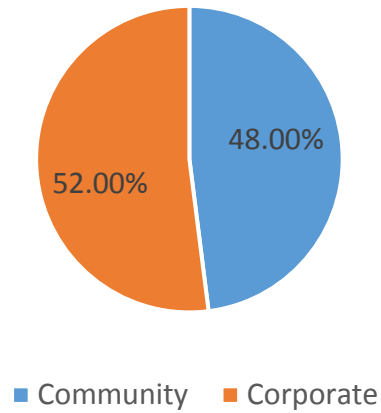
Goals of the Strategy: To provide breast cancer screening to 3,000 women via Mobile Screening Program. To deliver cancer screenings to medically underserved communities. To increase number of community screening events for skin and head/neck cancers by 20% over prior year. To address the lung cancer burden by establishing a community tobacco cessation program.

Summary of the Methods/Tactics Implemented: We are committed to addressing access to care issues by bringing cancer screening to the community via our mobile screening program. Currently, we provide breast, skin, and head and neck screenings. Individuals screened on the mobile screening unit that require additional diagnostic tests or follow-up visits are referred back to Fox Chase. Our community navigation program enables us to support these individuals throughout their follow-up appointments by scheduling transportation, arranging for certified medical interpreters, assisting patients with applications to *PA HealthyWoman* (to cover the costs of treatment for medically underserved women), accompanying patients to their appointments, and providing additional resources as needed. Additionally, to address the lung cancer burden in the region, we have established a community tobacco cessation program.

Outcomes: During FY17, we provided breast cancer screenings to 2,633 women via the Mobile Screening Program; 1,263 were medically underserved. Skin and head/neck screening events remained prior year numbers. We successfully launched the community tobacco treatment program in January 2017. Two 4-week session programs were implemented. Outcomes: 13 individuals completed the program, 5 people (38%) decreased the number of cigarettes they smoked from pre-program questionnaire to post-program questions; 1 person quit smoking shortly before the program and did not start again; 4 people (31%) quit smoking during the program or shortly after.

Graph or Table of Metrics Achieved

Community Screenings



Conclusions/Recommendation: This program has been successful in screening both community and corporate partners. We have also been successful in implementing a community smoking cessation program.

Next Steps: We intend to continue our screening and program goals in FY 18.

**Temple University Health System
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Implementation Strategy Title: Increase awareness and access to survivorship-oriented educational resources.

Strategy Team Lead: Crystal Denlinger, MD, FACP

Goal of the Strategy: To increase awareness and access to survivorship-oriented educational resources. To develop survivorship-specific plain language bilingual materials to serve the diverse patient population. To increase awareness of the role of healthy lifestyle behaviors and preventive care in the post-treatment survivorship period.

Summary of the Methods/Tactics Implemented: We utilized the annual Survivorship Celebration to highlight institutional and community resources for survivors. We are revising and updating the survivorship-oriented Fox Chase Cancer Center webpages. We have incorporated survivorship messages in community outreach and education programs. Additionally, we will increase dissemination of survivorship care plans to eligible cancer survivors. In order to increase the awareness of the role of healthy lifestyle behaviors and preventive care, we have taken several tactics. We have utilized the available physician outreach programs, Care Connect, to educate community physicians on survivorship issues, we have increased education and outreach to the community regarding the importance of nutrition, physical activity, and preventive health, and we have increased awareness of institutional healthy lifestyle resources available to the community (i.e. Rehabilitation Programs, Cancer Screening Programs)

Outcomes: In October 2016, the annual Survivorship Celebration was held at a Temple University's *Celebrate Survivorship – Tackle Cancer* event which was attended by 1,100 people. Cancer survivors were featured and a resource table with information on institutional and community resources for survivors was available. The survivorship oriented webpages on the Fox Chase website are in process and will be finalized in FY18. Survivorship messages are currently being added and incorporated into Speakers Bureau community outreach and education materials. Additionally, FCCC held 3 *Together Facing Cancer* events for lung, leiomyosarcoma and GYN cancers. Each program focused on survivorship. 265 individuals attended the three programs. FCCC published survivorship information on topics such as obesity and sexual function, in our publication(s) to the community - Forward magazine.

The dissemination of survivorship care plans is in process. During this reporting period, our focus has been on building the institutional infrastructure and revising existing processes to facilitate care plan delivery. We are introducing survivorship care plans for more disease sites and have increased from 1 cancer site to 5 cancer sites which are disseminating these survivorship care plans. The survivorship plain language material has been developed in English. We are reviewing usage information from our language phones to determine which are the key languages for translation of the information sheet.

The following methods were used in order to increase the awareness of the role of healthy lifestyle behaviors and preventive care. Care Connect has offered Temple Physicians, Inc. doctors continuing medical education programs that have included information on survivorship issues. In FY18, additional survivorship education will be offered. Nutrition, physical activity, and preventive health messages are being incorporated into speakers bureau presentations for the community. The Resource and Education Center (REC) increases awareness and access to survivorship-oriented educational resources and increases awareness of institutional healthy lifestyle resources available to the community. During FY17 staff reached 2,336 individuals.

Conclusions/Recommendation: This program has been successful in implementing survivorship and health lifestyle information into our programs.

Next Steps: We intend to continue our survivorship education in FY 18.

**Temple University Health System
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Implementation Strategy Title: To collaborate with regional hospitals to address the nutritional needs impacting chronic diseases.

Strategy Team Lead: Evelyn, González, MA, Sr. Director, Office of Community Outreach

Goal of the Strategy: To identify resources within the region to share with patients and community.

Summary of the Methods/Tactics Implemented: We attended many planning meetings of this initiative and provided input and suggestions.

Outcomes: Temple University Health System has taken the lead on this initiative (aka COACH) as the request was for only one hospital within a health system to pilot the program. As part of this pilot program, Temple University Hospital is conducting nutrition assessments with patients and connecting those who lack consistent access to nutritious food with programs and resources in the community. After the one-year pilot, TUHS will report on the outcomes and determine the viability for a system-wide implementation.

Conclusions/Recommendation: TUHS has now taken the lead on this initiative.

Next Steps: Fox Chase will support TUHS as needed, but will not continue this initiative on its own in FY18.

**Temple University Health System
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Implementation Strategy Title: To strengthen practices for providing culturally competent care.

Strategy Team Lead: Angel Pagan, MSM, Director, Cultural and Linguistic Services, TUHS

Goal of the Strategy: To educate staff and physicians about the diversity of the clients/ patients we serve. To provide high quality, safe care to patients with language needs, including the deaf and hard of hearing.

Summary of the Methods/Tactics Implemented: Efforts to becoming a culturally competent organization include the establishment of policies and procedures, education and training. To this end, we AOH-Fox Chase Cancer Center and the Temple University Health System as a whole, continue to embrace and augment services to meet the needs of a growing diverse population served.

Outcomes: The cultural competence symposium for TUHS staff occurred on April 21, 2017; 130 staff members from across Temple University Health System, including Fox Chase Cancer Center, attended the symposium. Our language services have been fully integrated into our services and are now standard operating procedures.

Conclusions/Recommendation: The annual symposium on cultural competence was successful and we will continue to hold this symposium for AOH – TUHS staff.

Next Steps: As our patient population becomes more diverse, we will continue to strengthen and expand services to meet their needs. In addition, we will explore enhancements for language services on the mobile screening unit to serve deaf and hearing impaired audiences. These enhancements include the addition of Pocket Talkers (amplifiers to assist patients who are hard of hearing), onsite sign language interpreters and/or a video remote interpreting unit to also assist with sign-language translation for the deaf and hard of hearing.

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