



THE HOSPITAL OF FOX CHASE CANCER CENTER

Community Health Needs
Implementation Strategy

FY18 Progress Report

**Temple University Health System
AOH – Fox Chase Cancer Center (FCCC)
Community Health Needs Assessment
Implementation Strategy Summary
Fiscal Year 2018**

Implementation Strategy Title: Plan to deliver cancer and education resources.

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

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

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 3,102 people through 80 education sessions. A total of 4,051 people were reached through large events, such as health fairs and information tables. This totaled 7,153 people reached during FY18. OCO presentations are designed to increase awareness of cancer and its symptoms, the role of healthy lifestyle behaviors and the importance of research. For example, among the 155 participants in breast cancer presentations, the percent of people that correctly stated that changes in the size and shape of the breast are symptoms of breast cancer rose from 53.5% pre-test to 89% post-test. Additionally, among the 215 participants in colorectal cancer presentations, the percent of people that reported that clinical trials are a treatment option for people with cancer increased from 17.8% pre-test to 91.1% post-test.

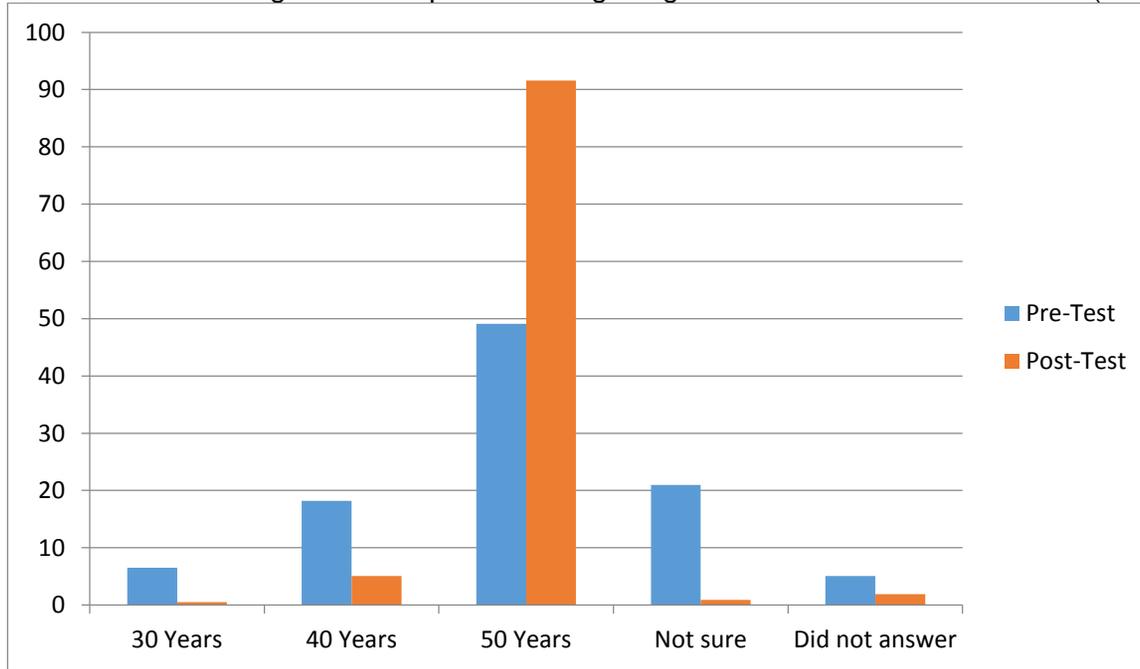
To address our CHNA need to reach more men, OCO partnered with the People's Emergency Center (PEC), which hosts a monthly "Men's Coffee Talk". We also worked with the University of Pennsylvania, Penn Center for AIDS Research -Community Advisory Board (CFAR CAB), Penn African American Resource Center, and PEC to organize the Second Annual Men's Wellness Day where we utilized the Colossal Colon and educated attendees on colorectal cancer; 174 men attended this educational event. Additionally, 33 community based organizations provided screening and resources.

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 19.

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

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

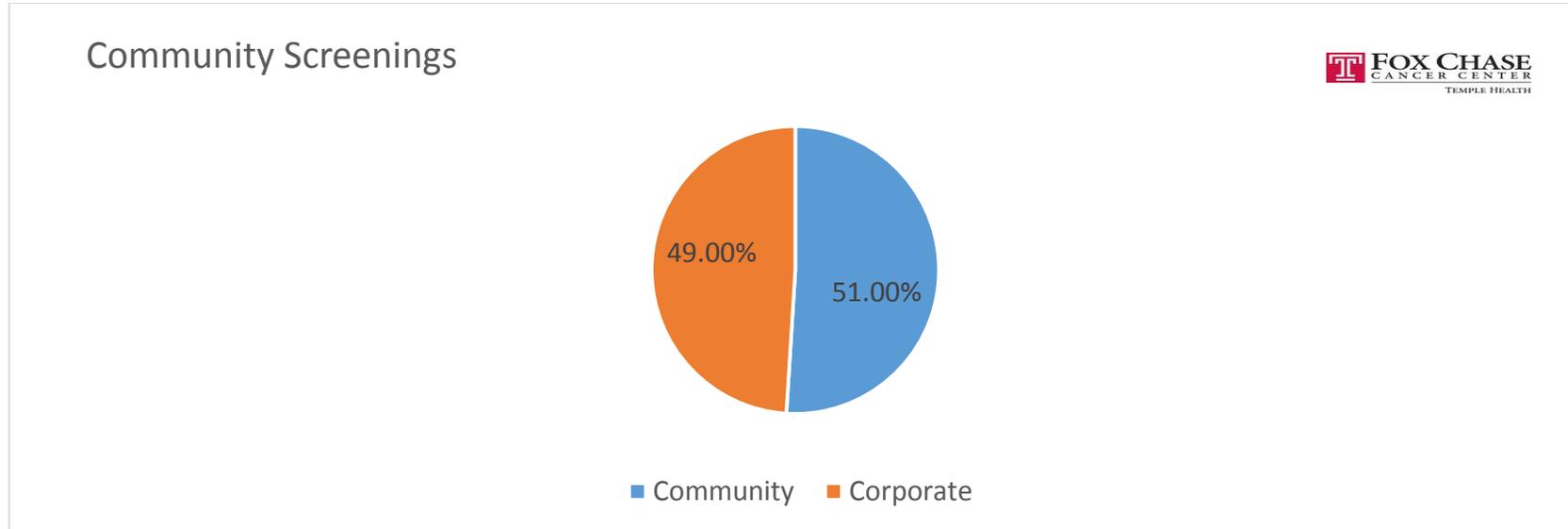
Goals of the Strategy: To provide access to preventive cancer screening services and programs.

Summary of the Methods/Tactics Implemented:

Fox Chase Cancer Center is 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 at community events who require additional diagnostic tests or follow-up visits are encouraged to contact their doctor and are invited 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: Our objective was to provide breast cancer screening to 1,000 medically underserved women via the Mobile Screening Program and to increase the number of community screening events for skin and head/neck cancers. During FY18, we provided breast cancer screenings to 2,703 women via the Mobile Screening Program; 1,385 were medically underserved. One skin cancer screening was held where 39 people were screened. No community head and neck screenings occurred in FY18. Another objective was to address the lung cancer burden through our community tobacco treatment program. Three 4-week sessions of the community tobacco treatment program were implemented in FY18. Outcomes: 17 individuals completed the program, 4 people (24%) decreased the number of cigarettes they smoked from pre-program questionnaire to post-program questions; 5 people (29%) quit smoking during the program or shortly after; 1 person obtained a lung cancer screening.

Graph or Table of Metrics Achieved



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 community screening program in FY 19.

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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 have revised and updated the survivorship-oriented Fox Chase Cancer Center webpages. We have incorporated survivorship messages in community outreach and education programs. The majority of our efforts revolved around the 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 November 2017, the annual Survivorship Celebration was held at a Temple University's *Celebrate Survivorship – Tackle Cancer* event which was attended by 1,400 people. Cancer survivors were featured and a resource table with information on institutional and community resources for survivors was available. Additionally, FCCC held 4 *Together Facing Cancer* events for GIST (50 attendees), breast (150 attendees), pancreatic (90 attendees) and lung cancers (125 attendees). Each program focused on survivorship. FCCC published survivorship information on topics such as physical activity and sexual function, in our publication to the community - Forward magazine.

During this reporting period, our focus has been on building the institutional infrastructure and revising existing processes to facilitate survivorship care plan delivery. An institutional policy on dissemination of survivorship care plans was instituted in November 2017. All cancer

service areas have disease-specific survivorship care plans and have had in-services on disseminating these care plans. Disease-specific survivorship care plans will be updated annually. 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.

Fox Chase planned and supported several Unite for Her wellness day events. At these events breast cancer patients and survivors learn about the benefits of complementary therapies and create a personal plan for incorporating these valuable tools into their treatment, recovery, and survivorship. The program provides survivors with a Wellness Passport to cover the costs of the complementary therapies. A total of 129 women were reached with the program.

The Fox Chase Care Connect program has provided Temple Physicians, Inc. doctors continuing medical education programs that have included information on survivorship issues and additional survivorship education will be offered in FY19. Sessions specific to survivorship focused on diet and exercise tips for cancer survivors and management of chronic pain in cancer survivors. Messages on survivorship, nutrition, physical activity, and preventive care have been added and incorporated into Speakers Bureau community outreach and education materials and presentations. The survivorship oriented webpages on the Fox Chase website have been updated. Through our newly established Patient to Patient Network, we have engaged cancer survivors to provide peer support to newly diagnosed cancer patients. 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 FY18 REC staff reached 2,716 individuals with educational resources and peer support.

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

Next Steps: We will continue to enhance our survivorship programs.

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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 become a culturally competent healthcare organization. Our objectives were to educate staff and physicians about the diversity of the clients/ patients we serve and 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 27, 2018; 170 staff members from across Temple University Health System, including Fox Chase Cancer Center, attended the symposium. The theme of this year's symposium was Caring for the LGBTQ Community. 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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