



# THE HOSPITAL OF FOX CHASE CANCER CENTER

Community Health Needs Assessment  
Implementation Plan  
FY19 Progress Report



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## PLAN TO DELIVER CANCER & EDUCATION RESOURCES

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**Strategy Team Lead:** *Senior Director, Office of Community Outreach* - Evelyn González, MA

**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:** Our Office of Community Outreach (OCO) reached 1,967 people through 60 education sessions. A total of 2,541 people were reached through large events, such as health fairs and information tables. This totaled 4,508 people reached during FY19. 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 197 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 38.6% pre-test to 97% post-test. Additionally, when asked about their intent to get a mammogram, 45.7% were very or somewhat likely to get a mammogram in the future on the pre-test compared to 93.4% on the post-test.

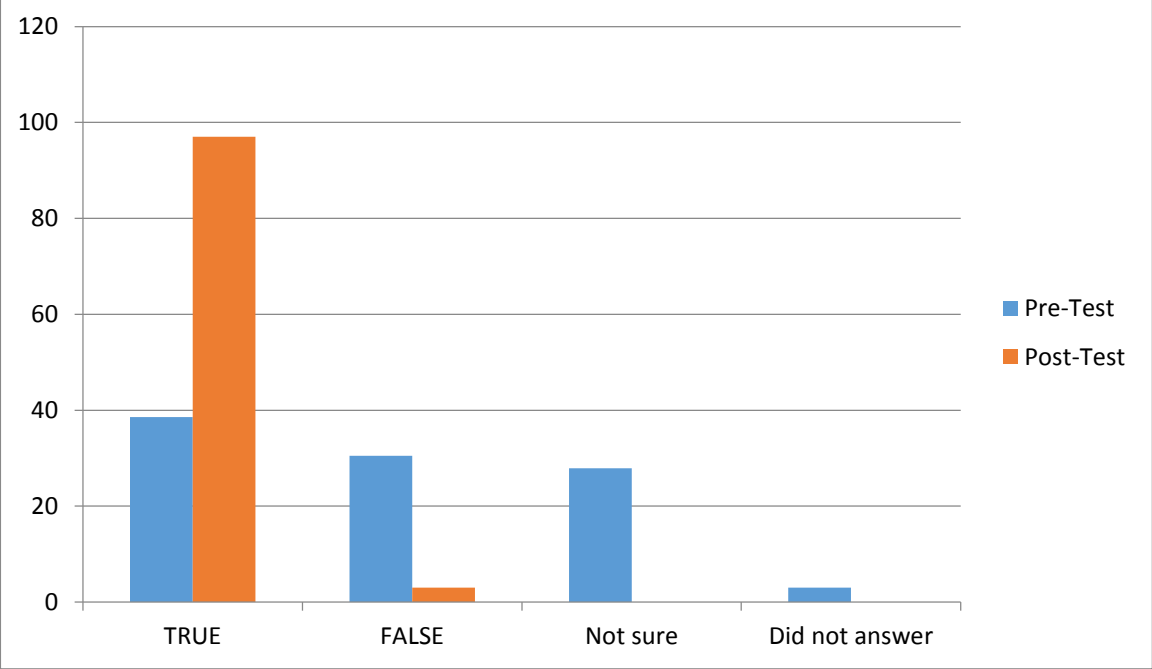
To address our CHNA need to reach more men, OCO partnered with the People's Emergency Center (PEC), which hosts a monthly "Men's Coffee Talk". We also worked with the University of Pennsylvania, Penn Center for AIDS Research -Community Advisory Board (CFAR CAB), Penn African American Resource Center, and PEC to organize the Third Annual Men's Wellness Day in June 2019, where we utilized the Colossal Colon and educated attendees on colorectal cancer; 53 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 our next implementation plan for FY19-21.

**Example from Breast Cancer Education Session**

**Question: Changes in the size and shape of the breast are symptoms, or signs of cancer. (Answer: True)**



## PLAN TO PROVIDE PREVENTIVE CANCER SCREENING SERVICES & PROGRAMS

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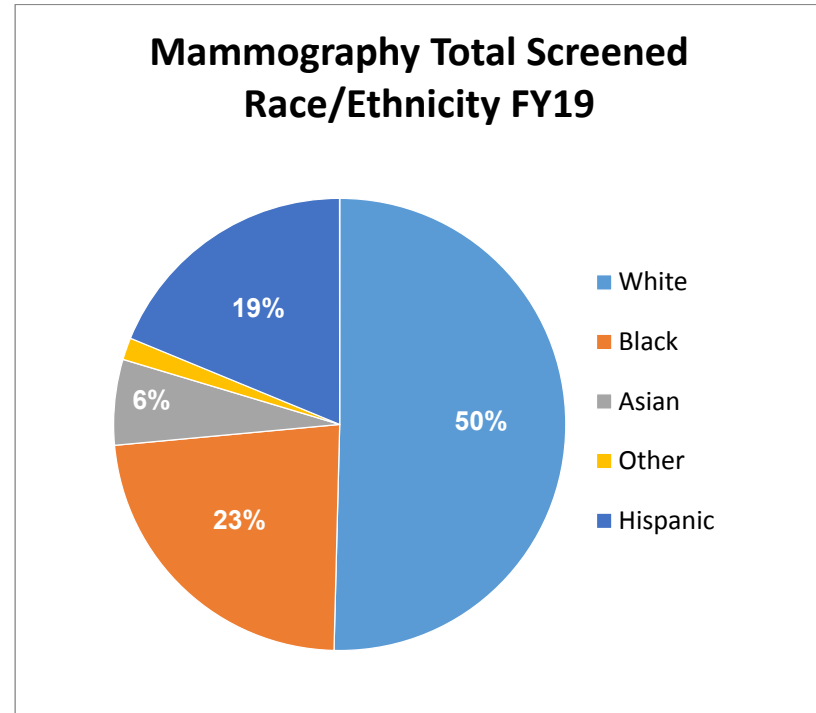
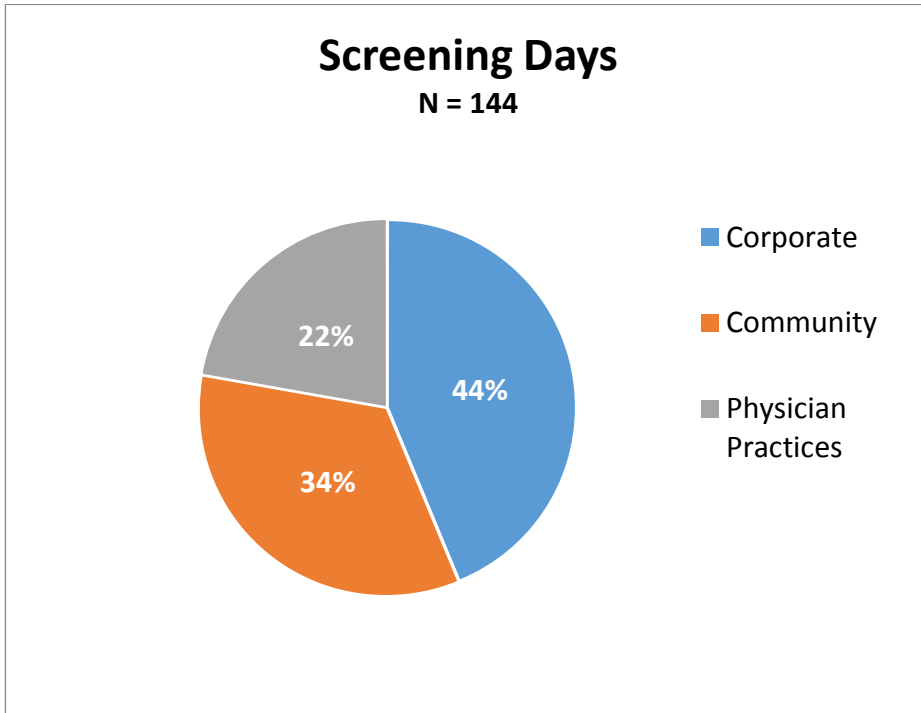
**Strategy Team Lead:** *Director, Community Cancer Screening* - Linda Torres-Hammell

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

**Summary of the Methods/Tactics Implemented:** Fox Chase Cancer Center (FCCC) 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 FCCC. 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 breast cancer 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 Treatment 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 FY19, we provided breast cancer screenings to 2,294 women via the Mobile Screening Program; 826 (36%) of these women were medically underserved. Three skin cancer screenings were held where 69 people were screened. One community head and neck screening was held and 62 people were screened. Another objective was to address the lung cancer burden through our *Community Tobacco Treatment Program*. Two 5-week sessions of this program were implemented in FY19. Outcomes: 15 individuals completed the program, 5 people (33%) decreased the number of cigarettes they smoked from pre-program questionnaire to post-program questions; 2 people (13%) quit smoking during the program or shortly after.

**FY19 Metrics Achieved by %**



**Conclusions/Recommendation:** This program has been successful in screening both community and corporate partners. We have also been successful in implementing a *Community Tobacco Treatment Program*.

**Next Steps:** We intend to continue our *Community Cancer Screening* and *Community Tobacco Treatment Program* in our next implementation plan for FY19-21.

## **PLAN TO INCREASE AWARENESS & ACCESS TO SURVIVORSHIP-ORIENTED RESOURCES**

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**Strategy Team Lead:** *Chief, GI Medical Oncology; Associate Professor, Department of Hematology/Oncology- 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 our 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 (FCCC) 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. We continue to build our infrastructure to facilitate identification of patients in need of plans and are working directly with each service line to monitor dissemination practices. 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). Through our Lippincott Resource and Education Center (REC), we are able to obtain survivorship resources, on demand, in other languages.

**Outcomes:** Currently, we have six specific survivorship clinics: breast, urology, thoracic, radiation oncology, head and neck and gastrointestinal. In October 2018, 300 people attended the annual Survivorship Celebration at a Temple University's *Celebrate Survivorship – Tackle Cancer* event. Cancer survivors were featured and a resource table with information on institutional and community resources for survivors was available. Additionally, FCCC held 5 *Together Facing Cancer* events in FY19 for Sarcoma (41 attendees), breast (162 attendees), pancreatic (77 attendees), prostate (60 attendees), and lung cancers (62 attendees). Each program focused on survivorship. FCCC published survivorship information on topics such as rehabilitation and sexual function, in our publication to the community - *Forward Magazine*.

During this reporting period, our focus has been on continuing to build the institutional infrastructure and revise existing processes to facilitate survivorship care plan delivery. An institutional policy on dissemination of survivorship care plans has been instituted. All cancer service areas have disease-specific survivorship care plans and have had in-service trainings on disseminating these care plans. Disease-specific survivorship care plans are updated annually. Beginning in July 2018, a monthly report has been distributed with updates on teams' performance in care plan delivery. Reports are also provided to individual providers. These tactics have been continually improved based on feedback from providers to increase delivery of survivorship plans.

FCCC planned and supported five *Unite for Her* wellness day events. At these events breast and ovarian 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 116 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. 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 FCCC website have been updated. Through our *Patient to Patient Network*, we have engaged cancer survivors to provide peer support to newly diagnosed cancer patients. The Lippincott 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 FY19 REC staff reached 3,496 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.



## **PLAN TO STRENGTHEN PRACTICES FOR PROVIDING CULTURALLY COMPETENT CARE.**

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

**Goal of the Strategy:** Strengthen cultural competency as a 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 strengthen cultural competency include the establishment of policies and procedures, education and training. To this end, Fox Chase Cancer Center (FCCC), and the Temple University Health System (TUHS) as a whole, continues to embrace and augment services to meet the needs of our growing diverse population.

**Outcomes:** Cultural competence training is offered to staff annually via a system-wide, one-day symposium. Past symposiums included learning how to work more effectively with Latino, African American/Black, Asian, LGBTQ, and Russian audiences. On April 26, 2019, 130 individuals attended the Russian symposium. In FY19, FCCC established an LGBTQ Task Force as a direct result of the LGBTQ symposium. This will enable us to better identify and address the needs of this medically underserved community.

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