

Public Health Field Experience Presentation



July 2013 - August 2013

Preceptor: Linda Hinnenkamp, RN

Bridget Byquist

Tammy Walker Cancer Center

- Located at Salina Regional Health Center
- Serves north central Kansas
- Comprehensive cancer treatment facility
- Full-range of support services



Preceptor

- Linda Hinnenkamp, RN
- Works as Outreach Coordinator at TWCC
- Oversees:
 - Public cancer screening events
 - Breast Cancer Awareness Program
 - Support groups and survivor events
- Works with many community and healthcare organizations in the region



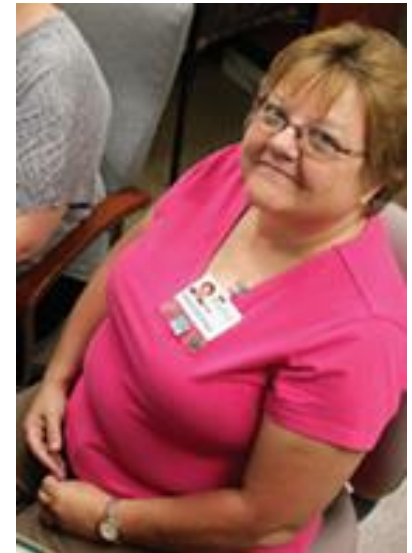
Support Services at TWCC

- Outreach coordinator
- Dietitian
 - Nutrition education project
- Cancer registrar
 - Cancer program reports
- Nurse navigator
- Clinical Trials Nurse
- Social Worker



Jeanne Byquist,
Cancer Program
Dietitian

Pam Ehls,
Cancer Registrar





Learning Objectives

1. Describe and characterize the needs of the patient population served by TWCC
2. Identify the needs of the local community and then develop outreach, fundraising, and educational events and programs
3. Gain an understanding of how to develop and produce written outreach and educational materials
4. Apply public health knowledge and engage directly with members of the local community about issues of health and medical care
5. Gain new knowledge and understanding of the grant-writing and application process



Focus and Scope of Work

- Free public cancer screening events
- Survey of local cancer survivors
- Avon grant for Breast Cancer Awareness Program
- Annual cancer program reports
- Educational workshop and seminar for middle school girls

Background - Public Cancer Screenings

- TWCC plans several free cancer screening events annually
- Skin cancer and prostate cancer events
 - Prevalence
 - ACS and USPSTF recommendations for screening
- Potential future lung cancer screening event
 - Leading cause of cancer death in the U.S.
 - Screening effective for specific populations



Skin Cancer Screening Event

- Occurred prior to my field experience
- Participants underwent full-body skin exam
- Followed up with participants who were found to have suspicious lesions
- Distributed list of medical resources to those with no follow-up
- Oral report to committee on follow-up rates



Prostate Cancer Screening Event

- Free PSA screening and digital rectal exam for men aged 50-75
- Oral report on screening recommendations
 - Further patient education added
- Created and distributed fliers
- Scheduled appointments
- Arranged for volunteers



Free Prostate Cancer Screening

8 a.m. to 11:30 a.m.,
Saturday, September 7

Tammy Walker Cancer Center
511 S. Santa Fe, Salina



Who should get tested?

- Men age 50 to 75
- Men age 40 and older at high risk, including African Americans and those with a family history of the disease

Test includes:

- Prostate exam
- PSA blood test
- Test results will be sent to the patient and their primary care physician

Appointments are required and space is limited. Please call (785) 452-4848 for appointment.



Underwritten by a generous donation from Mark and Jane Berkley.



PRESS RELEASE

For Immediate Release
Contact – Linda Hinnenkamp
Outreach Coordinator
Tammy Walker Cancer Center
(785) 452-4848

Sign up now for Tammy Walker Cancer Center's Free Prostate Cancer Screening Clinic September 7

(August 19, 2013) – The annual Tammy Walker Cancer Center FREE Prostate Cancer Screening Clinic will be held Saturday, September 7, from 8 a.m. to 11:30 a.m. at the Tammy Walker Cancer Center, 511 S. Santa Fe, Salina.

The screening is open to all men between the ages of 50 and 75. Men age 40 and older at a heightened risk, such as African-Americans and those with a family history of the disease are also welcome to participate in the clinic.

Patients will receive a prostate-specific antigen (PSA) blood test and prostate physical performed by a physician free of charge. Results from the blood test will be mailed to patients and their primary care physicians. Appointments are required and can be made by calling Linda Hinnenkamp at the Tammy Walker Cancer Center at (785) 452-4848. While the clinic is free, space is limited.

The special clinic is underwritten by a generous donation from Mark and Jane Berkley. Sponsors for the event include the Tammy Walker Cancer Center, Salina Regional Health Center, Midwest Cancer Alliance, Salina Urology Associates and Salina Masonic Lodge No. 60.

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Lung Cancer Screening

- Presented about evidence and recommendations for screening
- Resources and partners not in place to start screening program
- Decision was made to re-evaluate the feasibility of a screening program at a future date

Background - Cancer Survivors

- 15.5 million cancer survivors in the U.S.
- Needs may differ from the general population
- Survivor events meant to provide community and social support
- Strong social support may improve survivors' quality of life

Survey of Cancer Survivors

- Assessed satisfaction with:
 - Support groups
 - Survivor events
 - Educational events
- How needs could be better met
- Interest in new or different events
- Distributed at TWCC and support group meetings
- 43 returned surveys

Interesting Findings

- Statistically significant differences
- Fisher's Exact Test
- Current treatment group more likely to:
 - Feel they have less in common with support group
 - Not attend events due to feeling ill
 - Need transportation to events



Recommendations from Survey Results

- Free transportation options for survivors to attend support groups and survivor events
- Support group aimed specifically at those currently undergoing treatment
- Plan regular social events
- Plan more events focused on nutrition and mental well-being

Breast Cancer Awareness Program

- Outreach program
- Fifteen rural counties
- Education and referrals
- Works with local providers
- 1500 referrals for mammograms annually
- Avon Breast Health Outreach Program



Breast Cancer Awareness Program

- Attended several health fairs in rural communities
- Helped women fill out referral paperwork
- Learned about the Avon grant application process
- Helped write the application for the 2014 Avon grant

Cancer Program Report

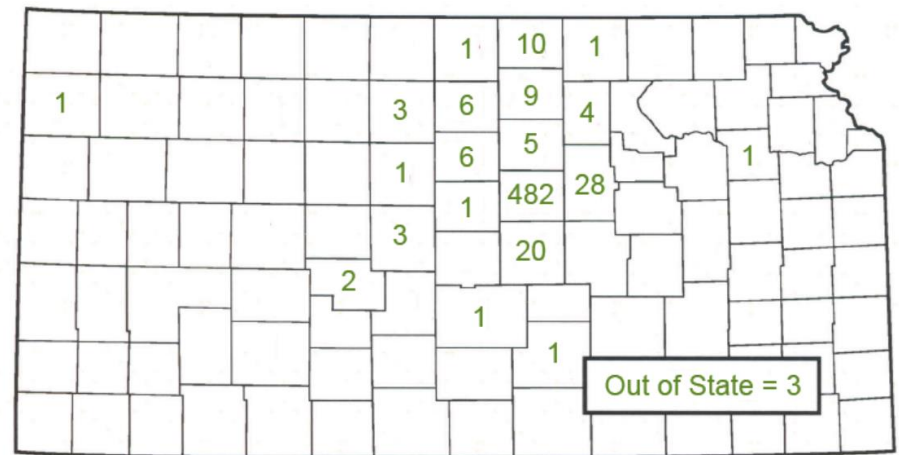
- Periodic public reports
- Patient population characteristics
- Local cancer registry comparison with national data
 - American College of Surgeons
 - American Cancer Society
- Available online to inform the public



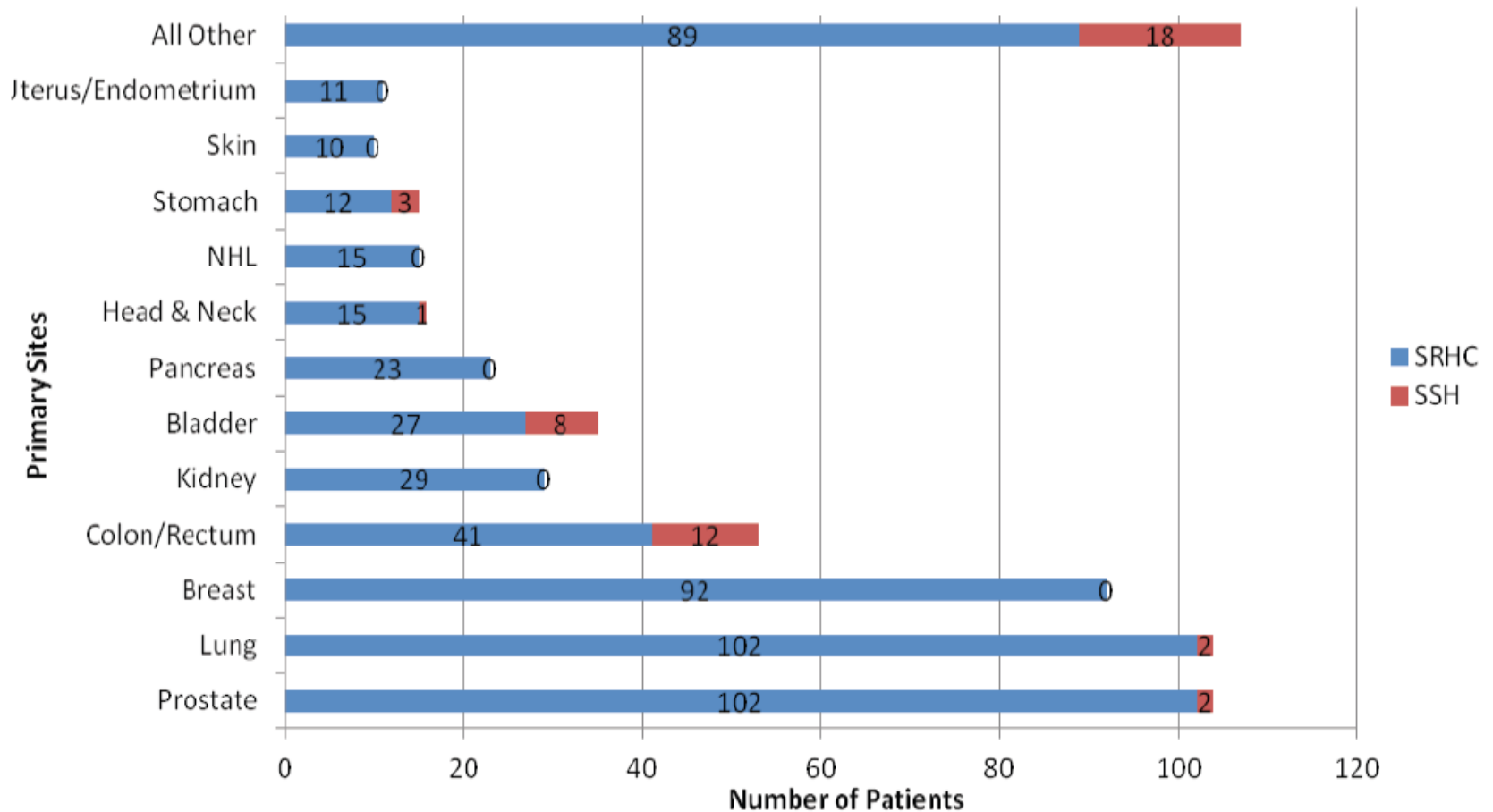
Cancer Program Reports

- Number treated
- Age at diagnosis
- Types of cancer
- Stage at diagnosis
- Place of residence

591 total treated in 2011



Primary Cancer Sites

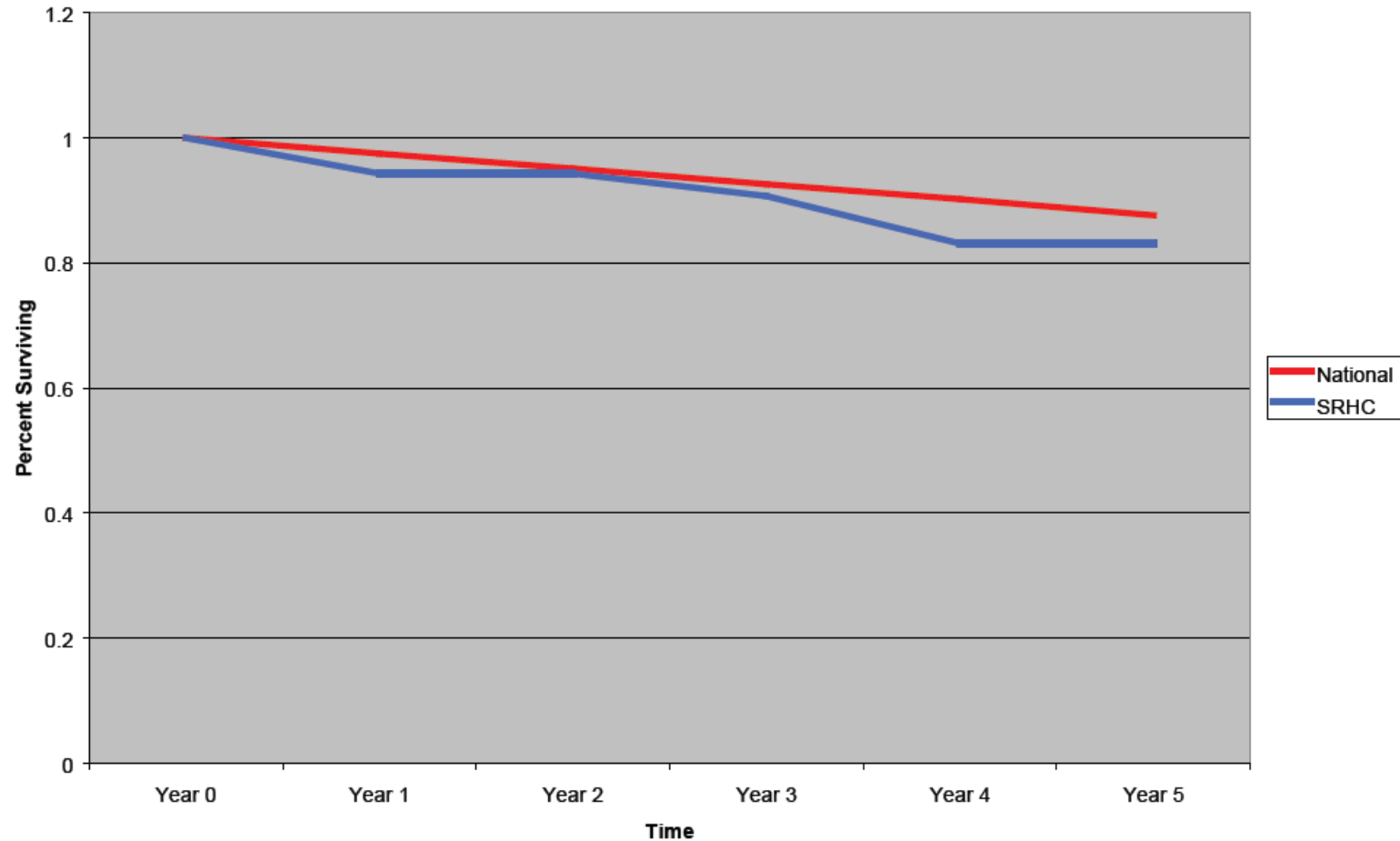




Prostate Cancer Report

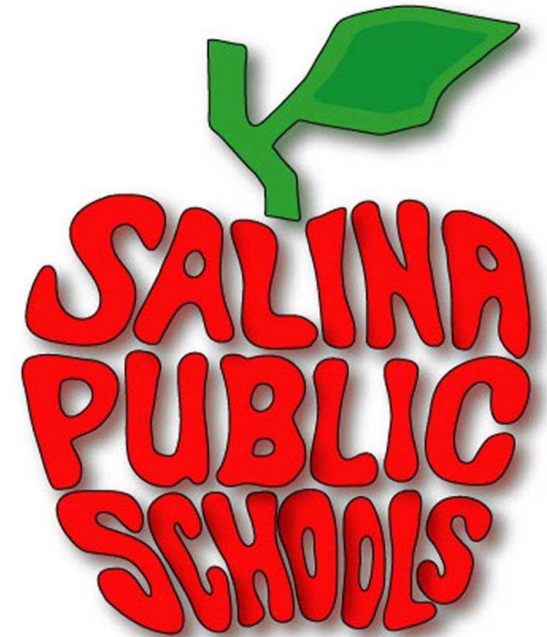
- Basic information about prostate cancer
- Patient characteristics
- Chi-square testing
- Comparison to national characteristics
 - Age
 - Stage
 - Survival
- Treatment options

Prostate Cancer Five Year Survival Comparison



Educational Workshop and Seminar

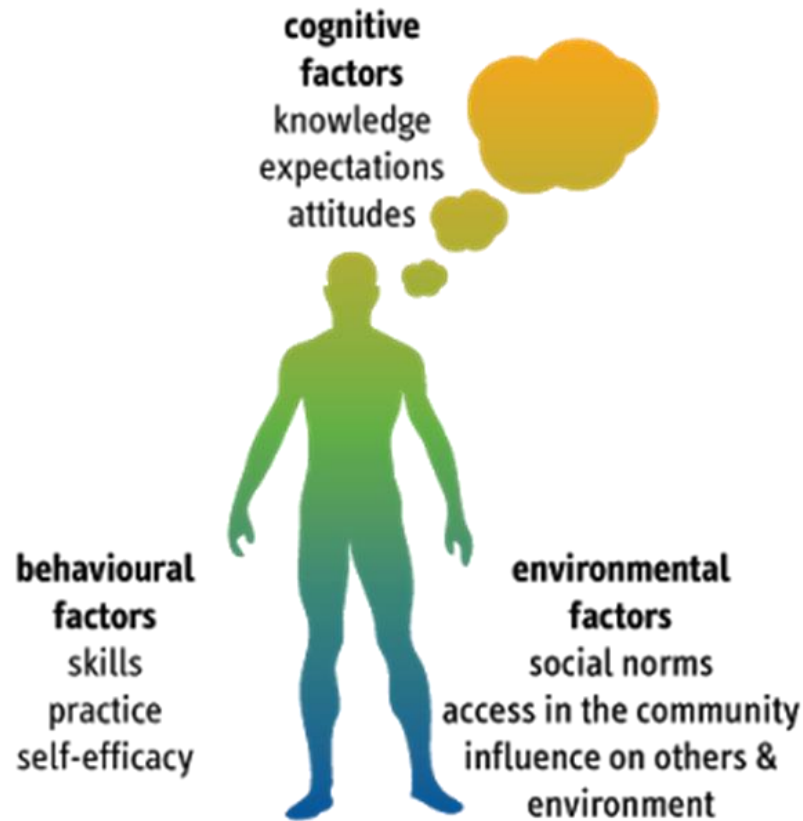
- Biannual event with USD 305
- Middle school-aged girls
- Nutrition education activities
 - Fat and sugar guessing game
 - Discussion questions
- Fundraising brochure for event



Fat and Sugar Guessing Game



Discussion Questions Activity



Social Cognitive Theory
Bandura

Alignment with Public Health Competencies

- Biostatistics
 - Understanding and evaluating research articles
 - Analysis of food choice behavior survey data
 - Cancer survivor survey data
- Environmental Health
 - Health effects of environmental hazards
 - Incidence of cancer and environmental factors
- Epidemiology
 - Critical analysis of published literature
 - Understanding study design and sources of bias
 - National and local cancer registries



Alignment with Public Health Competencies

- Health Care Administration
 - Planning committees during field experience
 - Impact of organizational structure, goals, and funding
- Social and Behavioral Sciences
 - Designing food choice survey using theories of health behavior
 - Discussion question activity designed to facilitate behavior change

Conclusion

- MPH program expanded my view of public health and its impact
- Better understanding of health care systems
- Will hopefully make me a more aware and effective physician in the future

Acknowledgements

- MPH Committee
 - Dr. Sara Rosenkranz, Major Professor
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 - Barta Stevenson
- Tammy Walker Cancer Center
 - Linda Hinnenkamp, Preceptor
 - Pam Ehltz, Cancer Registrar
 - Jeanne Byquist, Cancer Program Dietitian
 - Melanie Leepers, Cancer Program Manager
- Kansas State MPH Faculty
- University of Oklahoma College of Medicine Faculty
- Parents and brothers

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Questions?