

New York State Comprehensive Cancer Control Community Projects

2022

Addressing cancer burden in communities across New York State

Overview

In collaboration with the New York State (NYS) Cancer Consortium, the NYS Department of Health funded organizations to conduct small community projects in support of the [NYS Comprehensive Cancer Control Plan](#) (Plan). Funded projects addressed skin cancer prevention, human papillomavirus (HPV) vaccine promotion, cancer survivorship, and lung and colorectal cancer screening. Fourteen organizations conducted interventions that reached communities within every region of NYS.

Community Projects at a Glance

- Three educational events promoted colorectal cancer screening to over **150 healthcare professionals**.
- Two public service announcements (PSAs) were created to promote colorectal cancer screening and have a combined **92 views and counting** on YouTube.
- One educational event promoted the HPV vaccine as cancer prevention for **25 healthcare professionals**.
- Two TikTok videos were created to promote HPV vaccine awareness in youth and have over **1,664 views and counting** on Facebook and Instagram.
- Nine educational events promoted lung cancer screening to over **181 healthcare professionals** and **82 community members**.
- Three educational events were held for over **105 cancer patients and caregivers** about available cancer treatment options and how to advocate for quality cancer care.
- One educational event was held for over **40 primary care providers** about how to better understand and care for cancer survivors in the primary care setting.
- Eight sunscreen dispensers were installed throughout New York State providing sunscreen to over **400,000 community members** a year
- Sun safety materials, including Ray and the Sunbeatables®: A Sun Safety Curriculum, were provided to the Potsdam Central School District reaching over **1,600 students**.

This publication was supported by the Grant or Cooperative Agreement, Number NSJ58DP006309, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services, Health Research, Inc. or the NYS Department of Health.



Participating Organizations

- Cayuga Medical Center
- County of Montgomery Public Health
- Erie County Medical Center Corp.
- Glens Falls Hospital
- Icahn School of Medicine at Mount Sinai
- Kaleida Health
- New York Presbyterian Queens
- John T. Mather Memorial Hospital
- Potsdam Central School
- Stony Brook University
- St Peters Hospital Foundation
- SUNY Upstate Medical University
- United Memorial Medical Center
- White Plains Hospital Medical Center

PROMOTING LUNG CANCER SCREENING

Is Lung Cancer Screening Right for Me?

Who should be screened for lung cancer?
The United States Preventive Services Task Force (USPSTF) recommends lung cancer screening for individuals who:
• Are 50 to 80 years old (Medicare age 50 to 79)
• Do not have any signs or symptoms of lung cancer (diagnostic testing may be recommended for people who do have signs or symptoms of lung cancer)
• Have not had lung cancer before
• Currently smoke or quit less than 15 years ago
• Are or were heavy smokers (20 pack years history such as those who smoked 1 pack per day for 20 years or 2 packs per day for 10 years)
The USPSTF does not recommend lung cancer screening for individuals who:
• Have a condition that greatly limits how long they may live
• Are not willing to have surgery for lung cancer

Calculate Pack-Years
Cigarettes per day x Number of years smoked = Pack-Years

Possible signs and symptoms of lung cancer
• A new cough that does not go away or gets worse
• Chest pain that is often worse when you breathe, cough, or laugh
• Hoarse voice
• Unexplained weight loss and loss of appetite
• Coughing up blood or rust-colored sputum
• Shortness of breath
• Infection such as bronchitis and pneumonia that do not go away or keep coming back
• Wheezing
Many patients with lung cancer do not have any symptoms when the cancer first starts. It is best to find lung cancer early before symptoms start, when the cancer is more treatable. This early screening is important!
If you have any signs or symptoms of lung cancer, be sure to tell your health care professional.

Four Stages of Lung Cancer

I stage
Tumor (<3cm)
Bronchus, Tumor (<3cm), Lymph nodes, Lung, Adipose organ

II stage
Tumor (3-5cm)
Affected lymph nodes

III stage
Affected lymph nodes, Tumor (>5cm)

IV stage
Tumor (>7cm), Metastasis

Cayuga HEALTH



■ The Importance of Lung Cancer Screening: A Virtual CME Event

White Plains Hospital hosted a webinar for 31 healthcare professionals to discuss the importance of lung cancer screening. Four expert panelists discussed patient screening, qualifying patients for lung cancer screening using United States Preventive Services Task Force (USPSTF) guidelines, patient options with a positive lung cancer screening CT scan, and radiation treatment options for early-stage lung cancers.

[Virtual Lung Cancer Screening CME - YouTube](#)

■ Should You Be Screened for Lung Cancer?

John T. Mather Memorial Hospital hosted a webinar promoting lung cancer screening for 22 community members. The webinar featured an expert speaker who discussed the impact of lung cancer on the community, the economic burden of lung cancer, the National Lung Screening Trial, and prevention methods.

[Should you be screened for lung cancer? - YouTube](#)

■ Medical Grand Rounds

St Peter's Health Partners hosted a Medical Grand Rounds for 14 primary care physicians that highlighted lung cancer screening, newly updated USPSTF screening guidelines, and introduced educational materials for each primary care provider office.

“ After the presentation concluded all attendees stayed and continued robust conversations around this screening, the need for assistance with tobacco dependence, and ways in which health care providers can be supported. **”**

~ Shannon Morrison-Gaczol, Glens Falls Hospital

■ Lung Cancer Educational Materials

Kaleida Health provided education and resources about lung cancer screening and smoking cessation to 25 medical residents and five providers to give to patients. Smoking cessation posters were provided for each exam room at the clinic.

■ Resources for High-Risk Lung Cancer Screening

The Health Promotion Center and the High-Risk Lung Cancer Screening Program of Glens Falls Hospital provided a presentation on Low-Dose CT Lung Screening for five healthcare providers. Three expert speakers discussed lung cancer incidence, risk factors, screening criteria, screening locations, and an overview about Health Systems for a Tobacco Free NY.

[The Resources for High-Risk Lung Cancer Screening - Zoom](#)

PROMOTING LUNG CANCER SCREENING

■ Cancer Prevention Workshop for First Responders

Montgomery County Public Health hosted two educational events for 30 first responders about the importance of getting screened for lung cancer. Eight speakers provided attendees with information on the proper use of Personal Protective Equipment, Self-Contained Breathing Apparatus, and decontamination techniques for the prevention of lung cancer, and information on other cancers that are predominant for people in fire service.



■ The Early Detection of Lung Cancer

New York Presbyterian Queens, in collaboration with the Medical Society of the State of New York, hosted a lung cancer screening webinar for 45 healthcare providers. Three expert panelists discussed risk factors for lung cancer, screening modalities and interval recommendations for each test, updated recommendations from USPSTF, and treatment options.

■ LDCT Screening Education Seminar

Cayuga Medical Center provided a virtual seminar to 26 area primary care providers about evidence-based information on screening recommendations for lung cancer with low-dose CT. Six expert panelists discussed screening criteria, radiation techniques, the differences between tumors, risk factors, and the value of low-dose lung screenings.

[Cayuga Health LDCT Screening Education Seminar June 2, 2022 .mp4 on Vimeo](#)

■ Lung Cancer Screening ECHO Series

SUNY Upstate Medical University hosted a two-session, mini-ECHO (Extension for Community Healthcare Outcomes) series that educated a total of 60 healthcare professionals on lung cancer screening. Six expert speakers discussed clinical guidelines for lung cancer screening, follow up for abnormal scans, tobacco cessation counseling, and how to refer patients to SUNY Upstate's Lung Cancer Screening Program.

[LCS ECHO 1 1.5.22.mp4 - Google Drive](#)

[LCS 2 1.19.22.mp4 - Google Drive](#)

“ Many providers expressed that they gained a better understanding of the lung cancer screening requirements as well as the [Lung Cancer Screening] Program offered by SUNY Upstate. All were looking forward to receiving the materials for their use. ”

~ Deidre Keefe, SUNY Upstate Medical University

PROMOTING COLORECTAL CANCER SCREENING



- **Colorectal Cancer Public Service Announcements**
Montgomery County Public Health developed two PSAs; one targeting men and one targeting women that demonstrate how to talk to peers about colorectal cancer screening. The PSAs have a combined 92 views on YouTube.

[Montgomery County Public Health: Colorectal Cancer PSA 1 - YouTube](#)

[Montgomery County Public Health: Colorectal Cancer PSA 2 - YouTube](#)

- **Colorectal Cancer Grands Rounds and Outreach Materials**

Kaleida Health developed patient education materials in multiple languages and presented on the importance of colorectal cancer screening at a Medical Grand Rounds to over 100 medical residents, primary care providers, and health care clinicians.

- **Colorectal Cancer Symposium**

White Plains Hospital hosted a colorectal cancer symposium for 31 community members. Four expert speakers discussed genetics, risk factors, screening options, and the role family history and diet can play in getting colorectal cancer.

[Colorectal Cancer Symposium - YouTube](#)

- **Physician Education Webinar on Colorectal Cancer Screening**

New York Presbyterian Queens, in collaboration with the Medical Society of the State of New York, hosted a webinar for 25 physicians about the prevention and detection of colorectal cancer. Three expert speakers discussed risk factors, screening modalities, interval recommendations, and treatment options.

“ [The Physician Education Session] was well attended and there was engaged discussion. Physicians shared cell phone numbers to improve patient access to care ”

~ Annu Kapoor, New York-Presbyterian/Queens

PROMOTING THE HPV VACCINE AS CANCER PREVENTION



- **HPV Vaccine Physician Education Session**

New York Presbyterian Queens, in collaboration with the Medical Society of the State of New York, hosted an education session for 25 physicians about cervical cancer screening and the importance of the HPV vaccine as cancer prevention. Two expert speakers discussed risk factors, screening modalities, and the HPV Vaccine Action Tool Kit.

- **HPV TikTok Challenge**

Students from Erie County Medical Center's (ECMC's) General Dentistry Practice Residency and the University at Buffalo School of Dental Medicine's American Association of Public Health Dentistry Chapter each created a TikTok video on the importance of HPV vaccination. The videos targeted youth ages 13 and above and have over 1,664 views and counting on ECMC's Facebook and Instagram pages.

<https://fb.watch/dcF9MwfJs6/>

<https://fb.watch/dcF8qc6JTH/>

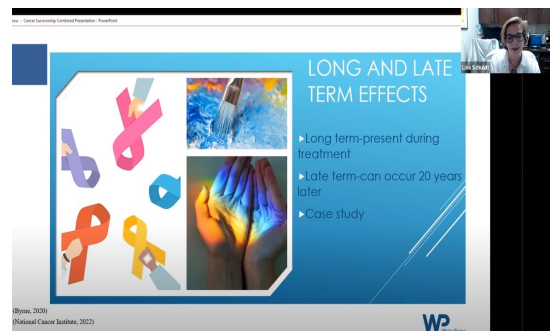
ENHANCING THE QUALITY OF LIFE FOR CANCER SURVIVORS



■ Breast Cancer Survivorship for Women of Color

Stony Brook University hosted a virtual educational session for breast cancer survivors who are people of color that featured five expert speakers. Topics included how to reduce the risk of recurrence, the importance of advocating for yourself as a patient with cancer, getting your records and following guidelines during cancer survivorship, and strategies to stay healthy. Nine people attended the event.

[Breast Cancer Survivorship for Women of Color - YouTube](#)



■ Cancer Survivorship Educational Program

White Plains Hospital hosted an educational program for 33 cancer survivors and their caregivers. Six expert panelists presented on topics such as care coordination and surveillance after diagnosis, prevention through self-care, and coping with the physical and psychological effects of treatment.

[Cancer Survivorship - YouTube](#)

“ The speakers know exactly what I am going through and what I need as a cancer survivor, thank you so much for hosting this for us.”

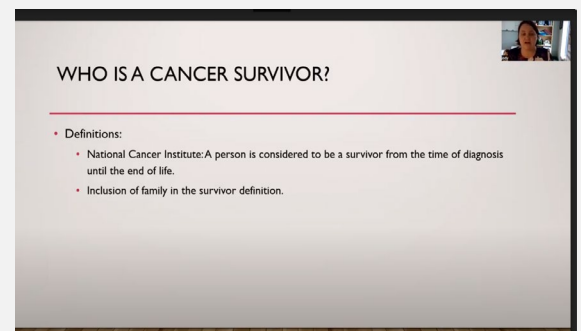
“ I feel so touched by this workshop because all the speakers were caring.”

~ Event Attendees,
Cancer Survivorship:
Strategies for Caring for
Yourself

■ Survivorship ECHO

SUNY Upstate Medical University hosted an educational session for over 40 healthcare providers that addressed cancer survivorship within communities of color. Three expert panelists covered topics such as navigating the cancer continuum, transitioning from active treatment to primary care, available resources, and when and how to refer to the SUNY Upstate Survivorship Program.

[Survivorship 4.27.22.mp4 - Google Drive](#)



■ Cancer Survivorship Workshops in Mandarin and Cantonese

Icahn School of Medicine at Mount Sinai provided two workshops in Mandarin and Cantonese for cancer survivors. Seven expert panelists spoke about how to improve quality of life during and beyond cancer treatment. A total of 63 people attended the workshops.

[Cancer Survivorship Workshop in Mandarin - April 8, 2022 - YouTube](#)

[Cancer Survivorship Workshop in Cantonese - YouTube](#)



PROMOTING SUN SAFETY

▪ “Don’t Fry Day” Sun Safety Activities

Potsdam Central School District implemented sun safety activities for all grade levels reaching over 1,600 students on “Don’t Fry Day”. Elementary students received lessons from *Ray and the Sunbeatables*®: A Sun Safety Curriculum, and middle and high school students received lessons and resources on sun safety. Sunscreen dispensers were installed near the athletic fields and a “Sun Safe” Story Walk was posted around the community walking trail.

▪ Sunscreen Dispenser Installations

A total of **eight sunscreen dispensers** were installed across New York State increasing access to sunscreen to over 400,000 community members a year at the locations listed below:

• Schiller and Thornden Parks, Syracuse, NY (Onondaga County)

Upstate Cancer Center installed **two sunscreen dispensers** at the Schiller Park swimming pool and the Thornden Park swimming pool in Syracuse, NY reaching a potential 18,000 community members annually.

• Genesee County Park and Forest, East Bethany, NY (Genesee County)

United Memorial Medical Center installed **five sunscreen dispensers** at the interpretive center and restroom areas throughout Genesee County Park and Forest in East Bethany, NY reaching a potential 30,000 community members annually.

• Davis Park Marina at Fire Island, Davis Park, NY (Suffolk County)

John T. Mather Memorial Hospital installed a **sunscreen dispenser** at the Davis Park Marina and Beach on Fire Island in Davis Park, NY potentially reaching over 300,000 visitors annually.

“The Aquatics Supervisor with Syracuse Parks & Recreation liked the sunscreen dispensers so much that he ordered six more units [on his own] for other parks in the City of Syracuse...”

~ Christine Benton, Upstate Cancer Center



For More Information

To learn more about what can be done to reduce the burden of cancer in New York State, visit the NYS Cancer Consortium at nyscancerconsortium.org



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www.nyscancerconsortium.org