

## Good Samaritan Medical Center Comprehensive Community Cancer Program

### Background

Cancer-related community outreach is a vital part of the Comprehensive Community Cancer Program at Good Samaritan Medical Center. Cancer screening programs apply screening guidelines to detect cancers at an early stage, which improves the likelihood of increased survival and decreased morbidity. Cancer prevention programs identify risk factors and use strategies to modify attitudes and behaviors to reduce the chance of developing cancer. Both types of outreach programs are intended to help the members of our community maintain a healthy lifestyle. Many of our programs have been developed based on identified needs within the Greater Brockton area. Some programs are developed in response to specific requests from our numerous community partners.

### Community Needs Identified

A community needs assessment for the Cancer Program is prepared on a regular basis. For 2015, the *Population Health Improvement Report (PHIR)* prepared by Good Samaritan Medical Center served as the source for the needs assessment. The results and recommendations presented in the PHIR are intended to serve as the basis for strategic actions for the hospital and its community partners. Based upon the needs assessment, the Cancer Program has focused education programs on breast cancer, prostate cancer, lung cancer, colorectal cancer, and skin cancer. Included in prevention programs is additional information on nutrition and wellness, smoking cessation and support that is available through Good Samaritan Medical Center. The free cancer screenings provided to the community focused on skin cancer and oral, head, and neck cancer.

**The following is a summary of our cancer-related community outreach activities for 2015:**

<b>Cancer Screenings</b>		
5/12/15 and 5/13/15	<b><i>Free Skin Cancer Screenings</i></b> Good Samaritan Radiation Oncology Center, 818 Oak St., Brockton 52 free screenings were provided	Good Samaritan collaboration with South Shore Dermatology Physicians, including Leera Briceno, M.D., Viraj Shroff-Mehta, M.D., Lindsay Eminger, M.D., Amy Chang, M.D., Motunrayo Adisa, M.D., and Michelle Bush, M.D. Volunteers included Marion Estabrook, Mary Peterson, Karen Welsh, and Eric Wojcik.
4/28/15	<b><i>Free Head and Neck Cancer Screening</i></b> ENT Specialists, Inc. 35 Pearl St. Suite 200, Brockton 9 screenings provided	Good Samaritan Medical Center and ENT Specialists, Inc. hosted a very successful oral, head & neck cancer screening on April 28, 2015 from 5:00 to 6:30 pm.
10/13/15 10/14/15 10/20/15 10/21/15 10/27/15 10/28/15	<b><i>Treat Yourself Well at the New Women's Imaging Center</i></b> Location: Good Samaritan Medical Center, New Women's Imaging Center, 15 Roche Bros. Way, North Easton	Women throughout the GSMC service area were encouraged to schedule their annual screening mammogram in a relaxing environment while being treated to a harpist, chair massage, light refreshments, roses and more.

## Annual Summary: Community Outreach Activities | 2015

11/3/15	221 screening mammograms were performed during this series of events	
11/4/15		
11/10/15		

<b>Cancer Prevention Programs in the Community</b>		
4/29/15	<p><b><i>Skin Cancer Awareness: ABCDE Rule with Post-Test</i></b>                      Arthur Staff Gymnasium                      Brockton High School                      8:00 am to 2:00 pm</p>	<p>Eric Wojcik, Director of Oncology Services, and Paulo Gomes, Director of Community Benefits, provided education on skin cancer prevention and the warning signs of melanoma (ABCDE Rule) to 450 students at Brockton High School's 2015 Wellness Fair. The students completed a fill-in-the-blanks quiz after learning the ABCDE Rule in order to demonstrate learning. Over 3,000 students attended the event throughout the day.</p>
10/18/15	<p><b><i>Breast Cancer Awareness and Early Detection</i></b>                      New Life Church, Brockton                      1:00 to 2:00 pm</p>	<p>Marcy Hersh, M.D., Compass Medical primary care physician, presented a breast cancer awareness program to over 100 attendees during a luncheon following Sunday service.</p>
10/28/15	<p><b><i>Breast Cancer Questions &amp; Answers</i></b>                      Moakley Conference Room                      Good Samaritan Medical Center                      6:00 to 8:00 pm</p>	<p>24 community members participated in this collaboration with the American Cancer Society and the Psi Iota Omega Chapter of the AKA Sorority, Inc. Xuan Luu, M.D., breast surgeon, discussed breast cancer statistics and treatment options; Susan Stafford, M.D., Women's Imaging Center, discussed mammography and the recently released ACS mammography guidelines, and Trish McClean, LICSW, Oncology Social Worker, addressed the psychosocial aspects of breast cancer diagnosis and treatment and provided local and national support resources.</p>
11/23/15	<p><b><i>Cancer Basics</i></b>                      Training Resources of America (TRA), Inc., Brockton</p> <p>Collaboration with the Justice Center of Southeast Massachusetts, LLC  <b><i>Know Your Language Rights</i></b>                      6:00 to 8:00 pm</p>	<p>Mary Peterson and Eric Wojcik provided an educational program on cancer basics, nutrition and wellness, and early detection of cancer for adult students enrolled in the English as a second language (ESL) program. Legal experts also presented a program about the legal rights individuals have to interpreter services in the health care setting and beyond. Interpreter Services also provided interpretation in Spanish, Portuguese, French, Haitian-Creole, and Vietnamese.</p>

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11/24/15	<b><i>Cancer Basics Colon Cancer Screening</i></b> Training Resources of America (TRA), Inc., Brockton 6:00 to 8:00 pm	Mary Peterson and Eric Wojcik provided two educational programs on cancer basics, nutrition and wellness, and early detection of cancer – with an emphasis on colon cancer screening - for students enrolled in the Adult Basic Education (ABE) program.
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### Information Provided at Community Health Fairs

9/19/15	<b><i>Angels of Care Health Fair</i></b> New Life Community Empowerment Center, New Life Church, Brockton	Information about breast, prostate, colorectal, skin, and lung cancer and smoking cessation was distributed. Cancer Program participants included Karen Welsh and Eric Wojcik.

### Collaborations with the American Cancer Society

3/9/15 10/15/15	<b><i>ACS Look Good...Feel Better</i></b> Good Samaritan Radiation Oncology Center Programs held throughout the year.	Participants received information on managing cancer-related side effects. Cosmetology professionals provided information on caring for skin, make-up techniques and hair styling with wigs and accessories. Volunteer: Jan Amorello, R.N.
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### Other Support Programs and Community Services

Ongoing	<b><i>General Cancer Support Group</i></b> Good Samaritan Radiation Oncology Center	Group meets on the 2 <sup>nd</sup> and last Wednesday of each month and is facilitated by a Good Samaritan Social Worker.
Ongoing	<b><i>Thyroid Cancer Support Group</i></b> Good Samaritan Radiation Oncology Center	Group meets on the 3 <sup>rd</sup> Monday of each month and is facilitated by a community member who is a thyroid cancer survivor and trained support group facilitator.
Ongoing	<b><i>Smoking Cessation Program</i></b> Good Samaritan Medical Center	Program is coordinated by Jean Cohenno, Respiratory Department Manager. One-on-one smoking cessation counseling and periodic group sessions are held at the Good Samaritan Radiation Oncology Center.
6/3/15	<b><i>A Beautiful Day...Cancer Survivors Celebration</i></b> Alumni Hall at Stonehill College, Easton Presenter: Jason Zauls, M.D. Guest speakers, buffet dinner, entertainment	Over 130 people attended Good Samaritan Medical Center's 7 <sup>th</sup> annual cancer survivor celebration and dinner. Volunteers included Karen Welsh, Steven James, Marion Estabrook, Eric Wojcik, Mary Peterson, and community members.