

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 2016:

Cancer Screenings		
4/5/16	<p>Free Head and Neck Cancer Screening ENT Specialists, Inc. 35 Pearl St. Suite 200, Brockton</p> <p>18 free screenings provided 4 recommended for follow up</p>	Good Samaritan Medical Center and ENT Specialists, Inc. collaborated on an oral, head & neck cancer screening.
5/1/16 and 5/3/16	<p>Free Skin Cancer Screenings Good Samaritan Radiation Oncology Center, 818 Oak St., Brockton</p> <p>37 free screenings were provided 6 recommended for follow up</p>	Good Samaritan collaboration with South Shore Dermatology Physicians and GSMC Comprehensive Cancer Care Program Staff.
10/18/16 10/19/16 10/25/16 10/26/16 11/1/16 11/2/16 11/9/16	<p>Treat Yourself Well at Women’s Imaging Center GSMC Women’s Imaging Center 15 Roche Bros. Way, North Easton</p>	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.
1/12/16 2/9/16 3/8/16 4/12/16 5/10/16 6/14/16 7/12/16 8/9/16 9/9/16 10/11/16 11/8/16	<p>Treat Yourself Well Breast Cancer Screenings in Partnership with Brockton Neighborhood Health Center & Brockton Area Transit GSMC Women’s Imaging Center, 15 Roche Bros. Way, North Easton</p> <p>234 screening mammograms were performed during this series of events.</p>	GSMC, Brockton Neighborhood Health Center (BNHC), and Brockton Area Transit Authority (BAT) have an annual collaboration to provide access to lifesaving mammography screenings to underserved patients in the Brockton area. BNHC assists with scheduling appointments at the Women’s Imaging Center and BAT provides transportation from BNHC to women’s imaging. GSMC provides extended hours, additional staffing, interpreter services, and a nutritious meal.

12/13/16		
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Cancer Prevention Programs in the Community

1/16/16 3/31/16 6/17/16	Prostate Cancer Awareness Partnership with AdMeTech and Brockton Area Branch NAACP Shaw’s Center, Brockton 50 guests in attendance	GSMC, in collaboration with AdMeTech and the Brockton Branch Area NAACP, supported three community education events on the importance of Prostate Cancer Screenings for all men, but particularly in the black community, which has shown a higher incidence of diagnosis. The partnership hosts community talks, workshops, and advocates for policy change at the state level.
	State House, Boston 40 attended rally	
	VFW Post, Brockton 70 guests in attendance	
5/1/16	Skin Cancer Awareness Frederick Douglass Neighborhood Association – Community Garden 95 Frederick Douglass Ave., Brockton 40 guests in attendance	Eric Wojcik, Director of Oncology Services, provided education on skin cancer prevention and the warning signs of melanoma (ABCDE Rule). Guests were offered a sun damage analysis using a Facial Scanner Machine which shows participants potential sun damage under Ultraviolet rays (UVA) after harmful Ultraviolet rays (UVB and UVC) are filtered out. All participants received free sunscreen and educational materials.

Collaborations with the American Cancer Society

Ongoing	ACS Look Good...Feel Better Good Samaritan Radiation Oncology Center	Participants receive information on managing cancer-related side effects. Cosmetology professionals provide information on caring for skin, make-up techniques and hair styling with wigs and accessories.
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Other Support Programs and Community Services

Ongoing	General Cancer Support Group Good Samaritan Radiation Oncology Center	Group meets on the 2 nd and last Wednesday of each month and is facilitated by a Good Samaritan Social Worker.
Ongoing	Thyroid Cancer Support Group Good Samaritan Radiation Oncology Center	Group meets on the 3 rd Monday of each month and is facilitated by a community member who is a thyroid cancer survivor and trained support group facilitator.
Ongoing	Smoking Cessation Program 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.

<p>6/8/16</p>	<p><i>A Beautiful Day...Cancer Survivors Celebration</i> Alumni Hall at Stonehill College, Easton</p>	<p>Over 200 people attended Good Samaritan Medical Center's 8th annual cancer survivor celebration and dinner. Presenter: Jason Zauls, M.D. Guest speakers, buffet dinner, entertainment.</p>
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