

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 2017:

Cancer Screenings		
<p>5/9/17 and 5/10/17</p>	<p><i>Free Skin Cancer Screenings</i> Good Samaritan Radiation Oncology Center, 818 Oak St., Brockton</p> <p>21 free screenings were provided</p>	<p>Good Samaritan collaboration with South Shore Dermatology Physicians and GSMC Comprehensive Cancer Care Program Staff.</p>
<p>10/3/17 10/4/17 10/10/17 10/11/17 10/17/17 10/18/17 10/24/17 10/25/17 11/15/17</p>	<p><i>Treat Yourself Well at Women’s Imaging Center</i> GSMC Women’s Imaging Center 15 Roche Bros. Way, North Easton</p> <p>242 screening mammograms were performed during this series of events</p>	<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.</p>
<p>1/10/17 2/14/17 3/21/17 4/11/17 5/9/17 6/13/17 7/11/17 8/8/17 9/12/17 10/10/17 11/14/17 12/12/17</p>	<p><i>Treat Yourself Well Breast Cancer Screenings in Partnership with Brockton Neighborhood Health Center & Brockton Area Transit</i> GSMC Women’s Imaging Center, 15 Roche Bros. Way, North Easton</p> <p>178 screening mammograms were performed during this series of events.</p>	<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.</p>

Cancer Prevention Programs in the Community		
3/30/17	<p>Senior Supper – Skin Cancer Prevention</p> <p>Caffrey Towers Crescent Street, Brockton</p> <p>35 people attended this event</p>	GSMC hosts monthly Senior Suppers at fixed / low-income housing in the city. A healthy meal is provided with health information. March focused on Skin Cancer Awareness / Prevention. Attendees were given education on self-identifying potential areas and encouraged to follow up with their PCP.
4/8/17	<p>Kids Fitness Festival</p> <p>Whitman-Hanson Regional High School 600 Franklin Street, Hanson</p>	GSMC offered health and wellness information to over 400 attendees with a focus on cancer prevention in youth, including using sunscreen, healthy eating, and exercise.
10/21/17	<p>Gatehouse Media Best Years Expo</p> <p>Putnam Club, Gillette Stadium, Foxboro</p>	GSMC, Norwood Hospital, and Morton Hospital, were primary sponsors of the annual Best Years Expo. The hospitals provided information on cancer care services at their facilities and demonstrated cancer-fighting recipes. Samples were available for 5,000+ attendees from registered dieticians.

Collaborations with the American Cancer Society		
Ongoing	<p>American Cancer Society Patient Referral Program</p> <p>American Cancer Society, Inc. Northeast Region 1324 Belmont St., Brockton</p>	The American Cancer Society (ACS) offers services and information that could help patients dealing with cancer. These services include, but are not limited to: transportation to appointments / treatments, lodging during treatments, “look good feel better” services including wigs, one-on-one counseling, and patient health management kits.

Other Support Programs and Community Services		
Ongoing	<p>General Cancer Support Group</p> <p>Good Samaritan Radiation Oncology Center</p>	Group meets on the 2 nd and last Wednesday of each month and is facilitated by a Good Samaritan Social Worker.
Ongoing	<p>Smoking Cessation Program</p> <p>Good Samaritan Medical Center</p>	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.
6/14/17	<p>A Beautiful Day...Cancer Survivors Celebration</p> <p>Shaw’s Center, Brockton</p>	Over 200 people attended Good Samaritan Medical Center’s 8 th annual cancer survivor celebration and dinner. Presenter: Jason Zauls, M.D. Guest speakers, buffet dinner, entertainment.