

Background: Cancer-related community outreach is a vital part of the Comprehensive Cancer Program at Good Samaritan Medical Center (GSMC). Our screening programs apply guidelines to detect cancers at an early stage, which improves the likelihood of increased survival and decreased morbidity. Prevention programs identify risk factors and use strategies to modify attitudes and behaviors to reduce the chance of developing cancer. Each of our outreach programs are intended to help the members of our community maintain a healthy lifestyle. Our programs have been developed based on identified needs within the Greater Brockton area and maintain Cancer Program Standards as identified by the Commission on Cancer.¹

Community Needs Identified: A community needs assessment for the Cancer Program is prepared on a regular basis from reports on Population Health (conducted by GSMC), the Massachusetts Statewide 2017 – 2021 Cancer Plan, and information from community partners. The results of these studies serve as the basis for strategic actions for the hospital and partners. As such, the Cancer Program has focused education programs on breast cancer, prostate cancer, lung cancer, and skin cancer. Included in prevention programs is additional information on nutrition and wellness, smoking cessation, and support that is available at GSMC.

The following is a summary of our cancer-related community outreach activities for 2018:

Community Cancer Screenings²		
<p>5/8/18 5/9/18</p>	<p><i>Free Skin Cancer Screenings</i></p> <p>GSMC Radiation Oncology Center 818 Oak St., Brockton</p> <p>32 free screenings were provided.</p>	<p>GSMC annual collaboration with South Shore Dermatology Physicians and GSMC Oncology Center Staff which provides free total body screenings.</p>
<p>4/3/2018 10/2/2018 10/3/2018 10/10/2018 10/16/2018 10/17/2018 10/23/2018 10/24/2018 10/30/2018</p>	<p><i>Treat Yourself Well Breast Cancer Screenings</i></p> <p>GSMC Women’s Imaging Center 15 Roche Bros. Way, North Easton</p> <p>297 screening mammograms were performed during this series of events.</p>	<p>Women in the GSMC service area were encouraged to schedule their annual screening mammogram in a relaxing environment while being treated to a chair massage, light refreshments, and more. One event was held in honor of Mother’s Day and eight events were held during October, Breast Cancer Awareness Month.</p>
<p>1/9/2018 2/13/2018 3/20/2018 4/10/2018 5/8/2018 6/12/2018 7/10/2018 8/21/2018 9/11/2018 10/9/2018 11/13/2018 12/11/2018</p>	<p><i>Treat Yourself Well Breast Cancer Screenings in Partnership with Brockton Neighborhood Health Center & Brockton Area Transit</i></p> <p>GSMC Women’s Imaging Center, 15 Roche Bros. Way, North Easton</p> <p>151 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>

¹ Program Guidelines may be found at: <https://tinyurl.com/CoCStandards>

² GSMC offers the most technologically advanced screenings for all cancers, including, but not limited to Lung, Breast, Skin, Prostate, Colon, and Cervical. Patients are encouraged to discuss the importance of screenings with their physician at each visit. Both inpatients and outpatients are screened on an “as needed / on demand” basis, not only during special events.

Cancer Prevention Programs in the Community		
9/27/18	<p>Prostate Cancer Awareness Event in Partnership with AdMeTech and Brockton Area Branch NAACP</p> <p>GSMC Moakley Conference Center 235 North Pearl Street, Brockton 80 guests in attendance</p>	<p>Presentations on Prostate Cancer Awareness by Jason Zauls, MD, Richard McArdle, MD, and Faina Shtern, MD. Patient testimonials and community education provided. Dinner served, free and open to the public. Elected officials in attendance included Mayor of Brockton, State Senator, and two State Reps.</p>
10/25/18	<p>Breast Cancer Screening Recommendations with Susan Stafford, MD, FACR, Director of Women’s Imaging and Intervention</p> <p>GSMC Women’s Imaging Center, 15 Roche Bros. Way, North Easton 12 guests in attendance</p>	<p>Radiologist Susan Stafford, MD discussed current screening recommendations, the latest screening and diagnostic breast imaging technologies, and the latest diagnostic breast interventions. She also provided an overview of all services available at the Women’s Imaging Center. Q&A, refreshments, free.</p>
11/8/18	<p>Stoughton Community Forum: Good Samaritan Women’s Imaging Center</p> <p>Stoughton Community Access Television 421 Page Street, Stoughton https://tinyurl.com/Stafford-SCF</p>	<p>Susan Stafford, MD, FACR, Radiologist and Director of Women’s Imaging and Intervention conducted an hour-long in studio interview on breast cancer and the Women’s Imaging Center for Stoughton Community Forum. The program aired several times on local cable access and is available on YouTube, the GSMC web site, and social media.</p>
11/8/18	<p>Livestrong Nutrition Presentation</p> <p>Old Colony YMCA – Easton 25 Elm St, North Easton</p>	<p>Melissa Gilman, MPH, RD, LDN presented “American Institute for Cancer Research (AICR) Recommendations for Cancer Prevention” with the objectives to: promote awareness of the link between nutrition, physical activity and cancer prevention; understand the AICR recommendations; and, identify personal weight, physical activity and/or nutrition goals.</p>

Community Education ³		
2/17/18	<p>Prostate Cancer Community Health Fair</p> <p>The Perfect Place Main Street, Brockton 50 guests in attendance</p>	<p>Shared information on cancer care services available at GSMC, including information on prostate cancer screening for men.</p>
November	<p>Lung Cancer Awareness Month</p> <ul style="list-style-type: none"> • Social Media Campaign 	<p>Shared information on smoking cessation and Lung Cancer Screening every week in November on GSMC social media sites and internal employee</p>

³ Good Samaritan Medical Center participates in 90+ events annually, both within the healthcare network and the outside community, at which the Comprehensive Cancer Program brochure and materials are made available to attendees.

	<ul style="list-style-type: none"> • Brockton Enterprise Email Subscribers • GSMC Internal Newsletter 	<p>newsletter. Partnered with Brockton Enterprise / Gatehouse Media to send 28,742 emails to subscribers in GSMC's primary service area on the benefits of quitting smoking. Each provided CTA for smoking cessation classes and criteria for lung cancer screening using LDCT.</p>
Community Education, cont.		
2018	<p>GSMC and Steward Health Care Social Media</p> <p>Facebook, Twitter, LinkedIn</p>	<p>GSMC and Steward Health Care made 24 cancer related posts to social media throughout 2018. The messages corresponded with monthly observances for Colon, Skin, Prostate, Breast and Lung Cancers, as well as posts offering general information about cancer prevention, promoted community events, and, introduced new members of the GSMC Cancer Care team.</p>

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>	<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.</p>

Other Support Programs and Community Services		
Ongoing	<p>General Cancer Support Group Good Samaritan Radiation Oncology Center</p>	<p>Group meets on the 2nd and last Wednesday of each month and is facilitated by a GSMC Social Worker.</p>
Ongoing	<p>Coping with Cancer Support Group Good Samaritan Radiation Oncology Center</p>	<p>Group meets weekly on Wednesday and is facilitated by a GSMC Social Worker. Open to patients currently in treatment, caregivers and family members are welcome.</p>
Ongoing	<p>Smoking Cessation Program Good Samaritan Medical Center</p>	<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.</p>
6/6/18	<p>A Beautiful Day...Cancer Survivors Celebration</p> <p>Shields Science Center at Stonehill College</p>	<p>Over 250 people attended Good Samaritan Medical Center's annual cancer survivor celebration and dinner. Presenter: Jason Zauls, M.D., Guest speakers, buffet dinner, entertainment.</p>