

2018 Cancer Screening & Prevention Programs Touro Infirmary

SCREENING PROGRAM: PROSTATE SCREENING

Goal: Offer a free community PSA screening for prostate cancer.

Target Audience: men at risk for developing prostate cancer.

- Date: Tuesday, Sept. 13
 - 9 a.m. - 12 p.m., Touro Infirmary, Foucher Room, 2nd Floor
- Screening promotion and registration:
 - Targeted mailer was sent to men ages 45-69 in Touro's primary/secondary service areas.
 - This was also advertised via community e-newsletter, social media, website and sent to local community calendars (Nola.com, Advocate, etc.)
 - An online registration form was placed on touro.com; or men could register by calling 504-897-8500
 - Touro marketing to manage registrations and assigned appointment times

Screening Results / Evaluation:

Total Screened: 59

Abnormal: 10

Borderline: 1

High blood pressure: 8

Following the PSA Screening, follow-up letters were mailed to participants including a copy of their screening results. Calls were made by a Registered Nurse to those with abnormal results, encouraging follow-up with a urologist. The PSA screening was an effective way to engage the target audience, in an effort to detect prostate cancer in its earliest stages, or men at risk for developing prostate cancer



**FREE
PSA Screenings**

This simple blood test can help determine a man's risk of prostate cancer.

Time to get things checked out?

**FREE
PSA Screenings**
DURING PROSTATE CANCER AWARENESS MONTH

Thursday, September 13
Touro Infirmary
9 a.m. - 3 p.m.

Foucher Room • 2nd Floor
1401 Foucher Street • New Orleans, LA 70115

**REGISTER AT TOURO.COM/EVENTS
OR (504) 897-8500.**

*Online registrations will receive a follow-up call to schedule your 10 minute appointment. Parking in Prytanis St. and Delachaise St. garages will be validated.

TOURO INFIRMARY
1401 Foucher Street
New Orleans, LA 70115
www.touro.com

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PREVENTION GOAL: PREVENTION OF HPV-ASSOCIATED CANCERS

Goal: Educate at risk populations within Touro's primary service area on the importance of HPV vaccination through targeted mailing (print magazine article, e-newsletter content, social media and in-person educational events).

Target Audience: To reach this population, Touro targeted the parents of adolescents in an educational campaign using content from the American Cancer Society's HPV campaign.

Background Information:

About 14 million people, including teens, become infected with the human papillomavirus (HPV) each year. An estimated 80 percent of people will get HPV during their lives. While most HPV infections go away on their own without lasting health problems, there is no way to know if an infection will lead to cancer. HPV infection is known to cause six different types of cancer: cervical, vaginal, vulvar, anal, penile, and throat cancers.

Each year in the US, about 31,500 men and women in the US are diagnosed with a cancer caused by HPV. There is no treatment for HPV infection, but vaccination and screening can prevent most HPV-related cancers.

We know that HPV vaccination can prevent certain cancers and other diseases caused by the human papillomavirus (HPV). The [American Cancer Society recommends](#) that the 2-shot HPV vaccine series is best given to boys and girls at ages 11 or 12. HPV vaccination prevents an estimated 90% of HPV cancers when given at the recommended age, but cancer protection decreases as age at vaccination increases. Currently in Louisiana, 60-69% of parents are choosing to get the HPV vaccine for their children.

Results / Evaluation:

Touro shared HPV vaccination information at:

2 "Growing up for Boys" and 4 "Growing Up for Girls" programs held during the fall both in Uptown and in Metairie in partnership with The Parenting Center at Children's Hospital. We provided information about HPV vaccination to 200+ children and parents by participating in these events.

Information about the importance of the HPV vaccine in protecting young boys and girls from developing HPV-related cancers later in adulthood was shared to participants and proved an effective way to target the right audience with this important information. A total of 220 participants received this education during these presentations.

Girls: 9/18, 10/16/ 11/13, and 12/18

- September – 6 adults, 7 children
- October 25 adults, 26 children
- November 39 adults, 39 children
- December 17 adults, 18 children

Boys: 10/23 and 12/11

- October 12 adults + 12 children
- December 9 adults + 10 Children