

Touro Infirmery 2014 Community Outreach Summary

Cancer-focused seminars, events and screenings



April 24, 2014: FREE Oral, Head and Neck Cancer Screenings

Drs. Todd Brickman & Daniel Nuss, Touro Head & Neck Center

Oral, Head and Neck Cancer is any cancer that arises in the head or neck region, including the nasal cavity, sinuses, lips, mouth, thyroid glands, salivary glands, throat, or larynx (voice box). Oral, Head and Neck Cancer is the sixth most common form of cancer in the world, and over 100,000 cases (including thyroid) are diagnosed annually in the United States.

Over the past decade, an increasing number of young, non-smokers have developed mouth and throat cancer associated with the human-papilloma virus, or HPV. Today, it is believed that 25 percent – 10,000 cases each year – might be attributed to a strain of HPV.

As part of Touro's 2014 Community Outreach Program, the Hospital planned a free community screening for oral, head and neck cancers during Oral, Head and Neck Cancer Awareness Week in partnership with the Head and Neck Cancer Alliance. Screenings were performed by Drs. Todd Brickman and Daniel Nuss, assisted by LSU resident students. Smoking cessation information and educational resources on oral, head and neck conditions/cancers were provided to patients during the screening event. If any follow-up was recommended, appropriate referrals were made.

Results:

- 73 total patients screened
- 54 recommended routine follow-up with their Primary Care Physician
- 15 had further follow up needed with head and neck evaluation - dentist, ENT, speech pathology
- 4 had immediate head and neck consultation for suspected neoplasm

September 18, 2014: "Pints for Prostates" Prostate Cancer Awareness Event

On September 18, 2014 Touro Infirmery and Crescent City Physicians Inc., in partnership with NOLA Brewing Company, presented the second annual Pints for Prostates event, in recognition of Prostate Cancer Awareness Month. Pints for Prostates is a national organization with a mission to "reach men through the universal language of beer" with an important health message.

On an annual basis, more than 200,000 men are diagnosed with prostate cancer in the United States. One in six men in the U.S. will face prostate cancer during his lifetime, which is a rate that is 33 percent higher than the number of women diagnosed with breast cancer. Approximately 30,000 men die from prostate cancer each year in this country and most of these deaths could have been prevented with early detection.

The Pints for Prostates prostate cancer awareness event included music, food, beer tastings, a chance to travel to Europe for the Pints for Prostates European Beer Trip and educational information about prostate health and screenings. Proceeds benefited the Pints for Prostates

organization. During the event, men over age 40 were encouraged to sign up for a free PSA screening at Touro the following week. Over 225 people attended the 2014 Pints for Prostates event, and over 80 men received free PSA screenings at the hospital the following week.

September 21, 2014: FREE Community PSA Screening Event

9 a.m. – 3 p.m. / Touro Infirmary

Other than skin cancer, prostate cancer is the most common cancer in American men, affecting about 1 man in 6 during his lifetime. The American Cancer Society estimated that in 2012, about 241,740 new cases of prostate cancer will be diagnosed in the United States and about 28,170 men will die of prostate cancer.

Prostate cancer occurs mainly in older men. Nearly two thirds are diagnosed in men ages 65 or older, and it is rare before age 40. The average age at the time of diagnosis is about 67.

As part of Touro's 2014 Community Outreach Program, the hospital offered free PSA screenings during National Prostate Cancer Awareness Month which can help detect prostate cancer. Prostate-specific antigen (PSA) is a substance produced by the prostate gland. The PSA level in a man's blood is an important marker of many prostate diseases, including prostate cancer. If a man's PSA is high for their age, or is steadily rising, a biopsy may be recommended. The biopsy will determine if cancer or other abnormal cells are present in the prostate.

PSA Screening Event Results:

Touro's PSA Screening Event was open to the general public (men age 40+) and advertised via a newspaper print ad, the hospital's website, e-newsletter, social media sites and in person at the Pints for Prostates Event. Participants were asked to call and schedule an appointment time for the free screening on Wednesday, September 21, 2014 between 9 a.m. and 3 p.m.

Of the 83 men screened, 12 of the results reviewed by Touro's urologist were high/abnormal. All participants received a follow-up letter including their PSA test results, and in addition the participants with abnormal results were called and encouraged to schedule follow-up appointments with their primary care physician or a urologist.

Results:

- 83 total participants
- 12 high/abnormal results; referred for further evaluation
- 71 normal results, Follow-up letters mailed to all participants

Breast Cancer Awareness and Community Education Campaign

On October 1, 2014 Touro launched the fifth year of the hospitals month-long 31 Days of Pink breast cancer awareness campaign. The web-based educational program is designed to educate the Greater New Orleans community on breast health, cancer and the importance of early detection through living healthy and staying up to date with screening mammography and clinical exams.

New educational information was added to the website, www.31DaysofPink.com each day throughout the campaign. Education was also shared daily via the hospital's social media sites (Facebook, Twitter, YouTube, Pinterest, Instagram).

- 31 Days of Pink.com 2014 website visits:
 - 9,950 visited the pink pages 12,549 times

In October 2014, Touro also hosted several breast cancer-focused community events as part of the hospital's 31 Days of Pink breast cancer awareness campaign, including:

- **October 6 – 10: “Moms Supporting Breast Cancer Awareness” series** on New Orleans Moms Blog. The series was designed to provide breast health education to young women including: what to expect during your first mammogram and understanding risk factors. The series culminated with a special event: a Pink Cocktail Social presented with New Orleans Moms Blog with over 45 women in attendance. Women received breast health information and several young mother breast cancer survivors were in attendance.
 - **October 15: STAR program community seminar “How Cancer Rehab Can Help You”**. The STAR Cancer Rehabilitation Program helps cancer patients and survivors address specific needs to improve problems such as activity level, nutrition, fall risk, speech problems, lymphedema and more. 8 persons attended the informational seminar.
 - **October. 16: “Cooking with Cancer Fighting Foods” demonstration and tasting event** at Café NOMA. Touro and Ralph Brennan Restaurant Group partnered during October, National Breast Cancer Awareness Month, to offer an interactive cooking demonstration and tasting event on how to incorporate powerful cancer-fighting super foods into your everyday home cooking. A Touro dietitian provided commentary on the cancer-fighting properties of featured ingredients. Additional resources on cancer prevention through diet/lifestyle were provided to attendees. Over 40 people including many cancer patients and survivors were in attendance.
 - **October 18 & 19 Magazine Street Pink Out:** In partnership with the Magazine Street Merchants Association, Touro presented the first ever “Magazine Street Pink Out”. Over 50 merchants including retail shops and restaurants distributed pink shopping bags, breast health information and spread the word about 31 Days of Pink in their shops and via social media. Touro staffed two sidewalk tables both days of the “Pink Out” and distributed breast health information to shoppers along Magazine Street.
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