

# 2015 Cancer Screening Programs

## Touro Infirmary

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### Head & Neck Cancer Screening

Wed, Apr. 15 / 9 a.m. – 4 p.m.

Dr. Todd Brickman

*Goal: Provide an accessible, free screening opportunity targeting at risk populations for head and neck cancer in Touro's primary service areas\*.*

#### Head and Neck:

- Age Range: 48-80
- Gender: higher male prevalence
- Race: highest occurrence in African American Population (70%)

#### Thyroid:

- Age range: 35-75
- Gender: higher female prevalence
- Race: almost event split with African American and White/Caucasian

#### Zip Codes:

\*Touro's primary service area for outpatient cancer services include the following zip codes: 70115, 70122, 70119, 70118, 70117, 70126, 70127, 70130, 70113, 70125, 70128, 70114, 70116 and 70131.

Touro advertised the 2015 head and neck cancer screening event in a variety of ways to reach the target audience. Advertising efforts included radio (WLMG-FM, WWL-AM, and WYLD-FM) and print advertising (New Orleans Advocate) as well as listing on Touro's website home page, events calendar and promotion via e-newsletter and social media. \*See pages 11-12

#### **Background:**

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 2015 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 Dr. Todd Brickman, 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 follow-up was recommended, appropriate referrals were made.

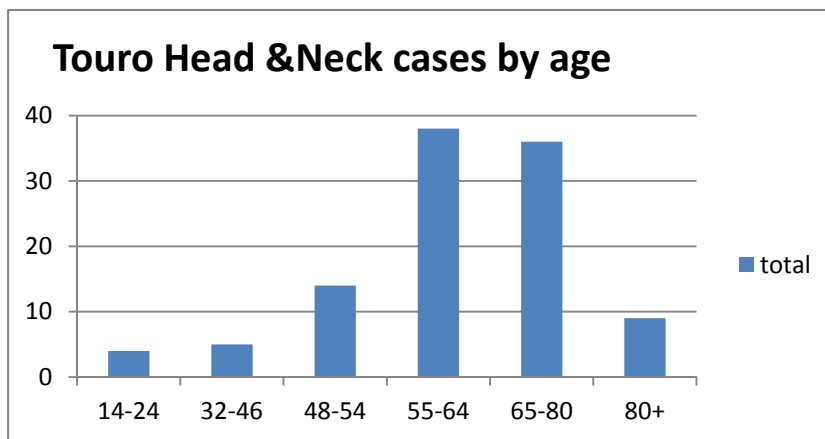
The Head and Neck screening was selected as Touro's 2015 Cancer Screening Program after a review of 2014 registry data, noting 30 cases, including thyroid – which comprised slightly over 5% of total cancer cases, January-July 2014. 13 of these cases were stage 3 or greater.

Touro Head and Neck Cancer Data:

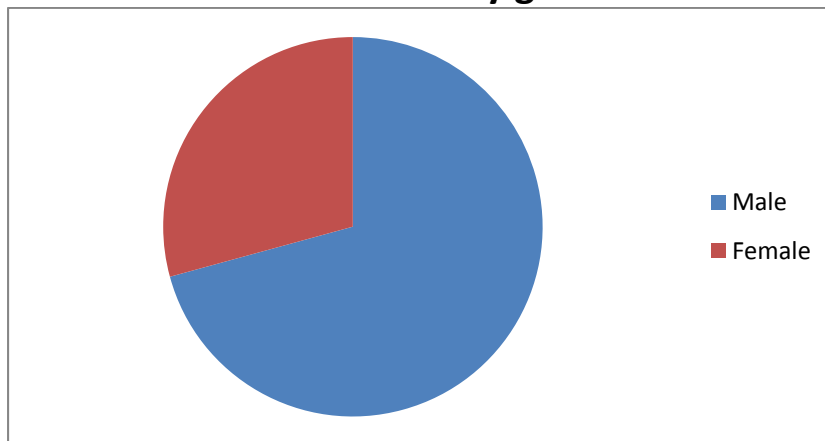
	CASES (2008 – Q2 2014)
TOTAL	106
Male	75
Female	31

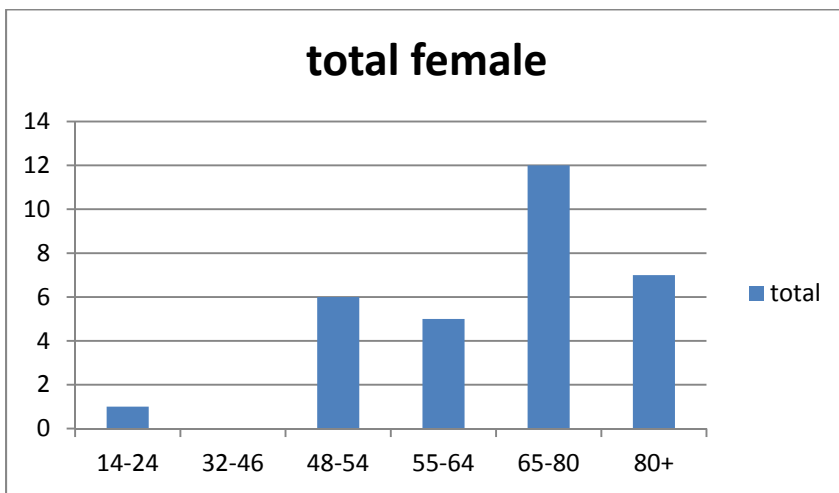
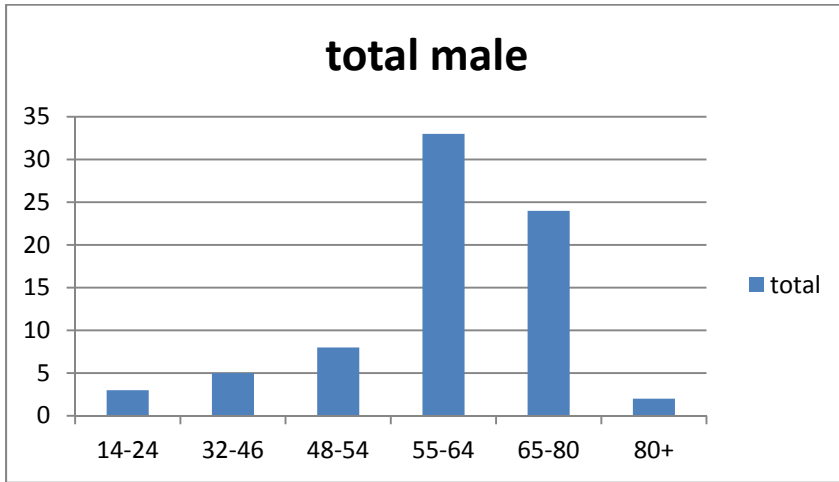
Touro Thyroid Cancer Data:

	CASES (2008 – Q2 2014)
TOTAL	81
Male	14
Female	67

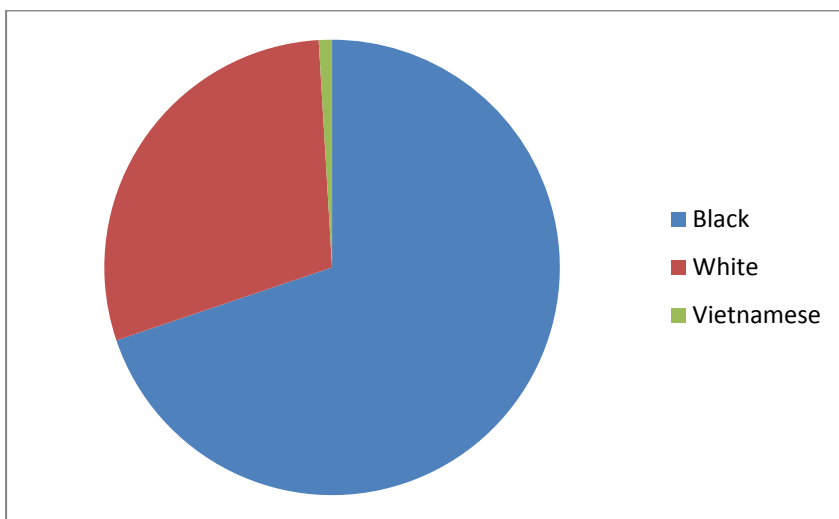


Touro Head & Neck cases by gender

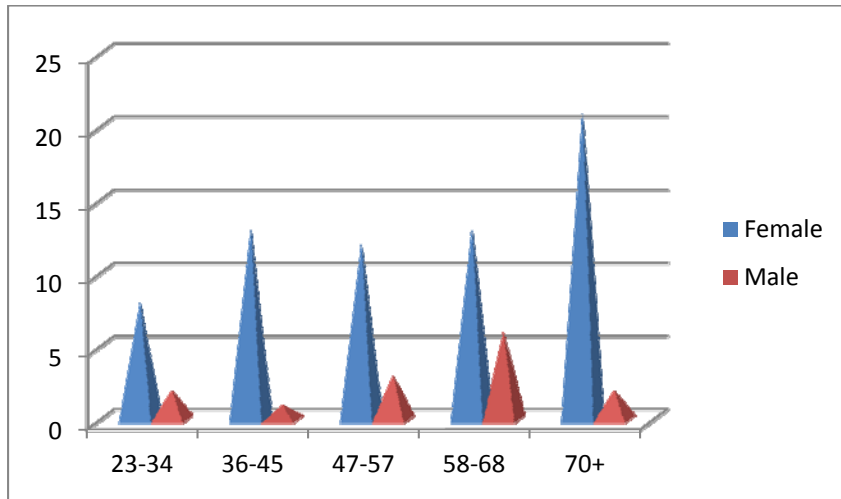




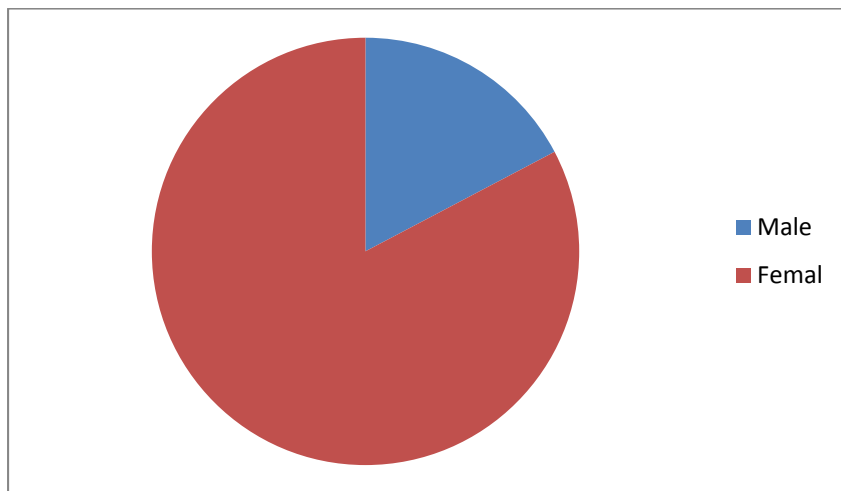
### Touro Head and Neck cases by race/ethnicity



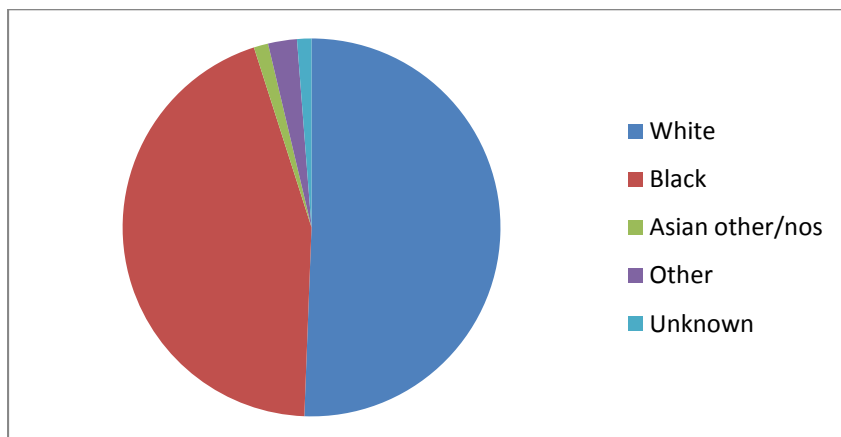
### Touro Thyroid cases by age/gender



### Touro total Thyroid cases by gender



### Touro total Thyroid cases by race/ethnicity



**2015 Screening Results/Evaluation:**

Total Registered: 41

Total Screened: 37

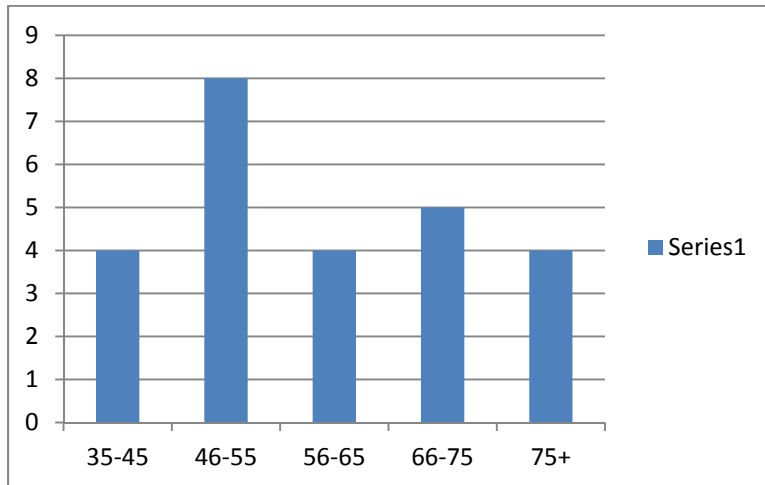
- 31 routine
- 6 referrals to ENT
  - 2 for hearing loss
  - 2 for salivary gland issues
  - 1 for thyroid enlarged
  - 1 for keloid
- 2 patients scheduled for office visits.
- 1 patient had surgery, resulting in a benign mass.

<b>Race/Ethnicity:</b>	
Black/African American	16
White/Caucasian	16
Other	2
Not indicated	7

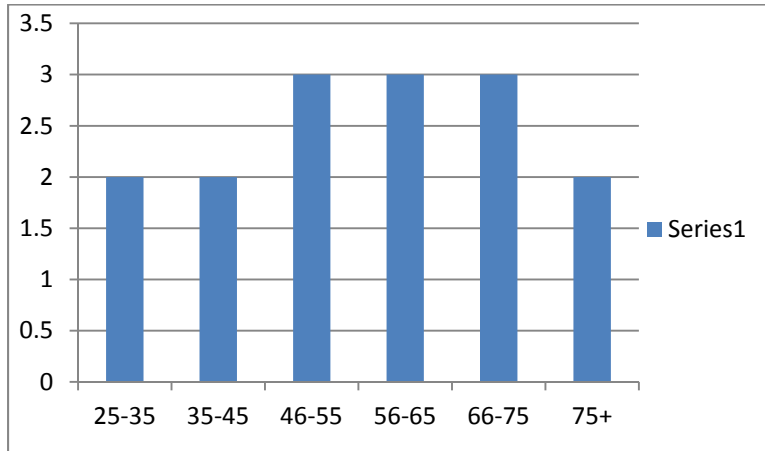
<b>Gender:</b>	
Male	16
Female	25

**Age Range of Participants:**

**FEMALES**



**MALES**



**2015 Screening Participant Zip Codes:**

Zip:	
39573	1
70001	1
70003	1
70005	1
70006	1
70014	1
70032	1
70037	1
70056	1
70057	1
70062	1
70094	1
70113	1
70114	1
70115	3
70117	2
70118	2
70119	2
70122	1
70123	2
70124	1
70125	1
70126	1
70127	1
70130	1
70131	2

70182	1
70403	1
70459	1
70005	1

**18 registrants from within Primary Service Area.**  
**19 registrants from outside Primary Service Area.**  
**4 registrants – unrecorded zip code.**

## 2015 Cancer Prevention Programs

### Touro Infirmary

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#### Skin Cancer: Prevention

*Goal: Educate at risk populations within Touro’s primary service area through targeted mailing (print magazine article), e-newsletter content, social media and on-site skin cancer screening/prevention event.*

*Estimated 2015 cases in US (American Cancer Society)*

Melanoma of the skin 31,200 (4%) - females

Melanoma of the skin 42,670 (5%) – males

- Most prevalent in white, non-Hispanics
- Melanoma is the most common form of cancer for young adults 25-29 years old and the second most common form of cancer for young people 15-29 years old.

#### Background\*:

Skin New cases: Skin cancer is the most commonly diagnosed cancer in the United States. However, the actual number of the most common types – basal cell and squamous cell skin cancer (i.e., keratinocyte carcinoma), more commonly referred to as nonmelanoma skin cancer (NMSC) – is very difficult to estimate because these cases are not required to be reported to cancer registries. The most recent study of NMSC occurrence estimated that in 2006, 3.5 million cases were diagnosed among 2.2 million people. NMSC is usually highly curable. An estimated 73,870 new cases of melanoma will be diagnosed in 2015.

Melanoma accounts for less than 2% of all skin cancer cases, but the vast majority of skin cancer deaths. It is most commonly diagnosed in non-Hispanic whites; the annual incidence rate is 1 (per 100,000) in blacks, 4 in Hispanics, and 25 in nonHispanic whites. Incidence rates are higher in women than in men before age 50, but by age 65, they are twice as high in men as in women, and by age 80 they are triple. The differences in risk by age and sex primarily reflect differences in occupational and recreational sun exposure, which have changed over time. Overall, melanoma incidence rates rose rapidly over the past 30 years. However, trends vary by age and appear to be plateauing in younger age groups. From 2007 to 2011, incidence rates were stable in men and women younger than age 50, but increased by 2.6% per year in those 50 or older. Deaths: An estimated 9,940 deaths from melanoma and 3,400 deaths from other types of skin cancer (not including NMSC) will occur in 2015. Similar to incidence, trends in melanoma death rates vary by age. From 2007 to 2011, rates decreased by 2.6% per year in individuals

younger than 50, but increased by 0.6% per year among those 50 and older. About 86 percent of melanomas can be attributed to exposure to ultraviolet (UV) radiation from the sun.

Skin cancer prevention was chosen as Touro's 2015 cancer prevention program because melanoma is the third most common cancer among women aged 20-39 years and the second most common cancer in men aged 20-39 years. Also concerning is the fact that melanoma incidence rates have risen since the 1970's, and the south Louisiana climate leads people to an increased risk of exposure to sun damage from lifestyle behaviors and amount of time spent outdoors.

*\*American Cancer Society Facts and Figures 2015 report*

<http://www.cancer.org/acs/groups/content/@editorial/documents/document/acspc-044552.pdf>

#### **2015 Skin Cancer Prevention Education:**

- ***Are you at risk for skin cancer*** article included in Spring 2015 issue of Touro's In Good Health Newsletter. Distribution = 15,000+ in Touro's primary service areas
- ***Touro's health happenings monthly e-newsletter, May 2015 – 4,500+ subscribers:*** included information on Skin Cancer Awareness with links to sun safety and skin protection articles on [www.touro.com](http://www.touro.com)'s online health library
- ***Social Media:*** organic and paid posts throughout May 2015 across Touro's social media channels: Facebook, Twitter, LinkedIn, Instagram, Pinterest – sharing educational information about skin cancer prevention and skin protection. Women ages 18-44 comprise the majority of Touro's social media followers,
- ***May 20, 2015 Community Event:*** A Skin Cancer Prevention table was staffed during the Skin Cancer Screening event targeting at risk participants. The table included information on the sun and skin protection, skin cancer detection and screening, and more (29 people in attendance including two Touro dermatologists to answer questions about skin protection and cancer prevention).

#### **Results/Evaluation:**

- Skin cancer prevention was a successful cancer prevention goal for 2015. Through Touro's education efforts we reached over 20,000 community members with important educational content to encourage healthy behaviors in regard to skin protection.

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#### **Additional 2015 Cancer Screenings:**

##### **Skin Cancer Screening**

Wednesday, May 20

4 p.m. – 7 p.m.

Touro Imaging Center

*Drs. Sarah Jackson & Deirdre Hooper*

*Results: 19 screened*

##### **Prostate Cancer Screening**

Thursday, September 24

9 a.m. – 3 p.m.



Foucher Room, 2<sup>nd</sup> Floor  
*Results reviewed by Dr. Vanlangendonck*  
*Results: 85 screened*

### **Pints for Prostates Awareness Event**

#### **SAVE THE DATE:**

**Thursday, September 17**

Nola Brewing Company

5:30 – 8 p.m.

125+ attended

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### **National Cancer Survivors Day: Sunday, June 7, 2015**

In recognition of National Cancer Survivors Day on Sunday, June 7, 2015 Touro Marketing is producing a series of “I’m a Survivor” Videos to share via web, e-newsletter, and social media on National Cancer Survivors Day. The videos feature eight Touro survivors of various cancers as well as several cancer program staff and physicians. We are finalizing the videos now and look forward to sharing them with the Cancer Program team soon.

Youtube video views: 469

Also shared via social media and included in Touro’s June Health Happenings community e-newsletter.

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### **Breast Cancer Awareness / Education**

In October 2015 Touro will launch the 6<sup>th</sup> year of the hospital’s 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 including prevention through healthy lifestyle choices will be shared via website ([www.31DaysofPink.com](http://www.31DaysofPink.com)) each day throughout the campaign as well as via the hospital’s social media sites. The campaign will also include a number of community outreach events including a women’s health event, Magazine Street Pink Out and more.

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### **Effectiveness of the Programs:**

- **Screening:**

The 2015 Head and Neck Cancer screening was effective in screening 18 participants (48% of participants) from within Touro’s Primary Service Area. 61% of participants were female, so in the future we should modify advertising/promotion efforts to attract a higher percentage of male participants as they have a higher incidence rate of head and neck cancer at Touro.

Because of the screening event, one patient had surgical removal of a benign mass, one was seen in the head and neck center office, and six were referred to ENT for follow-up of various

reasons. We were pleased with 37 total participants, but would like to attract higher numbers for future screenings.

- **Prevention program:**

The 2015 skin cancer prevention goal was effective in reaching at risk populations in Touro's PSA through a variety of communication methods, including: an in-person event where 29 attended, targeted newsletter mailing, e-newsletter distribution and social media educational content. Through providing easy to understand tools and resources we aimed to drive healthier behavior in regard to sun protection and skin care starting at an early age.

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## \* Head and Neck Cancer Screening – Advertising Summary

Radio ads ran from April 6, 2015 – April 14, 2015

### **WLMG-FM (101.9)**

- 28.7% Male
- 71.3% Female
- Median Age: 49
- Race
  - Caucasian- 82.9%
  - African-American- 12.4%
  - Hispanic- 4.8%
- Parish Residence
  - 17% live in Orleans Parish
  - 35.1% live in Jefferson Parish

### **WYLD-FM (98.5)**

- 42.1% Male
- 57.9% Female
- Median Age: 48
- Race
  - Caucasian- 4.7%
  - African-American- 92.8%
  - Hispanic- 2.5%
- Parish Residence
  - 48.1% live in Orleans Parish
  - 21% live in Jefferson Parish

### **WWL-FM (105.3)**

- 57.9% Male
- 42.1% Female
- Median Age: 52
- Race
  - Caucasian- 94.8%
  - African-American- 24.7%
  - Hispanic- 10.5%
- Parish Residence
  - 22.2% live in Orleans Parish
  - 36.3% live in Jefferson Parish

### **WWL-AM (870)**

- 63.1% Male
- 36.9% Female
- Median Age: 63
- Race
  - Caucasian- 71.1%
  - African-American- 23.8%
  - Hispanic- 5.1%
- Parish Residence
  - 31.5% live in Orleans Parish
  - 34.1% live in Jefferson Parish

**Print ads ran Tuesday, March 31, Thursday, April 2, and Sunday, April 5**

	<b># of Readers</b>	<b>Reach</b>
Advocate Daily Readership	106,400	9.6%
Advocate 5 Weekday Readership	150,800	13.6%
Advocate Sunday Readership	94,900	8.5%
Advocate 4 & Sunday Readership	112,900	10.2%

Men	55.6%
Women	44.4%

Age:	
18-34	13.1%
35-44	5.1%
45-54	15.9%
55-64	30.1%
65-74	16.2%
75+	19.6%

**Average Age 58**

White	69.1%
Black	19.8%
Hispanic	7.5%
Other	3.6%

<\$35k	21.8%
\$35-50k	10.6%
\$50-75K	19.6%
\$75-100k	22.5%
\$100-150K	15%
\$150k+	10.5%

**Average HHI \$78,863**