



**Cancer Task Force Report  
Community Health Improvement Plan (CHIP) Goal 2.2.1  
Update on Activities  
Cecil County Health Advisory Committee July 20, 2017**

<b>Subcommittee EMR Flagging &amp; Referrals FY17</b>				
<b>CHIP Objective</b>	<b>Objective 2.2.1: By June 30, 2019, increase the number of individuals receiving low-dose lung CT screenings by 5%, in order to increase awareness for lung cancer prevention.</b>			
<b>Outcome Objectives</b>	<ol style="list-style-type: none"> <li>1. By June 30, 2017, two health care providers will establish a procedure to identify active clients in caseload who meet eligibility for lung cancer screenings.</li> <li>2. By June 30, 2017, one activity will be completed to increase awareness of available low-dose lung CT screening using the patient portal of those clients identified as eligible for lung cancer screening.</li> </ol>			
<b>Activity</b>	<b>Person Assigned</b>	<b>Key Partners</b>	<b>Measure</b>	<b>Timeline</b>
Identify clients eligible for lung cancer screening at Union Hospital (UH) and Union Primary Care (UPC)-Elkton.	Raimie Jennifer	UH UPC-Elkton	Number of clients eligible  UPC- Elkton identified 58 clients.	5/17  6/17
UH and UPC-Elkton will establish procedures to routinely identify clients eligible for lung cancer screening.	Raimie Jennifer	UH UPC-Elkton	Procedure developed and implemented at 2 health care sites	<DATE> Moved to FY18

*Healthy People. Healthy Community. Healthy Future.*

Draft a letter to be sent to those identified clients as a patient prompt to discuss lung cancer screening with their health care provider.	Mary Ellen Alison	Cecil County Health Department (CCHD) American Cancer Society (ACS)	Draft letter	2/17
			Letter approved by Cancer Task Force (CTF)	2/17
			Revised by THA and approved	6.17
Present to leadership at UH &/or THA for approval to send letter or other patient prompt to eligible clients.	Raimie Jennifer	UH UPC-Elkton	Leadership approved plan	Moved to FY18
Send letters to eligible clients.	Raimie Jennifer Jr	UH UPC-Elkton	UH UPC – Elkton: Number of Letters sent week of 7.17.17- 58	Moved to FY18
Evaluate the number of clients screened for Lung Cancer Screening program post 3-6 months from the date the letter is sent.	Raimie Jennifer	UH UPC-Elkton	Number of clients screened.	Moved to FY18

<b>Subcommittee Health Fair FY17</b>	
<b>CHIP Objective</b>	<b>Objective 2.2.1:</b> <b>By June 30, 2019, increase the number of individuals receiving low-dose lung CT screenings by 5%, in order to increase awareness for lung cancer prevention.</b>
<b>Outcome Objective #1:</b>	By June 30, 2017, two presentations will be developed to advertise and promote the low-dose lung CT screening program in the community <ul style="list-style-type: none"> <li>• One presentation will be developed for the August 10, 2017 55+ Healthy Lifestyle Expo to increase awareness of lung cancer screening in Cecil County.</li> <li>• One short video will have been completed to provide information about what the low-dose lung CT screening program is and how to obtain information.</li> </ul>

Activity	Person Assigned	Key Partners	Measure	Timeline
<p>Complete a brain storm on:</p> <ul style="list-style-type: none"> <li>• Titles</li> <li>• Presenters</li> <li>• Content</li> <li>• Interactive Activities</li> </ul> <p>for presentation at 55+ Healthy Lifestyle Expo in August 2017</p>	Health Fair Subcmte	Members	<p>List of ideas completed</p> <p>CTF approved</p>	<p>1.17</p> <p>2.17</p>
<p>Finalize content for presentation for the 55+ Healthy Lifestyle Expo.</p> <p>Identified member to coordinate presentation.</p> <p>Presentation submitted for approval.</p>	Health Fair Subcmte	Members	<p>Final Draft submitted to Beth Money to coordinate presentation</p> <p>Beth Money will coordinate presentation.</p> <p>Final Presentation submitted to Tammy Rapposelli and approved.</p>	<p>4.17</p> <p>4/17</p> <p>5/17</p>
<p>Develop a video team.</p> <p>Identified staff to coordinate video content and filming.</p> <p>Contact University of Delaware Student to film video.</p> <p>Coordinate a meeting to set up to film video.</p> <p>Identify 2 channels to market video.</p>			<p>Team formed</p> <p>Staff identified</p> <p>Student agreed to film video at no charge</p> <p>April 5 meeting held</p> <p>Video completed and under review for</p>	<p>3/17</p> <p>3/17</p> <p>3/17</p> <p>4/17</p> <p>6/17</p>

**Subcommittee Social Media  
FY17**

<b>CHIP Objective</b>	<b>Objective 2.2.1:</b> By June 30, 2019, increase the number of individuals receiving low-dose lung CT screenings by 5%, in order to increase awareness for lung cancer			
<b>Outcome Objective #1:</b>	By June 30, 2017, two activities will be completed to advertise and promote the low-does CT screening program in the community using social media channels.			
<b>Activity</b>	<b>Person Assigned</b>	<b>Key Partners</b>	<b>Measure</b>	<b>Timeline</b>
Two channels used to air the newly developed video in the community.	Raimie Jennifer Jean Marie	Union Hospital (UH) Union Primary Care (UPC)-Elkton	Two outlets used from the following to air the short video: Facebook (posts/boosts), email signatures, hospital newsletter, hospital bright boards, hospital website landing page, outpatient practice TVs, patient portal blasts Video completed and under review for approval	Moved to FY18
Draft a short message about lung cancer screenings devised from UH pamphlet to be used as message for lung cancer screening on various social media outlets.	Mary Ellen Jean Marie	Cecil County Health Department (CCHD) UH	Develop short message  Cancer Task Force (CTF) approves	2/17  2/17
Acquire an additional member who is involved with the Lung Cancer Program.	Mary Ellen	CCHD	Beth Money joined subcommittee	6.17

<p>Two organizations will post the short message through digital and/or social media sources to promote lung cancer screenings.</p>	<p>Mary Ellen Jean-Marie Beth Jennifer Allison</p>	<p>UH UPC-Elkton CCHD American Cancer Society Other community partner(s)</p>	<p>Facebook posting by UH &amp; CCHD</p>	<p>6/17</p>
<p>Research funding sources to support CTF activities related to smoking cessation and lung cancer screening promotion.</p>	<p>Jean-Marie Sheelagh Allison Jen Padgett</p>	<p>UH American Cancer Society CCHD</p>	<p>Research potential funding source to the Cancer Task Force  CRF-CPEST Grant FY18 submitted to provide Lung Cancer Screening Pilot Program and awaiting approval</p>	<p>6/17  6/17</p>