

Cancer Task Force Report
Community Health Improvement Plan (CHIP) Goal 2.2.1
Update on Activities
Cecil County Health Advisory Committee January 18, 2018

Subcommittee Community Outreach (Health Fair & Social Media) FY18					
CHIP Objective	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.				
Outcome Objective	<ol style="list-style-type: none"> 1. By June 30, 2018, plan and implement two Cecil County Lung Cancer awareness activities to advertise and promote the low-does CT screening. 2. By June 30, 2018, two presentations will be completed to advertise and promote the low-does CT screening program in the community <ul style="list-style-type: none"> • One presentation at the 55+ Lifestyle Expo will have been completed and evaluated for increase awareness of lung cancer screening. • The short video, which provides information about lung cancer screening, will be shown at 2 locations in the county. 				
Activity	Person Assigned	Key Partners	Measure	Status	Timeline
Establish a community “texting challenge” which promotes lung cancer screenings by texting short message to peers to spread awareness (like the ice bucket challenge – small media promo) during Lung Cancer Awareness Month.	Jean-Marie Sheelagh Allison	UH American Cancer Society CCHD	Establish rules for the challenge (9/17) Recruit 30 of local leaders and community members for the challenge (10/17) Run the challenge during the month of November (11/17) Provide impact to local news outlet to promote success and purpose (12/17)	Text challenge was not able to be implemented in FY17. Cancer Task Force at 12.17 meeting generated a list of activities for the subcommittee to review and select for Lung Cancer Awareness month November 2018. Subcommittee to present plan for Nov 2018 at next task force meeting.	December 2017
Members will choose 2 outlets from the following to air the short video: Facebook (posts/boosts), email signatures, newsletter, bright boards, website landing page, outpatient practice TVs or patient portal blasts.	Ramie Jennifer Jean Marie	UH UPC-Elkton CCHD	Two channels used to air the newly developed video in the community	November 2017, the Cecil County Lung Cancer Screening video was posted on Union Hospital’s Facebook & CCHD’s YouTube with the following message: Literally a lifesaver! Low-dose CT scans can reduce lung cancer deaths by 20 percent. Talk to your doctor about your lung cancer risk now.	June 2018
Activity	Person Assigned	Key Partners	Measure	Status	



				<p>Messaging for the #UHCCWear White campaign was sent to the following community groups:</p> <ul style="list-style-type: none"> • Cecil County Health Department • Gilpin Manor (Partner in Education) • Drug Free Communities Coalition • (umbrella coalition for 6 task forces 90 member orgs) • Union Hospital Board • MSPF2 (underage drinking prevention coalition) • Opioid Misuse Prevention Program • Cecil County Advisory Committee <p>Promoted Wear White for Lung Cancer Awareness on 11/15/17.</p>	
Members will contact 2 businesses to discuss activities to increase awareness of lung cancer and LDCT services.	Jean Marie ?	UH	<p>2 businesses contacted</p> <p>1 activity completed</p>		June 2018
Present at the at 55+ Healthy Lifestyle Expo completed.	Beth Money	UH	<p>Number of attendees</p> <p>Seventy-five percent of participants can identified:</p> <ul style="list-style-type: none"> • 3 of 5 eligibility criteria for screening • Healthcare Providers who can refer patients • Where the program is in County 	<p>Two presentations completed with approximately 15 participants.</p> <p>One Hundred percent of participants could identify the</p> <ul style="list-style-type: none"> • 3 of 5 eligibility criteria, • healthcare providers refer clients for screening • Where the program is in the county. <p>Additional comments were that they were pleased to have lung cancer screening services locally and they had positive comments concerning the Cecil County Lung Cancer Screening Video.</p>	August 2017

Subcommittee EMR Flagging & Referrals FY18

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.

1. By October 30, 2017, one health care provider will identify active clients in their caseload who meet eligibility for lung cancer screenings.
2. By November 30, 2017, in collaboration with the Social Media Subcommittee, the EMR Subcommittee will complete one activity in a health care provider's site that supports lung cancer awareness activities. **Revised to be by June 30, 2018.**
3. By June 30, 2018, one health care provider will establish a procedure to identify active clients in their caseload who meet eligibility for lung cancer screenings.
4. By June 30, 2018, one activity will be completed to increase awareness of available low dose lung CT screening of those clients identified as eligible for lung cancer screening.
5. By June 30, 2018, one presentation will have been completed for health care provider's site staff about identification of eligible clients for lung cancer screening.

Activity	Person Assigned	Key Partners	Measure	Status	Timeline
Union Primary Care (UPC)-Elkton will establish procedures to routinely identify clients eligible for lung cancer screening.	Jennifer	UPC-Elkton	Procedure developed and implemented at site.	In UPC's Allscript's, Social Hx identifies if smoker then drop down for number of packs/years. Provider does informed decision making and orders LDCT.	June 2018

Activity	Person Assigned	Key Partners	Measure	Status	Timeline
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Identified clients eligible for lung cancer screening at Union Hospital (UH) and UPC-Elkton.	Jennifer	UPC-Elkton	List of eligible clients	UPC Elkton & UH February 2018.	October 2017
Send letter to eligible clients.	Jennifer	UPC-Elkton	Number of letters sent	UPC on 7.17.17 identified 58 clients emailed (11) & sent letter (47).	June 2018
Evaluate the number of clients referred and enrolled for Lung Cancer Screening program 3-6 months after the letter sent.	Jennifer	UPC- Elkton	Evaluate the number of clients referred and screened	6 clients enrolled/screen as of 12.17 Final reports Feb 2018.	June 2018
Present FY18 activities to leadership at THA and/or UH.	Raimie Jennifer	UH UPC-Elkton	Approval of plan	Medical Executive Mtg 4 th Tuesday/month Jan 23, 2018 Dr. Curry offered to present with talking pts from Beth & Mary Ellen.	June 2018
Complete one activity in a health care provider's site that supports lung cancer awareness activities.	Jennifer Beth Mary Ellen	UPC-Elkton	Identification of activity Site completes activity	TBA as part of the Lung Cancer Screening Program Pilot Project.	June 2018