Evaluations

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Kicking Cancer Out of Your Community: Innovative Strategies for Cancer Prevention
September 18, 2014

Featured Speakers

- Suzanne Kuon
  - Director of Cancer Control Policy Initiatives
  - New York State Department of Health, Bureau of Chronic Disease Control
- Glynnis S. Hunt, MS
  - Public Health Education Coordinator
  - Schenectady County Public Health Services
- Mary McFadden
  - Supervising Public Health Educator
  - Broome County Health Department

Disclosure Statements

The planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity.

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Thank You to Our Sponsors:

- University at Albany School of Public Health
- NYS Department of Health
  - Bureau of Chronic Disease Control
Background

- The burden of cancer in NYS is substantial
- Many cancers are preventable
- Several behaviors are associated with decreased cancer risk

Policy Change: An Effective Strategy

NYS Comprehensive Cancer Control Plan and Prevention Agenda

Community Demonstration Projects

Project Objectives

Policy: First Steps
Community Support

Performance Measurement

Project Logic Model

Strategy Showcase

Paid Leave Time for Colorectal Cancer Screening

Broome County Executive

Educating Government Decision Makers

- Building Relationships (County Executive Personnel, Legislature)
- Champions: Chairman of Legislature
- Cost benefit
- Union relationship
- Monthly meetings with Health Committee of Legislature
Broome County Legislators

Engaging Community Partners

Educating and Engaging Community
- Develop promotional cancer screening plan with Cancer Services Program
- Educate employees
- Obtain knowledge, attitudes and behaviors
- Present results to employees, leadership and unions

Educating and Engaging Community
- Sponsor employee screening opportunities
- Create 12 month cancer screening press release plan
- Enlist community partners to participate in communication plans

Working With Community Partners

Ideas to Mobilize Community for Adoption of Paid Leave Time
- Enlist community partners/leadership teams members with communication materials and policy examples
- Establish paid leave time as a contractual deliverable
- Activate partners to generate support for adoption of paid leave for screening for employees
**Food Procurement**

- Food Purchasing
- Purchasing power of an agency or municipality
- Defines nutritional standards
- Changing the eating habits of people who work, live or are visiting locations

**Conifer Park**

- 225 bed substance abuse treatment facility
- Assessment compared existing nutritional standards to the NYS Food Policy Council Nutritional Standards
- Work on one food category at a time
- Established an agreed upon timeline for implementation
  - Example: Individualized snacks

**Adoption of Food Procurement Guidelines**

**Town of Niskayuna, NY**

- Obtaining town leadership
- Focus on Senior Center
- Providing technical assistance
- Taste testing event
- Gradual implementation

**Food Procurement Initiative: Educating and Engaging Communities**

**Broome County Central Foods**

- Serves approximately 1.8 million meals annually at:
  - Senior Centers
  - Meals on Wheels Recipients
  - Willow Point Nursing Home
  - Children’s Centers
  - Broome County Jail
Successful Implementation Strategies

- Buy in of Administration and Staff
  - Background of the issue
  - Why it is important
  - Return on Investment

Successful Implementation Strategies

- Provide education to staff and vendors
- Nutritional assessment of dry, canned, frozen and dairy goods
- Engage and activate partners to educate the community

Partner Publication

- Healthier alternatives were difficult to find or prohibitive
- Difficult to transition to healthier products

Challenges Encountered

- Formula Free Policies: Educating and Engaging Medical Offices
  - Started with practices that had a strong interest in breastfeeding
    - Offices with CLC’s
    - Practices with midwives

Overcoming Barriers Encountered

- Phase-in products meeting the standards over several grocery bid periods
Why target medical providers?

- Lu et al. (2001) found:
  - “Women who were encouraged to breast-feed were more than four times as likely to initiate breast-feeding as women who did not receive encouragement.”
  - “In populations traditionally less likely to breast-feed, provider encouragement significantly increased breast-feeding initiation, by more than threefold among low-income, young, and less-educated women; by nearly fivefold among black women; and by nearly 11-fold among single women.”

Assessment

- Visual
- Staff Educational Needs
- Office Environment

Addressing Barriers

- More Office Support Needed
- How can providers get reimbursed for breastfeeding services?
  - Coding for Breastfeeding (see pocket guide)
  - Breast pumps covered benefit through Medicaid
- Work with the practice to determine what is feasible now
- Identify an office CHAMPION!
- GRADUAL!
  - Complete overhaul all at once is not realistic
  - Loss of buy-in

Policy Development and Implementation

Mobilizing and Empowering Communities

- The Daily Gazette
- News Channel 13
- Schenectady Today

Engaging Organizational Decision-Makers
Educating Government Decision Makers

- Educate and communicate with policy makers about the potential impact of the three initiatives on cancer

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