

# 2015 Public Reporting of Outcomes: Cancer-Related Community Outreach

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## Mission

To develop a healthier community by providing a safe hospital environment, health education, and the promotion of wellness in partnership with our medical staff, employees and other community resources.

## Vision

- Serves the communities of the Big Sandy Region
- Delivers superior quality, services and access
- Aligns with its physicians for mutual success
- Continually improves and strives for excellence

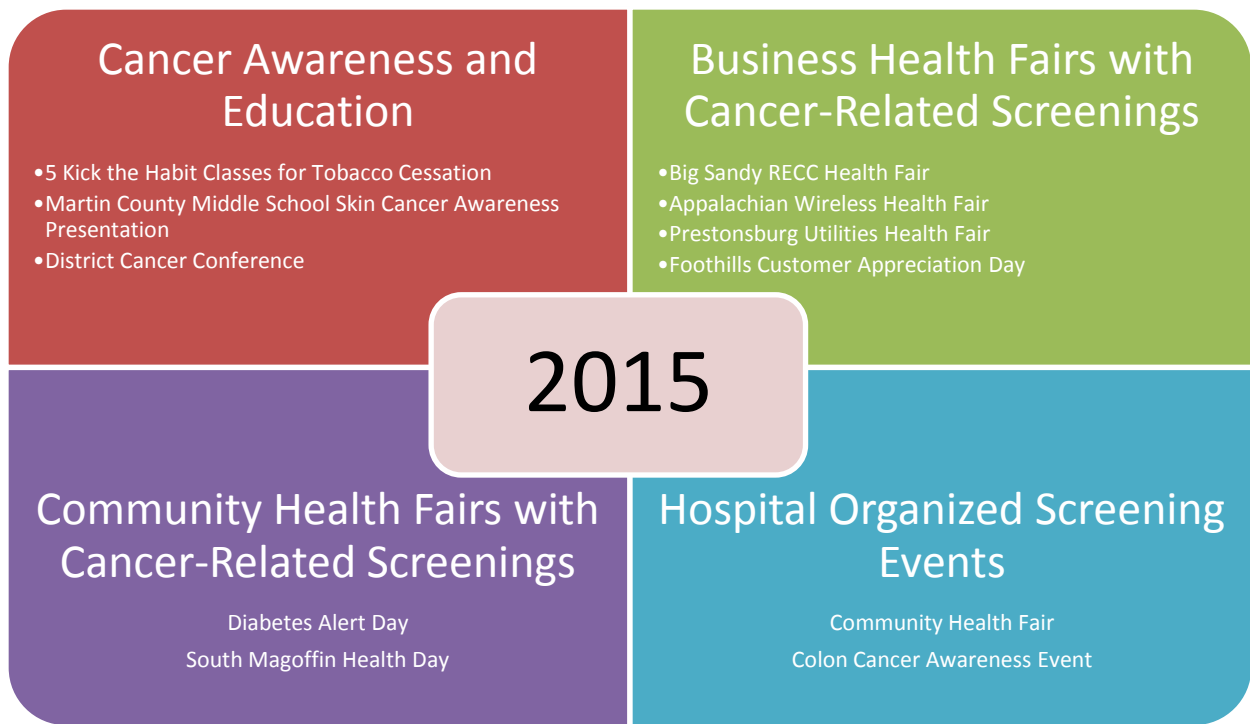
## Community Involvement

Highlands Regional Medical Center provides healthcare services to a number of counties including Floyd, Johnson, Martin and Magoffin with a combined population of over 100,000 residents. The reach extends much farther, to more than ten surrounding counties whose residents travel to Highlands to receive specialty medical services available at HRMC and numerous Highlands clinics. For more than 40 years, Highlands has focused its resources on serving the communities of the Big Sandy Region, delivering superior quality healthcare, and enhancing the quality of life in the communities we serve.

To continue our nonprofit mission, we give back to the community in many meaningful ways. The Highlands Community Development department provides health and wellness education in school presentations, awareness events, and community and business health fairs. Free screenings and vaccinations are provided throughout the year at hospital and community organized events. Highlands Community Development is a member of various community health coalitions throughout the Big Sandy region and conducts the hospital's Community Health Needs Assessment every three years.

## 2015 Cancer-Related Community Involvement

Highlands partners with local health departments, health coalitions, Kentucky Cancer Program, Markey Cancer Center and other community stakeholders to provide excellent cancer education, prevention, and screening programs. The graph below outlines events held in 2015.



Over **600** Participants at cancer-related events



**15** cancer-related events in 2015



Over **350** free screenings at community events

## Kick the Habit

It is the policy of Floyd County Schools that any child in middle or high school that is caught with tobacco or tobacco paraphernalia must receive one hour of tobacco education. Highlands, in rotation with St. Joseph Martin, Floyd County Health Department, and the Mountain Regional Prevention Center, provides Kick the Habit

classes once per month to a Floyd County high school, covering each of the high schools numerous times throughout the year. The classes use videos, pre-tests and post-tests, and open discussion to provide students with tobacco education that goes beyond traditional prevention programs. The curriculum encourages children to make healthier lifestyle choices through shocking graphics, interviews with cancer survivors, and tobacco facts that are not commonly known. The program also educates students about the financial burden of being a tobacco user and the effects of tobacco use on their loved ones.

From the start of the program in March of 2015 to the end of the year, Highlands educated 22 children in Kick the Habit classes.

## Colon Cancer Awareness

Every year, Highlands organizes and hosts a colon cancer awareness event at the hospital. The Incredible Colon, provided by the Kentucky Colon Cancer Screening Program, is a walk-through exhibit that features an inflatable 10 foot wide, 20 foot long, and 12 foot high colon. Visitors get an up-close look at healthy colon tissue and tissue with colorectal diseases, colitis, polyps, and various stages of colorectal cancer. Along with the walk-through exhibit, visitors have the opportunity to speak to medical partners and physicians, receive free colon cancer screening kits, and collect Highlands promotional items and physician information.

In 2015, 125-150 people walked through the exhibit and 24 colon screenings were provided.



## Health Fair Screenings

Highlands organizes and attends many health fairs throughout the year and provides free screenings at the events when possible. Throughout 2015, over 300 health fair participants received free lab draws (glucose, cholesterol, and prostate-specific antigen for men over 40 years old) and/or lung screenings. Along with these cancer-related screenings, participants often receive dietary counseling and information on health system physicians, behavioral health, physical activity, and heart and stroke education.