

2018 Public Reporting of Outcomes: Cancer-Related Community Outreach

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.

Highlands partners with local health departments, health coalitions, Kentucky Cancer Program, UK Markey Cancer Center and other community stakeholders to provide cancer education, prevention, and screening programs broadly throughout the community. In 2018, the Highlands Cancer Committee's Public Reporting of Outcomes highlights our cancer screening and prevention programs, COC standards 4.1 and 4.2.

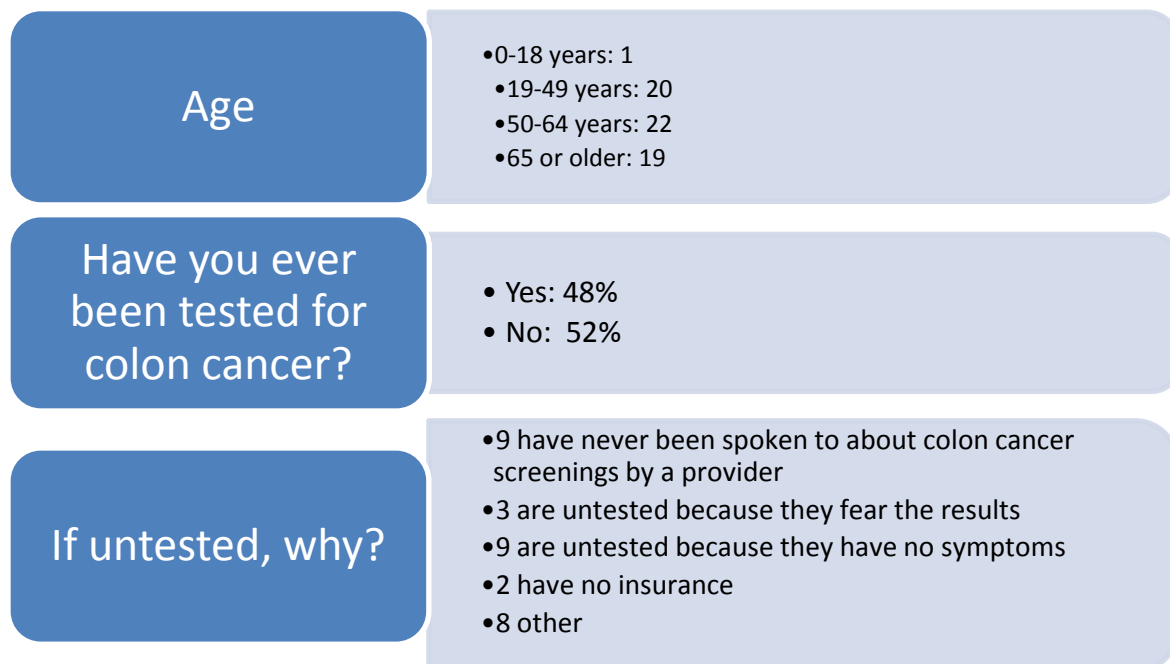
2018 Cancer Prevention Programs

Colon Cancer Awareness Day

Each 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, register for free FIT Kits (take-home colon cancer screening kits) from UK Markey Cancer Center, and collect Highlands' promotional items and physician information. In 2018, Kentucky Cancer Program also provided the "Faces of Colon Cancer" exhibit, which features photos of Kentucky colon cancer survivors and their stories of diagnosis and recovery.



In 2018, 125-150 people walked through the exhibit and 62 completed surveys about their history of colon cancer screenings for Kentucky Cancer Program. Results are as follows.



Youth Health Ambassador Program

In 2018, Highlands Partnered with UK Markey Cancer Center to create a new cancer education program targeting elementary school children. The Youth Health Ambassador program teaches a myriad of cancer prevention topics, including nutrition, exercise, smoking, tanning bed use, addiction, and screenings as well as general health and wellness information. What makes this program most impactful is that adults do not teach the curriculum, high school students do.

Six Youth Health Ambassadors with interest in health care careers were chosen from two area high schools. After extensive training on Markey's Get Fit, Be Smart, Don't Start program, the students began teaching to elementary school classrooms using interactive displays and visual aids. The Jar of Tar, Mr. Gross Mouth and a pound of fat are just a few of the most popular displays among the younger children. At the end of their senior year, the Youth Health Ambassadors will receive a scholarship to put toward their future education.

The Ambassadors began presenting to classrooms in September of 2018, and to date have taught over 150 students in 7 presentations. After each session, students are surveyed about what they learned.

94% rated their instructor extremely knowledgeable or very knowledgeable.

62% encouraged a friend or family member to make their health a priority or get a screening of some type.

67% spoke to family or friends about the dangers of smoking or importance of healthy diet after the presentation.

70% had made the decision to eat and drink healthier after the presentation.



Highlands Think Pink

Each year in October, Highlands organizes Think Pink, a breast cancer awareness event that educates women about breast cancer prevention while also honoring survivors. In 2018, the event was held at Foxy Fitness, a local fitness studio.

Dr. Swaty Arora, Highlands Oncologist/Hematologist opened the event by speaking about the importance of preventative screenings, knowing your family history, staying attuned to changes in your body, and cancer rates throughout the state. Attendees then enjoyed a free fitness class, photobooth photos, and door prizes. 78 attendees signed in to the event.

All attendees were provided goodie bags filled with highlands merchandise and breast self-exam shower cards. The nursing program at Big Sandy Community and Technical College also attended to provide cancer education to attendees. Afterwards, attendees were surveyed about the effectiveness of the prevention event. Thirty-eight completed surveys were returned. Results are as follows.

100% reported that they were more likely to administer self breast exams after the event's speaker and shower card instructions.

97% reported that they were more likely to schedule yearly mammograms when/if they are over 40 years of age.

100% reported that they were more likely to encourage friends and family to schedule yearly screenings after the event.



2018 Cancer Screening Programs

Mamm's Day Out

Mamm's Day Out is a free mammogram screening event for women that are underinsured, uninsured, or in need of a Saturday appointment. The event is sponsored by UK Markey Cancer Center through the hospital's affiliation, and typically provides Saturday mammograms for twenty women. In 2018, the available screenings were filled in one week and fourteen women were waitlisted.

We realize your time is valuable and it may be difficult to get a mammogram during the work week. That's why we're offering a Saturday screening.

Please call to schedule an appointment. You may qualify for a free exam!

When: Saturday, June 23, 2018, 7:40 a.m. - 4:30 p.m.
What: Screening mammograms and health education
Where: Highlands Breast Center (inside Highlands Regional Medical Center, 1st Floor)
Call 606-886-7468 to book your appointment.

HIGHLANDS HEALTH SYSTEM | UK HealthCare MARKEY CANCER CENTER
An NCI-Designated Cancer Center

During the event, attendees are also offered breakfast or snacks, health and wellness information from other community vendors such as Kentucky Cancer Program and UK Markey Cancer Center, and gift bags filled with self-care items for participation. In 2018, sixteen of the twenty scheduled women showed up for their screenings. Of those, seven were uninsured. Screening results are as follows:

- 16 mammograms completed
- 11 readings of BIRAD 1 or 2, all cleared
- 5 readings of BIRAD 0, patients contacted and diagnostic mammograms suggested
- 4 patients returned for diagnostic mammograms, all cleared with follow ups scheduled
- One patient with BIRAD 0 failed to schedule her follow up after numerous attempts by Highlands Breast Center staff.

After each participant completes her mammogram, she is surveyed about the effectiveness of the event. Results are as follows.

92% reported that they were “very satisfied” with the screenings provided.

44% were uninsured and would have been unable to receive a mammogram otherwise.

92% reported that they were “very satisfied” with the breast cancer education and vendor information provided.

46% heard about the event via email, 23% by Facebook, 23% by word of mouth, and 8% other.