

Alliance Community Hospital

Public Outcome Report

2015

Community Outreach:

Alliance Community Hospital is committed to providing cancer screening and cancer prevention information to the public through the cancer committee community outreach program.

The American Cancer Society estimated that 73,870 new cases of melanoma will be diagnosed in 2015. Melanoma accounts for 2% of all skin cancer but the vast majority of skin cancer deaths. Due to an increase in occupational and recreational sun exposure melanoma incidence rates have risen sharply over the last 30 years. The incidence of melanoma seen and treated at Alliance Community Hospital (ACH) increased from 1% of the total analytic cases in 2005 to 6.9% in 2014. The National Cancer Institute states that skin exams are used to detect skin cancer early. It is also important for people who have had skin cancer to get regular skin checkups. Most melanomas in the skin can be seen with the naked eye and usually grow for a long time in the epidermis which allows for them to be found early. The American Cancer Society states: The best way to detect skin cancer early is to recognize new or changing skin growths and have all major areas of the skin examined regularly. Any new or unusual lesions, or a progressive change in a lesion's appearance should be evaluated promptly by a physician. It is also suggested to use the ABCD rule for warning signs of malignant melanoma. A for asymmetry, B for border, C for color and D for diameter. A skin cancer screening event was held at ACH on June 27, 2015 in partnership with Olivia Myers, PA from a local dermatology office. Thirteen people were given free skin exams with four patients referred to the dermatology office for further examination. The program was coordinated by Karen Campf, BSN, community outreach coordinator, members of the cancer committee, the public relations department and Olivia Myers, PA. Informational handouts from the American Cancer Society and the dermatology office were distributed. The program was well received with very positive evaluations.

The hospital also provides cancer prevention programs to the community. In the 2013 Community Health Needs Assessment, cancer was stated to be the second leading cause of death in Stark and the surrounding counties and only 65.5% of 1,970 Medicare enrollees had a mammogram over a two year period. According to the 2012 Ohio Behavioral Risk Factor Surveillance Survey (BRFSS) 60% of Ohio women 40 and over reported having a mammogram in the past year and even though the BRFSS reports an upward trend in mammography rates the need for patient education and resources were in the top five health needs identified by the Needs Assessment. In a Cancer Needs Survey conducted by the ACH Cancer Committee, education about cancer diagnosis was ranked as a priority by the respondents. The National Cancer Institute states that screening mammograms can help reduce the number of deaths from breast cancer among women ages 40-74. Early detection of breast cancer with mammography means that treatment can be started earlier possibly before it has spread. A preventative breast cancer program "Breast Cancer Detection, Treatment and Enjoying Life after Breast Cancer" was presented through a free public luncheon on October 23, 2015. David Meir, BSN, Director of Cardiac and Oncology Services and Dawn Wagner, RD/LD registered dietician at ACH and breast cancer survivor presented the program. There were twenty attendees and evaluations showed the program was very well received.

A team from Alliance Community Hospital participated in Dragons on the Lake. Proceeds from this event supports BOATLOADS OF HOPE a community outreach program for breast cancer awareness. Money from this event went to help breast cancer patients in Stark and Summit Counties.

The Center for Digestive Health uses the latest technology for endoscopic procedures such as colonoscopy, upper endoscopy, flexible sigmoidoscopy and bronchoscopy. A risk assessment quiz for colon cancer is posted on the hospital web site as well as a colon cancer screening brochure.

Alliance Community Hospital Foundation hosted its eighth annual STEPPIN' OUT FOR HOSPICE 5K Run/Walk on Saturday August 22, 2015. More than 600 runners and walkers participated in the city's largest 5K. This annual event raises money for the Alliance Community Hospital Hospice Program. This program provides end-of-life care for patients allowing them to stay in the comfort of their own home regardless of an inability to pay for services.

Free Smoking Cessation classes for the public are offered each month.

References:

American Cancer Society. *Cancer Facts & Figures 2015*. Atlanta: American Cancer Society; 2015

The National Cancer Institute

Mammography Source: County Health Ranking: Original Source: Dartmouth Atlas of Health Care

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2013 Community Health Needs Assessment: Alliance Community Hospital Prepared by Center for Marketing & Opinion Research, LLC

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American Cancer Society East Central Division, Ohio Department of Health, The Ohio State University. *Ohio Cancer Facts & Figures 2010*. Columbus, Ohio: American Cancer Society; 2010.

Cancer in Ohio 2014. Ohio Cancer Incidence Surveillance System, Ohio Department of Health and The Ohio State University, Columbus, Ohio, March 2014.

Alliance Community Hospital Cancer Registry