

Alliance Community Hospital  
Public Outcome Report  
2016

Community Outreach:

In 2016 the Hospital successfully achieved the prevention outreach initiatives that were set for the program. Over 730 community members were reached through the 4 educational programs offered. A focus on healthy lifestyle choices as a strategy for cancer prevention was the dominant theme for all of our community events. The Hospital successfully collaborated with the community education and public relations program to ensure that the target audiences were reached.

Two of the community activities focused specifically on colon cancer education and screening. In review of the Cancer Registry Data, Alliance Community Hospital has a larger number of Stage 3 Colon Cancers at Diagnosis. In 2015, Alliance Community Hospital successfully recruited a new Gastroenterologist. Given the elevated Stage 3 Colon Cancer cases & recruitment of new physician, the Committee considered this a priority to educate the community on colon cancer screenings. During community events, Alliance Community Hospital offered education and FIT testing for individuals at risk for colon cancer. Forty-three individuals received the FIT cards for testing, twenty-nine returned the cards. There were no cancers diagnosed from these events. Additionally, with the programs supported the American Cancer Society's initiative on 80% by 2018.

Alliance Community Hospital has seen an increase in Human Papilloma Virus (HPV) associated cancer. Stark County Ranks 39<sup>th</sup> in healthy lifestyle choices, it was determined that sexual activity and HPV spread was a concern. Alliance Community Hospital also has a 33% rate of Larynx Cancer diagnosed between the ages of 33-39, while other like facilities are 1% in this age range. The Hospital reached out to the community to educate parents on HPV vaccination and prevention by holding an educational talk for the community in September 2016, this was attended by sixteen individuals.

A Community Health Fair was offered on September 29, 2016 in accordance with the recommendation to increase patient education and resources. The community had access to health care education on cancer prevention, colon screening, tobacco cessation, along with information on what services are available at Alliance Community Hospital for Cancer Care.

The Hospital also provides cancer prevention/education programs to the community. In the 2013 Community Health Needs Assessment, cancer was stated to be the second leading cause of death in Stark County and the surrounding counties. During that same year, 2013, only 65.5% of 1,970 Medicare enrollees had a mammogram completed over a two year period. According to the 2012 Ohio Behavioral Risk Factor Surveillance Survey (BRFSS) 60% of Ohio women age 40 and over reported having a mammogram in the last year. In the Cancer Needs Survey conducted by the ACH Cancer Committee, education about cancer diagnosis was ranked as a priority by the respondents. October 14, 2016 an educational event was held to discuss

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screening recommendations, types of cancer, treatment options, bone health & insurance coverage information. This event was attended by fifteen individuals.

Smoking Cessation Classes continue to be offered to the Community and Alliance Community Hospital Staff. Trainees counseled 38 smokers in 2016. About 1/3 of the class is currently on some kind of nicotine replacement therapy and around 3/4 of the class are active smokers or use chewing tobacco. Stark County has a 23% smoking population versus the state of Ohio with a 22%. Stark County also ranks 39<sup>th</sup> in the state for Healthy Lifestyle Choices which include tobacco & alcohol use. The Cancer Committee would like to see the number of smokers who have quit smoking and stopped nicotine replacement therapy increase since our county has a higher than average smoking population.

We continue to offer Low Dose CAT Scans (LD CT Scan) for individuals at risk for lung cancer. In 2016 over thirteen individuals completed the LD CT Scan with no cancers being diagnosed.

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

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

Alliance Community Hospital Cancer Registry