

National Behavioral Health Network for Tobacco & Cancer Control:

Master Class Community of Practice



National Behavioral Health Network
For Tobacco & Cancer Control

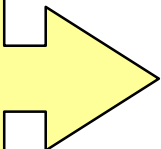
Planning and Facilitating Cancer and Tobacco
Cessation Educational Sessions

May 15th, 2018



Housekeeping

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two steps.



1. Turn **off** or **mute**
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computer speakers.

2. GoToWebinar INSTRUCTIONS:

Join the webinar:

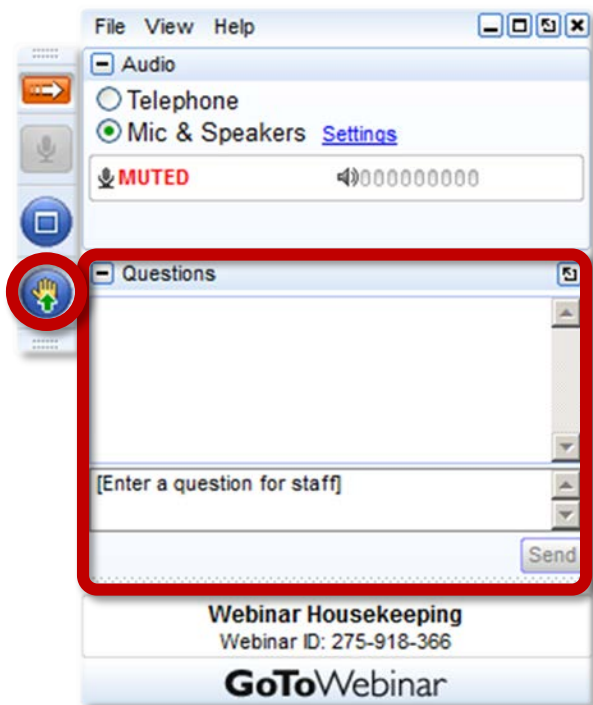
<https://attendee.gotowebinar.com/register/6542986278252584963>

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the question box in your GoToWebinar
window.

We will have a brief Q&A session
following the presentation.



Agenda

- **Tasha Moses, MPA, *Strategic Management Services, LLC***
- **Marti Romero, PsyD, LPC, *Assets, Inc***
- **Kristen Bradley, RN, BSN, *Red Rock Behavioral Health Center***
- **Q & A**
- **Wrap-up & Next Steps**



Learning Objectives

- *By the conclusion of this webinar, participants will be able to:*
 - > Describe the four CDC national campaigns and their available free tools and resources.
 - > Discuss the elements of coordinating and facilitating an educational session and tactics for participant recruitment at their organization.
 - > Develop an educational session incorporating one of the four CDC national public health campaigns.



Cancer prevention means
any action taken to
reduce a person's risk of
getting cancer.



**of cancers can
be prevented.**

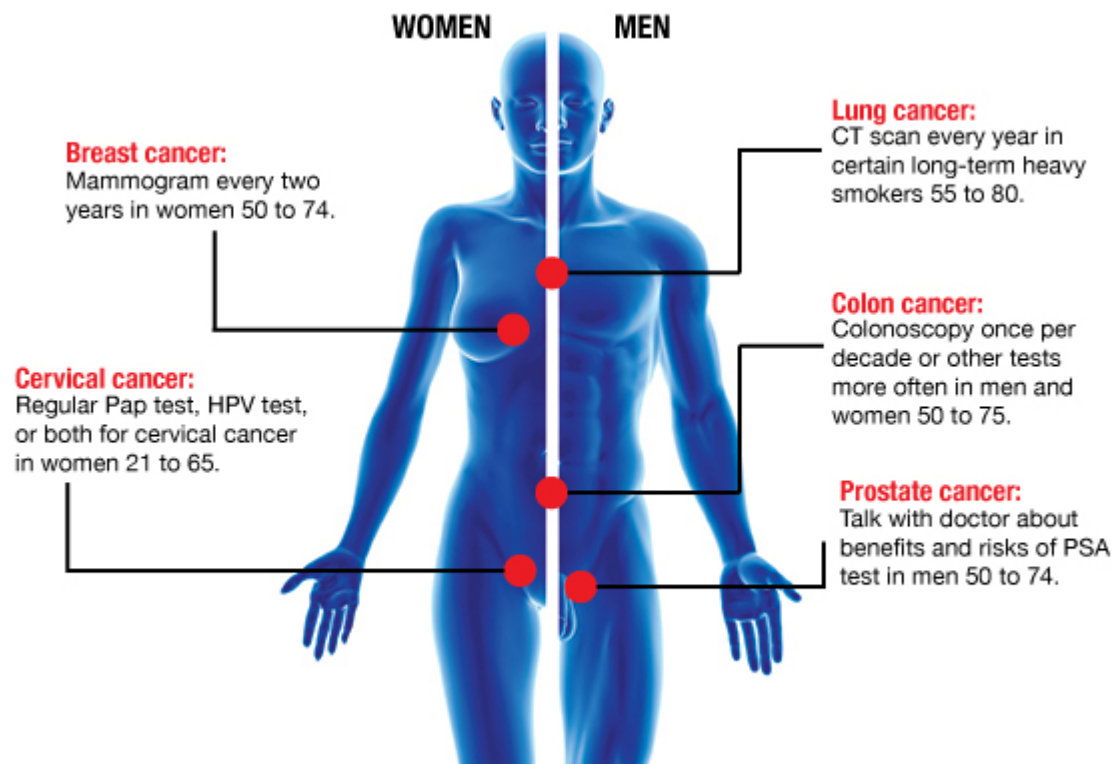


Preventable Cancers

- Breast
- Cervical
- Colorectal
- Liver
- Lung
- Oral
- Prostate
- Skin
- Testicular
- Viruses & Cancer

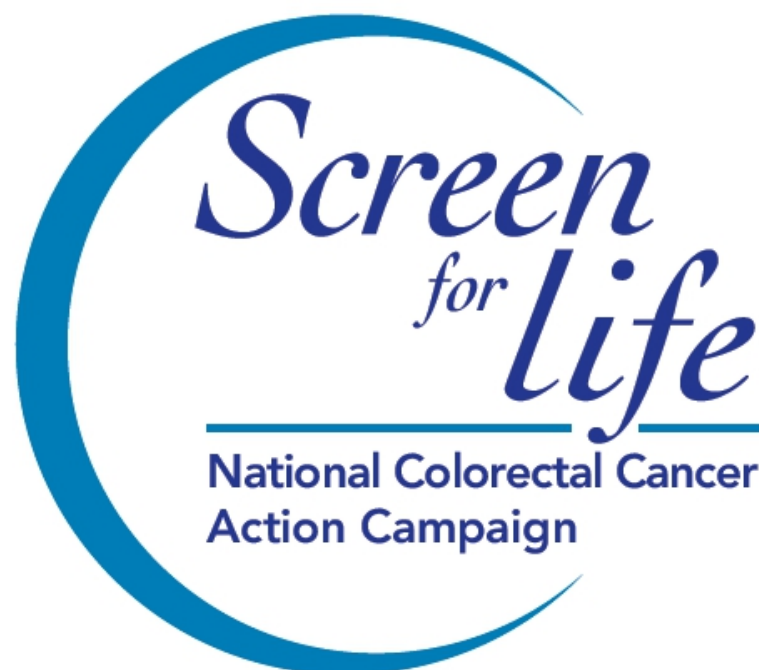


Cancers that can be screened...





CDC National Public Health Campaigns





CDC National Public Health Campaigns

✓ **Trusted**

✓ **Validated**

✓ **Evidenced-based**



Perspective





Dr. Marti Romero

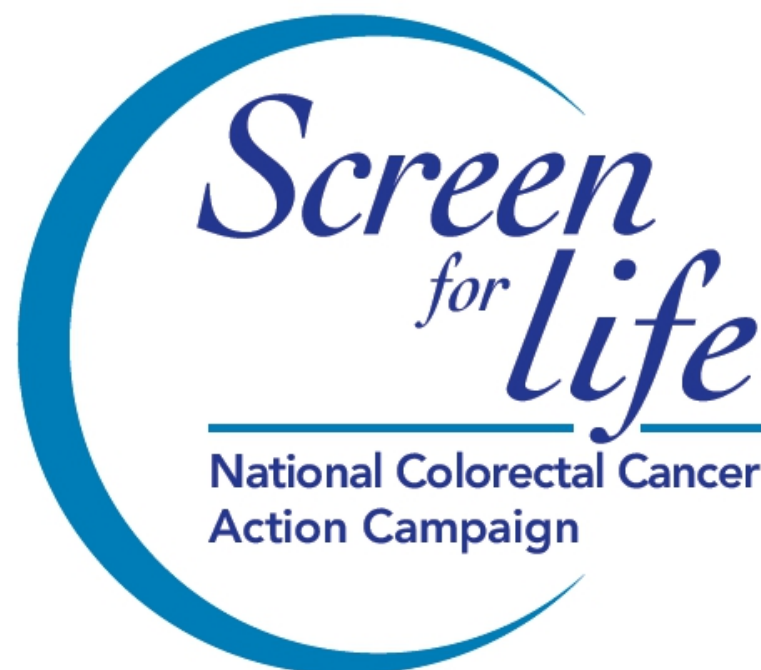
Assets, Inc.:



- A non-profit organization based in Anchorage, Alaska.
- Founded by determined parents and friends of individuals with disabilities.
- Provides employment opportunities and training services for individuals with developmental and/or mental illnesses.
- 64th largest private employer in Alaska, with a workforce of over 400 employees, 42% of whom are individuals with disabilities.
- Education sessions held: ***TIPS From Former Smokers***



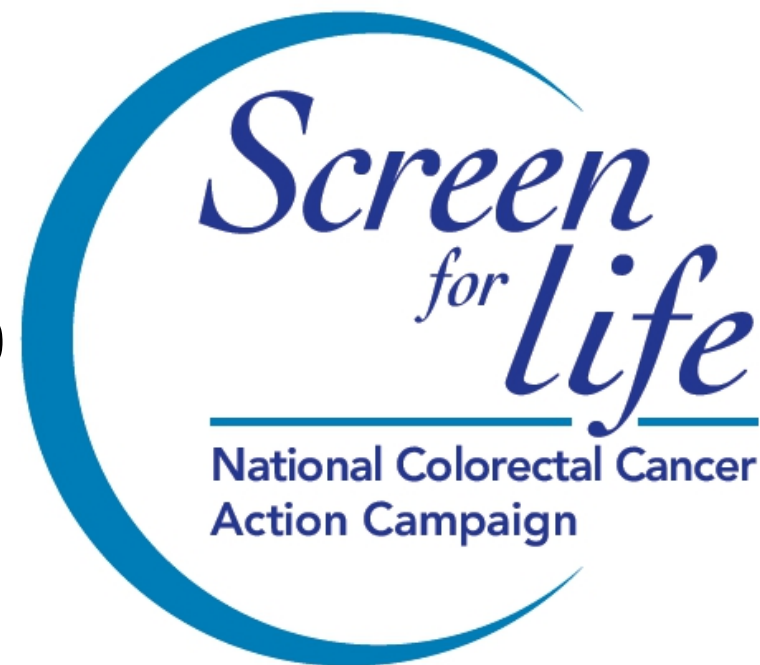
CDC National Public Health Campaigns





Screen for Life

- National Colorectal Cancer Action Campaign
- Multiyear, multimedia campaign launched in March, 1999
- Informs men and women aged 50 years and older about the importance of having regular colorectal cancer screening tests
- Target Audience: *African Americans, Hispanics, Health Professionals*





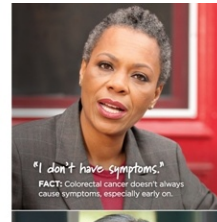
Available Materials & Resources

What percentage of U.S. adults are up-to-date with colorectal cancer screening?

A. 86% B. 65% C. 45% D. 25%

Have you been tested?

"Why Should I Get Screened?"



Information About Screening



Screening Tests in Use or Under Development

Screening tests are not recommended by the doctor unless they are used in some settings and other factors are considered. Many insurance companies do not cover these tests and if anything is found during the test, you likely will need a colonoscopy.

Barium Enema—You receive a liquid called barium, followed by X-rays to create an outline around your body to see the outline of your colon.

Colonoscopy—Uses X-rays and computers to create images of the entire colon. The images are then viewed on a computer screen.

Stool Test—You collect an entire bowel movement and send it to a lab to be checked.

For more information, visit screenforlife.org or call 1-800-232-4636, or visit www.medicare.gov.



Colorectal Cancer Screening Saves Lives



Colorectal cancer is the second leading cancer killer—but it doesn't have to be.

Watch the new Screen for Life PSAs!

The doctor uses a longer, thin, flexible, lighted tube to check for polyps or cancer inside the rectum and the entire colon. During the test, the doctor can find and remove most polyps and some cancers. Colonoscopy also is used as a follow-up test if anything unusual is found during one of the other screening tests.

If you're 50 or older, talk with your doctor about getting screened.



To find out about Medicare coverage, call 1-800-MEDICARE (1-800-633-4227), or visit www.medicare.gov.





Bring Your Brave Campaign

- Provides information about breast cancer for women > 45
- Real women, real stories
- Target audience = women ages 18 to 44, particularly those whose family history and backgrounds predispose them to a higher risk for breast cancer at a young age





Available Materials & Resources

What Every Young Woman Needs to Know About Hereditary Breast & Ovarian Cancer

11% OF WOMEN
DIAGNOSED WITH BREAST CANCER IN THE US ARE YOUNGER THAN 45 YEARS OLD.

1 IN 8
AMERICAN WOMEN

Breast Cancer in Young Women Can Be Hereditary

Breast cancer is now common in younger women than in other women. That young women are more likely to have hereditary breast cancer: hereditary cancer runs in your family and are caused by an inherited change in your genes.

BRCA describe the most common genes that increase the risk of breast and ovarian cancer. BRCA gene mutations that pass from parent to child can increase the risk of breast and ovarian cancer.

Some people have mutations in the BRCA genes which increase the risk of breast, ovarian, and other cancers.

1 IN EVERY 500
women have a BRCA gene mutation.

3 Ways to Tell if You're at a Higher Risk for a BRCA Mutation

50% of women with a BRCA mutation have a family history of breast or ovarian cancer.

30% of women with a BRCA mutation have a family history of breast or ovarian cancer.

3 Steps Young Women Can Take to Understand Their Hereditary Breast and Ovarian Cancer Risk

1. Know your family history of breast and ovarian cancer.
2. Get a genetic counselor to help you understand your risk.
3. Get a genetic test to see if you have a BRCA mutation.

"My lump wasn't cancerous, but now I'm more aware of changes to my breasts and body in general."

-MEAGAN, AGE 22

3

WAYS TO TELL IF YOU'RE AT A HIGHER RISK FOR A BRCA MUTATION

KNOW:BRCA ASSESSMENT

IS RIGHT FOR YOU



Know:BRCA Mobile App

For women age 18-44

- Learn about genetic risk factors for breast and ovarian cancers.
- Assess your risk for a BRCA1 or BRCA2 gene mutation (change) based on your family history of breast and ovarian cancer.
- Print and/or electronically share your results with your healthcare provider.



Know:BRCA
KNOWING YOUR BRCA RISK

Do You Know Your Risk?

Did you know your risk of breast or ovarian cancer? Know:BRCA having a BRCA mutation.

www.cdc.gov/BringYourBrave

Can you answer Yes to any of these questions?

1 Family history of breast or ovarian cancer?

2 Age

Have you or any of your family members been diagnosed with breast cancer before the age of 50 or ovarian cancer at any age?

Why?

3 Ethnicity

Are you of Ashkenazi Jewish descent?

Why?

[Take me to the Assessment.](#) [No, but I want to learn more.](#)

Inside Knowledge: Get the Facts About Gynecological Cancer

- Raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar.
- Encourages women to pay attention to their bodies, so they can recognize any warning signs and seek medical care.
- Target Audience = all women

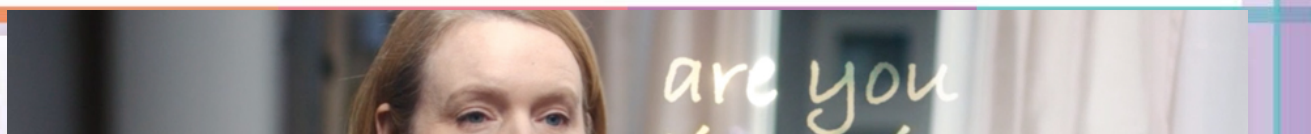




Available Materials & Resources



Free Campaign Materials



My mom and I were worried
cdc.gov

Symptoms	Cervical Cancer	Ovarian Cancer	Uterine Cancer	Vaginal Cancer	Vulvar Cancer	Fill in the circles for each day you have a symptom.	
						WEEK ONE	WEEK TWO
Abnormal vaginal discharge	●	●	●	●		S M T W T F S	S M T W T F S
Pelvic pain or pressure		●	●		●	S M T W T F S	S M T W T F S
Abdominal or back pain		●				S M T W T F S	S M T W T F S
Bloating		●				S M T W T F S	S M T W T F S
Changes in bathroom habits		●		●		S M T W T F S	S M T W T F S
Itching or burning of the vulva					●	S M T W T F S	S M T W T F S
Changes in vulva color or skin, such as a rash, sores, or warts					●	S M T W T F S	S M T W T F S
Abnormal vaginal bleeding	●	●	●	●		If you have bleeding that is not normal for you, see a doctor right away.	



Gynecologic Cancer Symptoms Diary



I love being a mom
cdc.gov
I'm grateful I survived cancer and can be here for my kids. Get the facts on GYN cancers.



Additional Materials & Resources

- Shareable [buttons and badges](#), [PSAs](#), and [Posters](#)
- Provider continuing education (CE) on gynecologic cancers
- Information about how and why *Inside Knowledge* was developed
- Johanna's Law Gynecologic Cancer Education and Awareness Act of 2005
- Campaign research
- Annual report on major *Inside Knowledge* highlights, milestones, and activities



TIPS From Former Smokers

- Profiles real people who are living with serious long-term health effects from smoking and secondhand smoke exposure.
- *Tips* ads focus on many health issues caused by, associated with, or made worse by smoking or exposure to secondhand smoke, including: cancer and mental health conditions
- Audience = adult smokers ages 18 through 54

**TIPS FROM
FORMER
SMOKERS**



Available Materials & Resources

A TIP FROM
FORMER
SMOKERS

TIPS FROM
FORMER
SMOKERS

CDC'S TIPS FROM FORMER SMOKERS CAMPAIGN
Reasons to Quit Smoking

Some of the reasons to quit smoking are very small.

Everyone has their own reasons for quitting smoking. Maybe they want to be healthier, save some money, or keep their family safe. As you prepare to quit, think about your own reasons for quitting. Remind yourself of them every day. They can inspire you to stop smoking for good. Whatever your reasons, you will be amazed at all the ways your life will improve when you become smokefree.

It's best to quit as early in life as possible. This allows your body a chance to heal and reduces your risk for serious health problems, like heart attacks.

Here are a few reasons to quit you may want to consider:

Your Health and Appearance

- My chances of having cancer, heart attacks, heart disease, stroke, and other diseases will go down
- I will be less likely to get sick
- I will breathe easier and cough less
- My skin will look healthier, and I will look more youthful
- My teeth and fingernails will not be stained

Quitting will make you feel better and improve your health, and there are other reasons to quit that you may not have considered:

Your Lifestyle:

- I will have more money to spend
- I can spend more time with family, catch up on work, or dive into my favorite hobby
- I won't have to worry about when I can smoke next or where I can or can't smoke
- My food will taste better
- My clothes will smell better
- My car and home won't smell like smoke
- I will be able to smell food, flowers, and other things better

You think about your teeth a lot more when you don't have any.

AFTER YOU HAVE A LUNG REMOVED, TAKE SHORT BREATHS.

Rebecca struggled with depression. She thought smoking would help, but it just mad her more depressed. When she quit smoking it changed her life, mentally and physically. Now she runs 5Ks and hopes to live to be one hundred.

You can quit smoking.
For free help, call
1-800-QUIT-NOW.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/tips

#CDCTips

#CDCTips

CDC.gov/tips



Educational Sessions Using CDC Campaigns

- Start a conversation
- Increase awareness of cancer prevention
- Incorporate into current programming
- Enhance cancer prevention efforts



Educational Sessions – *Where to Start*

- **Organizational Assessment**
 - > Cancer prevalence
 - > prevention efforts
- **Goals & Needs**
 - > Clients
 - > Health issues
- **Sustainability**



Educational Sessions – *How to use?*

- Incorporate into current programming
- Create new programming
- Kick off an effort (ex. tobacco-free campus initiative)



Session Format

- Pre-test
- Welcome & Ground Rules
- Icebreaker/Activity #1
- Background
- Review Campaign Information
- Discuss resources available
- Activity #2 to reiterate concepts
- Summarize & Post-test



Evaluating Progress/Success



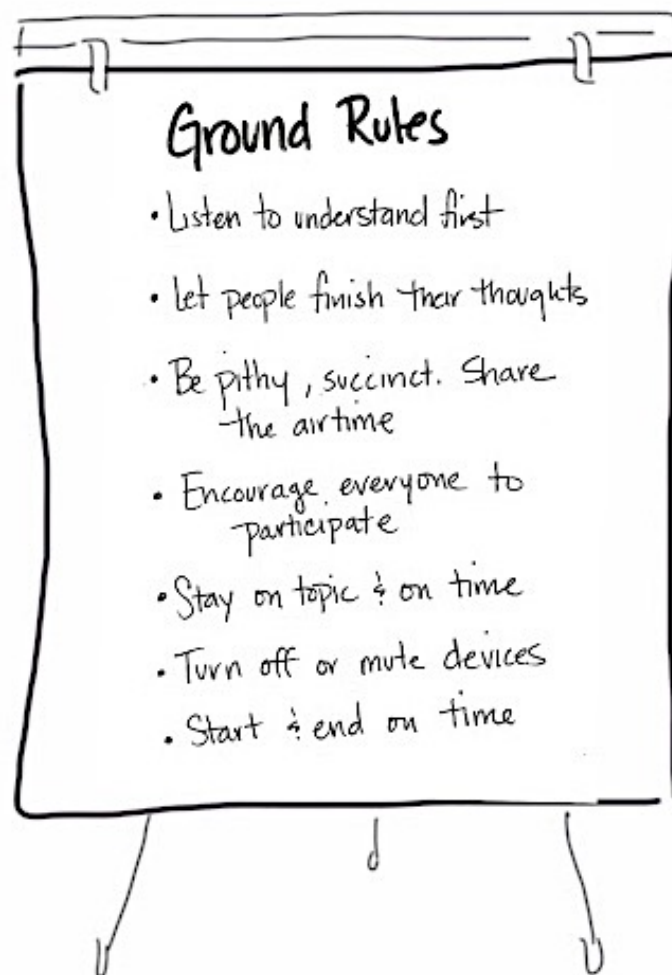
Pretest



Posttest



Open the Session







Icebreakers should be...

- ✓ **Fun**
- ✓ **Quick**
- ✓ **Easy**
- ✓ **Applicable**



Icebreaker Example: *Healthy Plates*

- Participants use plate to draw a healthy meal
- Include quantities for each food item (*i.e. 3 meatballs, 2 pieces of chicken, etc.*).
- 10 mins to create plate
- At the end of 10 mins, ask for volunteers to share what's on their plate.





Icebreaker Example: *What is Health?*

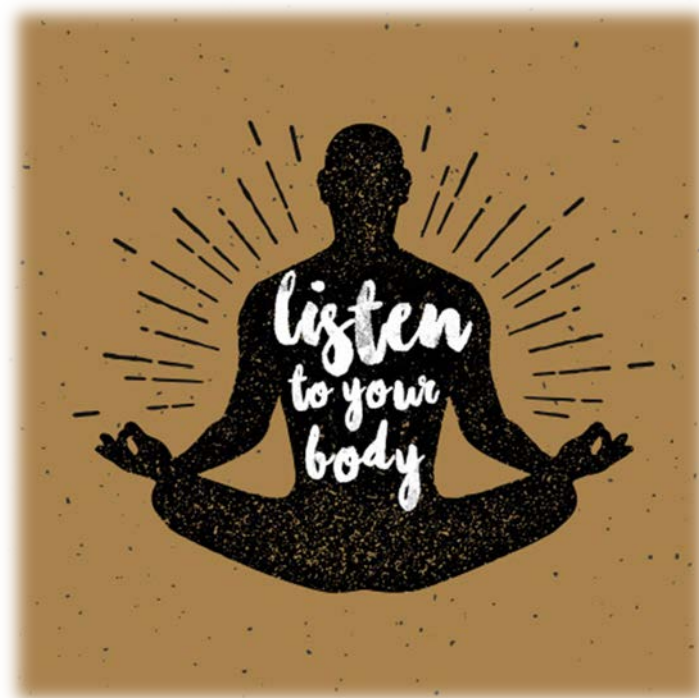
- Using the materials provided, create a collage that shows what your group thinks being “healthy” means.
- Each group member’s thoughts should be included on the collage.
- 10 minutes
- Groups choose a member of their team to explain their group’s collage.

What is...?



Icebreaker Example: *Listening to Your Body*

- Think about a time your body told you something.
- On your post-it note, write or draw a picture or one word that describes what your body told you.

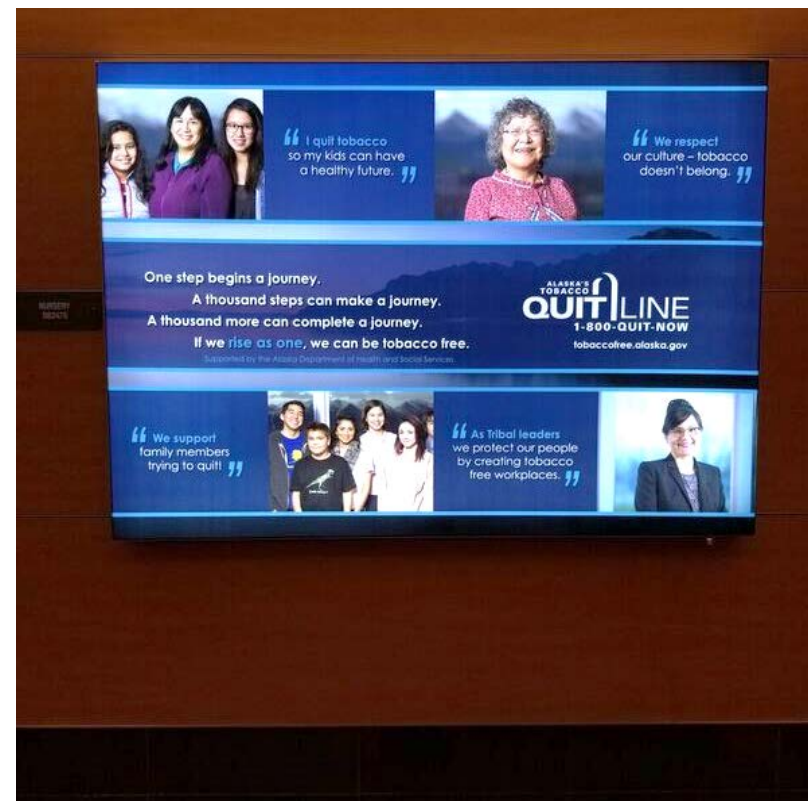




Step 1:



**THE
ISSUE**





Step 2:





Step 3:





Step 4:

Knowledge isn't power
until it is applied.

Dale Carnegie

addiction





Closing Activities

- What Cancer Am I?
- Cancer Truths vs. Myths
- Bringing Your Brave
- Health Living Commitment Tree



Worksheet

Colorectal
cancer can have
no symptoms.

True or False

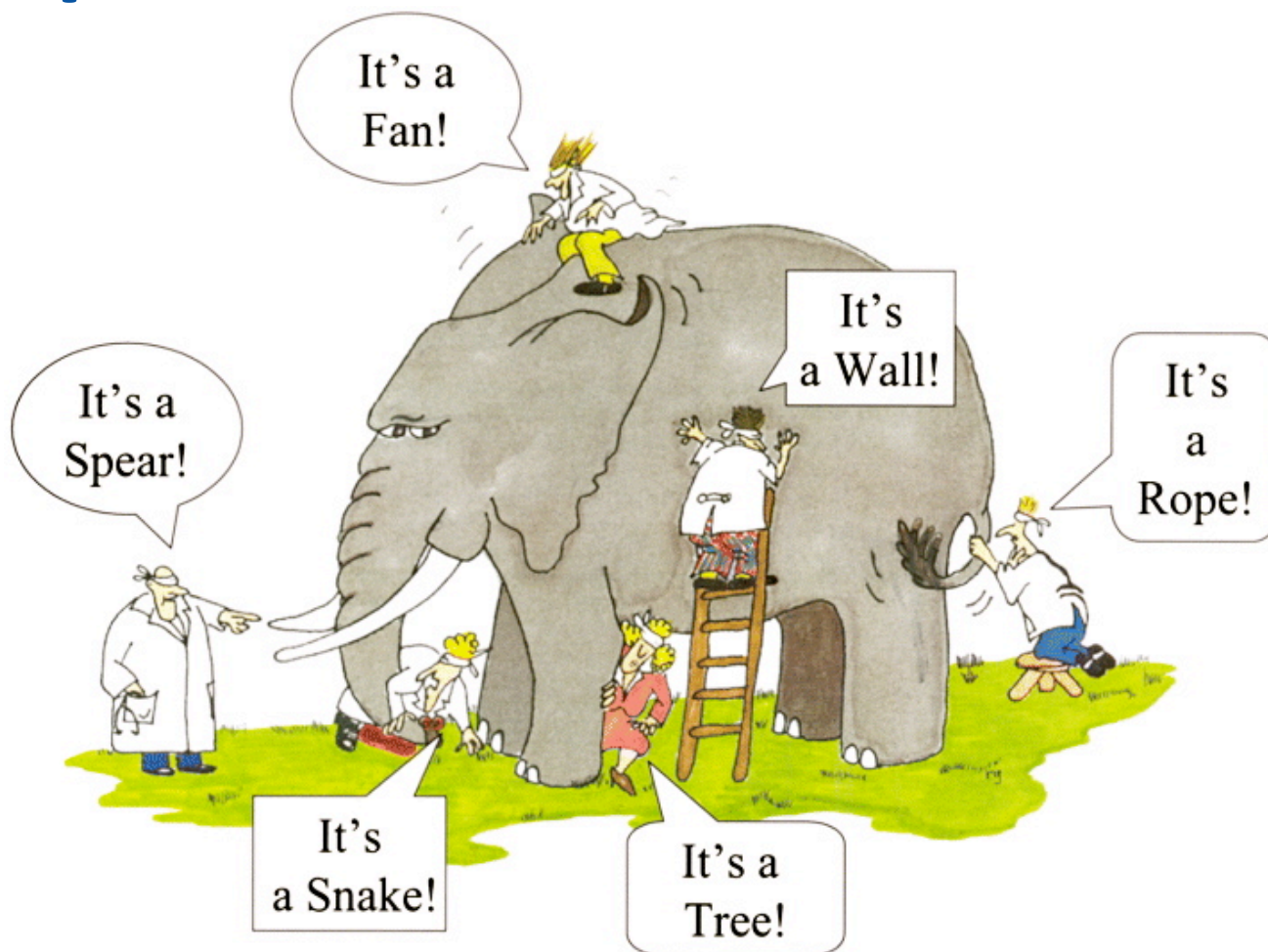


Best Practices

- Concurrent/replacement of programming
- Develop your own FAQs
- Get the staff involved
- Incentivize
- Tailor to your audience
- Follow-up



Perspectives





Kristen Bradley, RN, BSN

Red Rock Behavioral Health Services:



- Private, non-profit community mental health center based in Oklahoma City.
- Provides mental health services, and referrals to physical health services, to indigent and insured Oklahomans.
- One of the largest community mental health centers in Oklahoma.
- Red Rock has offices in 13 Oklahoma cities and provides services from 27 locations.
- **Education session held: *TIPS from Former Smokers***



Comments & Questions?





Next Steps

- 1:1 coaching with Faculty
 - Calls with BHWP: *Signup via signup genius link*
 - Call with Tasha: *I will send around times for calls with Tasha this week.*
- Webinar #3: Cancer Education, Support, and Survivorship Groups
 - Tuesday, May 29th 2:00-3:30p ET
- Group Coaching Call #2
 - Wednesday May 30th 4-5pm EST
- Wrap-Up Webinar
 - Thursday, June 14th 2:00-3:30pm ET
- Updated Action Plans due
 - Monday, June 11th 8:00pm ET



Questions? Contact Lea at
LeaS@thenationalcouncil.org