

Annual Community Outreach Summary 2018

Standard 4.1 - Skin Cancer Prevention Activity

Type of cancer	Meeting date need was discussed (MM/DD/YYYY)	Type of Activity (Pre or Scr)	Guidelines used to design activity	Date of Activity (MM/DD/YYYY)	Participants (target audience, # in attendance)	Outcomes/Follow-up process for participants w/positive findings (Screening only)	Effectiveness of Activity (value, lessons learned, recommendations for improvements)
Skin	3.14.18 5.9.18	Prevention	American Academy of Dermatology Skin Cancer Foundation	5.18.18	30	N/A	<p>Effectiveness: Due to the geographical location in close proximity to the beach and WMC skin cancer incidence rates being higher when compared to national benchmarks.</p> <p>Value: Participants were given a quiz to test their knowledge of skin cancer. Handouts on sun safety and lip balm were distributed.</p> <p>Summary: 7 patients completed a quiz to test their knowledge of skin cancer. Approximately 30 handouts on sun safety and 30 lip balms were distributed at the event.</p>

Standard 4.2 - Skin Cancer Screening Activity

Type of cancer	Meeting date need was discussed (MM/DD/YYYY)	Type of Activity (Pre or Scr)	Guidelines used to design activity	Date of Activity (MM/DD/YYYY)	Participants (target audience, # in attendance)	Outcomes/Follow-up process for participants w/positive findings (Screening only)	Effectiveness of Activity (value, lessons learned, recommendations for improvements)
Skin	3.14.18 5.9.18 8.15.18 11.14.18	Screening	American Academy of Dermatology Skin Cancer Foundation	5.18.18 11.3.18	24 29 = 53 total	<p>Outcomes: 21 suspicious lesions that needed referral.</p> <p>Follow-up Process: Follow-up phone calls were made to the patients with the suspicious lesions.</p> <p>-10 patients have been evaluated (1 Basal Cell, 1 Squamous Cell, 1 pre-cancerous, 4 benign, 1 result pending, 2 results kept confidential)</p> <p>-2 patients have appointments scheduled this month</p> <p>-5 have not been evaluated yet due to busy schedules or other health problems</p> <p>-4 patients did not respond</p>	<p>Effectiveness: Due to the geographical location in close proximity to the beach and WMC skin cancer incidence rates being higher when compared to national benchmarks, free skin cancer screenings were provided at Wilson Medical Center.</p> <p>Recommendations for improvements: Increase number of participants by having more than one provider performing the screening and having scheduled appointments. Increase marketing efforts to reach the uninsured and underinsured.</p> <p>Summary: 5/18/18 - General surgeon performed skin screenings on 24 patients and 15 of those patients had suspicious lesions and were referred to a dermatologist and/or surgeon. Dermatologist/surgeon contact information was given to all 15 patients and encouraged to have lesion(s) biopsied. 11/3/18 - Dermatologist performed skin screenings on 29 patients and 6 of those patients had suspicious lesions and were referred for biopsy.</p>