**Delaware Cancer Consortium**

**Early Detection & Prevention Committee Meeting Minutes**

July 20, 2015 - APPROVED

10:00 - 11:30 am

Delaware Technical & Community College - Terry Campus

Dover, DE



**Attendees**

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| **Attendees**  Did Not Attend |  |
| Attended | Dr. Stephen Grubbs, MD, Medical Oncology Hematology Consultants, PA |
| Did Not Attend | Mark Baumel, Colon Health Center of America |
| Attended | Heather Bittner-Fagan, MD, Christiana Care Health System |
| Did Not Attend | Victoria Cooke, Delaware Breast Cancer Coalition |
| Attended | Jo Ellen Workman, Bayhealth Medical Center |
| Attended | Nora Katurakes, Christiana Care Health System |
| Attended | Melinda Huffman, Nanticoke |
| Attended | Carolee Polek, DE Diamond Chapter of the Oncology Nursing Society |
| Did Not Attend | Albert Rizzo, American Lung Association |
| Attended | Robert Sikes, Ph.D., Univ. of DE, Center of Translational Cancer Research |
| Did Not Attend | Dr. Estelle Whitney, OB/GYN Faculty Practice, Christiana Care Health System |
| Did Not Attend | Theresa Young, American Cancer Society |
| Attended | Kathleen Connors Juras, American Cancer Society |
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| **Other** |  |
| Attended | Nicholas Petrelli, MD, Helen F. Graham Cancer Center |
| Attended | Janet Coston, DE Division of Public Health |
| Attended | Alex Parkowski, AB&C Creative Intelligence |
| Attended | Leah Haugh, AB&C Creative Intelligence |
| Attended | Deborah Campbell, Beebe |
| Attended | Fredeline Menard, Nanticoke |
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| **Staff** |  |
| Attended | Sue Mitchell, DE Division of Public Health, |

**I. Call to Order: Review/Approve Minutes**

The Early Detection & Prevention Committee meeting was called to order by Dr. Stephen Grubbs at 10:00 a.m. The committee went around the table and introduced themselves. The minutes from the May 11, 2015 committee meeting were approved with no changes.  
  
Dr. Grubbs updated the committee on the budget for 2016 and the cancer program, which includes the Delaware Cancer Consortium, took a very large budget cut. The Delaware Cancer Consortium Advisory Committee will begin to restructure and combine the committees. A proposal to meet four times a year was also brought to the committee to stay within the new budget.  
  
Dr. Grubbs also announced that after 15 years, Mr. William (Bill) Bowser, Esquire will be stepping down from the Delaware Cancer Consortium to begin focusing on other areas and projects.

**II. Media Updates (AB&C)**

**HPV**  
Ms. Alex Parkowski updated the committee on the Human Papillomavirus (HPV) Campaign. Previously, the targeted audience for HPV was women 19-26 years old; however, new information from research has proved that the targeted audience should be children, both male and female, ages 11-12 should get the HPV vaccine. In order to target children ages 11-12, Aloysius, Butler & Clark (AB&C) created campaigns to target parents, pediatricians and primary care physicians.

Research showed a lot of barriers as to why people weren’t getting vaccinated. People weren’t aware of the need or importance of getting screened or vaccinated, especially for males. There are still concerns about the safety of the vaccine. People weren’t aware of the number and types of cancers HPV caused. There are concerns that the HPV vaccine would encourage sexual activity. People didn’t have enough information to make a decision, and people didn’t think the vaccine was necessary.  
  
Tactics that were used to target parents, pediatricians and primary care physicians were print ads in Delaware Today, as well as a grocery cart ad. The Dover Mall, Christiana Mall and Tanger Outlets have ad’s posted in high populated areas such as the food court, or location maps within the malls. There will also be a rack card holder with brochures for people to take, and ads on Pandora and Pandora mobile. The ads on Pandora will target parents ages 35-50. There will also be radio scripts that will play on the radio, banner ads and all HPV marketing materials will be handed out to high school wellness centers. Ms. Parkowski mentioned mass media tactics will end in July and materials will be distributed to pediatrician’s and primary care physicians. Ms. Parkowski announced that all materials are available for providers to order from the [www.healthydelaware.org](http://www.healthydelaware.org) website.  
  
**Lung**

Ms. Parkowski presented the lung campaign components at the March 23rd, 2015 meeting and the tactics AB&C would use to reach their targeted audiences. AB&C did a mass media campaign which was very successful. Ms. Parkowski presented the results. For the Consumer focused campaign, which was geared towards current smokers or former smokers who have quit smoking for the last 15 years, gained 9.4 million impressions, or ad views, by using Google, Bing, MaxPoint, and Pandora, which drove 55,120 clicks to the Healthy Delaware website. For the provider focused campaign, which was geared towards all Physicians, Nurse Practitioners and healthcare office managers in Delaware the mass media campaigned gained 400,159 impressions and 250 clicks. The e-mail blast that was also focused on Physicians, Nurse Practitioners and healthcare office managers in Delaware gained 98 clicks, and 20 clicks were to order lung marketing materials.  
  
Ms. Parkowski reminded everyone that materials are available on the Healthy Delaware website and can be always be orders to market and really get the word out. Nanticoke has already sent materials to all physicians; however, they will do another round to try to market lung screening more. Beebe will be sending packets out to physicians this week with marketing materials.

AB&C also included trackable phone numbers on marketing materials. There were different phone numbers on the provider materials than there were on the consumer materials. There were 12 calls tracked from the provider phone line and 200 calls tracked from the consumer line.

**III. Lung Cancer Update (Ms. Katurakes)**

Ms. Nora Katurakes and Ms. Sandra Miller created a report to track information on the number of screens completed, the number of referrals from the Screening for Life program, Education from physicians, the number of possible screenings, and the number of possible referrals. Ms. Katurakes is waiting on approval to have the report come directly to the Consortium for all to see. Ms. Miller has been doing outreach events that have brought in referrals, direct phone calls from Nurse Navigators, and she is also working with Bayhealth and Beebe to ensure referrals are being taken care of.  
  
Since the campaign launched in March, Ms. Katurakes reported there has been 30 possible screenings referred, 1 was Screening for Life, 4 were Medicaid, 11 were Medicare, 20 had private insurance, and 2 were uninsured. Out of 38 clients, 10 were screened; 2 were Medicaid, 3 were Medicare and 5 had private insurance. Of those that were screened, there was 1 diagnosed with Stage 1 lung cancer, 8 diagnosed with Stage 2 lung cancer, 1 diagnosed with Stage 3 lung cancer, and 1 diagnosed with Stage 4 lung cancer. The uninsured clients were actively working with Ms. Miller in getting into Screening for Life.   
  
Dr. Grubbs asked if there were signs that more people now have medical insurance or are we not reaching the uninsured population? Ms. Deborah Campbell informed the committee that she is seeing less uninsured but the uninsured clients do not meet the 55 and older and smoking guidelines to be covered through Screening for Life for Lung Screenings.

Ms. Katurakes also informed the committee that Ms. Miller has met with Westside and Henrietta Johnson in hopes of reaching the Latino population. Westside is currently developing a mechanism to set up Electronic Medical Records (EMR’s) with their system to help make the referral process much easier. AB&C is also working on a campaign that is targeting the Latino population specifically.

**Announcements**

Dr. Grubbs announced that the Delaware Colorectal Program continues to get national attention and he was invited to speak in Texas on Delaware’s program.  
  
Ms. Melinda Huffman announced she will be retiring and Ms. Fredeline Menard will be taking her place on the committee.

Dr. Grubbs informed the committee that there will be a lunchtime presentation by Allison Shevock M.S., Ph.D. on The 2007-2011 Cancer Incidence and Mortality at 11:30 AM, following all committee meetings that all members are invited to attend.

Dr. Grubbs adjourned the Early Detection & Prevention Committee meeting at 11:30 AM.

Delaware Cancer Consortium Early Detection and Prevention 2015 Future Meetings

**IV. Future 2015 Early Detection & Prevention Committee Meetings**

September 28

November 16