

# 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

Please do the following **two** steps.

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

2. GoToWebinar INSTRUCTIONS:  
Join the webinar:

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

Call in using your telephone: +1 (415) 655-0060

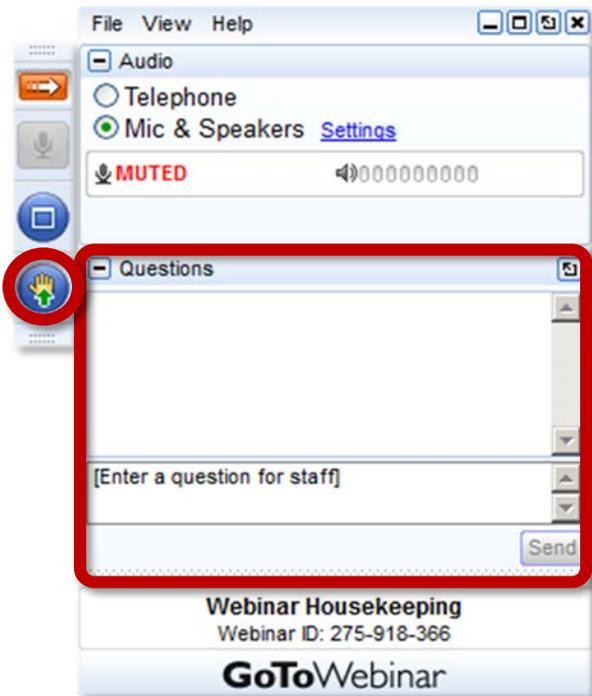
Access Code: 477-365-819

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The best way to ask a question is to use 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.



**50%**  
**of cancers can  
be prevented.**

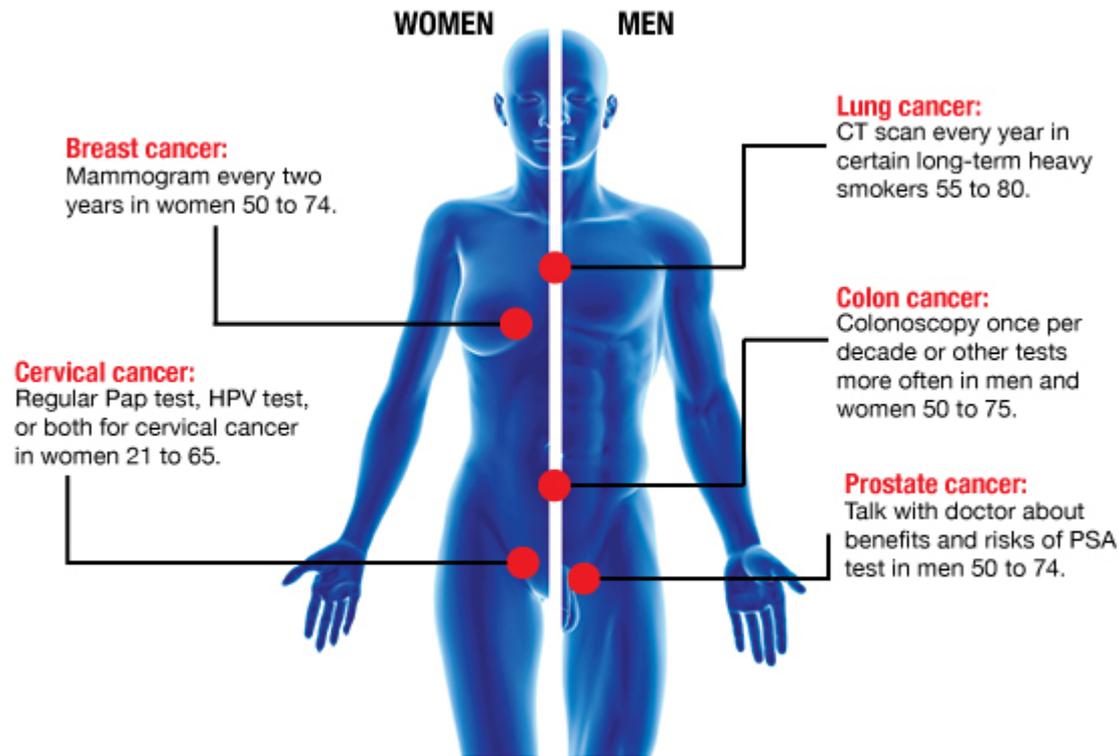


# Preventable Cancers

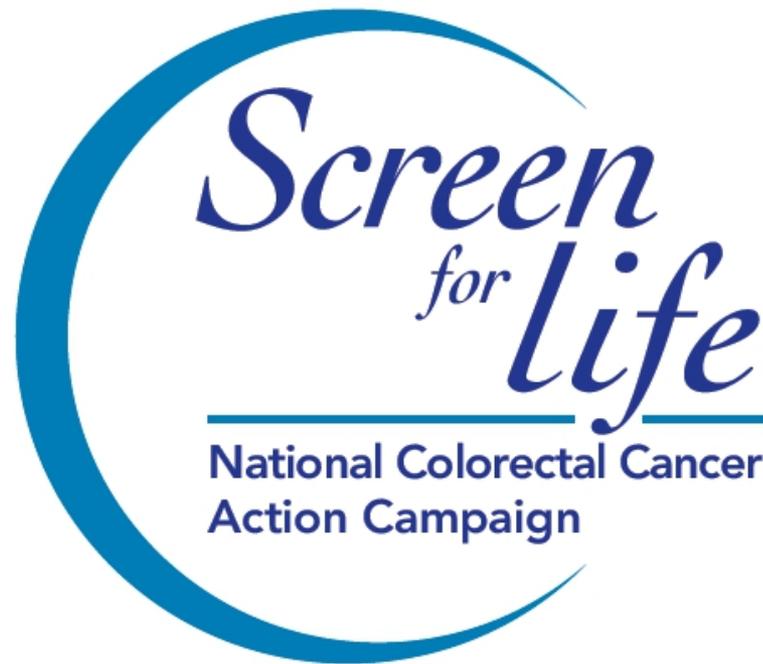
- Breast
- Cervical
- Colorectal
- Liver
- Lung
- Oral
- Prostate
- Skin
- Testicular
- Viruses & Cancer



# Cancers that can be screened...



# CDC National Public Health Campaigns





# CDC National Public Health Campaigns

- ✓ **Trusted**
- ✓ **Validated**
- ✓ **Evidenced-based**

# Perspective



FOUND AT VERMONTPIPS.EDU

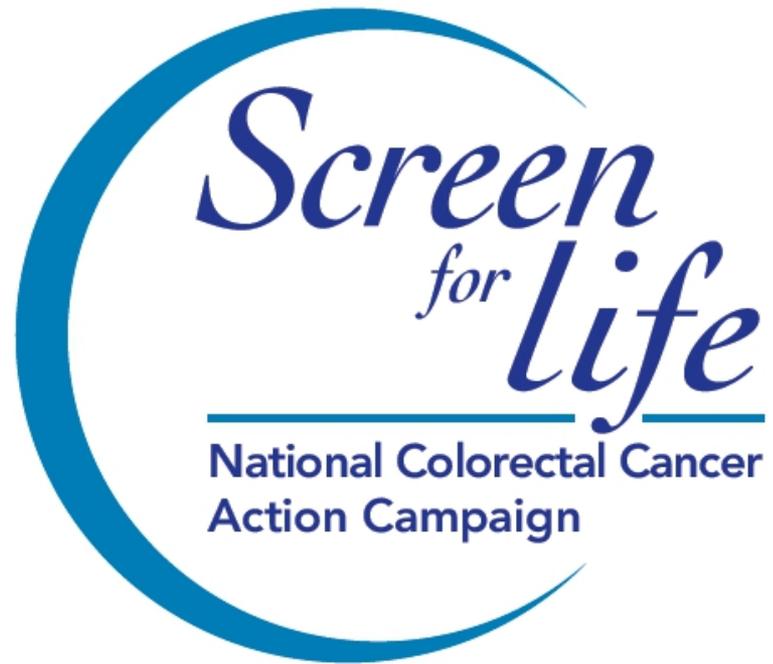
## Dr. Marti Romero

### *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.
- 64<sup>th</sup> 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***

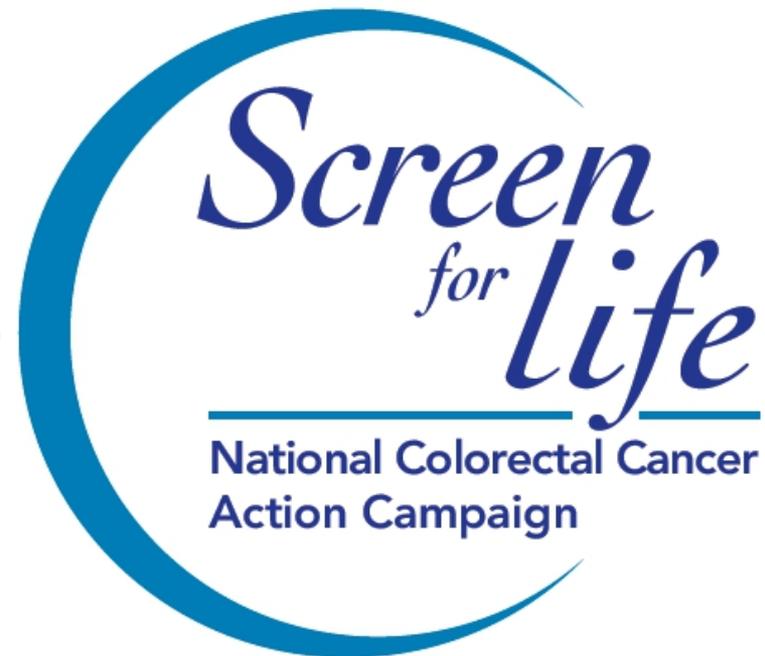
# CDC National Public Health Campaigns





# 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

Colonoscopy and sigmoidoscopy are not recommended by the CDC in some settings and other countries. 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. This creates an outline around your colon for the doctor to see the outline of your colon on an X-ray.

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

**Fecal Immunochemical Test (FIT)**—You collect an entire bowel movement and send it to a lab to be checked.

For more information, visit [www.screenforlife.org](http://www.screenforlife.org) or call 1-800-232-4636, or visit [www.medicare.gov](http://www.medicare.gov).



Colorectal Cancer Screening Saves Lives

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](http://www.medicare.gov).



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





# Bring Your Brave Campaign

- Provides information about breast cancer risk 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 have a BRCA mutation.

**Breast Cancer in Young Women Can Be Hereditary**

Breast cancer is not common in younger women, but young women are more likely to have hereditary breast cancer. Hereditary breast cancer can be passed down from one or both parents.

**1 IN EVERY 500** women have a BRCA mutation.

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

1. Know your family history.
2. Get a genetic test.
3. Talk to your healthcare provider.

**“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 ARE AT RISK FOR BRCA**

**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 has a BRCA assessment tool for you.

**Bring Your Brave**

[www.cdc.gov/BringYourBrave](http://www.cdc.gov/BringYourBrave)

Can you answer Yes to any of these questions?

**1** Family history: 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?

**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						
						S	M	T	W	T	F	S	S	M	T	W	T	F	S
Abnormal vaginal discharge	●	●	●	●															
Pelvic pain or pressure		●	●			●													
Abdominal or back pain		●																	
Bloating		●																	
Changes in bathroom habits		●		●															
Itching or burning of the vulva						●													
Changes in vulva color or skin, such as a rash, sores, or warts						●													
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



# 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

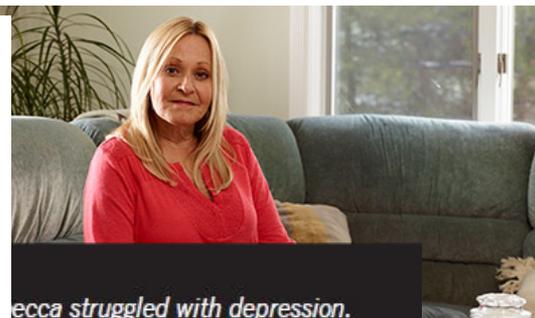
**Quitting will make you feel better and improve your health, and there are other reasons to quit that you may not have considered:**

**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 LONG 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](http://CDC.gov/tips)

#CDCTips



#CDCTips

[CDC.gov/tips](http://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?*

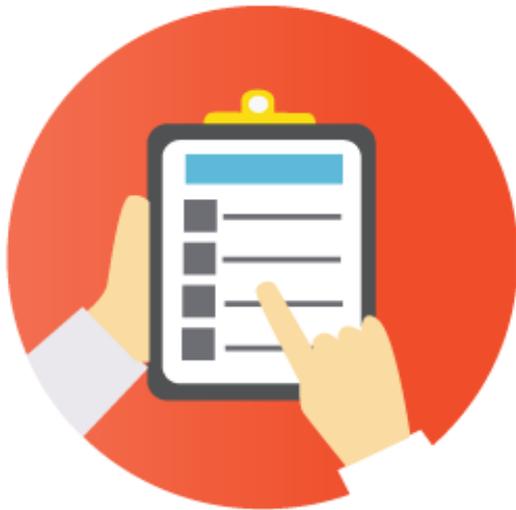
- Incorporate into current programming
- Create new programming
- Kick off an effort (ex. tobacco-free campus initiative)



# 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



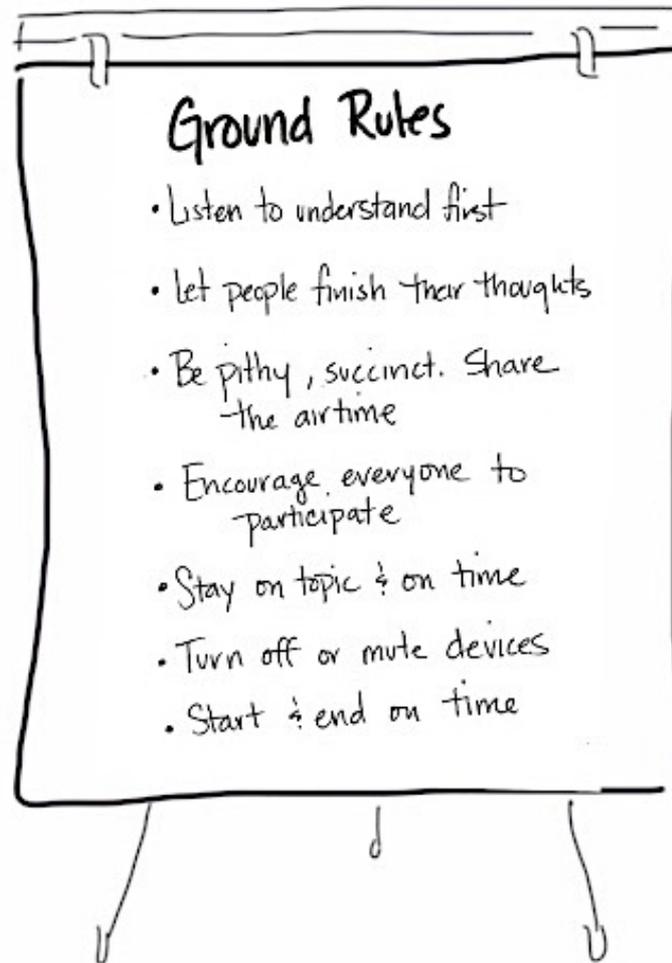
Pretest



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.

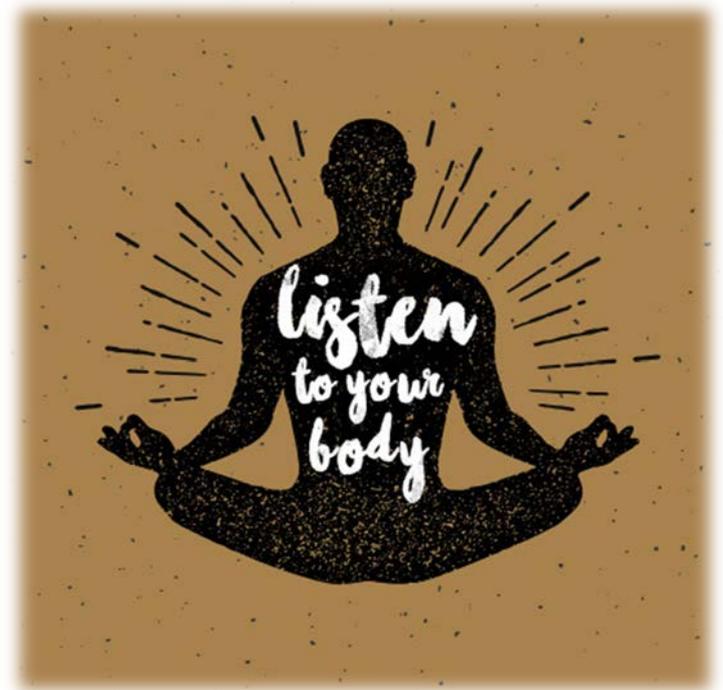
**What is...?**





# 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:









# Step 3:





# Step 4:

Knowledge isn't power  
until it is applied.

Dale Carnegie

addiction

**TODAY IN ANCHORAGE**

I USED TO SMOKE. I KEEP TRYING. I NEED MORE.

MY GRANDMOTHER PASSED AWAY FROM BREAST CANCER

HOW DOES ALCOHOL CONTRIBUTE TO CANCER??

CDC CANCER EDUCATION SESSION, JUNEAU, ALASKA.

**BRING YOUR BRAVE** SEPTEMBER 29th, 2017

I WENT 10 YEARS WITHOUT SMOKING. I ALSO SAVED MYSELF.

ALL MY NEPHEWS WANT ME TO QUIT SMOKING - I HAVE TO DIE OF THEM. THEY DO NOT WANT ME TO DIE.

I LOST MY MOM IN 2000 TO BREAST CANCER.

COMMITMENT OF FAMILY AND COMMUNITY TO PEOPLE WHO HAVE CANCER IS SO IMPORTANT.

KNOWING MY FAMILY HISTORY HELPS ME MANAGE MY OWN RISK.

HOW SHOULD I GET SCREENED?

WE CAN DO MORE!

STIGMA. THERE IS SO FEW THINGS MY CLIENTS GET TO ENJOY. IT'S HARD TO TAKE THIS AWAY.

THIS AND CENTERED?

IMPORTANT THINGS THAT ARE SUPPORTED AND SHAMED.

REMINDED MYSELF THAT PEOPLE WITH MENTAL ILLNESS TO QUIT SMOKING TOO.

\*CONVERSATIONS ARE A LUXURY HEALTH POPULATION

09.28.2017



# Closing Activities

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



Worksheet

Colorectal cancer can have no symptoms.

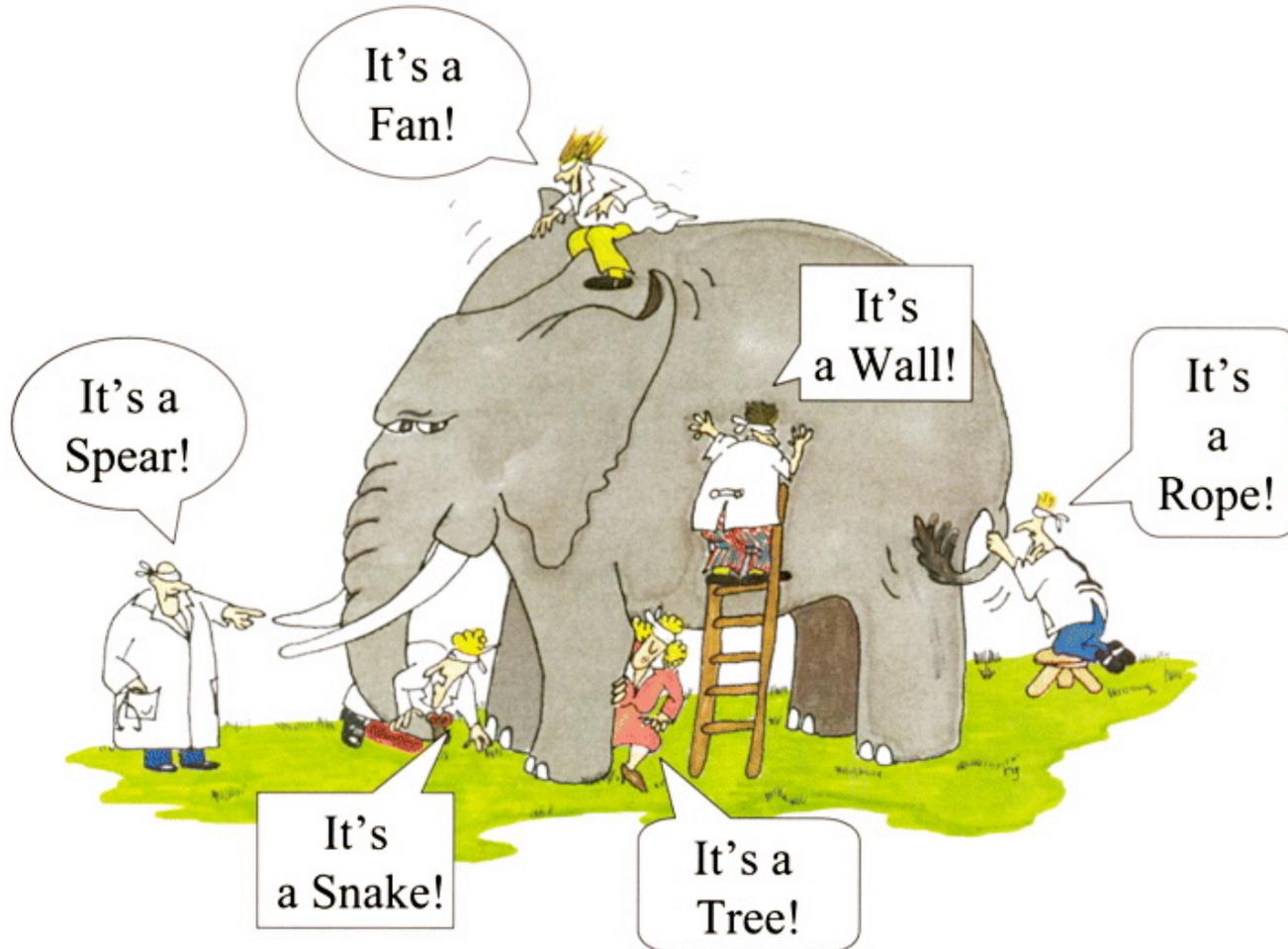
True or False



# 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 29<sup>th</sup> 2:00-3:30p ET
- Group Coaching Call #2
  - Wednesday May 30<sup>th</sup> 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](mailto:LeaS@thenationalcouncil.org)