**Community and Media Outreach**

### Show Me My Health Plans Interactive Tool

ShowMeHealthPlans.org is an interactive tool with the goal of helping individuals navigate and choose the most appropriate Affordable Care Act marketplace health insurance plan for their family and needs. The interactive, personalized online tool was developed by researchers at Washington University in St. Louis with collaborators at the University of Michigan. The tool is free and walks users through three steps: 1. Learning about the health care plan options; 2. Thinking about what matters most to the specific user; and 3. Choosing a health care plan that works best for the user. The tool website was opened for public use in 2016 and adapted for enrollees in winter 2017.

### Reducing Risk of Type 2 Diabetes

New research from Dr. Cynthia Herrick is addressing gestational diabetes (GHDM), which complicates five to nine percent of pregnancies in the U.S. and increases lifetime risk to develop type 2 diabetes seven-fold. Despite this, more than fifty percent of women do not receive appropriate postpartum screening and data are particularly limited in underserved populations. To address this need, Drs. Herrick, Graham Colditz, and colleagues have developed a data sharing and linkage protocol with the Missouri Primary Care Association (MPCA) and Missouri Medicaid. The team started by merging electronic health record data from the MPCA with state Medicaid records to generate a retrospective cohort of 2,196 women with GDM across 26 Federally Qualified Health Centers (FQHCs) in Missouri from 2010-2015. Preliminary analyses of this data suggest that rates of recommended type 2 diabetes screening between 0-12 weeks postpartum is low (3.8%) and rates of incidental screening occurring up to 1 year postpartum are also low (30%).

Faculty members in both the Department of Obstetrics and the Division of Public Health Sciences at Washington University School of Medicine are also working closely with FQHCs that are members of the St. Louis Integrated Health Network to better understand barriers to follow-up care in this population. So far, the team has completed four focus groups with 21 providers at two large FQHC practices in the region, each with multiple sites. These providers identified multiple challenges at the patient and system levels for ensuring adequate care coordination. One consistently identified need was ensuring timely, standardized, and accurate diabetes and nutrition education, both at GDM diagnosis and through the transition of care after delivery. At this time, Dr. Herrick’s team is conducting semi-structured interviews with patients and clinic staff to further characterize needs in order to develop future interventions.

### Relaunch of Your Disease Risk

Your Disease Risk, a free, online personalized risk assessment tool, has been redesigned to an adaptive and responsive platform. The redesign now matches Siteman Cancer Center and provides users the ability to learn their risk of different types of cancers, heart disease, diabetes, stroke, and other chronic illnesses on multiple devices. Your Disease Risk has also been incorporated into different community marketing campaigns, such as partnerships with the St. Louis Post-Dispatch and the Greater YMCA of St. Louis. The tool will launch in September 2017 and an extensive marketing plan has been produced to expand and increase audience growth and participation.
In Good Taste, a new section in the St. Louis Post-Dispatch newspaper, launched in November 2016 and features healthy recipes and nutritional information about specific foods. Hosted by Siteman Cancer Center, In Good Taste, relies on faculty members to explain the health benefits of eating certain foods and how they may be helpful for reducing cancer risk, or nutritious for cancer survivors. Foods or food groups have included eggs, dried fruit, cabbage, whole grains. This outreach campaign will last through December 2017.

Gateway Region YMCA Partnership

Faculty from the Division of Public Health Sciences began writing blog content for the Gateway Region YMCA in January 2017. This unique partnership provides our faculty members the opportunity to share cancer and chronic disease reduction through multiple outlets at 26 YMCA branches in the St. Louis metro area. Faculty members have covered topics that include cancer prevention and screening recommendations to sun safety tips to vaccination recommendations for children to maintaining a healthy weight. These monthly blogs are distributed on social media outlets as well as the YMCA’s e-newsletter.

PECaD Smart Health Event

The Program for the Elimination of Cancer Disparities (PECaD) at Washington University in St. Louis School of Medicine and Siteman Cancer Center hosted the 5th annual St. Louis City “Smart Health: Cancer Community Education Day” in April 2017. A second event was held in East St. Louis, Il in June. The Smart Health education day was created to provide our community partners with deeper learning opportunities pertaining to cancer prevention and research, to use as a platform to report back on research results, and to educate individuals and families about research and its relevance. These events are designed to deliver intensive small group and one-on-one health education (consistent with Community Guide recommendations for increasing cancer screening) through small interactive workshops over the course of four hours. The workshop topics are jointly determined between community partners and PECaD’s community health educator.

Participants attend workshops that include the Eight Ways to Prevent Cancer and Stay Healthy, information on cancer survivorship, a healthy cooking demonstration, how to exercise on a budget, and cancer screening recommendations and guidelines. Our “Intro to Research” session provides an overview of research designs, questions to ask, and one-on-one discussions with a researcher. During the event, participants also have the opportunity to browse our research poster gallery, which displays research findings on specific cancer sites. This event is free to the community, and lunch is provided. Return Metro passes are also available to those in need of transportation.

Melanoma Public Services Announcements

In summer 2016, we partnered with the Department of Dermatology at Washington University School of Medicine, Siteman Cancer Center, the American Cancer Society, Missouri Dermatological Society, Blackout Melanoma, Miles Against Melanoma, Warriors Against Melanoma, and Our Mark on Melanoma to create public services announcements (PSAs) aimed at educating the public on the dangers of indoor tanning. Three PSAs were created, two shorter videos and one longer video of roughly 2:30 minutes, which featured three melanoma survivors who detailed their journey with melanoma and a dermatologist who gave recommendations to reduce skin cancer risk. These videos and survivors are now working with the American Cancer Society to propose a new bill in the Missouri legislature banning indoor tanning use for youth.
Translation of the 8ight Ways Cancer Education Brochures

The PECaD team began translating the 8ight Ways brochures into Spanish and Bosnian in fall 2015, and completed the project in fall 2016. Each 8ight Ways brochure highlights tips to reduce a person’s risk for breast cancer, colon cancer, staying healthy before cancer, and tips to stay healthy after cancer. Each of the four brochures are now available in both Bosnian and Spanish. Online PDFs of the 8ight Ways brochures are also available for download in English, Spanish, and Bosnian. In December 2016, PECaD also worked collaboratively with the Kathryn M. Buder Center for American Indian Studies at Washington University to create an 8ight Ways colon cancer brochure for the American Indian and Alaska Native populations. Completed in spring 2017, a breast cancer brochure was also developed for these two populations.

PECaD began circulating the translated brochures at outreach events this fall as well as through community partnerships and organizations. The Bosnian and Spanish versions of the brochures feature the same messaging as the English versions, and will focus on informing audience members of simple steps people can take to improve their overall health, and reduce their risk for certain cancers.

Two additional projects began in spring 2017 and will feature a large print edition of the 8 Ways brochures and translating each 8 Ways brochure into Vietnamese, the top third language in the St. Louis area. The large print brochures were completed in June. PECaD completed the Vietnamese versions in late summer 2017.

MindsEye Podcast Prevention Campaign

PECaD began working with LAMP, Language Access Metro Project, and MindsEyes Radio in winter 2016 to produce health-related podcasts. The podcasts, "Health Beyond Barriers," are 10-minute health podcasts produced in English, Spanish, Bosnian, Vietnamese, and Arabic. Our PECaD faculty members have been writing about important health topics for each podcast in order to inform MindsEye Radio listeners about relevant health issues that are accessible online as well as through 26 different smartphone or tablet apps. These podcasts are broadcast within a 75 mile radius of Belleville, IL and reach community members, including the visually impaired. Fall 2016 and spring 2017 podcast topics have included on prostate cancer prevention and screening, knowing family health history for cancer risk, cultural healthcare standards of care and rights, physical activity importance for cancer risk reduction, and colon cancer screening recommendations.

St. Louis American Partnership

During 2016 and 2017, we continued our partnership with the St. Louis American newspaper by placing cancer prevention education ads. The 10-month campaign featured academic faculty, staff and community members sharing stories of their work or experience with cancer. Beginning in February 2016, we updated the campaign with new community members sharing cancer prevention messaging in the American Indian population. PECaD also created a specific colon cancer screening message with two of our community members to help increase awareness for screening recommendations. Detailed information is highlighted below.

Metro Transit and Outdoor Billboard Cancer Prevention Campaign

In spring 2016, PEcaD also began advertising on the St. Louis region metro transit system. These platforms gives us the benefit of targeting cancer prevention messages in zip codes with historically high rates of cancer disparities, and campaign run time provides the added benefit of message repetition. Specific colon cancer screening messages were developed in spring 2017 to be placed on the metro buses and interior metro link cars. Billboards were posted for ten-weeks and the metro transit campaign ran for 17 weeks. The metro link and bus outreach campaign began in 2015, and has been so successful, PECaD
continues utilizing this medium to provide cancer prevention messages to our community members. Detailed information is highlighted below.

### Sista Strut Partnership

The Division of Public Health Sciences and Siteman Cancer Center also partners with and supports Sista Strut, the largest African American breast cancer rally and 3K walk in the United States. For the past seven years, PeCaD has provided educational materials and speakers at the rally and pre-rally events. Each year a portion of the proceeds from the event has been donated to Siteman Cancer Center for research and community outreach. PeCaD has also provided educational materials and speakers for the annual symposium of several breast cancer advocacy groups in the St. Louis community. These groups include Valeda’s Hope, the Black Women and Breast Cancer Survivor Project and the Breakfast Club.

### St. Louis Cardinals Partnership

**2016 Season:** Prevention and screening messages were incorporated into Busch Stadium ad platforms (LED screens, in-game video commercials). The campaign in 2016 focused on “Did You Know” featuring short cancer prevention messages that included messaging for men, women, girls and boys on ways to reduce cancer risk and screening information. Additionally, we continued the special theme ticket promotion. Proceeds from the theme night benefitted Siteman Cancer Center prevention and research efforts. Included with each theme ticket was a hat that varied in color depending on type of cancer that individuals could pick from. Two new colors were added in 2016 – a yellow hat for pediatric oncology and a black hat for skin cancer. PeCaD has been following this same strategy for the 2017. Cancer Day at the ballpark was held May 30, 2017.

### Community Wellness Outreach

The faculty and staff of the Division of Public Health Sciences continue to be a part of community outreach at local health fairs and community events promoting the 8ight Ways to Stay Healthy and Prevent Cancer. In total, our cancer education and preventative brochures were included at 43 events this past year. 28 events incorporated the 8ight Ways to Stay Healthy and Prevent Cancer messaging disseminated by Siteman Cancer Center staff, and 15 events were devoted to The Program for the Elimination of Cancer Disparities outreach campaigns. In addition, information is also given to community members about the Your Disease Risk website, an online health assessment tool that can be used gauge an individual’s risk for certain common diseases, such as cancer and heart disease.

### PeCaD at Christian Hospital

Siteman Cancer Center began services at Christian Hospital in North St. Louis County July 1, 2017. With this expansion, the Program for the Elimination of Cancer Disparities (PeCaD) will be able to ramp up community outreach and engagement in North County to better serve our community members. While PeCaD already participates and engages with North County residents and organizations, Siteman Cancer Center at Christian Hospital provides another unique opportunity for PeCaD to help address and reduce cancer disparities in the St. Louis region. With help from Christian Hospital physicians and staff, PeCaD staff will be able to call upon experts to help educate community members about cancer prevention. PeCaD at Christian Hospital will also allow us to expand outreach programming, events and initiatives, thanks to this new partnership.

Some increased PeCaD activities will include more newspaper advertisements and metro buses containing cancer prevention messages. These cancer prevention messages will provide viewers with tips on reducing their cancer risk, such as adding physical activity into a daily routine, or staying up to date on cancer screening tests. PeCaD hopes to create these new messages featuring North County residents who are also passionate about reducing cancer disparities. Take a look in the St.
Louis American or Independent News newspapers to see our bimonthly cancer prevention messages, and make sure to look outside and inside the metro buses for friendly faces and prevention tips.

An exciting addition will also feature PECaD’s yearly event, the Smart Health Cancer Community Education Day, hosted in North County. Beginning in 2018, PECaD will begin hosting annual Smart Health events at locations in North County. This event provides our community residents and partners with deeper learning opportunities related to cancer prevention and research, uses the event as a platform to report back on research results, and aims to educate individuals and families about research and its relevance. These free community events are designed to deliver intensive small group and one-on-one health education through small interactive workshops over the course of four hours.

PECaD will also participate in more local community health fairs in North St. Louis County. We are currently scheduling our fall 2017 events, which will include Shalom HealthFest in Florissant. Working with Christian Hospital's events program, PECaD plans to become a familiar face at health fairs and community events.

**Siteman Cancer Network Prevention and Control**

The Siteman Cancer Network launched in spring 2017 with the onboarding of Boone Hospital in Columbia, Mo. Expanding the Siteman name to other locations allows continued outreach for cancer prevention and control. In this collaborative development, the Division shared the 8ight Ways to Prevent Cancer and Stay Health brochure series. Boone Hospital is able to rebrand the brochures for use in their own service area. Another cancer prevention and control tool, Your Disease Risk, may also be modified for Boone Hospital and future network affiliates. As this Siteman Cancer Network begins to grow, more prevention and control materials will be adapted for these new communities in order to provide education and awareness of cancer and chronic disease risks.

**Siteman Kids Prevention and Control**

Siteman Cancer Center in partnership with St. Louis Children’s Hospital launched Siteman Kids, a specialty center for children and young adults who face cancer. This unique collaboration gives prevention and control faculty a new audience to educate on cancer prevention: parents and young adults. Through summer 2017, a general prevention flier was created to give parents an idea of how to protect their child from future cancer risk. These ideas included sun protection, vaccinations, healthy eating and exercise, and avoiding second hand smoke and too much screen time. A second flier was created specifically to sun protection. This interactive quiz works with both the parents and child to learn fast facts about protecting yourself from too much sun exposure. In fall 2017, our prevention and control experts are working on content for increased HPV awareness and reducing indoor tanning exposure.
Program for the Elimination of Cancer Disparities (PECaD) Media Outreach

PECaD, a Siteman Cancer Center program led by faculty from the Division of Public Health Sciences, aims to eliminate local and regional disparities in cancer education, prevention and treatment. In addition to participating in community health events and community partnership projects, PECaD also participates in the following key education efforts through local media.

Newspaper Partnerships

Our long standing tradition of placing cancer prevention education ads in the St. Louis American newspaper continues. The latest 10-month campaign featured people involved with PECaD (academic faculty and community members) sharing stories of their work or experience with cancer. These relatable and personal stories tied back to one of the key cancer prevention messages. The St. Louis American reaches 245,000 readers per week, with 70% of those being African American.

In fall 2016, PECaD updated the campaign with two new faces from community members. The new faces began running in February 2017, and featured two American Indian women who are passionate about their health, and the health of their friends and family. Both Sherry and Dolores were able to narrate why health has been important to them, and why reducing cancer risk is imperative to the American Indian community.

These ads, along with the ads created in 2015 and 2016, were displayed in the St. Louis American, The Belleville News Democrat, and the East St. Louis Monitor. Additionally, Sherry and Dolores’ two messages were placed in The American Indian Graduate magazine, a biyearly national publication targeting the American Indian and Alaska Native populations. These educational messages have also been displayed on the local metro links and buses. In total, 16 different cancer prevention messages have been created and advertised in the St. Louis regional area.
Examples of New Ads from our Newspaper Campaign

**Healthy Eating, Preventing Cancer**

Eating fruits and vegetables is a great way to help reduce your risk of developing cancer. Many research studies have highlighted the importance of incorporating them into a daily diet. Eating a healthy diet is just one way to reduce your cancer risk, but its impact is profound on your health.

Elizabeth Patton-Whiteside, a public health administrator in a local health office and a RCoCa community member, works tirelessly to educate others on the benefits of eating healthy. She knows that a healthy diet and lifestyle are key aspects to cancer prevention. Elizabeth works diligently in her role as a community advocate for healthy eating. Part of the way she inspires her colleagues and community members is through the public garden she helps maintain. By planting and growing healthy food options, she not only takes care of herself, but encourages friends and family members to do the same.

For more research-proven ways to lower your cancer risk, visit 8ways.wustl.edu

---

**Exercise**

**Healing: Mind, Body, Spirit.**

Few things can be as good for you as regular physical activity. While it can be hard to find the time, try to fit in at least 30 minutes of moderate activity each day. Choose activities you enjoy. Invite some friends, and make your exercise routine a habit to stay on track. Regular physical activity helps to reduce your cancer risk and other chronic diseases.

Sherry, a member of the Pawnee Nation of Oklahoma, made a commitment to herself to begin and maintain an exercise program. She enjoys swimming to be proactive about her current and future health. Sherry realizes the immediate and long-term benefits physical activity has on preventing cancer and reducing her cancer risk. When Sherry isn't swimming, you may see her walking with her husband at their local park. Sherry makes physical activity a priority for her health, and encourages you to do the same.

For more research-proven ways to lower your cancer risk, visit 8ways.wustl.edu

---

**Program for the Elimination of Cancer Disparities (PENs) and women work towards eating a healthy diet as one of the best ways to reduce your risk of cancer. With many minority populations at a greater risk of cancer, eating a healthy diet can be very beneficial in reducing your cancer risk.**

**Program for the Elimination of Cancer Disparities (PECaD)** is a group of oncologists, doctors and cancer researchers entities in St. Louis through community research, and training the next generation of cancer researchers.
American Indian Outreach Campaign

The Program for the Elimination of Cancer Disparities’ (PECaD’s) relationship with the Kathryn M. Buder Center has allowed for continued growth of reaching American Indian and Alaskan Native women to help with cancer prevention, education and screenings. In an effort to be inclusive, PECaD’s education messaging and outreach campaign will now include two American Indian women from the St. Louis community. Through these new outreach messages, featured below, PECaD and the Buder Center are able to address the importance of a healthy diet and physical activity for cancer prevention, particularly in the American Indian and Alaskan Native populations.

This past fall, Sherry and Dolores, both women from American Indian populations in St. Louis, were able to describe why physical activity and healthy diets were important to them during a photoshoot. Sherry, who enjoys swimming and walking, along with Dolores, who knows that a healthy diet is important to a healthy life, hope to be community advocates for cancer prevention among American Indian and Alaskan Native men and women.

These two education messages have been placed in local newspapers, such as the St. Louis American, the East St. Louis Monitor, and the Belleville News Democrat, in addition to the national magazine, The American Indian Graduate, beginning in February 2017. PECaD also plans to use Sherry’s physical activity message on the St. Louis region’s metro bus and Metrolink during winter and spring 2017.

PECaD is also worked with the Buder Center to create a breast cancer prevention and screening brochure for AI/AN women as part of the 8ight Ways brochure cancer prevention series. In fall 2016, PECaD and the Buder Center created a brochure for the AI/AN community addressing colon cancer prevention and screening recommendations.

Metro East Campaign

PECaD continues our expanded community outreach to the Metro East, IL area, including East St. Louis, Granite City and Belleville areas. We developed and have continued relationships with the East St. Louis Monitor and Belleville News Democrat Newspapers to provide cancer prevention messages both in print and online. Through these media outlets we are able to circulate the 8ight Ways to Prevent Cancer campaign in hopes of broadening our community impact with over 43,099 newspaper copies and 187,500 website views per week (over 5.8 million online views) throughout each campaign. As previously mentioned, PECaD added new and familiar faces to the 2016 campaign that Metro East PECaD community members will recognize. These fresh faces were also featured on the metro link campaign that included two buses in the region with cancer prevention messages including healthy eating, smoking cessation, and prevention of sexually transmitted diseases. The 2017 campaign also addresses the importance of physical activity.
PECaD began advertising on both the metro link and metro bus interior cars as well as on the exterior of metro buses in 2016. Due to the success of this campaign, PECaD continues to advertise through this medium by changing our prevention messages. During each campaign, 10 St. Louis region buses contain PECaD prevention messages on their exterior and 50 interior ads have been placed inside the metro link as well as 50 within metro buses. The buses and metro link advertisements are displayed in both Missouri and Illinois. The campaign featured healthy eating, smoking cessation, and sexual transmitted disease prevention in 2016 as part of the 8ight Ways to Prevent Cancer campaign. In 2017, the campaign will feature physical activity with Sherry of the American Indian community in addition to healthy eating and smoking cessation. A special colon cancer screening message was also created in spring 2017. PECaD features community residents from both St. Louis and the Metro East as part of this campaign. Examples can be seen below.
Academic and Community Presentations

Continuing the tradition of health education and prevention within the academic and community settings, the faculty members in the Division of Public Health Sciences continued to present throughout 2016 and 2017. Below is a list of faculty presentations, while not complete, will give a sense of how often faculty members and staff are speaking to others about prevention and screening guidelines.

Toriola A.T. “Elucidating the Associations of Inflammatory Biomarkers with Cancer Risk” [Oral presentation]. Chronic Inflammation Biomarkers in Disease Development and Prevention meeting through the National Institutes of Health. 2017 May 31; Rockville, MD.


Colditz GA. "Childhood and adolescent lifestyle is dramatically related to lifetime cancer risk, but how do these risk factors operate?” [Oral presentation]. Siteman Cancer Center 2017 Breast Cancer Research Program. 2017 May 9; St. Louis, MO.

Toriola AT. "RANK pathway, mammographic density and breast cancer prevention in premenopausal women" [Oral presentation]. Siteman Cancer Center 2017 Breast Cancer Research Program. 2017 May 9; St. Louis, MO.


Politi MC. "Decision Aids to Improve Care: An Overview and Examples of Web-Based Patient Decision Aids." [Oral presentation]. Society of Behavioral Medicine Annual Meeting; Mar 30 2017; San Diego, CA.


Waters EA. “Strategies to avoid the perils and pitfalls of communicating risk information.” [Oral presentation]. Communicating Science Symposium; September 2016; St. Louis, MO.


Published Papers (July 1, 2016 – June 30, 2017)

Graham Colditz, MD, DrPH, Division Chief


Division Faculty


Ghobadi A., Fiala M.A., Ramsingh G., Gao F., Abboud C.N., ... & DiPersio J.F. Fresh or Cryopreserved CD34+-Selected Mobilized Peripheral Blood Stem and Progenitor Cells for the Treatment of Poor Graft Function Following Allogeneic


Duncavage E.J., Ug G.L., Petti A.A., Miller C.A., ... & Welch J.S. Mutational landscape and response are conserved in peripheral blood of AML and MDS patients during decitabine therapy. Blood. 2017 Jan 12. [Epub ahead of print].


Winter A.C., Rist P.M., Buring J.E., & Kurth T. Prospective comorbidity-matched study of Parkinson’s disease and risk of mortality among women. BMJ Open. 2016 Sep 26;6(9):e011888.


Total DPHS faculty publications (no duplicates; coauthored publications w/ GAC): 166
Division Chief publications (includes coauthored with DPHS faculty): 42
DPHS faculty publications (w/o GAC pubs): 124