



## PECaD Program Links Researchers and Community Members to Improve Public Health



Forty-five community members graduated from PECaD's Community Research Fellows Training Program and are poised to partner with researchers on community-based participatory projects.

<http://news.wustl.edu/news/Pages/25736.aspx>

## TAKING CANCER PREVENTION INFO TO NEW HEIGHTS

PECaD is taking important cancer prevention messages to a new height - outdoor billboards that stand nearly 40 feet over major intersections and pedestrian walkways. This latest educational outreach campaign is part of PECaD's mission to share cancer prevention information with communities in the greater St. Louis area. In addition to community health events and community partnership projects, PECaD runs several mass media outreach campaigns each year in local newspapers, on the radio, and previously, on Metro buses.

This is the first time PECaD has used outdoor billboards to share cancer prevention information. Seventeen billboards - 11x30 feet each - will be up for twelve weeks (mid-August to mid-November 2013) at various locations in North St. Louis City and North County. This campaign allows PECaD to target cancer prevention information to areas that have historically suffered from higher rates of cancer disparities. There are three different billboard designs, but all of them have the same 8 Ways to Stay Healthy and Prevent Cancer branding and style. The messages on the billboards include: "Exercise Regularly: It Will Lower Your Risk Of Cancer;" "Eat A Healthy Diet: It Will Lower Your Risk Of Cancer;" and "Stop Smoking: It Will Lower Your Risk Of Cancer." The billboards also include the web address [8ightways.wustl.edu](http://8ightways.wustl.edu), which provides people with all of the 8 Ways information on the Siteman Cancer Center website.

PECaD ran a second outreach campaign to coordinate with the launch of the billboards in August. For the first time, PECaD placed a full-page, two-side educational ad in Red Plum inserts. Red Plum inserts (a compilation of local ads and coupons) are delivered each week directly to consumers' homes. PECaD

ran 124,600 inserts that went to sixteen zip codes in North St. Louis City and North County. The front of this full-color ad was a list of all the 8 Ways to Stay Healthy and Prevent Cancer. The back of the ad provided readers with PECaD's vision, goals, and an answer to the question "What it is a cancer disparity?" The ad also directed cancer survivors and community members who wish to get involved with PECaD to call (314) 747-4611 or email [PECaD@wudosis.wustl.edu](mailto:PECaD@wudosis.wustl.edu).



## PECAD CONTINUES TO TRAIN PUBLIC LIBRARY STAFF, LAUNCHES JOINT HEALTH TALK SERIES FOR AREA RESIDENTS

As part of an ongoing partnership to provide the St. Louis community with better access to credible health information, the St. Louis Public Library, the Bernard Becker Medical Library at the Washington University School of Medicine, and the Program for the Elimination of Cancer Disparities (PECaD) at the Siteman Cancer Center provided a training session for public library staff on finding health information online. The three-hour training session, held July 25 at the newly reopened Central Library in downtown St. Louis, focused on:

- Credible, free resources for health information such as MedlinePlus.gov
- Free resources for cancer information from the National Cancer Institute
- Subscription products from EBSCO, an online research database and collection of e-books and e-journals, available via the public library

The training, presented by staff from the SLPL, Becker Library and PECaD, was structured so that attendees could compare and evaluate information obtained from all of these resources by answering a variety of health and cancer-related questions. This is the second year the training session was offered, and the interactive, hands-on experience was well received by the 16 public library staff members in attendance.

In addition to staff training, the partnership is planning a health-related speakers series in 2013-14 for community members to be held in Central Library's new 250-seat, state-of-the art auditorium. Additional programming will be developed at a later date for regional branches and neighborhood branches.

This new speakers series, called the Consumer Health Information Speakers Series (CHISS), launched in September 2013 with Akeiisa Coleman, MSW, health policy associate, Missouri Foundation for Health and Ryan Barker, MSW, MPPA, vice president, health policy, Missouri Foundation for Health. Both speakers presented a talk titled The Affordable Care Act - Simplified\* to over 120 people in attendance.

The seminar series will resume in March 2014 and will cover the following topics:

- Cancer: What Are My Risks & How Can I Prevent It? (March)
- Cardio Health: The Heart, the Brain & What's Happening to Me (May)
- Panel Discussion: Traditional vs Non-Traditional Medications (July)
- See No Evil, Speak No Evil: The Story Your Eyes & Mouth Tell About Your Health (October)

Each speaking engagement will include four presenters - a specialist, a pharmacist, a dietician and an herbalist - each explaining the topic and providing alternative ideas for prevention and treatment.

For more information on PECaD Community Outreach, please contact PECaD at (314) 747-4611 or [pecad@wudosis.wustl.edu](mailto:pecad@wudosis.wustl.edu).

\* Special note for community members: Open enrollment for the Affordable Care Act began on Oct. 1, 2013, through March 31, 2014. People who pay their premium by Dec. 15, 2013, will be able to begin coverage on January 1, 2014. Read more information online at: [www.covermissouri.org](http://www.covermissouri.org).

## PECAD RECOGNIZES NATIONAL BREAST CANCER AWARENESS MONTH

By Monique Norfolk, MPH, PECaD program coordinator

PECaD's mission is to eliminate cancer in the greater St. Louis area. October is National Breast Cancer Awareness month, and as we increase the awareness of its impact on our community, we also strive to raise awareness that if caught early, breast cancer is treatable. The [American Cancer Society](#) estimates that about 232,340 new cases of invasive breast cancer in women will arise in 2013. Additionally, there will be approximately 39,620 deaths from breast cancer in women.

As we celebrate National Breast Cancer Awareness month, we recognize these women and strive to ensure that every woman receives education about breast cancer and receives the care that she needs. PECaD's work is essential in the effort to reduce cancer disparities and part of that work includes getting information to the community regarding the [8 Ways To Stay Healthy and Prevent Cancer](#).

Here in St. Louis, the highest burden of cancer is in North County and North St. Louis City. The barriers to care that women in these communities face include lack of income, lack of insurance, and lack of knowledge about the types of resources that are available to assist them in getting the care they need. African Americans are disproportionately impacted by breast cancer. PECaD is fortunate to work with multiple community partners, including community members, medical professionals, and researchers, in this [fight against breast cancer](#). Through the efforts of many local partners, the survival rate of women living in zip codes with the highest burdens of cancer is [increasing](#).

The Siteman Cancer Center is committed to ensuring that every woman who needs treatment for breast cancer receives treatment, regardless of her ability to [pay](#). The [Joanne Knight Breast Health Center](#) at the Center for Advanced Medicine serves nearly 50,000 women each year.

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### **Our Students, Our Future**

Haley Herr, Ambriah Brown, and La'Shawnda Jennings (l to r) joined the PECaD team this semester to assist with community outreach efforts. Brown and Herr are finishing graduate degrees at the Brown School of Social Work, and Jennings is an undergraduate student at Southern Illinois University Edwardsville.

### **PECaD In The Community**

More than 130 men received PSA screenings at the Missouri Black Expo on August 10 as a result of a partnership that includes PECaD's Prostate Cancer Community Partnership. [Click to learn more.](#)

PECaD members Yolanda Austin and Isadore Wayne Sr. share their cancer stories. [Click to read the articles.](#)