



Resources available through the NYS DOH Cancer Services Program to promote awareness about the importance of breast, cervical and colorectal cancer screening and to improve the quality of cancer screening related care received by New Yorkers.

Public Education Materials

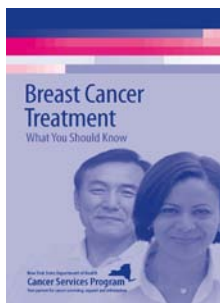
The Cancer Services Program (CSP) offers various materials about breast, cervical, colorectal and prostate cancer. These materials can be used to educate patients and clients about cancer prevention, screening, diagnosis and treatment. All public education materials can be ordered, free of charge, using the NYSDOH Cancer Materials Order Form (http://www.health.ny.gov/forms/order_forms/cancer.pdf) unless otherwise specified.

Breast Cancer



The **Breast Cancer Screening and Prevention fact sheet** provides information about breast cancer screening, risk factor assessment, prevention, current screening recommendations, and access to screening services. The fact sheet is available in English and Spanish online and in print.

The **Breast Cancer Treatment – What You Need to Know booklet** includes information about treatment options such as targeted therapies, information about insurance coverage, how to access treatment through public insurance options for the uninsured, and information for cancer survivors about staying healthy after treatment. This booklet is legislatively mandated by Section 2404 of the Public Health Law and also complies with the Breast Reconstruction Law that went into effect in January 2011. The booklet is available in English and Spanish in print and is available in English, Spanish, Russian and Chinese online at http://www.health.ny.gov/diseases/cancer/educational_materials/. A referral card with the web address for the online version of the booklet is also available in English.



Pink & Black poster (28 x 11) depicts ten breast cancer survivors with the tagline “Breast cancer survivors come in all colors. A mammogram made the difference for us.” This poster is available in English in print.

Cervical Cancer

A **30-second Cervical Cancer Radio PSA** that educates women who are rarely or never screened for cervical cancer is available as an mp3. For more information or to request the use of this PSA, email canserv@health.state.ny.us.

Colorectal Cancer



The CDC **Colorectal Cancer Screening Saves Lives tri-fold brochure** includes information about colorectal cancer such as screening options, symptoms, risk factors and prevention. This brochure is available in English in print.

The CDC **Busy People poster** (11 x 17) depicts men and women who have taken time out of their days to get screened for colorectal cancer. The tagline reads “What do these busy people have in common? They all got screened for colorectal cancer. If they have time, so do you.” This poster is available in English in print.

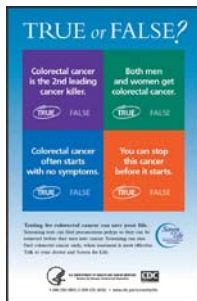


The CDC **This is Personal poster** (11 x 17) tells actor Terrence Howard’s story about his mother’s early death from colorectal cancer. The tagline reads “my mother died when she was only 56. Let my heartbreak be your wake-up call.” This poster is available in English in print.

Colorectal cancer is the second leading cancer killer in the U.S., but it is largely preventable. If you're 50 or older, please get screened. Screening from polyps can prevent colorectal cancer. And screening from colorectal cancer only when symptoms occur. If you're at increased risk if you have a personal or family history of polyps or colorectal cancer, or you have inflammatory bowel disease — ask your doctor when to start screening. www.cdc.gov/cancer

The **fecal immunochemical test (FIT) brochure & poster** include information about the benefits of an inexpensive and easy to use at-home colorectal cancer screening test that does not require dietary or medication restrictions, is easy to complete in the privacy of one’s home, and does not require time off from work. The brochure is available in English, Spanish, Russian and Chinese online and in print; the poster is available in English and Spanish online and in print.



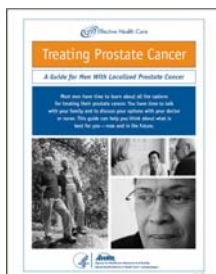


The CDC **True or False** poster (8.5 x 11 and 11 x 17) asks four true or false questions to impart important facts about colorectal cancer and the benefits of early detection. This poster is available in English in print.

My Health Counts! Understanding Colorectal Cancer DVD is a 30-minute patient education program to educate the public about the risks of colorectal cancer and encourage them to work with their doctors to understand and make informed choices about screening. The program provides viewers with answers to the following question: What do I need to know, do and act upon in partnership with my doctor to ensure I receive the highest quality preventive care? This DVD can be requested via email canserv@health.state.ny.us.

*The CSP can facilitate access to CDC **Screen for Life radio, TV and print PSAs** to recruit men and women for colorectal cancer screening. Requests for more information about accessing these materials can be made via email canserv@health.state.ny.us.*

Prostate Cancer

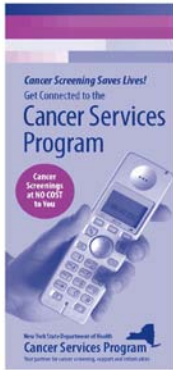


The Agency for Health Research and Quality (AHRQ) **Treating Prostate Cancer: A Guide for Men with Localized Prostate Cancer** is a decision guide about four common treatments for prostate cancer and their side effects. This decision guide is available in English online and in print.

Cancer Services Program Materials and Information

The **Cancer Services Program Web page** is a user-friendly, consumer-focused resource for uninsured NY residents in need of free cancer screening services. The CSP page can be accessed from the NYSDOH Web site at <http://www.health.ny.gov/cancerservicesprogram>.

The **CSP toll-free referral line, 1-866-442-CANCER (2242)**, is a statewide, toll-free number operated 24 hours a day, seven days a week. The referral line directly connects callers to CSP contractors for breast, cervical and colorectal cancer screening services, legal support services, community-based breast cancer support services or sliding-fee schedule genetic counseling services.



The **CSP promotional materials (tri-fold brochure, rack card, and referral business card)** provide general CSP information summarizing the services provided by the CSP and its contractors. These materials promote CSP cancer screening services with the ultimate goal of recruitment of the priority population and providers. The brochure is available in English and in Spanish in print and online. The rack card and business card are available in English in print and available in English and Spanish online.



The **CSP fact sheet and NYS Medicaid Cancer Treatment Program fact sheet** provide information about eligibility for each of these programs and can be used to educate program providers and partners. For a copy of either of these fact sheets, email canserv@health.state.ny.us.



The **CSP Program Update** is a periodic program communiqué containing information, updates and opportunities pertinent to CSP operations. The *Program Update* is distributed to CSP contractors, health care providers, and partners via email. For a copy of the most recent edition, email canserv@health.state.ny.us.

Professional Development Resources

“Promoting Cancer Screening: Office Systems for Success” is a video broadcast exploring how implementing office systems can increase adherence to cancer screening guidelines for breast, cervical, and colorectal cancer. These systems include simple, proven, non-electronic methods and the use of electronic medical records. The CME-granting archived broadcast can be accessed online at http://www.albany.edu/sph/cphce/phl_0111.shtml.

“Appropriate Colorectal Cancer Screening: How Are You Doing?” is a video broadcast that provides information about current colorectal cancer screening guidelines, the pros and cons of available screening options, and the evidence against the use of single slide, in-office fecal testing for cancer screening. Patient barriers and health disparities are also discussed. The CME-granting archived broadcast can be accessed online at http://www.albany.edu/sph/cphce/phl_031711.shtml.

The CSP, in association with the State University of New York University at Albany School of Public Health, will conduct two **Clinical Breast Exam (CBE) Skills Update training sessions** January 28, 2012 and February 25, 2012 in Flushing, NY and the Bronx, respectively. The daylong training sessions are designed to refine and standardize CBE palpation and documentation skills. The School of Public Health will issue CME/CEU credits to participants who complete the post-test and evaluation. For information about attending these CBE Skills Update sessions, visit <http://www.surveymonkey.com/s/2012CBE> or email canserv@health.state.ny.us.

The CSP and the American Society of Radiologic Technologists (ASRT) provide two continuing education programs, **“Finding a New Groove: Positioning for Digital Mammography”** and **“Breast Imaging Update,”** to every mammographer in NYS. These courses are offered at no cost to providers. Free, online access allows providers to log onto the website 24/7 to read the course and complete the post-test. The courses are now available on the ASRT Learning Management System at www.asrt.org/store. Each mammographer simply needs to register with the ASRT at www.asrt.org/nymammo. Once registered, an e-mail will be sent to each person with an individual promotional code to access the courses for free. CEUs are available to those who complete the online courses within one year. These courses can be added to individuals’ learning areas on the ASRT Learning Management System until March 31, 2012 and can then be accessed at any time going forward.

The **CRC Clinician’s Guide and slide set**, available at nccrt.org, is a practical guide for primary care clinicians, entitled, **“How to Increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinician’s Evidenced-Based Toolbox and Guide.”** The *Guide* outlines efficient ways for practices to get every eligible patient the colorectal cancer screening tests he or she needs. The *Guide* contains evidenced-based tools, sample templates and strategies that can help practices improve their screening performance. An **interactive, online version of CRC Clinician’s Guide**, available at <http://www5.cancer.org/asp/pcmanual/default.aspx> has been launched to offer an interactive, web-based version of the CRC Evidence Based Toolkit and Guide that can walk physicians through the contents of the Guide in an interactive, online format.

The National Cancer Institute (NCI) and National Institutes of Health (NIH) offers a collection of **cancer education and training tools and materials** for health care providers, public health program planners, cancer researchers and cancer registrars. Courses are available in a variety of formats, such as:

- Online self-study
- CD/DVD
- Downloadable self-study (PDF, etc.)
- Product training
- Webinars, podcasts, animated tutorials
- Other (online communities, etc.)

These tools can be accessed at <http://cancer.gov/cancertopics/cancerlibrary/health-professional-training-tools>.

Resources, Presentations and Technical Assistance

CSP staff members are skilled clinicians and public health professionals who are available to provide **training, technical assistance and written materials** on a number of topics, including information about how to implement evidence-based patient reminder tools and health care systems to improve cancer screening rates. Staff can provide information and resources on the following:

- The importance of increasing guideline concordant, population-based breast, cervical and colorectal cancer screening rates.
- Development and implementation of evidence-based patient reminder systems and strategies to improve breast, cervical and/or colorectal cancer screening in large and small practices. For example, use of Interactive Voice Response (IVR) systems - tailored, scripted, automated phone calls that interact with clients based on their responses to questions about cancer screening. This tool has been used successfully by insurance companies looking to increase rates of cancer screening among members and is currently being piloted across the country for other chronic disease reminders and tobacco cessation activities.
- Benefits of having patient navigators/patient care coordinators for patient adherence to recommended screening guidelines and removal of language, geographical and knowledge barriers to preventive care.
- Effective use of media and promotional campaigns to motivate men and women to get cancer screenings.
- Cultural competency for public health professionals designed to reach culturally diverse groups more effectively through improved cultural understanding and communication.

For more information about these resources, email canserv@health.state.ny.us.

New York State Resources

The **Cancer Survivorship Initiatives** program helps people find and access supportive services for cancer survivors and their families. Support services are offered by numerous organizations across NYS and can vary widely. Services can include

- Assistance with free or low-cost cancer-related legal and financial issues for those who cannot afford private representation;
- Support groups, individual therapy, telephone support services, supportive educational web-based services;
- Community outreach;
- Workshops and educational and awareness events; and
- Transportation to treatment.

For questions about these Cancer Survivorship Initiatives, contact Mary Catherine Daniels, Coordinator, Cancer Survivorship Initiatives, at mcd10@health.state.ny.us.

A list of indications for **genetic counseling** and consideration of genetic testing for Hereditary Breast/Ovarian Cancer mutations can be found on the Department of Health cancer genetics web page (<http://www.health.ny.gov/diseases/cancer/genetics>). Health care providers should refer clients who might benefit from genetic counseling to a NYS cancer genetic counselor. NYS genetic counselors (many of whom see patients on a zero-based sliding fee scale) can be found through the CSP toll-free referral line at 1-866-442-CANCER (2262) or at <http://www.health.ny.gov/diseases/cancer/genetics>. For questions about Cancer Genetics Resources, contact Karen Greendale, Director, Cancer Survivorship Initiatives, at kxg03@health.state.ny.us.

New York State Web Resources

- NYS Cancer Registry and Cancer Statistics
<http://www.health.ny.gov/statistics/diseases/cancer/>
- NYS Cancer Consortium featuring the NYS Comprehensive Cancer Control Plan
<http://www.nyscancerconsortium.org/index.aspx>
- NEW → • NYS Cancer Consortium Chronicle
<http://www.nyscancerconsortium.org/news/newsletter.aspx>
- NYS Behavioral Risk Factor Surveillance System (BRFSS) Data and Summary Reports
<http://www.health.ny.gov/nysdoh/brfss/>
- NEW → • *You, Cancer and the Flu* Printable fact sheet for people living with cancer
<http://www.health.ny.gov/publications/2463.pdf>
- NEW → • New York State Smokers' Quitline - 1-866-NYQUITS (1-866-697-8487)
<http://www.nysmokefree.com/>

Centers for Disease Control and Prevention (CDC) Web Resources

- *Inside Knowledge* gynecological (cervical, ovarian, uterine, vaginal and vulvar) cancers campaign materials (print, radio, TV) <http://www.cdc.gov/cancer/knowledge/index.htm>
- *Screen for Life* colorectal cancer campaign materials (print, radio, TV)
<http://www.cdc.gov/cancer/colorectal/sfl/>
- *What You Don't Know Can Kill You* PSA (:60) about the importance of breast and cervical cancer screening <http://www2c.cdc.gov/podcasts/player.asp?f=2372180>
- *Health-e-Cards* and messaging including reminders about breast, cervical, and colorectal cancer screening <http://www2c.cdc.gov/ecards/>
- Behavioral Risk Factor Surveillance System (BRFSS) Annual Survey Data 1984-2010
http://www.cdc.gov/brfss/technical_infodata/surveydata.htm
- NEW → • *Protecting Cancer Patients from Infections* information and educational materials for patients and providers <http://www.cdc.gov/cancer/preventinfections/?source=govdelivery>
- NEW → • *The Health Communicator's Social Media Toolkit*
http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf