



The Patient Voice: Living With and Beyond Cancer in Rural Communities ECHO

Thursday July 2, 2026

This project was funded in part by the Centers for Disease Control and Prevention NU58DP007218.

Housekeeping Items

Please type your full name - *First Name, Last Name- organization and email into the Chat Box.* If you're in a room with others, please add all names in the Chat for accurate attendance.

This session is being recorded, and a link will be e-mailed to attendees and posted on the NYS Cancer Consortium Website (nyscancerconsortium.org)

Use the buttons in the *black* menu bar to unmute your line and to turn on your video.
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Do NOT share any personal health information (PHI) about any patient.

If you have a question, please type it in the Chat Box any time during this presentation.

Today's Agenda



Topic	Facilitator/Presenters	Time
Welcome & Introductions	Christina Crabtree-Ide, PhD, MPH	10 mins
Background Information	Christina Crabtree-Ide, PhD, MPH	10 mins
Case Presentation	Samantha Purpora, MLS, BA	15 mins
Discussion/Questions, Answers & Solutions?	Samantha Purpora, MLS, BA	20 mins
Feedback Survey & Wrap Up	Christina Crabtree-Ide, PhD, MPH	5 mins

Introductions



Christina Crabtree-Ide, PhD, MPH
**Director of Population Health
Outreach**
Roswell Park Comprehensive Cancer
Center

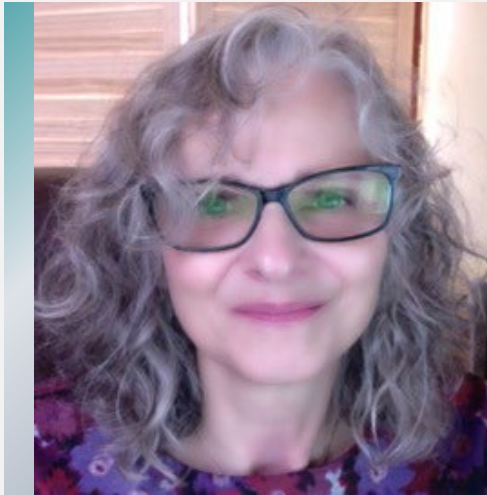


Samantha Purpora, MLS, BA
**Senior Patient Education
Facilitator - Patient Education**
Roswell Park Comprehensive
Cancer Center



Purpora has no disclosures or conflicts to report. Crabtree-Ide reports funding support from Genentech, and stock ownership of Danaher, Fortive, Vontier, and Veralto Corps.

Introductions



**Sylvia K. Wood PhD,
DNP, ANP-BC, AOCNP**
**Director, Ph.D. Program
in Nursing**
Stony Brook University
School of Nursing, Clinical
Nurse Researcher, Stony
Brook Cancer Center



Tessa Flores, MD
**Medical Director of Cancer
Survivorship and Screening**
Roswell Park Comprehensive
Cancer Center



**Maureen Killackey, MD,
FACS, FACOG**
**Chair, NYS Cancer
Advisory Council and
American College of
Surgeons Commission on
Cancer Site Reviewer,**
Bassett HealthCare

Speakers have no disclosures or conflicts to report.

The New York State Cancer Consortium

*Working Together,
Reducing Cancer,
Saving Lives*



Visit us at
nyscancerconsortium.org



We work together to implement the **NYS Comprehensive Cancer Control Plan** and reduce the burden of cancer through the following activities:



Increase public knowledge of the Consortium and Plan



Collaborate to achieve Plan goals and objectives



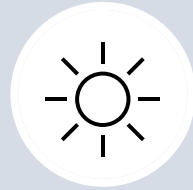
Share progress, insight and expertise



Track progress on cancer indicators tied to the Plan

Consortium Action Teams

- Learn about the latest updates in state-wide cancer prevention efforts
- Promote Plan priorities through webinars, trainings, or workshops
- Collaborate with team members to achieve Plan goals



Skin Cancer



Colorectal Cancer



Environmental
Carcinogens



HPV Coalition



Lung Cancer



HEAL (Healthy
Eating Active
Living)



Survivorship

Survivorship ECHO Program



Visit us at
nyscancerconsortium.org

Survivorship Community Engagement Forums



2024: Rural Cancer Survivorship Across the Continuum

- Rural setting catchment area >> NCI designated Cancer Center

2026: Enhancing Rural Survivorship Care: Patient Perspectives on Navigating Healthcare Needs in Rural Communities, the Patient Voice

- Rural setting catchment area>> Multidisciplinary community hospital

Topics explored:

- Care Coordination & Communications
- Barriers/Access to survivorship care
- Quality and Availability of care
- Impact of rural living on survivorship care & biggest challenges
- What healthcare providers should understand about their experience as a cancer survivor living in a rural community

Survivorship Community Engagement Forum

Focus Group Findings: communication and digital health in Rural Survivorship Care

Rurality Shapes the Survivorship Experience

- Reliance upon online peer support, advocacy, and information
- Preference for 'old school 1:1' interactions, while acknowledging the need for different modalities due to varying internet access.

Communication preferences

- Sheer volume of information during treatment also made it "important to have things written down to remember"
- There was also an acknowledgment that doctors are under pressure, and having questions prepared can help keep visits on track

Mixed impact of small-community care

- Positives: "open communication from the provider and treatment team," noting prompt responses to inquiries. A high "level of transparency" where they "always felt informed" was also valued
- Recurring concern: the difficulty in obtaining necessary answers and information.

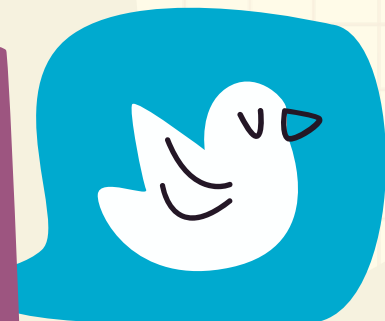
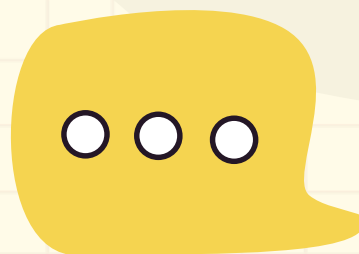
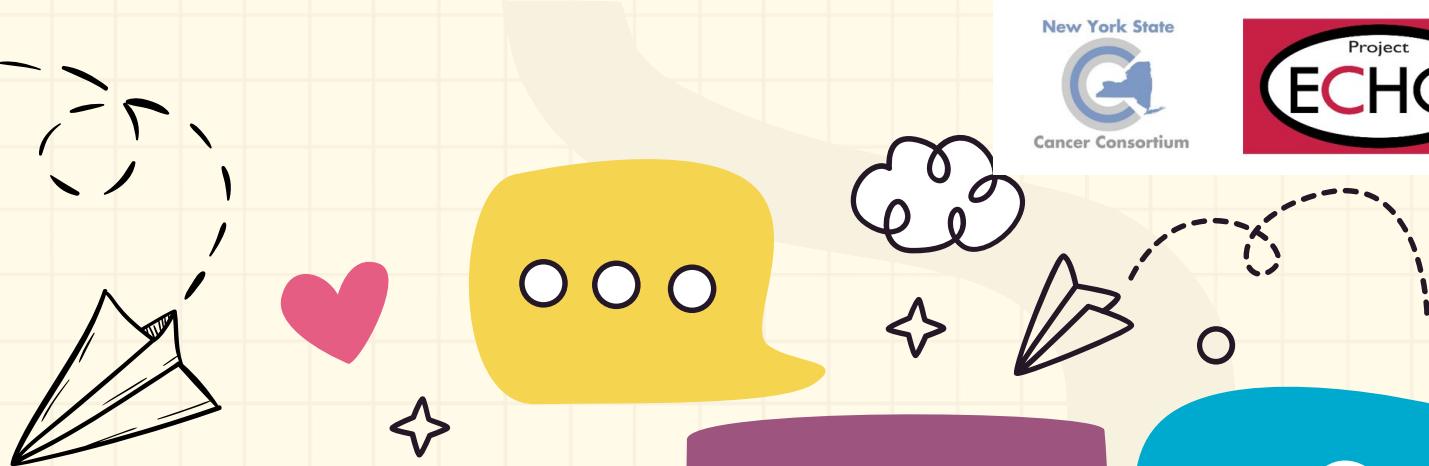
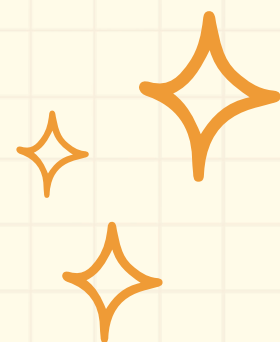
Session 3: Navigating Health Information in the Digital Age

July 2, 2026 | 12:00 - 1:00pm

Moderator: Christina Crabtree-Ide, PhD, MPH

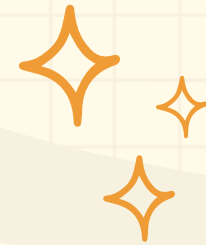
Presenter: Samantha Purpora, MLS, BA

Sorting Through the Noise: Finding Trustworthy Health Information After Cancer Treatment



Samantha Purpora, MLS, BA
Senior Patient Education Facilitator - Patient Education
Roswell Park Comprehensive Care Center

About Me



- Over 25 years of experience in academic and public libraries prior to my role of Senior Patient Education Facilitator at Roswell Park.
- Prior to joining Roswell, served as the Assistant Deputy Director at the Buffalo and Erie County Public Library
- Managed the operations of the Central Library and eight Buffalo Branch Libraries.
 - Focused on overseeing public service departments such as Adult Services, Teen Services, and Children’s Services, all while fostering an inclusive and welcoming environment for community members.
 - With a strong dedication to public service, library management, and community outreach, I created spaces that empowered individuals to learn and grow.
- Former passionate and dedicated tenured faculty member at Medaille College for nearly 15 years.
 - Directed the Honors Program, coordinating key events and activities, and managed the Medaille Summer Scholars Program, which provided a 6-week summer session for provisionally admitted students.
 - Taught humanities, writing, and critical thinking courses across undergraduate, graduate, and online programs, while offering extensive reference and research support to students, faculty, and staff.



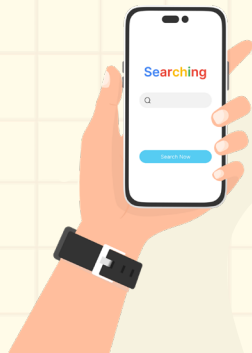
Objectives

In an age where health information is just a click away, cancer survivors often find themselves overwhelmed and/or misled by what they read online. This training session equips healthcare professionals, patient educators and patient-facing staff with tools and strategies to support survivors in becoming confident, critical seekers of reliable online health information. We will explore common challenges survivors face when navigating online resources and learn how to introduce trustworthy sources.

Recognize common patterns, challenges, and misconceptions in how survivors seek health information online.

Recommend strategies and digital tools that help patients identify trustworthy, evidence-based health information sources.

Support survivors in developing stronger online information-seeking habits by teaching evaluation skills (e.g., checking authorship, date, and source credibility) during clinical or educational encounters.

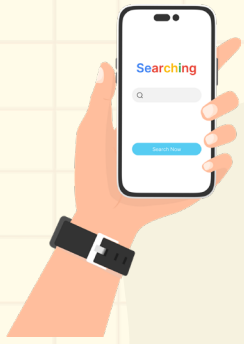


Case Study: The Risks of Online Health Information Overload

Patient Background



- A female 58-year-old breast cancer survivor who completed chemotherapy and radiation treatment six months ago.
- During a recent follow-up appointment, she mentioned experiencing fatigue and joint pain.
- While her healthcare team reassured her that these symptoms can be common after treatment, the patient wanted to learn more and explore ways to manage them.



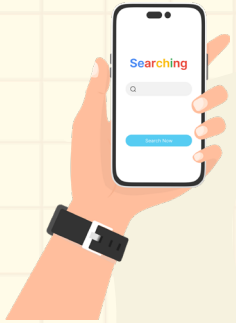
Case Study: The Risks of Online Health Information Overload

The Challenge

When the patient searched for "joint pain after cancer treatment" and "how to reduce cancer fatigue," she found thousands of results. Within minutes, she encountered:

- A personal blog promoting expensive supplements that claimed to "reverse treatment damage."
- Social media posts recommending restrictive diets to "prevent recurrence."
- A YouTube video suggesting that conventional cancer treatments cause long-term toxicity and should be avoided.
- Several advertisements for products marketed as "clinically proven" without citing evidence.

The volume of information left the patient feeling overwhelmed and uncertain about what to trust

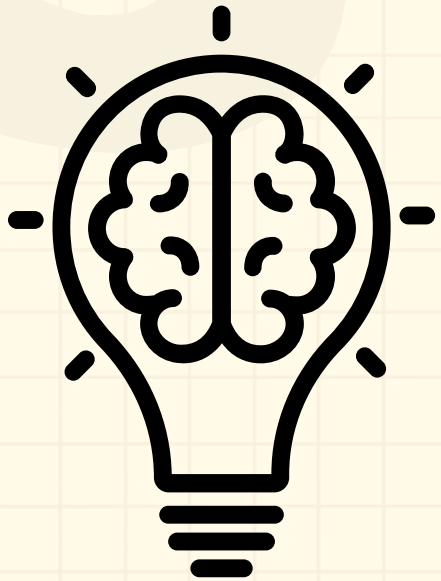


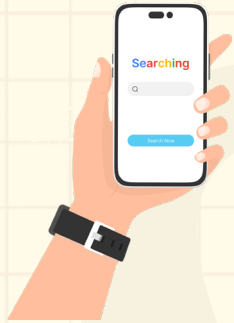
Case Study: The Risks of Online Health Information Overload

Taking a Smarter Approach

At her next visit, the patient spoke with a health care professional who introduced her to a simple strategy for evaluating health information online:

- Consider the source
- Check for evidence
- Look for currency
- Watch for red flags





Case Study: The Risks of Online Health Information Overload

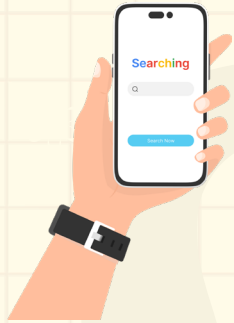
Consider the Source

- Who created the information?
- Is it from a trusted organization, hospital, government agency, or recognized health organization?
- Are the authors identified and qualified?

Check for Evidence

- Does the information reference scientific research or expert-reviewed content?
- Are claims supported by facts rather than testimonials?





Case Study: The Risks of Online Health Information Overload

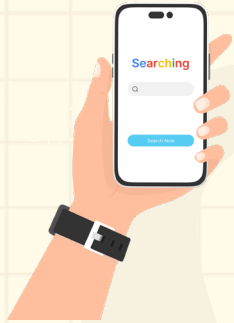
Look for Currency

- When was the information last reviewed or updated?
- Is the information still relevant based on current medical knowledge?



Watch for Red Flags

- Claims of a "miracle cure"
- Pressure to buy products
- Statements that sound too good to be true
- Advice that discourages communication with healthcare providers

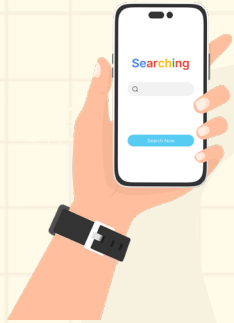


Case Study: Finding Reliable Information

Using trusted resources such as National Cancer Institute, MedlinePlus, and her cancer center's patient education materials, the patient learned:

- Fatigue and joint pain can be common long-term effects of treatment.
- Physical activity, sleep hygiene, and symptom management strategies may help.
- Certain symptoms should be discussed with her healthcare team promptly.
- There was no strong evidence supporting many of the supplements she encountered online.





Case Study: Outcome

The patient felt more confident in her ability to evaluate online health information. Instead of relying on the first search result she found, she learned to:

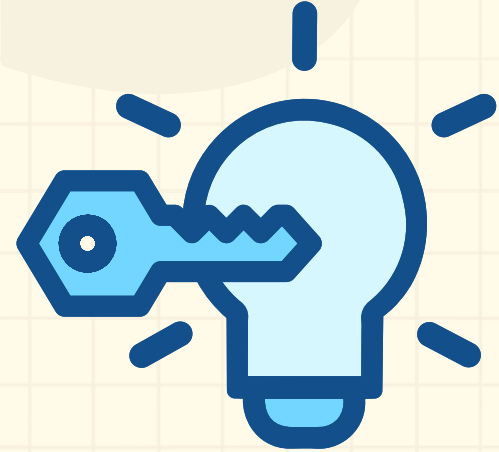
- Start with trusted sources.
- Compare information across multiple reputable organizations.
- Discuss questions with her healthcare team before making health decisions.
- Be cautious of commercial websites making extraordinary claims.



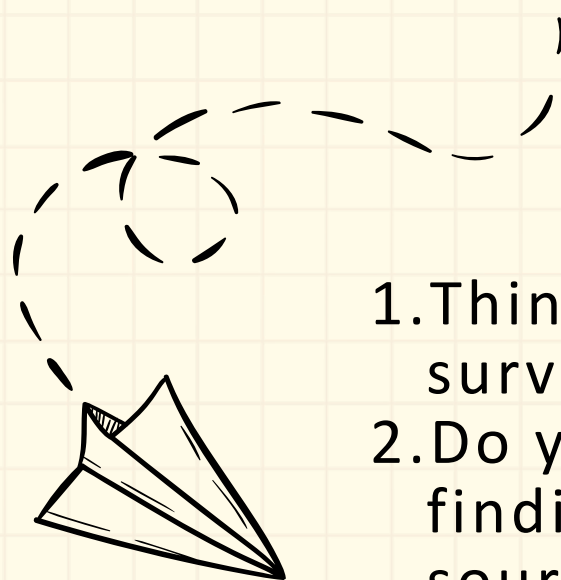
Case Study: Takeaways

Key Takeaways

- Cancer survivors often turn first to Google but may struggle to distinguish credible sources from misinformation.
- Misinformation can fuel anxiety, erode trust in providers, and delay productive communication.
- Healthcare professionals play a crucial role in redirecting patients to reliable resources and teaching critical evaluation skills.
- Cancer survivors can make more informed decisions by evaluating sources carefully, seeking evidence-based information, and consulting their healthcare team when questions arise.



Where do your survivors go first for health information?



1. Think about your experience on how survivors look for information.
2. Do you think they were successful in finding reliable, trust-worthy sources?



The Landscape of Online Health Information

- Where are people looking for online health information?
- How has the information landscape and information seeking habits changed over time?



Search Engines

Many people start their online health information seeking by typing in a disease, symptom or side effect into a search engine such as Google



Social Media

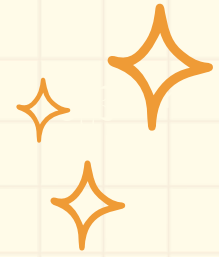
People turn to social media platforms like Facebook, X, Instagram and Tik Tok for all kinds of news and information including health information.



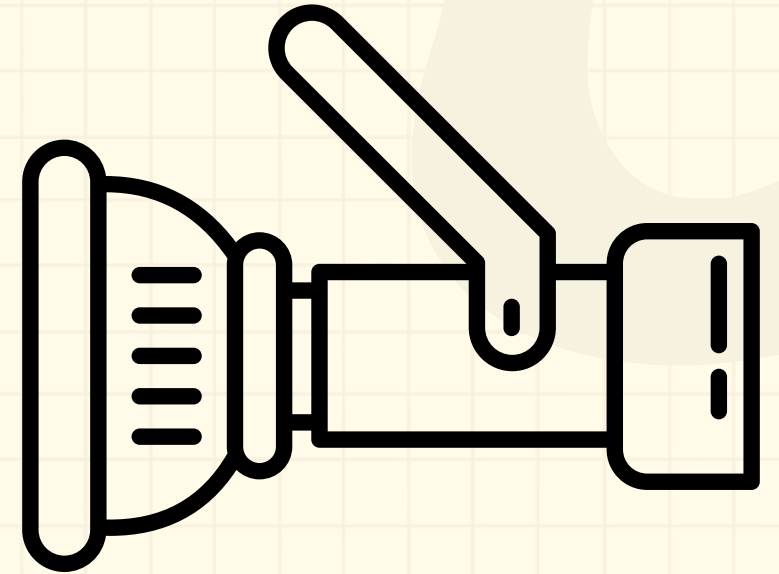
For-profit websites

In using search engines, many times for-profit websites show up first in search results because they purchase sponsored positions in the search engines.

Searching Challenges



- **Information Overload**
- **Conflicting advice**
- **Commercial bias & miracle cures**
- **User-generated content**
- **Social media repost syndrome (supersharers)**



Communication Strategies in Clinical and Educational Encounters



- Dr. Google is here to stay!
- How do we support and encourage patients and caregivers to use their critical thinking skills?



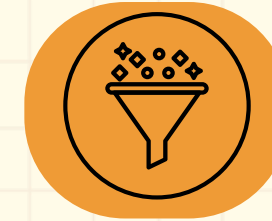
Normalize online searches
(Patients will Google anyway!)



Redirect patients in a positive way:
“That’s a common site patients find, but let’s look at one I trust.”



Encourage shared exploration:
“Let’s look at this site (or resource) together. What questions do you have?”



Use and share valuable resources created, curated and disseminated by Roswell Park patient education department

Promote Trustworthy Education

Resources

MedlinePlus MedlinePlus offers information on diseases, conditions, wellness topics, medical tests, drugs, and supplements. <http://www.Medlineplus.gov>

CancerCare CancerCare offers professional support services to manage the emotional, practical and financial challenges of cancer. <http://www.cancercare.org>

American Cancer Society (ACS) ACS offers answers, guidance and support for different types of cancers, treatments, and other information. <http://www.Cancer.org>

National Cancer Institute (NCI) NCI offers information about cancer screening, prevention, diagnosis, treatment, and cancer research. <http://www.Cancer.gov/about-cancer>

National Comprehensive Cancer Network (NCCN) NCCN offers expert information about cancer. This site offers comprehensive booklets on different cancer types. The NCCN “Guidelines for Patients” empower people with cancer to talk with their doctors about treatments. <http://www.NCCN.org>





Strategic Take Aways

Recognize

- Notice when survivors feel overwhelmed, anxious, or misinformed.
- Listen for cues like: “I read online that...” or “I’m not sure what to believe.”
- Acknowledge their effort in seeking information.

Recommend

- Suggest trusted sources (e.g., MedlinePlus, NCI, NCCN, ACS)
- Share evidence-based patient education materials.
- Provide simple guidance for evaluating online health information.

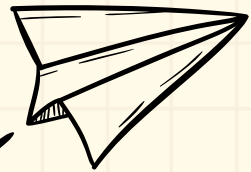
Support

- Encourage patients to ask questions and bring in what they’ve found.
- Connect them with patient education staff or resource center.
- Offer follow-up conversations to check understanding.



Thank you
so much

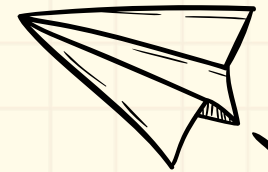
What questions do you have?



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Thank you for attending

Please complete the
session evaluation

