OUTREACH 2017: OVERVIEW

Screening/Prevention
- Skin Cancer Screenings
- Prostate Cancer Screenings
- Cervical Cancer/STD Screenings

Fundraising Events
- Pink Games
- Gunning for a Cure
- One Man Shoot
- Cancer Crusaders
  Golf Tournament/Survivor Luncheon
- Pink Bra Run
- NOLA Bluedoo
- Blue Ribbon Soiree

Awareness/Advocacy/Education/Survivorship Programming
- Healing Hands Across the Divide
- Pan-American Preceptorship
- NOLA Bluedoo Community Lecture
- Man Up! Geaux Get Screened
- Support Groups
- National Cancer Survivor’s Day
- “A Walk to Welcome You” Gallery
- PaintFest
- Music Mends
- Other Arts in Medicine Programming
SCREENING/PREVENTION PROGRAMS
SKIN CANCER SCREENINGS

- Dates:
  - May 10-11, 2017 at Covington Clinic
  - June 2, 2017 at Downtown New Orleans Clinic

- Screenings involved upper-body skin assessments or spot skin checks by Tulane dermatologist.

- If suspicious lesions found, participants were encouraged to see their dermatologist or they could opt for a referral to a Tulane dermatologist.

- No treatments or biopsies were performed.

- Participation
  - May 10-11: 46 Screenings Performed
  - June 2: 19 Screenings Performed

- Total Skin Screenings Performed: 65
- "Abnormal” Screenings: 3
Participants undergo a PSA blood draw and are informed of their results via certified mail. Those with abnormal results are directed to see their personal physicians or they can opt to be referred to a Tulane physician. Complimentary PSAs are offered on the second Tuesday of every month at Tulane Comprehensive Cancer Clinic and were also offered at several events throughout the year.

Participation
- Second Tuesday Screenings: 20
- Special Event Screenings: 207
- Total Prostate Screenings Performed: 227
- Abnormals – 24; Borderline - 3
African American women in Louisiana experience a 25% higher incidence rate for cervical cancer compared to Caucasian women.

Mortality rates are also twice as high.

Difficulties accessing cervical cancer screening and intervention programs and poor HPV vaccine uptake in LA have contributed to these statistics.

This program aims to provide cervical cancer screenings and STD detection to Grace House Substance Abuse Recovery Center patients in the hopes of slowing/preventing the spread of these diseases.

**Participation**
- Patients Screened: **270**
- 60 Paps; 13 Abnormal
- 82 STD Tests; 3 Positives
PATIENT SUPPORT AND TREATMENT:

- **178 Tulane Health System patients** received **2,582 services** from the American Cancer Society in 2017

- 80 patients received 2,104 nights of free lodging while receiving their cancer treatment at Tulane Health System, resulting in a patient savings of over $315,600 in treatment related cost

- Navigated 94 patients to information and resources through the Society’s Patient Service Center

- 98 Personal Health Manager kits were provided to help patients organize their cancer treatment related information and resources

- Provided 17 patients with 52 rides to cancer treatment appointments, resulting in a savings of $1,300 in treatment related costs

- Helped 21 women cope with the side effects of cancer treatment through the Look Good Feel Better program by providing cosmetic kits valued at $300 each

- 32 patients received 82 additional resources *(ie: prescription, financial assistance)* were provided through a clinicians referral to assist cancer patients with treatment related barriers and costs.

- Provided 14 new real hair wigs *(valued at $200-$750 each)* to patients battling hair loss as a result of cancer treatment

- 9 patients received Reach To Recovery visits from trained volunteer breast cancer survivors

- Our trained Health Insurance Assistance Team assisted 9 patients with health insurance questions, eligibility and coverage issues
Healing Hands Across the Divide: a partnership between healthcare providers and faith and community based leaders promoting early detection, and prevention of malignancies in the inner city of New Orleans
Educational program on best practices regarding multidisciplinary approaches to castration-resistant prostate cancer.

Approximately 60 Latin American physicians and allied health professionals attended the program, led by Dr. Oliver Sartor and several other Tulane faculty.

Sponsored by Bayer, makers of the bone-targeted radiopharmaceutical Xofigo®

Dr. Sartor was North-American PI on Phase III trial that led to early FDA approval of Xofigo®

Goal: Provide attendees with the tools necessary to develop expertise with Xofigo® in their home countries.
Educational event held in conjunction with the NOLA Bluedoo prostate cancer research fundraiser and Prostate Cancer Awareness Month.

- Designed to raise awareness and provide men with the information they need to be proactive when it comes to their health.
- Free and open to the public.
- Approximately 125 prostate cancer patients, their caregivers, those with a family history of the disease, and others interested in learning more attended.
- Dr. Sartor discussed the latest in research and treatment and answered attendees’ questions.
The second annual event was held on September 9, in conjunction with the kickoff of the 2017 NFL Season.

Rickey Jackson, along with several other New Orleans Saints legends, partnered with Tulane Health System and the Department of Urology to raise awareness of prostate cancer and provide free PSA screenings to eligible men.

Participants had the opportunity to meet and have pictures taken with former NFL players and to hear Jackson’s personal testimony about his prostate cancer diagnosis and recovery.

The event also featured games and prizes for kids, as well as other health information provided by Tulane experts.

Participants who received a PSA screening were eligible to win memorabilia signed by former NFL players.

Screenings performed: 60; Abnormal - 15

MAN UP! GEAX GET SCREENED!
Department of Urology hosts bi-monthly Prostate Cancer Support Groups.
Open to patients, survivors, relatives, friends, healthcare professionals and others.
No reservations are necessary and there are no fees to attend.
Meetings often have professional speakers with audience Q&A and discussion.
Approximately 290 people participated in the Prostate Cancer Support Group in 2017.
A large floor-to-ceiling art installation for Tulane Comprehensive Cancer Clinic coordinated through the Arts in Medicine Program.

Dana Beuhler and Caroline Thomas, artist demonstrators in the Kids Tent at Jazz Fest 2017, wanted to share the skill of three-dimensional art with the kids by showing them how to create beautiful hand-painted paper mache’ flowers, butterflies and bugs that collectively would become part of the installation.

Each child was offered a blank, pre-cut flower or butterfly to paint and decorate. Once complete, the painted masterpieces were laid out to dry, and volunteers completed the finishing touches, which included laminating and trimming the pieces.

The installation was formally unveiled as part of the 2017 National Cancer Survivor Day festivities, held June 6, at Tulane Cancer Center.
Organized by Tulane’s Arts in Medicine Program, with help from the Arts Council New Orleans (ACNO)

Located in the halls of TMC’s newly renovated, state-of-the-art Bone Marrow Transplant Inpatient Unit

Includes 16 works from participating local artists, as well as patients, staff, caregivers, and the NOAC’s collection.

Includes works in mixed media, acrylic and oil paints, ink, pencil, handmade paper and watercolor.

Provides an opportunity for local artists to give back and be part of something that will bring joy to patients and their families.
• **Second annual event**, aimed at patients, caregivers, staff, visitors and members of the community.

• Sponsored this year by the **Rodrigue Foundation**.

• **Approximately 23 patients, family members and staff contributed to the painting of a mural** to be displayed on the walls of Tulane Medical Center.

• Refreshments were provided
Arts in Medicine program through which volunteer musicians – faculty, staff, students and others – perform for infusion patients as they receive their treatments.

There is substantial data attributing improvements in outcomes to this type of therapy.

982 patients reached in 2017.
AIM recognizes the integral role of the arts in healing the spirit and transforming the treatment experience.

A creative outlet helps to reduce stress, anxiety, boredom and the perception of pain.

2017 Programming
- Meditation Sessions – 52 patients
- Dance/Movement Workshops – 9 patients
- BMT Paint Workshop – 5 patients
- Music Therapy – 198 patients
- Music Mends – 982 patients
- Infused With Creativity – 208 patients
- Art Cart/Art on Call – 97 patients
- Creative Writing – 2 patients

Staff Workshops and Events
- Sip and Paint: Suminigashi
- Portrait Photography: Med-Top Murals
- Silk Painting: Music/Relaxation Sessions
- Beaded Jewelry: 15-Minute Massages
- Bookbinding
FUNDRAISERS
Five high schools and one local university participate

Series of benefit volleyball games and other fundraisers dedicated to raising funds for TCC’s Patient Relief Fund

This funds provides assistance to patients with unmet financial needs that could become barriers to their cancer care.

Program is coordinated by David Mocklin, head athletic trainer at Tulane Institute of Sports Medicine and Mt. Carmel H.S.

Representatives from each school – approximately 50 in all – recently presented a check for $41,234, proceeds from the 2017 games.

They also took tours of the Cancer Clinic and were introduced to several patients who were assisted by the funds the students helped to raise.

Over $116,000 has been raised by Pink Games to date!
GUNNING FOR A CURE

- Annual sporting clays competition held at Stella Plantation in Plaquemines Parish.
- Dedicated to raising awareness and funds to support Dr. Oliver Sartor’s Prostate Cancer Research Program.
- Planned annually since 2013 by the family and friends of the late Chalin Perez, a former patient of Dr. Sartor’s.
- Approximately 500 people attend.
- Free PSAs are offered at the event.
- GFC raised approximately $190,000 in 2017!
- The 2018 event, held in February, raised $192,000, bringing their cumulative impact to just under $700,000 to date.
- Annual sporting clays competition designed to raise funds to support Dr. Oliver Sartor’s *Prostate Cancer Research Program*, as well as awareness of this disease.
- Planned annually since 2011 by the family and friends of the late Connie Mack Boykin, a former patient of Dr. Sartor’s.
- Approximately 600 people attended the 2017 event.
- 83 attendees also participated in the complimentary on-site PSA testing.
- The Shoot raised approximately $137,000 in 2017.
- The 2018 event – held March 24 - raised approximately $130,000, bringing their cumulative impact to just over $1,130,000 in seven years.
The Cancer Crusaders are an all-volunteer organization founded in the late 1970s for the purpose of raising funds for cancer research in the New Orleans area.

Proceeds from their various fundraising events - including a charity golf tournament and survivor luncheon - are split equally each year between Tulane Cancer Center and LSUHSC’s cancer center.

Tulane offered complimentary PSA tests at the 2017 golf tournament; 46 golfers participated.

In 2017, Cancer Crusaders presented Tulane Cancer Center with a check for approximately $105,000.

They have raised in excess of $4 million since their founding.
Krewe de Pink is a grass-roots volunteer organization dedicated to raising funds for breast cancer research in the New Orleans area.

Proceeds from their annual fundraisers – the Pink Bra 5K Run, held along the Mississippi River levee in Algiers on the Saturday before Mother’s Day, and the Pink Prom, held in the fall – benefit Dr. Bridgette Collins-Burow’s Breast Cancer Research Fund at Tulane Cancer Center.

Their 2017 donation of $20,000 doubled their first-year contribution, bringing their total impact thus far to $30,000.
FOURTH ANNUAL NOLA BLUEDOO

- Held in partnership with the New Orleans Track Club, NOLA Bluedoo is a competitive two-mile walk/run and celebration of prostate cancer survivorship.

- Held annually on Tulane University’s Uptown Campus, the event is dedicated to raising prostate cancer awareness and funds to support Dr. Oliver Sartor’s Prostate Cancer Research Program.

- Approximately 1,000 guests attend the event each year, enjoying an after-party featuring New Orleans-style music, food, costuming, a kids’ tent, a survivor tent, a silent auction/parade of prizes and more!

- Participants are encouraged to costume in blue – the color of prostate cancer awareness.

- This event raised approximately $130,000 in 2017, bringing the four-year cumulative total to $567,000.
SEVENTH ANNUAL
BLUE RIBBON SOIREE

- Blue Ribbon Soiree is a food- and wine-tasting benefit cocktail reception that takes place in Baton Rouge.
- The event is planned by the family and friends of the late Joel Nasca and Larry Ferachi, two of Dr. Oliver Sartor’s former patients and close friends.
- Their goal is to raise awareness of the importance of early detection, as well as important research funds to help in the search for a cure.
- Dr. Oliver Sartor’s Prostate Cancer Research Fund is the primary beneficiary of this event, which includes wine/food tasting, music, live and silent auctions, and a jewelry raffle.
- The event raised approximately $102,000 in 2017, bringing their cumulative total to $550,000.