WINSHIP COMMUNITY OUTREACH ANNUAL REPORT 2015

COMMUNITY OUTREACH

Being the only National Cancer Institute (NCI)-designated cancer center in Georgia, Winship Cancer Institute of Emory University is committed to being the resource center in cancer treatment, cancer research, & cancer education for all in the South East. Winship is committed to empower the community to prevent cancer and be well informed about cancer treatment and clinical trials options if affected with cancer. Winship is constantly engaged in cancer-related community outreach initiatives at all its locations.

WINSHIP COMMUNITY HEALTH NEEDS ASSESSMENT 2015

The Winship Community Health Needs Assessment completed in April 2015 with participants from Winship at Clifton Campus, Winship at Midtown, Winship at St. Joseph’s, and Winship at Johns Creek identified access, community awareness, and prevention as broader community needs. Winship addressed the below-mentioned cancer-specific themes from the report.

- Patient Education

<table>
<thead>
<tr>
<th>Community Outreach Event</th>
<th>Date</th>
<th>Location</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Wills, Trusts, &amp; Powers of Attorney</td>
<td>2/5/15</td>
<td>Winship at Johns Creek</td>
<td>Breast Cancer Support Group</td>
</tr>
<tr>
<td>Healthy Kitchens, Healthy Lives</td>
<td>2/11/15</td>
<td>Winship at Johns Creek</td>
<td>Amy Davis, Food Services Director</td>
</tr>
<tr>
<td>Introduction and Initial Health Screening (Disease and Prevention)</td>
<td>2/25/15</td>
<td>Winship at Johns Creek</td>
<td>Dr. Andrew Pugliese</td>
</tr>
<tr>
<td>Health Eating Habits and Their Effect on Chronic Disease Management</td>
<td>3/4/15</td>
<td>Winship at Johns Creek</td>
<td>Julie Parish, dietician</td>
</tr>
<tr>
<td>Preventative Benefits of Exercise</td>
<td>3/18/15</td>
<td>Winship at Johns Creek</td>
<td>Kay Halbert, Supervisor Outpatient Rehabilitation Services</td>
</tr>
<tr>
<td>Winship-MRF Patient Symposium</td>
<td>8/15/15</td>
<td>Winship at Clifton Campus</td>
<td>Tiffany Norman, Outreach Coordinator</td>
</tr>
<tr>
<td>Winship-Komen Patient Conference</td>
<td>9/12/15</td>
<td>Winship at Clifton Campus</td>
<td>Tiffany Norman, Outreach Coordinator</td>
</tr>
</tbody>
</table>

- Preventative Care – 3 screenings in 2015 (see details on pg 3)
- Awareness – The outreach team is actively engaged in scheduling “cancer awareness talks” across Winship campuses (Winship at Clifton Campus, Winship at St. Joseph’s). Healthy Winship talks open to public are held at Winship locations addressing cancer awareness topics, and this is being promoted on social media and across campuses. (see details on pg 2)
- Access – Winship Outreach team is building collaborations with cancer centers across Georgia and neighboring states to improve access for people in rural Georgia and other states to the latest cancer treatment and cutting-edge clinical trials at Winship.

MONTHLY UPDATEs

Monthly updates of all cancer-focused community outreach activities are sent to all involved at all Winship campuses every month end to keep all informed.
HEALTHY WINSHIP TALKS
In line with the Healthy Emory initiative to improve overall health of Emory employees, the Healthy Winship lunch and learns were organized and first held in May 2015. Cancer experts speak for an hour on cancer awareness topics that are in conjunction with the cancer calendar. These talks are open to public and are well attended by Winship staff.

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/7/15</td>
<td>Dr. Ragini Kudchadkar</td>
<td>Melanoma Cancer Awareness</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>6/4/15</td>
<td>Joan Giblin</td>
<td>Colorectal Cancer Awareness</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>7/9/15</td>
<td>Tiffany Barrett</td>
<td>Healthy Eating</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>8/7/15</td>
<td>Kim Palmer</td>
<td>Spiritual wellness at Winship and how to interact with cancer patients</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>9/3/15</td>
<td>Dr. Ashesh Jani</td>
<td>Prostate Cancer Awareness</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>10/13/15</td>
<td>Drs. Steve Szabo, Shannon Kahn, Keerthi Gogineni, &amp; Melissa Ross</td>
<td>Breast Cancer Awareness</td>
<td>Winship at St. Joseph’s</td>
</tr>
<tr>
<td>10/22/15</td>
<td>Dr. Cletus Arciero</td>
<td>Breast Cancer Awareness</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>11/5/15</td>
<td>Dr. Kristen Higgins; Carla Berg, PhD</td>
<td>Lung Cancer Awareness &amp; Smoking Cessation</td>
<td>Winship at Clifton Campus</td>
</tr>
<tr>
<td>11/23/15</td>
<td>Dr. Kristen Higgins; Carla Berg, PhD</td>
<td>Lung Cancer Awareness &amp; Smoking Cessation</td>
<td>Winship at St. Joseph’s</td>
</tr>
<tr>
<td>12/3/15</td>
<td>Dr. Wendy Baer</td>
<td>Managing Stress and Relationships All Season Long</td>
<td>Winship at Clifton Campus</td>
</tr>
</tbody>
</table>

COMMUNITY EVENTS

WINSHIP AT THE Y SUMMER CAMP
Winship interns were actively involved in the summer camps held at the Y in which 736 kids participated.

SUN SAFETY EVENTS AT THE Y
Winship staff and interns hosted Sun Safety Events from 11:30 am - 2:30 pm on 6/4/15 at J.M. Tull Gwinnett Family YMCA, 2985 Sugarloaf Parkway Lawrenceville, GA 30045 and from 11:30 am - 2:30 pm on 6/15/15 at Buckhead YMCA, 1160 Moores Mill Road, Atlanta, GA 30027 to create sun safety awareness among YMCA members. Winship booths were set up and sun safety handouts and giveaways (sunscreens, color-changing wrist bands) were distributed.

WELLNESS FOR LIFE
The 2nd Annual "Wellness For Life," a free public health fair was held from 9 am – 12 pm on 9/25/15 at the Decatur Family YMCA 1100 Clairemont Avenue, Decatur, GA 30030. The event promoted community wellness, celebrated cancer survivorship and promoted cancer prevention. It was well attended (102 attendees) and featured...
• Cooking Demonstration
• Education Sessions – Yoga, Chair Exercise, Zumba, Pickle Ball, TRX
• Blood Pressure And BMI Checks
• Exhibitor Booths By Susan Snaps, Edible Arrangements, Fleet Feet, Massage Envy Spa, Good Measure Meals
• The Atlanta Debut Of The Short Documentary Film, Resilient

Breastival
The 4th Annual Breastival hosted by the Winship Glenn Family Breast Center was held from 4 – 6:30 pm on 10/20/15 in the John H. Kauffman Auditorium at Winship at Clifton Campus. This event, for Emory employees, raised breast cancer awareness and promoted positive breast health and overall health education. Annual and/or routine mammograms could also be scheduled at the Breastival. The activities at the event were geared by the “learn and earn” motto. The event attracted 84 attendees and featured:

Vendors
• CancerQuest
• Edible Arrangements- gave out free fruit samples and coupons.
• Winship at the Y

Activities
• Duck Pool
• Tic-tac-toe toss
• Cooking demonstration
• Hersey Kisses in a Bra – guess the candy amount
• Popcorn machine
• Raffle drawings

Breastival Passport Educational Stations - Each participant was encouraged to visit each of the 8 tables to participate in using the flash card quiz. The participant would receive a stamp on their passport for every station they visited. Free boxed meals were offered for completed passports. The stations were themed
  o Clinical Breast Exams
  o Breast Cancer Myths
  o Genetics and Breast Cancer
  o Breast Cancer Risk Factors
  o Breast Cancer General Education
  o Benign Breast Conditions
  o Breast Cancer Screening Methods
  o Diet and your health

• Clinical Breast Exams - 31 total breast exams performed
  o 24 normal breast exams were reported, and 4 were recommended to schedule their routine mammogram.
  o 1 exam reported as abnormal and scheduled with imaging.
  o 3 patients had strong family history, were referred to the high risk clinic, but had normal breast exams.
PATIENT EVENTS

WINSHIP-MELANOMA RESEARCH FOUNDATION - MELANOMA PATIENT SYMPOSIA
The Melanoma Research Foundation in partnership with Winship presented a free educational event dedicated to melanoma patients and the people who support them. Leading melanoma experts (Drs. Brian Pollack, Keith Delman, Douglas Parker, Ragini Kudchadkar) and Dr. Kimberly Curseen; Tiffany Barrett, dietitian and Margi McKellar PA-C presented on

- Understanding the Pathology Report
- Prevention and Screening
- Surgical Therapies for Melanoma
- Medical Therapies for Melanoma
- Clinical Trials in Melanoma
- Basic and Translational Research
- The Role of the Patient Navigator
- Nutrition and Cancer
- Support for Patients and Families

The event held from **9 am to 3 pm on Saturday 8/15/15 at the Kauffman Auditorium at Winship** was attended by 55 participants who felt more aware of treatment options and resources after the conference.

WINSHIP-KOMEN “EDUCATE, ENGAGE, EMPOWER”
Komen Atlanta in partnership with Winship organized this conference aimed to provide additional support to breast cancer patients after screening. The conference covered a variety of topics relating to breast cancer with presentations by several Winship experts (Drs. Wendy Baer, Cecilia Bellcross, Mylin Torres, Cletus Arciero, Keerthi Gogineni, Michael Cohen; Paula Vertino, PhD.) The experts led the discussions on

- Support for those Impacted by Breast Cancer
- Breast Cancer Treatment and Research - Where have we been? Where are we going? What does the future look like? What exciting studies are happening?
- The Science and Medicine of Breast Cancer
- Radiation Oncology, Medical Oncology and Breast Surgeon panelists

Winship dietitian, Tiffany Barrett, led a cooking demo. The event, held from **8:30 am to 1:30 pm on Sat, 9/12/15 at the Kauffman Auditorium at Winship** attracted 35 attendees.

CANCER SCREENINGS

<table>
<thead>
<tr>
<th>Screening</th>
<th>Date</th>
<th>Location</th>
<th>Led by</th>
<th>Attendees</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head and Neck Screening</td>
<td>4/7/15</td>
<td>Emory University Hospital Midtown</td>
<td>Drs. Mark El-Diery &amp; J. Trad Wadsworth; Meryl Kaufman, speech pathologist; Kelly Summers, PA; Martha Ryan, NP; Traci Switzer, NP; Jessica Specht, MD; Tim Ryan, MD</td>
<td>Screened 84 people in 4 hours.</td>
<td>Referred 2 for further head and neck evaluation, 2 for general ENT, 2 for GI, 3 for primary care, and 2 for dental care</td>
</tr>
<tr>
<td>Prostate cancer screening</td>
<td>5/30/15</td>
<td>Ben Hill Methodist Church, SW Atlanta</td>
<td>Dr. Martin Sanda</td>
<td>Screened 47 men</td>
<td>7 referred to a specialist for follow-up.</td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------</td>
<td>----------------------------------------</td>
<td>-----------------</td>
<td>----------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Skin Cancer Screening</td>
<td>9/24 - 9/28/15</td>
<td>The Coca Cola Company</td>
<td>Drs. Robert Swerlick, Ragini Kudchadkar, &amp; Melinda Yushak</td>
<td>Screened 151 employees</td>
<td></td>
</tr>
</tbody>
</table>

**WINSHIP SYMPOSIA**

**7TH ANNUAL WINSHIP ONCOLOGY NURSING SYMPOSIUM**
The Oncology Nursing Conference held at Marriott Evergreen, Stone Mountain, GA from 3/13 – 3/14/15 featured an intimate learning environment where multiple facets of oncology nursing were explored. The Symposium offered updates to healthcare professionals on the emerging trends in oncology nursing clinical practice and research and provided participants with practical strategies and hands-on tools to improve their nursing knowledge. A total of 308 participants attended the conference, and 18 exhibitors had promotional booths.

**DEBATES AND DIDACTICS IN HEMATOLOGY & ONCOLOGY (DDHO) SYMPOSIUM**
The 2015 DDHO Conference held at Sea Island, GA from 7/22 – 7/26/15 featured a comprehensive review into mechanisms of disease and treatments for patients with cancer or blood disorders. Interactive debates and didactic lectures on controversial topics and standards of care offered the 117 attendees the opportunity to hear how science and clinical experience supports each point of view.

**6TH ANNUAL WINSHIP GASTROINTESTINAL CANCER SYMPOSIUM**
The 2015 GI Cancer Symposium was held at Intercontinental Buckhead, Atlanta, GA on Sat, 11/7/15. The Symposium was designed to meet the needs of practicing medical oncologists and other healthcare professionals involved in the treatment of patients with gastrointestinal (GI) malignancies. The GI Symposium was well attended with 73 participants, and 15 from pharma industry exhibited booths.