



Research.
Education.
Outreach.

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Archbold Hospital first SWGA site for major cancer data project

In order to provide the highest quality care, hospitals and doctors need current and complete data about cancer treatment and outcomes. The Cancer Coalition is working with the American College of Surgeons Commission on Cancer and statewide experts to allow local cancer centers to be at the forefront of accessing this important data.

Archbold Memorial Hospital in Thomasville served as the first site in the region to test the new national Rapid Quality Reporting System (RQRS). By using RQRS, Archbold is able to more quickly report, compare and use information about their care of cancer patients.

Ultimately, having rapid access to such data will allow hospitals and physicians to evaluate their care and make timely adjustments, if necessary. The end result will be the highest quality cancer care for southwest Georgians.

Archbold continues to use and test RQRS. With assistance from the Cancer Coalition, the other three cancer centers – Phoebe Putney, South Georgia Medical Center, and Tift Regional – will join this cutting edge project in the near future.

Southwest Georgians catch R.A.Y.S.

Dermatologist stresses importance of skin cancer awareness, prevention

Many skin cancers, if found early, can be easily and effectively treated, stressed dermatologist Dr. Melinda Greenfield during a June public education program entitled "R.A.Y.S. - Raising Awareness about Your Skin." Fifty-five participants across the state gained valuable skin cancer detection and prevention information free-of-charge from their own computers during the unique, live web-based program, followed by a question and answer session with Dr. Greenfield.

"Education is the key to early detection and treatment of these sometimes deadly forms of cancer," she said.

The web-based, event designed for the public, was presented by the Southwest Georgia Cancer Coalition in partnership with Southwest Georgia Area Health Education Center, with funding provided through the Georgia Cancer Coalition .

During the hour-long session, Dr. Greenfield discussed melanoma, the most deadly form of skin cancer and the ways to detect it, as well as skin cancer prevention and how to safely enjoy the sun.

"This is an innovative approach to reaching the public with important information about cancer screening and prevention, through the convenience of a computer. People at home, at their computers during a work break, or even visiting the library can join in. "We're very excited about it," said Helen Dixon, RN,

"Education is the key to early detection and treatment of these sometimes deadly forms of cancer."

Dr. Melinda Greenfield
Albany Dermatology Clinic

the education coordinator with the Cancer Coalition.

Dr. Greenfield's presentation was recorded and is available on the Cancer Coalition website. Go to www.swgacancer.org to watch it anytime.



To view the free program now, click on the "R.A.Y.S." box, left.

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CANCER
COALITION
 Fighting Cancer... Right Here. Right Now.

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Research assistants Nikki Jackson, left, and Frances Messer recruited local organizations to assist in enrolling people in the Healthy Homes/Healthy Families study.

Healthy eating, physical activity focus of study in Randolph, Cook and Mitchell counties

To help southwest Georgians make their homes more supportive of healthy eating and physical activity, the [Emory Prevention Research Center \(EPRC\)](http://www.emoryprc.org) recently recruited 150 families in Cook,

and Mitchell counties to take part in its Healthy Homes/Healthy Families study. The Southwest Georgia Cancer Coalition is the key community partner of the EPRC, facilitating and enabling the work to be done in southwest Georgia.



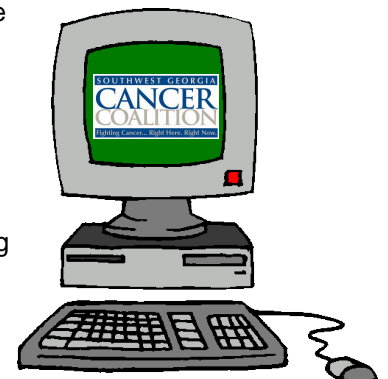
Participants of the study are 40 to 70 years old and have lived in southwest Georgia for at least five years. As part of the project, families work with local health coaches who come to their homes, and also participate in telephone interviews. The health coaches are employed by the Cancer Coalition with funding from EPRC.

Website has new look, welcomes unique visitors

The newly redesigned website of the Southwest Georgia Cancer Coalition has been live for only three months and has already had more than 1,430 visitors - over 870 of them "unique", meaning they are individuals who have never visited the website before. The new site, www.swgacancer.org, extends the reach of the Cancer Coalition by giving local communities information on its cancer prevention, screening, research and educational programs focused solely on southwest Georgia.

"Our online visitors will now experience a more interesting and seamless view of the Southwest Georgia Cancer Coalition and our mission to serve the 33 counties of our area," said Chief Executive Officer Diane Fletcher. "The redesign of our website has united our programs, partnerships, history and future plans in a format that is easily navigated and very informative."

Redesign of the site was made possible by a \$5,000 matching grant from the Digital Community Foundation in collaboration with the Firespring Company. Firespring provided administrative and operational support and also trained Coalition staff so regular updates can be made in-house.



Tift Regional hosts distance learning conference on cancer staging

Frederick L. Greene, MD, chairman of the Department of Surgery and director of the Surgical Residency Program at Carolinas Medical Center in Charlotte, was the featured speaker at a "Staging Strategies for Cancer - 2009 and Beyond" videoconference recently hosted by Tift Regional Medical Center, one of the Coalition's key partners. Dr. Greene is the editor of the Sixth Edition of the American Joint Committee on Cancer Staging Manual, as well as a founding member of the Society of American Endoscopic Surgeons.

Seventy-five health professionals, including physicians, nurses and tumor registrars, participated in the conference, which was simulcast live from Tift Regional to South Georgia Medical Center, Archbold Memorial Hospital and Columbus Regional John Amos Cancer Center utilizing the Cancer Coalition Videoconference Network. Participants expressed appreciation for being given easy access to this critical new staging information.



Annual Board Retreat

Southwest Georgia Cancer Coalition Board Members met in Valdosta in May for their annual retreat. Shown above, l-r, are Jim Hotz, MD, board assistant secretary/treasurer and Coalition medical director; Perry Mustian, Archbold Memorial Hospital CEO; Richard Royal, Camilla businessman and former Georgia state representative; and Debbie Weaver, PhD, RN, Valdosta State University professor.

Pearlman Cancer Center nurses create online survivorship forum



Pearlman Cancer Center's Martha Griffis, RN, left, and Mary Ann Heddon, RN, with oncologist Dr. Eric Anderson.

MaryAnn Heddon, RN, clinical trials coordinator, and Martha Griffis, RN, education specialist, both with Pearlman Cancer Center of South Georgia Medical Center in Valdosta, have created an online forum to encourage dialogue among oncology professionals involved in developing survivorship programs.

"It's geared to the community cancer center, but we welcome input from anyone involved in the effort," said Heddon, who, along with Griffis, is creating a Survivorship Tool Kit so community hospitals can start successful survivorship programs for their cancer patients.

According to Heddon, tools for survivorship program development will be posted and shared on the forum. They encourage anyone with an interest in survivorship - nurses, physicians, social workers, chaplains, administrators, survivors - to participate by logging on to <http://survivorshipforum.blogspot.com/>.

"The online forum will greatly assist ongoing development of the Survivorship Kit," Cancer Coalition CEO Diane Fletcher said. Please note, the Coalition does not monitor and is not responsible for content of the Survivorship forum.

To boost the kit's development, Pearlman Cancer Center received a \$5,000 grant from the Southwest Georgia Cancer Coalition. The kit is anticipated to be completed next year and made available to community hospitals statewide and possibly beyond.

Memorials and Honorariums

You can now make a donation to the Cancer Coalition In Honor or In Memory of someone important to you. The recipient or other designated individual(s) will receive cards notifying them of your gift.
(The gift amount will not be disclosed)

To show your love or concern in this special way, please visit our website at www.swgacancer.org, or mail your donation along with the appropriate names and addresses to:

Southwest Georgia Cancer Coalition, PO Box 1962, Albany, GA 31702

All donations to the Cancer Coalition are tax deductible and are used solely to fight cancer in southwest Georgia.

Quick Facts

Southwest Georgia Cancer Coalition Community Cancer Screening ProgramSM

In the past 12 months -

- **218** people received free colonoscopies (screening for colorectal cancer)
- **138** had abnormalities found by their colonoscopies
- **142** women were referred to the BreasTest & More program for low-cost or no-cost breast and cervical cancer screening
- **83** men received free prostate cancer screening

Patients were referred through Community Health Clinics in Early, Terrell, Baker and Irwin counties, where the Cancer Coalition was able to run the program this year.



Left to right, Pam Hooks, Michelle Rivers, Alesha Williams and Faye Cruz, nurses with Dawson Medical Center - Albany Area Primary Health Care in Terrell County were presented with a Cancer Coalition Certificate of Appreciation for their help with the Community Cancer Screening ProgramSM.

Men's Health Equity Project

- The Cancer Coalition was awarded a **\$95,000** grant from the Department of Community Health to focus on men's health, one of only 15 such grants to be given in Georgia.
- The Cancer Coalition worked with two key partners, Phoebe Putney Memorial Hospital and 100 Black Men of Albany, to conduct the program.
- **Five** men were trained by Cancer Coalition staff to be health coaches. The coaches spent more than **75 hours** calling men who had previously attended health fairs to encourage them to see a primary care doctor who can monitor their health regularly. Those without a doctor were provided contact information to help locate one.
- More than **16,000** viewers across south Georgia tuned in for Health Care Today on WALB-TV May 26 as Coalition Medical Director Dr. Jim Hotz, Gastroenterologist Dr. Ira Knepp of Albany Gastroenterology, and Health Coach Ken Williams of 100 Black Men of Albany discussed the importance of having a medical home and colorectal cancer screening. The taping was re-broadcast July 12, 2009. To watch it now, [click here](#).



- This funding also allowed the Cancer Coalition to support Phoebe Putney's Men's Health Event held Father's Day Weekend. More than 500 men received health screenings for high cholesterol, prostate cancer, high blood pressure, and diabetes, as well as healthy living and disease prevention information.

At left, Dr. Jim Hotz, center, and Health Coach Ken Williams with 100 Black Men of Albany get ready for the 30-minute taping of Health Care Today. With them are WALB host Kelli Roberts and Marketing Manager Don Norman.

Bio-Repository Alliance of Georgia/Tissue Bank Project

- More than **130** southwest Georgia cancer patients undergoing surgery have contributed tissue and/or blood samples to the statewide tissue biobank since September 2008. These samples ensure that people in our region are represented in research studies and allow cancer researchers to learn more about preventing and treating cancer.
- **33** surgeons at Archbold Memorial Hospital and Phoebe Putney Memorial Hospital are currently participating in the project, a collaboration among the Southwest Georgia Cancer Coalition, the Medical College of Georgia, and the two hospitals, with funding from the GCC.