



# CRUSADERS QUARTERLY

## Montgomery County Cancer Crusade Newsletter



Summer 2008 - Issue 3

*Be a warrior, join the fight against cancer*

### Message from the Cancer Program Coordinator

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Hello fellow Crusaders,

I hope your summer plans are progressing as planned. We have just successfully completed a remarkable fiscal year. I say let us congratulate ourselves on job well done! As a result of your combined efforts, the Program has reached over 28,000 members of the general public on risk factors for different cancers and benefits of screening. In addition, over 1,400 health care Professionals, 951 educators and trainers have been reached with cancer awareness messages. I am sure we will approach the new fiscal year with the same dedication and enthusiasm that we have always shown in serving our communities. Our collaborative efforts has been the mainstay of our successes. As we set our sights on the goals for the coming year, the partnerships that we have developed will prove invaluable in our efforts to provide the cancer education, awareness and benefits of screening to those we serve.

As most of you know, obtaining funds to provide our clients the services needed is, and will always be challenging but never impossible. During our last coalition meeting, information was presented on the Maryland Cancer Fund (MCF) which provides us with an additional funding source to pay for diagnostic and treatment services for our clients.

In a snapshot, this is the MCF. In 2004 the Maryland State Legislature passed House Bill 1000 allowing Maryland taxpayers to donate a portion of their tax return by a check off system to the Maryland Cancer Fund (MCF). Donations to the MCF are earmarked as a resource to pay for cancer research, prevention, early detection, and treatment of diagnoses of cancer and cancer related therapies for Maryland residents. The fund would also cover home health services, medical supplies, and equipment.

To be eligible for the program individuals must meet certain criteria such as Maryland resident, uninsured, have a family income not more than 250% of the federal poverty level, and have a diagnosis not more than 6 months prior to the date the MCF receives the application for treatment funds. Individuals who qualify and meet eligibility requirements may apply through their health care provider to Montgomery County Department of Health and Human Services (DHHS) Montgomery County Cancer Crusade. More information and answers to frequently asked questions about the MCF is provided in this issue.

Finally, I would like to thank all the "Crusaders" for their dedications and selfless services to our communities and look forward to working with all our partners.

Sincerely,  
Michael McCalla

#### MISSION STATEMENT

To promote cancer prevention and screening, integrating community outreach, public and provider education, culturally competent care coordination services and access to timely clinical care to maintain the most favorable health for all residents.

## Montgomery County Cancer Crusade FY08 Accomplishments

### Montgomery County Cancer Coalition

The Cancer Program has a large and diverse community health coalition dedicated to addressing the cancer care issues and screening disparities. The goals and objectives for the coalition have focused on

1. Building cohesiveness with the consortium of hospitals, medical providers and community-based minority initiatives;
2. building capacity and multicultural competence and sensitivity to meet the health care needs of the uninsured and underinsured; and
3. implementing strategies to garner sustainable funding for outreach education, cancer awareness, screening, treatment and care coordination.

A total of 5 coalition meetings were held this fiscal year, including . Coalition meetings are attended by representatives from each Minority Health Initiatives, Asian American Health Initiative (AAHI), African American Health Program (AAHP), Latino Health Initiative (LHI), the MOTA vendor, Holy Cross Hospital, as well as local and national partner organizations. Approximately 70% of coalition members participating in the meetings represent minority communities. Coalition member participation breakdown includes 30% African American, 30% Latinos and 10% Asian Americans.

### Cancer Outreach and Education – General Public Outreach

The five major community hospitals have primarily been involved in outreach education of the public, in addition to targeted minority education. The community hospitals and their medical provider network, including affiliated cancer centers have embraced their partnership with the county cancer program and continued to provide cancer care and patient navigation while enhancing the most important patient/provider interaction.

In FY08 outreach and educational activities/sessions reached a total of 30,695 participants in the general public. An estimated 10,508 were males, 19,250 were females. In addition, outreach efforts reached 26,219 minorities. Twenty-one thousand fifty three (21,053) people were educated in a brief interaction, 5,105 in group presentations and 7,080 were educated individually on a one-on-one session.

### Minority Outreach

In the FY08 year, the total numbers of outreach activities conducted by minority community-based organizations serving minority populations are shown below

#### *African American community:*

African American Health Program	5 sessions	39 educated
African Wellness Center	7 sessions	170 educated
African Women's Cancer Awareness	18 sessions	715 educated

**Asian American community:**

Asian American Health Initiative                      69 sessions      997 educated

**Latino community:**

CASA of Maryland    146 sessions      783 educated  
Community Ministries of Rockville                      152 sessions      2582 educated

Other targeted minority outreach activities included four outreach activities to Barbershops, targeting the African American community through the Heads Up Cancer Awareness Program. An informational session held at Holy Cross Hospital on May 12, provided educational and statistical information of prostate cancer and other health matters prevalent within the African American community. The training was attended by a representative for each of the seven participating barbershops.

**Provider Partnerships**

- A partnership with the Maryland Regional Cancer Care (MRCC) has provided needed charitable support and assistance for cancer care and treatment of eligible uninsured clients. Holy Cross Hospital and Adventist Healthcare have each formed the MRCC facilities to provide high quality radiation oncology services to the communities of Montgomery and Prince George's Counties and parts of the District of Columbia. The centers in Montgomery County have eight full-time radiation oncologists making it the largest single radiation subspecialty group in the greater Washington metropolitan area. The state-of-the-art community-based facilities comprise the core operating centers owned by the MRCC.
- A partnership with the Division of Urology Oncology within the National Cancer Institute/NIH has been established to provide prostate biopsies and consultation for men with abnormal screening results. In addition, this will provide access to novel imaging techniques contrast enhanced Doppler imaging (CECDUS) and magnetic resonance spectroscopy (MRS) - to differentiate between prostate cancer and benign prostatic hypertrophy (BPH).

**Screening Efforts****Colorectal Cancer****Table 1. Procedures Performed Between July 2007 and June 30, 2008**

<b>Procedures</b>	<b>Total Completed</b>	<b>Findings</b>	<b>Other Findings Gastrointestinal</b>	<b>Polyps</b>	<b>Adenoma</b>	<b>Cancer</b>
<b>Sigmoidoscopy</b>	0	0	0	0		
<b>Barium Enema</b>	2	1	1	0		
<b>Colonoscopy</b>	329	74	118	53	79 (24%)	2

Colorectal cancer education and outreach are conducted throughout the county by the five hospital partners and the minority community-based organizations. All referrals for screening colonoscopy are seen and pre-screened by staff for program eligibility. Bilingual staff provide client services and coordination. After completion of an evaluation and assessment form, a case manager arranges for the procedure and follow-up appointments with gastroenterologists. Every encounter includes an educational session on colorectal cancer screening and the colonoscopy procedure.

### Oral Cancer

Table 2 Procedures Performed Between July 2007 and June 2008

Procedure	Total Exam	Normal Finding	Abnormal Other Than Cancer	Abnormal Rule Out Cancer	Unsatisfactory
Visual Oral Exam	316	225	90	1	
Brush Biopsies		Negative 5	Atypical 4	Cancer 0	1
Oral Screening Summary	316	225	Other Diagnosis 90	Possible Cancer 1	Cancer 0

The oral cancer screening program is conducted in partnership with the African American Health Program. The Cancer Crusade provides program coordination for the outreach events. Outreach education in the form of health fairs, workshops, and educational sessions are conducted at various sites within the county. Dentists provide the oral cancer screenings in the community. Oral surgeons and otolaryngologists (ENT's) provide diagnostic and treatment services. An active oral health coalition meets regularly to provide program direction, advice, and support.

### Prostate Cancer

Table 3 Procedures Performed Between July 2007 and June 2008

Procedure	Total Completed Screenings	Normal	Abnormal (Other than Cancer, e.g. BPH)	Abnormal Work-up for Possible Cancer	Definite Diagnosis of Cancer	Prostate Cancer Receiving Treatment
Digital Rectal Exam	188					
PSA Blood Test	189	113	11	30	4	2

The prostate cancer screening program began as a pilot program in January 2004. The program targets high-risk and African American men. Informed decision-making is an integral part of the program. Case management is intensive and requires well-coordinated follow-up clinical care services. The program has been successful due to the integration with the Barbershop Cancer Screening Initiative, utilizing barbers as Health Ambassadors and the Men's Health clinic established at the People's Wellness Community Center. This is a wellness center supported by the People's Community Baptist Church. Outreach education events are coordinated and conducted with direct referrals of abnormal results for case management and care coordination.

# Maryland Cancer Fund (MCF) 2008

## Commonly Asked Questions and Answers Regarding the Cancer Treatment Grant

**Q1.** *If the Local Health Department (LHD) or Department of Health and Mental Hygiene (DHMH)-funded cancer program has funds in their approved budget appropriated to pay for cancer treatment, can the program re-budget those funds to be used for other programs and the program apply to the Maryland Cancer Funds (MCF) for a Treatment Grant if needed.*

**A.** **No.** If a program has Cancer Restitution Fund (CRF) or other funds designated and approved for payment for cancer diagnosis and treatment, the program should expend those funds first before applying for a Treatment Grant from the MCF. (See Funding Provisions, Page 3 of Treatment Grant Application).

**Remember, there are limitations on the total amount awarded under the MCF and also, all MCF funds for treatment may have been expended and grants unavailable at the time that the program needs them.**

**Q2.** *If an individual with a non-targeted cancer (e.g. kidney cancer) comes to a LHD or other DHMH funded cancer program for help in applying for MCF funds for treatment, can the program apply on behalf of the patient for MCF funds to pay for MHIP or cancer treatment for this patient?*

**A.** **Yes.** There is no restriction on the type of cancer that may be covered by the MCF funds. Also, the patient does not have to be a client of the health department's screening program to be eligible for payment under the MCF Treatment Grant.

**Q3.** *Can the cancer treatment funds be used to help fund salaries?*

**A.** **No.** There is an indirect amount allowed for in the Treatment Grants, but salary for personnel in the program is not an allowable expense.

**Q4.** *Are the Grantees expected who apply and manage the payment expected to "case manage" the client?*

**A.** **Grantees are expected to apply on behalf of the client, to be knowledgeable about the treatment plan, to receive and pay bills on behalf of the client, and to assure that the service was provided before paying the bill. The MCF does not expect that the Grantees will, for example, assure that the client gets to his/her appointments. The Grantees may do more case management, but are not required to.**

**Q5.** *Can MCF Grant Funds pay providers on a "fee for service" basis to assist clients who qualify for Medical Assistance only after meeting a spend-down?*

**A.** **Yes.** The grantees can use MCF funds up to the patient's spend-down amount.

**Q6.** *Is a client eligible for a second year of MCF Treatment Grant Funding if needed and available?*

**A.** **Yes.** The client may be eligible for second year funding but the grantee will need to re-apply for the second year of funding and the award will be based on availability of Maryland Cancer Fund Treatment Grant Funding.

**Q7.** *If the local health department can only pay for a partial year of MHIP premiums for a client, at what point (time frame) will the MCF accept this client's application?*

**Yes.** As soon as you become aware that the local health department's existing funds will only pay for a partial year, you can apply for Maryland Cancer Funds.

**For additional information please contact Charlene Holt at [Charlene Holt@montgomerycountymd.gov](mailto:Charlene.Holt@montgomerycountymd.gov) or 240-777-1848**

# The Barber Shop

Montgomery County Cancer Crusade (MCCC) welcomes three new Barber shops/Hair Salons to the "Head Up" Barber Shop Program. Joining us this year will be **Devine Hair Design**, located at 821 Hungerford Drive, in Rockville. Master barber James Israel sees his participation in the program as a great way to give something back to his community; and like his motto, *The cut speaks for itself*, believes that his action can speak for it self, and any action taken to address health issues affecting African Americans speaks louder than words.



From **Jackie O Salon**, located at 18525 North Frederick Avenue, in Gaithersburg. Barber David Anderson welcomes the idea of being able to educate his clients on health issues and the risks associated with those issues. Being a vegetarian, David realizes the importance of good health, getting regular check up, and being healthy overall. He looks forward to being able to share information on the program and the importance of screening with his clients.

Also joining the program are the barbers at **White Oak Barber Stylists** located at 11203 New Hampshire Avenue in Silver Spring, Serving. Owner Greg has a very personal interest in the program. Having a family history of prostate cancer, Greg believes knowing where you stand and your risk factors offers peace of mind and having gone to do his own screening, he shares the importance of screening with his clients.

These barbers join "Heads Up" Program veterans **Afrikutz**, in Silver Spring at 8217-B Georgia Avenue, where shop owner Oskar leads in lively discussions on topics relating to health issues whenever possible. Also from the Silver Spring area are **Ebony Barbers and Beauty Supplies** located at 936 Bonifant Street, **Park Ritchie Barbers** located at 7600 Maple Avenue in Takoma Park, and **Plum's Barbershop** located at 312 E. Diamond Avenue in Gaithersburg. These brothers, "Cuttin Cancer Out", join Montgomery County Cancer Crusade in our efforts to educate the community about cancer and reduce health disparities among minority communities.



Oskar from Afrikutz Barbers



John from White Oak Barbers



Plum's Barber Ambassadors

**Welcome to the family! Crusaders' one and all!**

## Calendar of Events

**August 16, 2008**

**Good Glorified Church Health Fair**  
11 Geneva Avenue  
Takoma Park, Maryland 20912  
From 10:00 a.m. to 2:00 p.m.

**September 6, 2008**

**Montgomery General Hospital**  
Annual Family Festival:  
Location is at the corner of Rt. 108 and Prince Philip Dr., Olney, Maryland. From 10am-4pm  
Fun for the entire family!  
Provides education and health resources to the community including cancer, stroke, heart disease, diabetes, joint problems and women's services.

## SEPTEMBER PROSTATE CANCER AWARENESS MONTH

### Prostate Cancer Screening

**September 9, 2008**  
**Piccard Drive Health Center**  
1335 Piccard Drive, Lower level  
Rockville, Maryland 20850  
From 1:00 p.m. to 4:00 p.m.

**September 11, 2008**  
**People's Community Wellness Center**  
3300 Briggs Chaney Road  
Silver Spring, MD 20850  
From 6:00 p.m. to 9:00 p.m.

**For more information contact Michael McCalla at 240-777-3848**

### Men's Health Expo

Learn, Know Live - Learn the Facts, Know your Risk, Live Your Live - Washington Adventist and Shady Grove hospitals will partner with the FACES Project to offer free prostate education and screening.

**September 18, 2008**  
**Washington Adventist Hospital**  
Conference Center  
7676 Carroll Avenue, 3rd Floor  
Takoma Park, Maryland 20910  
From 5:00 p.m. to 8:00 p.m.

**September 24, 2008**  
**Shady Grove Adventist Hospital**  
Out Patient Surgery Unit  
9900 Medical Park Drive  
Rockville, Maryland 20850  
From 5:00 pm to 8:00 p.m.

**For eligibility or more information call 301-315-3147**

# Montgomery County Cancer Crusaders in the Community Lady of Vietnam Church Health Fair



Cancer education display table



Asian American Health Initiative providing cancer education



Oral cancer display table



Dr. Hughes (2nd from right) and dental assistant LaShonda Johnson performs oral cancer screening



Montgomery Cancer Crusade  
1335 Piccard Drive, Lower Level  
Rockville, Maryland 20850



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**"Be a Warrior, join the fight against Cancer!"**

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