

Community Outreach Report

Horizon Medical Center

October 25, 2011

During 2011, the community outreach here in Dickson County focused on providing information about the role of healthy nutrition in cancer prevention and on the role of mammography in early detection of breast cancer.

The Role of Healthy Nutrition in Cancer Prevention

In the **State of Tennessee Comprehensive Cancer Control Plan 2009 – 2012**, the primary prevention goal is “to reduce the risk of colorectal, breast, lung and prostate cancer through healthful eating habits....” In line with this cancer prevention goal, the Oncology Committee at Horizon Medical Center hosted a “Healthy Cooking School,” in conjunction with the UT Extension Service, to demonstrate healthy adaptations of standard dishes, to encourage participants to use more fruits and vegetables and to use less fat in the preparation. These Healthy Cooking School presentations were on February 22 and 29, and a total of 24 community members participated. While the participation was relatively low, it was felt that the weather had an adverse impact, but those who participated were enthusiastic about the program. An additional session was held in Dickson and Hickman county with a total of 100 participating.

The Role of Mammography in the Early Detection of Breast Cancer

In the **State of Tennessee Comprehensive Cancer Control Plan 2009 – 2012**, one of the goals is “to reduce breast, cervical, ovarian and uterine cancer mortality through increased awareness, early detection, diagnosis and treatment.” The 2010 Cancer Program Annual Report included information that twenty-five new cases of breast cancer were accessioned during 2009, making breast cancer the second most frequently seen cancer at Horizon Medical Center. For the 2011 program year, the Oncology Committee focused on continuing to inform community members about the availability of mammography at Natchez Medical Park, and to use the new CPM Direct Mail campaign as a tool to increase the number of mammograms scheduled.

Mammography reminder cards were mailed to 964 ladies and 64 Birthday cards to those turning 40. Fifteen percent (154) responded to schedule an appointment. Thus far a total of 4461 mailers about mammography have been sent to women in the Dickson County and surrounding areas, and 168 mammograms have been scheduled as a direct result of these mailers.

In addition, we also hosted our second annual “It’s a Girl Thing” in October, with a booth that distributed information about mammography and breast cancer. Approximately 150 women attended..