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# WVBCCSP Provider Press

VOLUME 14, ISSUE 1, FALL 2016

## *Breast Cancer Awareness Month (BCAM)*

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) staff, screening clinic staff, volunteers and community members were involved with the planning and implementation of about 200 BCAM events in September and October. Amazing! Many of these events were fundraisers for the West Virginia Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund.

For the WVBCCSP, Breast Cancer Awareness Month officially kicked off with a Dog Walk in Union on September 10th. There were an additional 13 Walks for Women throughout the state. Each walk is unique and offers different activities at the event. New activities added to some of the Walks this year included remembrance ceremonies, 5Ks and pancake breakfasts.

Most of you are familiar with the wreath hangings and proclamations that take place, many at WVBCCSP screening clinics! This year there were about 65 such events! Eleven WVBCCSP providers held screening clinics in September and October.

October is traditionally a month of pink! At least 40 WVBCCSP clinics decorated their facilities in pink and/or displayed breast cancer screening information during the month of October! You made a difference in the lives of WV women.

This year over 30 churches participated in a Pink Ribbon Sunday event, sharing educational information with women in each congregation.

The Quilts of Hope Project, which began in November 2014, had seven quilting groups that created and raffled off their beautiful quilts in October! Six of the groups were able to display their quilts at the Volunteer Appreciation Event in November.

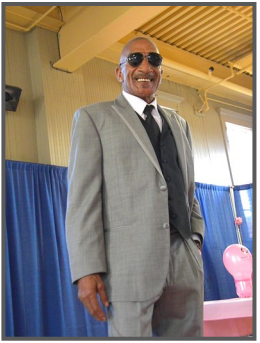
October was indeed a Pink Month! The goal of all of these events was not only to raise money for the D&T Fund but to increase awareness about the importance of screening for breast cancer. These events also honor breast cancer survivors and remember those who lost their battle with breast cancer. Please enjoy the BCAM pictures on the following pages.

**The WVBCCSP thanks everyone who participated in the awareness and fundraising events this year. Our partners and volunteers stepped up to the challenge once again and the Program is very thankful.**

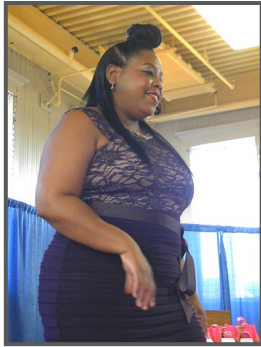
## Breast Cancer Awareness Month Pictures



Lisa Daniels-Stegall (left) just before riding in the **Rumble for the Cure** Breast Cancer Awareness event sponsored by the Thomas Hospital Breast Center. The event was held at the Harley Davidson of WV Motorcycle Dealership in South Charleston on October 1, 2016. Lisa is currently in treatment for breast cancer and shared that she and her husband own a small business. At the time of her diagnosis, she had no health insurance and no way to pay for her treatment until a friend told her about the WVBCSP Medicaid Treatment Act fund. She tearfully stated that all expenses have been covered and she was excited to ride in the Rumble for the Cure event! Nearly 200 bikers rode from South Charleston to Hico, WV and back to raise money and awareness about breast cancer screening.



The Wheeling Breast Cancer awareness Committee organized the second annual Breast Cancer Survivor Fashion Show, held at the YWCA in Wheeling. All seven models shown here are breast cancer survivors. The event was sponsored by the Ohio Valley Medical Center and the YWCA.



Bras Across the Bridge in Grantsville and Bras Across the Park in Glenville.





## Breast Cancer Awareness Month Pictures

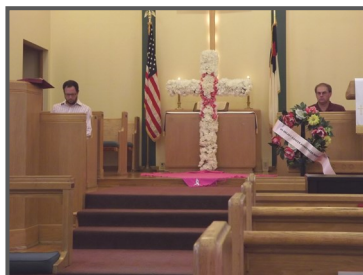
Youth and children participated in many BCAM events around the state.





## Breast Cancer Awareness Month Pictures

First United Methodist Church in Webster Springs was one of many churches in WV that recognized Breast Cancer Awareness Month with a Pink Ribbon Sunday. Children learned the meaning of Breast Cancer Awareness Month from the Pastor who also read a Proclamation and signed it in front of the congregation. Two of the younger children presented paintings that were later hung in the church hallway.



Other churches recognized BCAM. Many honored breast cancer survivors in their congregations.



## *Director's Dialog: Voices of Women*

By: GeorgeAnn Grubb



**WVBCSP Director  
GeorgeAnn Grubb, MPH**

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Breast Cancer Awareness Month is drawing to a close as I write this. October will soon be a memory wrapped in pink of Walks for Women, wreath hangings, health fairs, purse auctions, sporting events and even a motorcycle ride. All of the awareness and money raised will help extend and save lives of West Virginia women. There is no other time of the year that I am more impressed by the brave, resilient and determined survivors who share their stories to inspire and support others facing similar challenges and to empower all women to seek prevention and early detection services. In this high tech world of instant electronic communication, there is no more powerful voice than that of one woman having a simple, honest and real conversation with another about what matters in their lives.

Throughout the month, I have had the privilege of speaking with many survivors, as well as family members, of those who lost their battle with breast cancer. Daughters have shared how much it meant to their mothers to have their treatment covered by the West Virginia Breast and Cervical Cancer Screening Program's (WVBCSP) Medicaid Treatment Act funds. Others have acknowledged how relieved they were that when they had no health insurance and no way to pay for needed life-saving diagnostic and treatment procedures, the WVBCSP removed their financial concerns so that they could focus only on their recovery. I also met several women who are in the process of breast reconstruction and were able to have these restorative procedures covered with funding support through WVBCSP.

It is always the voices of the women that guide our Program and inspire the staff in the work we do. Women have always turned to one another in times of need and there is a strong tradition in West Virginia of relying on each other. We have the greatest admiration and appreciation of all who raised their voices during October and we join with them to continue to speak up throughout the year so that all women are able to receive the earliest possible breast cancer screening, diagnosis and treatment.

*GeorgeAnn Grubb*



Women participating in BCAM events



## *A Unique Opportunity for Non-WISEWOMAN WVBCCSP Providers and Patients*

By: Sheryn Carey

During the Women's Health Information Programs (WHIPs) this past spring, the following letter was distributed to all attendees and the Hub Pilot Project was introduced. This project offers a unique opportunity for clinics to refer women who are in need of assistance with making the lifestyle changes needed to reduce their risk of cardiovascular disease. The letter describes the project and provides the contact information for those who can answer questions you may have about referring women.

Letter to WVBCCSP Providers  
April 4, 2016

Dear West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) Providers:

As you know, the Well-Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN) Program is a sister program to the WVBCCSP. However, the WISEWOMAN Program is offered at a limited number of the contracted WVBCCSP sites.

WISEWOMAN offers cardiovascular screenings, risk assessment, risk reduction counseling and lifestyle programs to assist women in their efforts to reduce their likelihood of developing cardiovascular diseases. ***The lifestyle programs use health coaching to motivate women to make healthy lifestyle decisions such as eating healthier, being more physically active, living tobacco free and maintaining a healthy weight.*** Evidence-based programs available to WISEWOMAN participants include: a self-monitoring blood pressure program available for women who are newly diagnosed with hypertension or those with uncontrolled hypertension, the National Diabetes Prevention Program for patients with prediabetes and the Take Off Pounds Sensibly (TOPS) program.

In order to offer cardiovascular screening services to more West Virginia women, the WVBCCSP and WISEWOMAN leadership, working with our Centers for Disease Control and Prevention (CDC) Project Officers, have developed a system to allow women who are in non-WISEWOMAN clinics to be referred to a clinic that does offer those services. Eight (8) WISEWOMAN sites have been selected as 'Hubs'. ***These Hubs will take referrals for women from other WVBCCSP screening provider sites, enroll the woman in WISEWOMAN and provide associated services. The woman will continue to receive WVBCCSP services at the provider location that referred her.***

This process is very similar to referring a woman for a colposcopy or mammogram. The benefit to the referring provider is that ***for completing the WISEWOMAN referral the clinic will be reimbursed \$30 for each woman referred to the Hub.*** In addition, the woman gets a more complete annual exam with focused interventions that may not be covered by private insurance or Medicaid. A woman enrolled in the WVBCCSP can receive her breast and cervical cancer screening at one site and be referred to another provider site that is a WISEWOMAN Hub. *Any uninsured or underinsured woman who is already enrolled in the WVBCCSP can be referred to a Hub as long as she is between the ages of 30 and 64.*



(continued on page 7)

Letter to WVBCCSP Providers  
April 4, 2016  
Page 2

The WISEWOMAN Hubs and contact information are provided below:

Grant County Health Department: Sandy Glasscock (304) 257-4922  
Hancock County Health Department: Michelle Truax (304) 564-3343  
Harrison-Clarksburg Health Department: Margaret Howe (304) 623-9308  
Marion County Health Department: Donna Riffle (304) 366-3360  
Milan Puskar Health Right, Inc.: Emily Baldwin (304) 292-8234  
Randolph Elkins Health Department: Karen Begg (304) 636-0396  
West Virginia Health Right, Inc.: Rhonda Francis (304) 414-5930  
Wheeling Health Right, Inc.: Barbara McLaughlin (304) 233-9323

The Hub project is currently being offered as a pilot project to determine if this is an effective method to offer interventions focusing on cardiovascular health to more West Virginia women. You may begin referring women to a Hub on April 11, 2016. ***Simply complete a WISEWOMAN referral form, call the Hub and make an appointment for the woman and submit a WISEWOMAN batch form to collect your referral fee.***

As you can see from the above list, most of the current WISEWOMAN providers are in the northern part of the State. The Programs would like to make WISEWOMAN more accessible to women in all parts of West Virginia. If your clinic would like to become a WISEWOMAN provider, or if you have any questions, please contact Sheryn Carey, WISEWOMAN Coordinator, at 304-356-4345, or by email at [Sheryn.L.Carey@wv.gov](mailto:Sheryn.L.Carey@wv.gov).

Sincerely,

GeorgeAnn Grubb, Director  
WVBCCSP and WV WISEWOMAN



The Association of State and Territorial Health Officials (ASTHO) and the Centers for Disease Control and Prevention's (CDC) Division of Cancer Prevention and Control have partnered to support three states to strengthen their ability to address disparities in breast cancer mortality. In 2015, West Virginia, along with Arizona and Tennessee, were invited to participate in a Breast Cancer Learning Community to enhance each state's capacity to utilize data and target efforts in screening, diagnosis and treatment in order to reduce Breast Cancer Morbidity and Mortality.

In September, each state was invited to apply for Year Two funding to continue the progress made in Year One. West Virginia's Breast and Cervical Cancer Screening Program was notified in October that the Program was approved for a total of \$100,000 for Year Two. The Breast Cancer Learning Community focuses on two main outcomes: (1) Increase implementation of evidence-based public health programs, policies, and services; (2) Establish and maintain diverse public health partnerships for meaningful cooperation and achievement of evidence-based public health strategies and interventions. A national stakeholders meeting was held in Atlanta, November 9-10, 2016 and included teams from West Virginia, Arizona and Tennessee.

# ***WVBCCSP Guidelines for Management of Abnormal Clinical Breast Examination Results***

By: Pam Postalwait

## **1) What is considered to be an abnormal Clinical Breast Examination (CBE)?**

Abnormal CBE results include the following:

- Discrete Palpable Mass (Suspicious of Cancer)
- Bloody/Serous Nipple Discharge
- Nipple/Areolar Scaliness
- Skin Dimpling or Retraction

## **2) What are the screening providers' responsibilities for the management of an abnormal CBE?**

It is the responsibility of the WVBCCSP screening provider to ensure timely and appropriate follow-up and referral for diagnostic procedures to arrive at a final diagnosis.

## **3) What is timely follow-up for an abnormal CBE?**

The interval between an abnormal screening and a diagnosis should be less than 60 days.

## **4) What is considered timely treatment when a woman receives a diagnosis of breast cancer?**

Once the woman has a diagnosis of breast cancer, the interval between date of diagnosis and the start of treatment for breast cancer should be less than 60 days.

## **5) What diagnostic services are available for a woman who has an abnormal CBE?**

- Mammography: Diagnostic/Additional Views
- Breast Ultrasound (only covered if done within 30 days of a mammogram)
- Breast Surgeon Consultation
- Fine Needle Aspiration
- Breast Biopsy
- Puncture Aspiration of Cyst

## **6) When is it necessary to refer the woman for a Breast Surgeon Consultation?**

Any WVBCCSP woman ages 25-64 with an abnormal CBE result **MUST** be referred to a surgeon regardless of mammography/ultrasound results.

## **7) Who initiates a referral for the Breast Surgeon Consultation?**

The Screening Provider must make the referral.

## **8) Who tracks the results of all diagnostic referrals?**

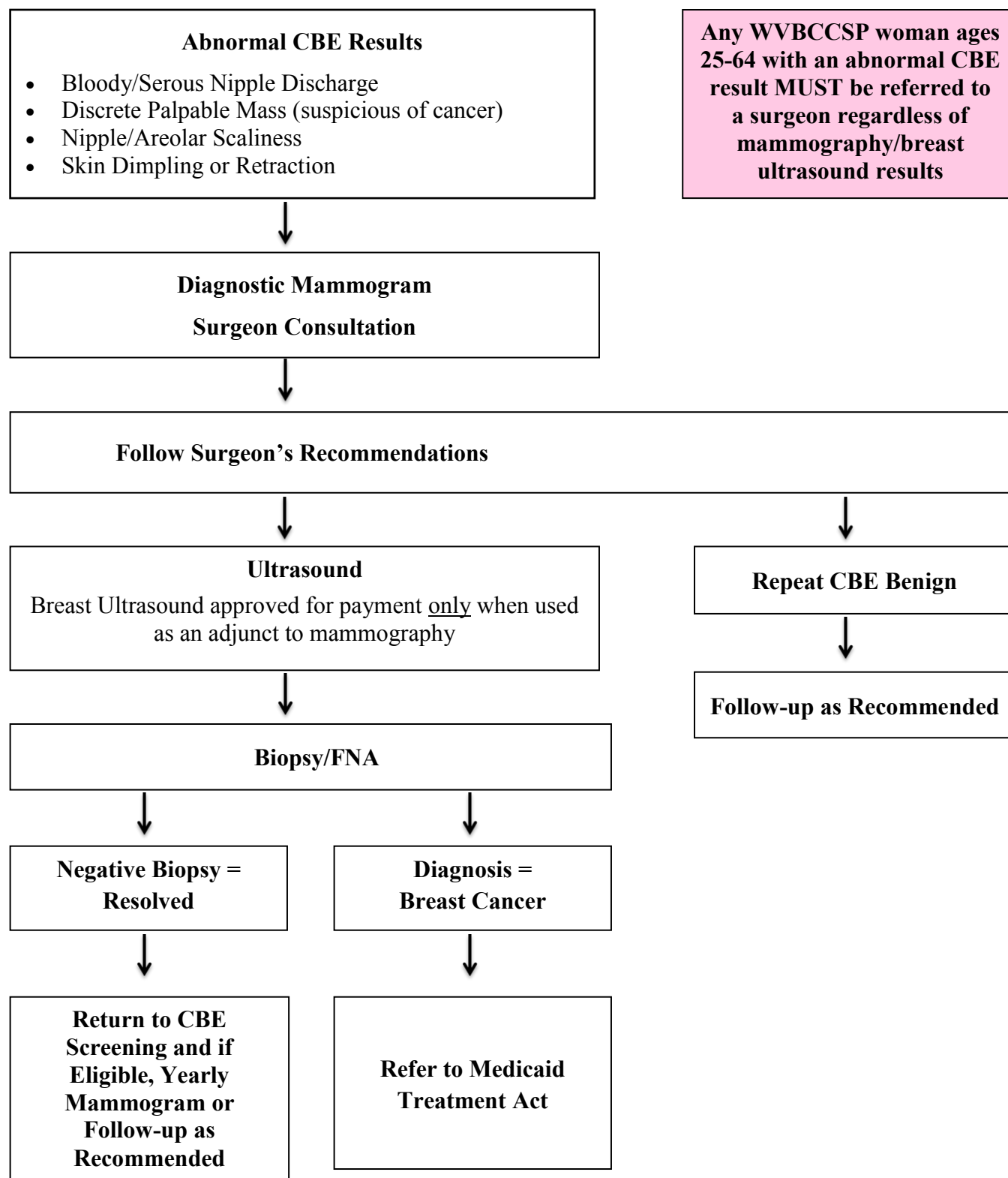
The Screening Provider must track all results to ensure timely diagnosis and timely start of treatment.



Algorithm on page 9



## ***WVBCCSP Algorithm Clinical Breast Exam: Abnormal CBE***



***WVBCCSP Income Guidelines for the  
FY 2016-2017***

Family	Monthly Income	Yearly Income
1	\$2,475	\$29,700
2	\$3,338	\$40,056
3	\$4,200	\$50,400
4	\$5,063	\$60,756
5	\$5,925	\$71,100

Effective June 30, 2016 to June 29, 2017





## *West Virginia Immunization Network Award*

Shelly Dusic, WVBCSP Health Information Specialist was honored with the 2016 Immunization Advocate Award from the West Virginia Immunization Network. Shelly was recognized for her work in advocating for human papillomavirus (HPV) vaccines throughout West Virginia.

With her extensive involvement in scheduling the showings of the movie “Someone You Love: The HPV Epidemic,” Shelly made an impact in the West Virginia University (WVU) community.



Shelly Dusic

Typically, more HPV vaccines are administered to WVU students at the end of the summer, right before they go back to school and to adults in the Fall. The movie “Someone You Love: The HPV Epidemic” was shown to the WVU Student Health faculty and staff twice at the end of 2015, to students on campus in February 2016 and to three different groups of WVU residents in March 2016. Merck, manufacturer of the HPV vaccine used at the WVU Student Health, reported a significant increase in the number of HPV doses ordered for the second semester at WVU.

Shelly’s network for promoting HPV vaccination in West Virginia is broad and includes Mountains of Hope, West Virginia’s Cancer Coalition; the American Cancer Society; Merck Pharmaceuticals; WVU Student Health; WVU Medicine clinics; county health departments; physicians; nurses; the West Virginia Immunization Network; and WVBCSP volunteers.

Shelly, a cervical cancer survivor, continues to promote cervical health, cervical cancer screening and HPV vaccination. The award she received was appropriately engraved with the following message: “2016 Immunization Advocate Award from the West Virginia Immunization Network... In recognition of exceptional public service and dedication to improving Public Health through Immunization Advocacy.”

To register to view the movie (1.5 hours continuing education credits available) go to <https://sole.hsc.wvu.edu/public/selfenroll/2861>.



Shelly with her daughters Zena and Lillian and husband Bret.

## ***We are the Key to Cancer Prevention: West Virginia HPV Vaccination Campaign***

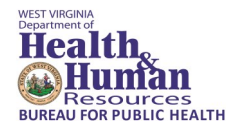


By: Michelle Chappell

On Tuesday, September 6, 2016, the West Virginia Immunization Network (WIN), the American Cancer Society (ACS) and the Bureau for Public Health, launched the joint project “We are the Key to Cancer Prevention: West Virginia HPV Vaccination Campaign.” This project was developed to address the problem of low HPV vaccination coverage rates among adolescents in West Virginia (WV). West Virginia has some of the highest rates of HPV-associated cancers in the nation. Nine types of human papillomavirus (HPV) and its associated cancers are preventable through vaccination, yet WV’s HPV vaccination rates remain low. In fact, in 2015 only 39% of females and 27% of males between the ages of 13 and 17 years of age in WV were fully vaccinated against HPV. The purpose of the campaign is to increase the use of evidence-based strategies, especially a strong recommendation for HPV vaccination among healthcare facilities across WV, in order to improve HPV vaccination series completion rates.

To take part in the campaign, healthcare facilities must sign a pledge showing the clinic’s/practice’s willingness to prioritize HPV vaccination and achieve 80% HPV vaccination coverage among patients. Those who sign the pledge will receive information and resources in improving HPV vaccination rates, be able to take part in training opportunities and will receive quarterly reports from the WV Statewide Immunization Information System (WVSIIS). The reports will inform them of the number of HPV vaccines provided by the clinic for that quarter along with their HPV vaccination numbers from the same quarter the previous year, which will serve as a baseline number so they can track their progress in improving HPV vaccination rates. They will also be listed on an Honor Roll which will recognize the healthcare facilities that have signed the pledge, prioritized the HPV vaccination and highlight accomplishments and campaign outcomes.

For more information about the campaign, visit <http://wvruralhealth.org/WIN/MHCP/Toolkits/WeAreTheKey/>.





## Healthy Recipes: Cranberry Pumpkin Muffins and Skillet Sweet Potatoes



### Cranberry Pumpkin Muffins

Recipe from the University of Massachusetts, Extension Nutrition Education Program. Makes 12 servings.

Enjoy these delicious muffins for breakfast anytime of the year using canned pumpkin and frozen cranberries.

#### **Ingredients:**

2 cups flour  
3/4 cup sugar  
3 teaspoons baking powder  
1/2 teaspoon salt  
1/2 teaspoon cinnamon  
3/4 teaspoon allspice  
1/3 cup vegetable oil  
2 eggs (large)  
3/4 cup pumpkin (canned)  
2 cups cranberries (fresh or frozen chopped)

#### **Directions:**

1. Preheat oven to 400 degrees.
2. Sift together dry ingredients (flour through allspice) and set aside.
3. Beat oil, eggs and pumpkin together until well blended.
4. Add the wet ingredients (pumpkin mixture) to the dry ingredients all at once. Stir until moistened.
5. Fold in chopped cranberries.
6. Spoon into paper lined muffin cups.
7. Bake at 400 degrees for 15 to 30 minutes.

Nutrients/Amount			
Calories	200	Dietary Fiber	2g
Total Fat	7g	Total Sugars	14g
Saturated Fat	1g	Protein	3g
Cholesterol	30mg	Sodium	230mg
Total Carbohydrate	32g		

### Skillet Sweet Potatoes



#### **Ingredients:**

1 pound sweet potatoes, peeled and sliced  
1/2 teaspoon finely shredded orange peel  
1/2 cup orange juice  
1 tablespoon molasses or brown sugar  
1/4 teaspoon salt  
1/4 teaspoon ground cinnamon  
1/8 teaspoon ground allspice  
water

#### **Directions:**

Bring 1 inch of water to a boil in skillet. Add sweet potatoes; reduce heat, cover and simmer for 20 minutes or until tender. Drain. In a small bowl, combine orange peel, orange juice, molasses or brown sugar, salt, cinnamon and allspice and pour over potatoes. Cook and stir gently until bubbly. Simmer, uncovered, for 5 minutes or until potatoes are glazed, spooning sauce over potatoes occasionally. Makes 4 servings.

**Nutrition Information:** Per Serving: 134 Calories, 0 g. Fat, 0 mg. Cholesterol and 149 mg. Sodium.

## ***2017 Screening Provider Training Schedule***

If you have new staff employed in your clinic who work with the WVBCCSP or WISEWOMAN Programs, they are encouraged to attend this one-day training held monthly in Charleston. See the 2017 training schedule below.

Offered by Pam Postalwait, the WVBCCSP Clinical Services Coordinator, monthly trainings are open to any WVBCCSP/WISEWOMAN provider who needs to learn the basics of the Programs or just wants a refresher to make sure their clients are receiving the services for which they qualify. The training focuses on clinical screenings, diagnostic testing and the initiation of treatment. Attendees learn how to assess client eligibility, complete required forms, understand recommended follow-up for abnormal screening tests and funding options to assist with treatment.

In order to assess the educational impact of the training, participants take pre- and post-tests. The class has limited seating, so if you or a member of your staff needs training on how to improve your delivery of WVBCCSP and/or WISEWOMAN services, contact Pam at 304-356-4401 or [Pam.A.Postalwait@wv.gov](mailto:Pam.A.Postalwait@wv.gov) to schedule a training. The training is appropriate for clinicians, as well as billing and registration staff.

<b>2017 SCREENING PROVIDER TRAINING</b>		
<b>9:00 am-3:00 pm</b>		
January	19	Thursday
February	16	Thursday
March	16	Thursday
April	20	Thursday
May	18	Thursday
June	15	Thursday
July	20	Thursday
August	17	Thursday
September	21	Thursday
October	19	Thursday
November	16	Thursday
December	21	Thursday





This newsletter is for providers participating in the WVBCCSP and WISEWOMAN programs. If you would like to contribute information or article ideas for the next edition of the *Provider Press*, please contact:

***Editor***

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