

WVBCCSP PROVIDER PRESS

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Spring 2017

Director's Dialog: Hope Springs Eternal

By: GeorgeAnn Grubb

As I write this, the temperature outside just hit 80 degrees...and it's **February!** Trees are blossoming, daffodils are blooming and my yard is full of tiny wild crocuses! What is going on? The ground hog was dead wrong, unless there is some snow on the way. This warm, sunny weather is welcome relief from the long, gray months of January and February when many of the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) staff were buried under piles of work plans, narratives and budgets, as we worked to complete the requirements for the Centers for Disease Control and Prevention (CDC) five-year competitive grant application. The funds awarded to the Program will allow us to continue to provide high quality service and to help save lives over the next five years.

As soon as the WVBCCSP grant application was submitted in February, however, work on the WISEWOMAN grant application began. The WISEWOMAN staff engaged in their "labor of love" to ensure funding for the provision of services to reduce cardiovascular risk among West Virginia women. While grant writing is a task that most of us would rather avoid, we do it because we believe in the value of these life-saving women's health programs.

The current health care system in WV and the nation is as unpredictable as the weather right now. While this uncertainty is frustrating indeed and makes it hard to plan ahead, the WVBCCSP and WISEWOMAN programs are committed to continuing to serve all women in West Virginia with screening, diagnostic, and treatment services as well as education about and navigation to these services. We are also reminded that spring is a time of rebirth, regrowth, and renewal and during the new grant cycle we look forward to working with our dedicated provider and volunteer networks across the state.

In looking up the source of the quote in the title above, I learned that it is a line from a poem by Alexander Pope, written in 1733. The complete line is "Hope springs eternal in the human breast." How appropriate!

I will close with a quote from actor and comedian, Robin Williams:

GeorgeAnn Grubb

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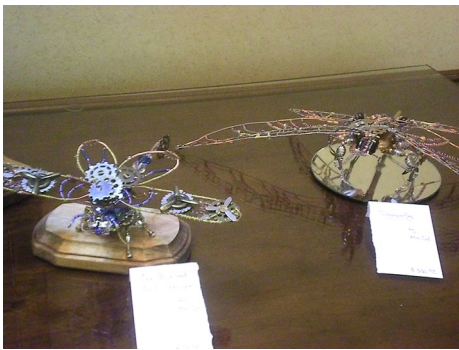


Join us May 26th—28th at the Blennerhasset Hotel in Parkersburg for the Fourth Annual Vandalia-Con!

By: Shelly Dusic



Professor Bubblemaker's Bubble Ballet



Sculptures by Mr. Cat



Vandalia-Con is an annual, exciting, fun-filled Steampunk event that begins Friday, May 26th, with a Mountains of Hope regional meeting from 10:00 a.m. to 3:00 p.m. Mountains of Hope is West Virginia's Comprehensive Cancer Coalition, comprised of more than 200 healthcare professionals, volunteers, cancer survivors, and community advocates from across the state.

The meeting is followed by a free screening of the documentary "Someone You Love: The HPV Epidemic." This powerful movie follows the lives of five cervical cancer patients and their families. Before and after the movie, you are free to browse through the Steampunk vendor tables featuring decorative jewelry, beautiful photography, fascinating accessories, one-of-a kind gadgets, and more.

Saturday is filled with classes for adults and children, music, tea parties, and much more. Special guests include Captain Lovelock, Karnevil, Professor Bubblemaker, Mark Twain, Gildersnitch, Jade, and Mr. Cat.

The event concludes Sunday afternoon with a fencing tournament. Participants rally around their favorite swordsman (or swordswoman) while raising money for a worthy cause.

All proceeds (100%) from Vandalia-Con benefit Bonnie's Bus, the state's only mobile mammography unit. For more information, please call 304-293-2370 or visit the website at www.vandalia-con.org.

Join us over Memorial Day weekend for a grand adventure.

Above three pictures: Family Fun for All! Some participants said choosing which activities to do was hard!

Don Viggo and Mr. Cat fulfilled a patron's request for a knife fight during the pink ribbon fencing tourney

Cervical Health Awareness Month Recognized in January

Pictures from Wear Teal Day Celebrated January 13th



Barbour County Health Department



Minnie Hamilton Family Resource Network



Hardy County Health Department

Cervical Health Awareness Month (CHAM) was observed throughout the month of January 2017. CHAM is designated as the month for educating the public about cervical cancer prevention and screening. Approximately 12,990 women in the United States were diagnosed with invasive cervical cancer in 2016. Of those diagnosed, about 100 were West Virginia women.

This past January, WVBC CSP provider clinics educated their clients and communities about CHAM through various events and activities. There were proclamation readings, free screening clinics, cervical health educational displays all month, and celebrations of the Fourth Annual Wear Teal Day on January 13th. Educational information was also shared through social media, local radio and TV stations, and community newsletters.

The WVBC CSP encourages women to take charge of their health by having a routine Pap test. In addition to routine screening, knowing and understanding your risk factors for getting cervical cancer are important. Women are encouraged to talk with their healthcare providers to find out more about their risk for getting cervical cancer and to determine what screening schedule they should follow.



Wayne County Extension Services

Hancock County Health Department



Monongahela Valley Associates of Health Center, Fairmont Clinic

Mid-Ohio Valley Rural Health Alliance



WVU Cancer Institute



Zelda Stein Weiss Cancer Center



Monongahela Valley Associates of Health Center, Fairmont

Someone You Love: The HPV Epidemic

By: Shelly Dusic

Quotes from WVU Student Support Services/TRIO after seeing the movie:

Kylie Evans: “It was overwhelming to see the link between HPV and cervical cancer. The emotional component was really powerful.”

Cindy Drumm: “My son recently had a medical appointment where his doctor encouraged the HPV vaccine. I was leaning towards saying yes and this movie solidified my choice to vaccinate. “Younger males need to know their responsibilities to themselves and their future partners.”

Vivian Céspedes: I had my daughters vaccinated and I actually regretted it. I thought they should have had a choice when they got older. This movie opened my eyes. I will now make sure my son gets the vaccination as well.”

The West Virginia University (WVU) Cancer Institute, Cancer Prevention and Control, and the WV Breast and Cervical Cancer Screening Program offered special showings of the powerful movie “Someone You Love: The HPV Epidemic” to celebrate Cervical Health Awareness Month and World Cancer Day on the WVU campus.

Human Papillomavirus (HPV) may be the most widespread, misunderstood, and potentially dangerous epidemic that most people know little about. Eighty percent of all people under 50 years of age will have a strain of the virus at some point in their lives and most will not realize they have it. Cervical cancer is almost exclusively caused by HPV and it is the 2nd leading cancer in women. Worldwide, cervical cancer kills over 250,000 women every year. West Virginia ranks among the highest states for both cervical cancer incidence and mortality.

Cervical cancer isn't the only cancer caused by HPV. There are six different types of cancer, including head and neck cancers, that are caused by this virus, and men can get HPV related-cancers as well. Since the HPV virus can infect, be transmitted, cleared with no symptoms, and there is currently no screening test for men, it is difficult to know if you are a carrier. A man could pass on the infection without ever knowing he had it and the consequences of that could be irreversible. Even among women who are cervical cancer survivors, treatment can leave lasting scars. One of the most devastating side effects of cervical cancer treatment is the loss of fertility. Since Cindy (one of people quoted at left) isn't taking any chances with her son, someday Cindy's grandchildren may even thank her for vaccinating their father.

Pre-tests showed that many participants had little or inaccurate knowledge about HPV, many of them had no intentions of vaccination, and a few were opposed to the idea. After the movie, post-tests showed most people said that they would get vaccinated and they would want their children to be vaccinated as well. Many thought that doctors should strongly recommend the vaccine, insurance should pay for it, and that HPV immunization should be a required school vaccination.

For information about hosting a “Someone You Love” showing, please contact the WV Breast and Cervical Cancer Screening Program Health Information Specialist in your area or call Cancer Prevention and Control 304-293-2370.

From left to right: Kylie Evans, Cindy Drumm, Vanessa Harrison and Vivian Cespedes, attended the HPV movie. Elaine Darling, from the WV Immunization Network, seated at the table, displayed educational information.





The HPV Vaccination Recommendations

The human papilloma virus (HPV), which is transmitted through sexual contact, is linked to cancers of the cervix, vulva, and vagina in women and also linked to cancers of the penis, anus, and throat in men. The HPV vaccine that can help prevent these cancers became available to girls a decade ago and is now also recommended for boys.

Even though the vaccine has been proven to be safe and effective in preventing cancer, vaccination rates in the US remain low. According to the Centers for Disease Control and Prevention, in 2015 only 28% of boys and 42% of girls ages 13 to 17 had completed the vaccination series.

Now, the American Cancer Society is endorsing a recommendation from the Advisory Committee on Immunization Practices (ACIP) that says boys and girls who start receiving the HPV vaccine between ages 9 and 14 can get 2 doses instead of 3. The Federal Drug Administration (FDA) approved this slimmed down vaccination schedule last fall. Society experts say cutting down on the doses could make it easier for people to complete the vaccination.

Cervical cancer was one of the most common causes of death for women in the U.S. In the last 40 years, this death rate has dropped by 50% thanks to early detection with the Pap test and treatment. Now, there is a vaccine to help prevent cervical cancer and the other cancer types linked to HPV, but only if the HPV vaccine is given before exposure to the virus.

Although HPV vaccination can start as early as age 9, the American Cancer Society recommends it for boys and girls starting at age 11 or 12 because the vaccines produce the strongest immune responses at that age and because this is also an age when children still will be seeing their doctor regularly and getting other vaccinations. The vaccine becomes less effective as people reach their 20s.

“Most cervical cancers, as well as other types of cancers, are caused by HPV. The HPV vaccination will prevent 90% of cervical cancers and a total of 28,500 cancers per year,” said Debbie Saslow, PhD, American Cancer Society senior director, HPV Related and Women's Cancers. “In the past several years, studies have shown the vaccine is even more effective than expected. This new two-dose regimen is easier to follow and we now know it is very effective in preventing HPV.”

Recent research from the CDC shows the percentage of teen girls infected with HPV has dropped significantly since the vaccination was introduced in 2006. The study found that among girls ages 14 to 19 years, prevalence of the HPV types targeted by the vaccines dropped from 11.5% in 2003-2006 to 4.3% in 2009-2012. That's a decrease of 64%. The researchers also found HPV rates in women ages 20 to 24 went from 18.5% in 2003-2006 to 12.1% in 2009-2012, a 34% drop.

The American Cancer Society's recommendations for HPV vaccine use:

- Routine HPV vaccination for girls and boys should be started at age 11 or 12. The vaccination series can be started as early as age 9.
- HPV vaccination is also recommended for females 13 to 26 years old and for males 13 to 21 years old who have not started the vaccines, or who have started but not completed the series. Males 22 to 26 years old may also be vaccinated.

**Join the
movement ...**

West Virginia HPV Vaccination Campaign

**We are the Key to
HPV Cancer
Prevention in WV**

**Start by Taking the
Pledge! The pledge
shows the clinic's/
practice's
willingness to
prioritize HPV
vaccination in order to
achieve 80% HPV
vaccination
coverage among WV
patients. To view the
pledge and other
related materials, go to**

**[http://
wvruralhealth.org/
WIN/MCHP/Toolkits/
WeAreTheKey](http://wvruralhealth.org/WIN/MCHP/Toolkits/WeAreTheKey)**

**This campaign has been
developed and is supported by
the American Cancer Society,
the WV Bureau for Public
Health, and the WV
Immunization Network.**



“Target: BP”:

A New Collaboration between The American Medical Association and The American Heart Association

By: Barbara Miller

About 80 million Americans, one in three, have an increased risk for stroke, kidney failure, heart attack, and other health problems because they have high blood pressure. Hypertension has been proven to be a contributing factor for many major health conditions. Deaths due to hypertension are on the rise. From 2001 and 2011 there was a 13% increase in deaths related to hypertension. The American Medical Association (AMA) and the American Heart Association (AHA) collaborated to develop a nationwide initiative to assist healthcare providers and patients to achieve better blood pressure control. Through “Target: BP”, healthcare providers commit to improving blood pressure control in their patient population. In turn, AMA and AHA will provide tools, resources and information to assist in meeting these goals and will recognize provider groups that attain high levels of adherence.

The AHA and AMA are seeking participants across the healthcare provider spectrum - including medical practices. Practices that participate in “Target: BP” commit to improving blood pressure control in their patients adhering to the most current AHA guidelines on hypertension, aiming for readings of lower than 140/90mmHg, and following subsequent guidelines as they emerge.

Participating providers assist their patients in reaching this goal by providing:

- ♥ Access to easy-to-use tools that assist them in understanding the importance of optimal blood pressure;
- ♥ Access to tools and resources for system and process changes at the practice level to optimize blood pressure management; and
- ♥ Recognizing practitioners who achieve measurable improvements.

To register for “Target: BP”, participant clinics will register at www.heart.org/targetbp. Once an organization is enrolled, they will gain regular access to evidence-based guidelines and a variety of tools and resources. An AHA field staff representative will contact the organization and work to create a customized implementation plan for improving blood pressures within the patient population.

“Target: BP” will nationally recognize those organizations with superior performance. Practices and health systems will be recognized during AHA’s Scientific Sessions and/or during the AMA’s Annual Meeting of the House of Delegates. Notifications will be posted on the “Target: BP” website and publicized via national media. Additional details are forthcoming.



Myths and Truths from ...



Myth: Most women in America die from cancer.

Truth: Heart disease is the leading cause of death in American women.

Myth: Heart disease is a man’s problem.

Truth: 23% of women who have heart attacks die within 1 year of their first heart attack compared to 18% of men. Within 5 years of a first heart attack, 47% of women and 36% of men will die.

Myth: If heart disease isn’t in your family, it isn’t your problem.

Truth: A family history of heart disease does increase your risk of developing the disease. But many women without a family history have heart attacks or heart problems.

Myth: You can’t do anything to stop heart disease.

Truth: Yes you can! You can significantly reduce your risk of heart disease if you have the information you need and you control your own risk factors.

West Virginia WISEWOMAN Program Hosts Women's Wellness Event

By: Barbara Miller



The WV WISEWOMAN Program, a sister program to the WVBC CSP, is funded by the CDC. WISEWOMAN focuses on reducing modifiable cardiovascular risk factors through evidence-based lifestyle programs. The program is delivered in clinical settings around the state, including health departments, free clinics, and FQHC's. Each participant receives a cardiovascular risk assessment and an individualized cardiovascular risk reduction counseling session with a calculated cardiovascular risk.

In honor of February being Heart Health Month, the WISEWOMAN Program worked with Health Information Specialist, Shelly Dusic, to organize a one-day event at Milan Puskar Health Right to increase enrollment into the WISEWOMAN Program. Shelly arranged for a color ad and an article about heart disease to run in the Dominion Post and she secured small media coverage.

Barbara Miller and Robin Seabury, the WISEWOMAN Lifestyle staff, mailed postcards to women who had formerly been patients at Milan Puskar Health Right. Due to the expansion of the Affordable Care Act, the women either had insurance or Medicaid. Recently, CDC allowed the WVBC CSP to enroll women who receive preventive services under Medicaid or insurance with high deductibles, or co-pays, without receiving screening services from WVBC CSP. This allows the women to be enrolled in WISEWOMAN to receive the lifestyle programs that are not covered under their insurance plan.

Milan Puskar Health Right serves as a hub site for the program, which means that WVBC CSP providers in the area that do not offer WISEWOMAN can refer their clients to Health Right for WISEWOMAN ONLY. The WVBC CSP referring clinic is paid \$35.00 for the referral.

At the event, women were screened for eligibility, enrolled into WVBC CSP, and referred to WISEWOMAN. A health history was completed by the WISEWOMAN Lifestyle staff. Three student nurses from WVU School of Nursing completed blood pressure measurements and waist and hip circumference on the participants. Health Right staff screened for lipids and glucose. Risk assessments, risk reduction counseling, and health coaching were completed by the Health Right team.

In addition, participants were able to have oral health screenings completed by the WV Oral Health Program. WVU Extension provided information on their program "Eating Smart, Being Active". The TOPS (Take Off Pounds Sensibly) area captain provided information on their program. The WV Family Planning Program provided information on their program. Women accessed medication review and education from the WVU School of Pharmacy. Information was also available regarding lung cancer and the correlation between heart disease and stress.

The event was attended by about 25 women. Nine women were enrolled in the WVBC CSP and seven were enrolled into the WISEWOMAN Program. The WISEWOMAN participants will receive continued health coaching. Women attempting to lose weight were encouraged to participate in TOPS. WISEWOMAN pays for a one year membership. Other perks of the program are geared towards providers who can bill for many services that total up to approximately \$500.00 in the first six months. If you are interested in becoming a provider for WISEWOMAN call 1-800-642-8522.



Volunteers



The TOPS area captain shared information



Shelly Dusic and Nikki Bland with WVBC CSP enrollees

The MammoFit Project

By: Anna Reno

Over the last eight months the WVBCCSF has been making some changes in the way the Health Information Specialists (HISs) engage WVBCCSF clinics in outreach. The HISs are working closely with clinics in their region to choose evidence-based initiatives that will help increase breast and cervical cancer screening rates as well as identify women that are eligible to enroll in the WVBCCSF. For example, several of our clinics are implementing the Proactive System to Improve Breast Cancer Screening (also known as the Mammogram Project). This project uses an enhanced reminder system by identifying women that are due for a mammogram, sending them two reminder letters, and making a reminder phone call. The clinic tracks the number of women needing reminders, the number of women that made an appointment, and the number of women that received a mammogram. The project will be completed at the end of June 2017 and a report should be available later this summer.

This fall, Anna Reno, Health Information Specialist for Region B, started working with the WV Program to Increase Colorectal Cancer Screening (WV PICCS). They chose to work with Minnie Hamilton Health System (MHHS) in Gilmer County on an evidence-based project they named MammoFit. The clinic, Anna, and Dannell (the WV PICCS Cancer Information Specialist) met and planned the project, which began in November. Anna went through training, signed confidentiality forms for the clinic, and was to make the calls from the clinic. Every month the clinic identified the names of women due for mammograms over the next three months. Anna called the women to schedule an appointment for a mammogram. She also asked each woman if she was up-to-date with her colorectal cancer screening and offer her a FIT Kit if she said no. If the woman wanted to schedule a mammogram, she transferred her to the scheduler and they made her an appointment on the spot. If she wanted a FIT Kit, she was sent one. To date, fifteen women were called. Of those fifteen, three were transferred to schedule mammograms and three were sent FIT Kits. The clinic feels like this project has been successful and will continue providing it for six months.

Anna is looking forward to working with other clinics in her region on programs similar to this in the future. The goal is to reach women and get them screened. Anna says, “To do this, we all need to think outside the box. I am asking the screening clinics and volunteers to look at their counties and think about the women they serve. I challenge you to think outside the box to find ways we can reach these women and get them in for breast and cervical cancer screenings”.

Contact your regional Health Information Specialist and develop a plan to work together to get the women of your county in, get them screened, and keep them healthy!



Dannell Boatman (WV PICCS), Darlene Bell (MHHS), Misty Arnold (MHHS),
Bev Ford (MHHS), Anna Reno (WVBCCSF) Annetta Brewer (Bonnie's Bus mammographer),
Kay Ling (Bonnie's Bus mammographer), Gary Osborne (Bonnie's Bus Driver).

Frequently Asked Questions

WV Diagnostic and Treatment (D&T) Fund

What procedures are covered through the WV D&T Fund?

Procedure Codes Covered

<u>00400</u>	General Anesthesia (for diagnostic breast procedure)
<u>57460</u> or <u>57461</u>	Loop electrode excision of lesion procedure (LEEP)
<u>57500</u>	Biopsy of excision of lesion
<u>57505</u>	Endocervical curettage
<u>57511</u>	Cryocautery of cervix
<u>57513</u>	Laser surgery of the cervix
<u>57520</u>	Conization of cervix with or without repair
<u>57522</u>	Conization with LEEP
<u>58120</u>	Dilation and curettage diagnostic and/or therapeutic
<u>00940</u>	General Anesthesia (for diagnostic cervical procedure)
<u>64435</u>	Paracervical nerve block

A woman must have a condition strongly suspicious of breast or cervical cancer requiring further diagnostic or treatment services.

Does the D&T Fund pay for colposcopies?

No.

Are pre-operative procedures (chest x-rays, EKG, Lab work) covered by the D&T Fund?

No.

Does a woman have to be enrolled in the WVBCCSP to access the D&T Fund?

No.

What are the age requirements for the D&T Fund?

Women any age up through 64 years of age are eligible to apply for reimbursement of the covered procedure through the D&T Fund.

Can a woman with health insurance apply for payment through the D&T Fund?

No. If a woman has any type of health insurance, including Medicaid, she is not eligible for any coverage through the D&T Fund.

What are the income guidelines for the WV D&T Fund?

Income must be at or below 250% of the Federal Poverty Level.

What forms are required to access the WV D&T Fund?

The Provider must complete a WV D&T Fund application and fax a copy to the Program at 304-558-7164.

Pre-Approval must be obtained prior to performing the procedure. The Nurse Supervisor will review all D&T Fund applications. The woman and requesting Provider will be informed of approval or denial of the application. The D&T Fund application is available on the WVBCCSP website @ www.wvdhhr.org/bccsp. Select "Provider Information" then select "Forms" and scroll down to "Diagnostic and Treatment Fund Application".

How long is the approval for the WV D&T Fund valid?

A D&T approval is good for sixty (60) days.

SAVE-THE-DATE

Women's Health Information Programs (WHIPs) for WVBCCCSP and WISEWOMAN Screening Providers

Tuesday, May 16, 2017

John XXIII Pastoral Center

100 Hodges Road

Charleston, WV 25314

and

Thursday, May 18, 2017

Bridgeport Conference Center

300 Conference Way

Bridgeport, WV 26330

2017 Provider Training

WVBCCCSP offers Provider Training at the WVDHHR office, 350 Capitol Street in Charleston (the old Diamond Building). Pre-registration is required. Classes begin at 9:00 a.m. and end at 3:00 p.m. The training dates for 2017 are shown in the table below. For more information or to register, please contact Pam Postalwait, Clinical Services Coordinator, at 304-356-4401, or at pam.a.postalwait@wv.gov.

Date of Training	Day of Training
April 20	Thursday
May	No Training
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 WVBCCS 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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