



# Provider Press



WHIPs Training at St. John 23rd Pastoral Center in Charleston, WV.



Nikki Lyttle talks about the integration of WVBCCSP and WISEWOMAN.

## 2018 Women's Health Information Programs

By: Shelly Dusic

This May, over 192 West Virginia Breast and Cervical Cancer Screening (WVBCCSP) providers attended Women's Health Information Programs (WHIPs) training. Providers chose to attend WHIPs trainings in Bridgeport or Charleston. These trainings are conducted annually and are an opportunity for providers to refresh their knowledge about WVBCCSP and WISEWOMAN and earn CME credits.

Seven speakers addressed the group throughout the day. In the morning Nikki Lyttle, WVBCCSP and WISEWOMAN Program Director, discussed current practices and the future direction of WVBCCSP. Ashli Cottrill, WISEWOMAN Program Coordinator, explained motivational interviewing during

the WISEWOMAN updates. Ashely Whitney-Cassis, WVBCCSP Nurse Supervisor, reviewed clinical protocols and procedures which participants later identified as one of the most helpful segments of the day.

**"If you have any questions about eligibility or paperwork please do not hesitate to contact us. We would rather help you figure this out beforehand than have someone end up with a bill."**

**Ashley Whitney-Cassis**

The afternoon kicked off with Susan Eason, WVBCCSP Community-Clinic Intervention Specialist, talking about new population approaches to increasing breast and cervical cancer screening. Rhonda Francis, Clinical and Pharmacy

Coordinator for West Virginia Health Right, shared her clinic's success story after integrating WISEWOMAN into their workflow. "Not only have patient outcomes improved," she said, "but the reimbursement we get from WISEWOMAN has more than covered the part-time health coach we hired to make follow-up phone calls." The training concluded with Shelly Dusic sharing cancer screening considerations for the lesbian, gay, bisexual, and transgender population.

Participant feedback included, "Great Classes!" and "I learned so much today!" Thank you for participating and we look forward to seeing you at WHIPs next year.

# WVBCCSP Provider Press



## Director's Dialogue

By: Nikki Lyttle



It was great to see everyone at the 2018 Women's Health Information Programs (WHIPs) in May. We often speak on the phone or communicate via email, so it's always nice when we have the opportunity to meet face-to-face. We had some great discussions and I hope everyone was able to take information back to their office to apply in their practices.

Recently we received our FY 18-19 funding notice from the Centers for Disease Control and Prevention. I am pleased to tell you that we were awarded the full amount requested, which is an increase of over \$200,000 from the previous year! It is important to recognize the significance of that increase, especially when we have seen federal public health funds decrease over the past several years. The CDC believes in the work that we are doing and the results that are being produced. Each of you is a fundamental part of that success and for that, we thank you!

So, what is on the horizon for the WVBCCSP and WISEWOMAN programs? The WVBCCSP will be expanding our scope to include patient navigation, revised data collection from CDC, continued expansion of health systems interventions, expansion of environmental approaches, the utilization of community-clinical linkages, and continuing to provide cancer screenings for low-income women in need.

While I don't expect to find out about the WISEWOMAN budget for a few months, exciting opportunities are on the horizon. Similar to the WVBCCSP, the program will establish health system interventions, develop peer-to-peer mentorship programs for motivational interviewing, offer more opportunities for health coaching practice and feedback, promote team-based care, and continue to help improve the lives of women through diabetes, cholesterol, and high blood pressure screenings while providing the support and tools necessary for healthy lifestyles changes.

There are many great things coming and I hope you are as excited about these new opportunities as I am.



**The mission of the West Virginia Breast and Cervical Cancer Screening program is to prevent unnecessary disease, disability, and premature death due to cancer of the breast and/or cervix.**

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**The mission of West Virginia WISEWOMAN is to provide low-income, under or uninsured women aged 30 to 64 years with the knowledge, skills, and opportunities to improve diet, physical activity, and other lifestyle behaviors to prevent, delay, and control cardiovascular and other chronic diseases.**

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**For more information about these programs call:  
1-800-642-8522**



## Farmer's Day Breast Cancer Awareness 5K Held in Monroe County

By: Thelma Workman



Farmer's Day Parade Cancer Survivor Float.



Farmer's Day Breast Cancer Awareness 5K Participants.

On Saturday, June 2, 2018, the annual Farmer's Day Celebration was held in Union, West Virginia. This is Monroe County's largest festival of the year and consisted of the third annual Monroe County Cancer Awareness Team's (MCCAT) Farmer's Day 5K Run and 3K Walk.

The MCCAT also sponsored a float for the Farmer's Day Parade. Six cancer survivors rode on the float themed, "Cancer Doesn't Have a Face Until It's Yours or Someone You Know." This was a powerful display that showed how cancer can affect anyone. The float was decorated with various colored ribbons representing different cancers and earned first place. West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) balloons were displayed and over 100 bags with breast and cervical cancer educational materials were distributed.

Farmer's Day volunteers included active MCCAT members and their families, cancer survivors, the Union Volunteer Fire Department, and the Monroe County Health Center's nursing staff. With over thirty volunteers, this event has the highest volunteer participation for the Monroe County team. The team plans on participating in the event again next year to increase awareness about cancer prevention, early detection, and WVBCCSP services. Alcova Mortgage of Lewisburg, West Virginia, provided refreshments and musical group The Redemption provided entertainment. All proceeds from this event were donated to the West Virginia Breast and Cervical Cancer Diagnostic and Treatment Fund.



Cancer Awareness Float takes 1st Place in Farmer's Day Parade.

# Motivational Interviewing in Primary Health Care

By: Barbara M. Miller, RN, CEC



Motivational Interviewing is a collaborative communication approach to health care that seeks to engage, inform, and motivate patients to take a more active role in managing their health care. Motivational interviewing, which is the foundation for health coaching first emerged in 1982 and was originally utilized in the treatment of drug and alcohol addiction. The development of motivational interviewing originated as an alternative to dispensing unwanted information and advice. The evidence-base for the efficacy of motivational interviewing is extensive and growing rapidly with more than a thousand studies conducted internationally.

Motivational interviewing is applicable in the management of many medical conditions in which behavior change plays a role. Numerous studies have compared motivational interviewing with the traditional model of education/advice. Motivational interviewing produced better outcomes in 75% of randomized controlled trials that evaluate parameters such as Hemoglobin A1c levels, systolic blood pressure, total cholesterol, medical follow-up, prescription misuse, dental hygiene, and asthma control. Motivational interviewing offers a low-cost intervention within primary care settings that produces meaningful change.

Motivational interviewing is a team-based approach that assists patients to gain knowledge, skills, and the confidence to actively participate in their own care. Lifestyle choices and behavior change can be prompted through collaboration.

How can you implement motivational interviewing or health

coaching into your practice? The first step is to commit to health coaching as a vital component of the health care team. Select team members to become health coaches. This may range from trained lay people, medical assistants, or nurses that will work to incorporate behavior change strategies into preventive and chronic disease treatment models. Develop a coaching program and create a work flow that incorporates health coaching as a regular feature of your practice. The overreaching goal is patient engagement.

Improved outcomes are a bonus for patients and the practice. Some common conditions in primary care that can be impacted by health coaching include diabetes, obesity, renal disease, COPD, hypertension, and chronic heart failure as well as other poly-chronic health conditions. Do these sound like patients within your practice?

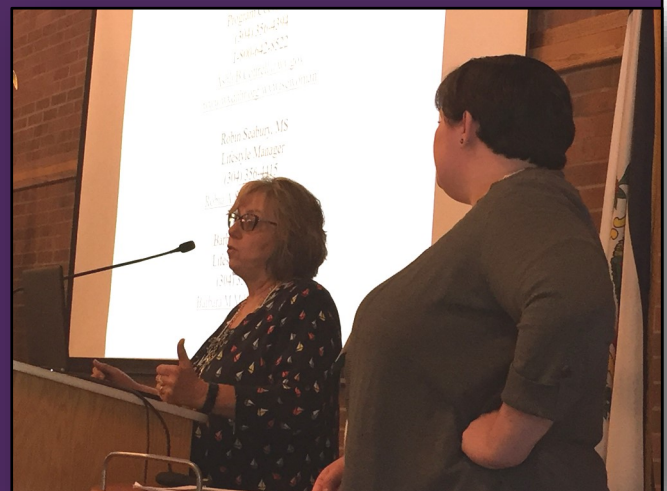
Motivational interviewing training can be expensive - a typical 2-day introductory course will average \$500.00 per person.

Keep in mind, according to evidence, motivational interviewing training must occur more than one time. Health coaches should also participate in annual updates and trainings to develop their delivery proficiency. The quality of the coaching impacts outcomes.

The West Virginia WISEWOMAN Program has utilized motivational interviewing/health

coaching as the basis of the lifestyle component for more than 5 years. The lifestyle staff have provided training to hundreds of West Virginia providers as well as to the WISEWOMAN program providers in Rhode Island and Michigan. The training for WV WISEWOMAN providers is FREE! The lifestyle staff have developed a comprehensive introductory course as well as an advanced training to assist in skill refinement. They have also continued to participate in professional development trainings that include training to utilize the motivational interviewing (Motivational Interviewing Treatment Integrity) 4.0 scale. This is an evidence-based process that allows coaching conversations to be audited to determine the proficiency of motivational interviewing skills. This provides the lifestyle staff the opportunity to provide more useful feedback to health coaches.

If you are interested in becoming a WISEWOMAN provider site please contact Ashli Cottrell, Program Coordinator at 304-356-4349.



Barb Miller and Ashli Cottrell Explain the Importance of Motivational Interviewing at 2018 WHIPs.



## West Virginia Breast and Cervical Cancer Screening Program Participates in Pride Events Across the State

By: Shelly Dusic

In 2017 the American Society of Clinical Oncology (ASCO) released this position statement: "ASCO is committed to addressing the needs of sexual and gender minority (SGM) populations as a diverse group at risk for receiving disparate care and having suboptimal experiences, including discrimination, throughout the cancer care continuum." (Griggs et al, 2017). They outline five areas of recommendation to address the needs of the SGM population, including patient education and support.

Recently, WVBCCSP partnered with Mountains of Hope Cancer Coalition and the WV Lung Cancer Project to provide education at Lesbian, Gay, Bisexual, and Transgender (LGBT) Pride Events in Wheeling and Charleston. June is LGBT Pride month. Many Pride events are held during this month to recognize the impact LGBT people have had on history. ("Lesbian, Gay, Bisexual, and Transgender Pride Month", 2018. Retrieved from: <https://www.loc.gov>).

The WVBCCSP table at Pride educated people about the need for cancer screening, the importance for boys and girls to be vaccinated against HPV, and navigated patients to services.

One woman at Pride said, "I have calcifications in my breast, and five years ago the doctor said that it could turn into cancer and that I should be keeping an eye on it, especially since I have a family history, but I don't have insurance and I don't know where someone like me can go." A phone call to identify an LGBT-friendly

WVBCCSP screening clinic in her area, a brief moment to assess her eligibility, and this woman had an appointment to be enrolled in the Program and get the screening services she desperately needed. Staff followed-up with the patient who completed her screening appointment. She said, "I would have never gone if you hadn't been there that day. Thank You."

That is what WVBCCSP is all about. Serving the needs of our communities by eliminating barriers, creating community-clinic linkages, and navigating people to cancer screening services.



Shelly Dusic at Pride of the Ohio Valley in Wheeling, WV

## Save the Date:

### Mountains of Hope Cancer Coalition Membership Meeting

Thursday, July 26, 2018 in Charleston, WV

To register contact Lauren Hixenbaugh at 304-293-2370 or Email: [lmccaule@hsc.wvu.edu](mailto:lmccaule@hsc.wvu.edu)

### Appalachian Cancer Navigation & Education Forum

Friday, July 27th, 2018 in Charleston, WV

To register contact Mark Cromo at [mark.cromo@uky.edu](mailto:mark.cromo@uky.edu)

### WVU Cancer Institute 4th Annual Breast Cancer Conference

Friday, August 3, 2018 Morgantown, WV

## Vandalia-Con Celebrates Five Years of Helping the Women of West Virginia

By: Shelly Dusic

Vandalia-Con is an annual steampunk convention run by volunteers and hosted by the Blennerhassett Hotel in Parkersburg, West Virginia. Proceeds from the event benefit the Bonnie's Bus Mobile Mammography Program and the West Virginia Breast and Cervical Cancer Screening Program. In just five short years, Vandalia-Con has raised over \$20,500 dollars for these two programs. The event generated thousands of volunteer hours and has received over \$305,000 of in-kind donations. Over 1.5 million people have been touched by the event through online activities and an extensive social media presence. Most importantly, three cancer survivors credit their involvement with Vandalia-Con in navigating them to screening in time to find their cancers early. By merging steampunk with a great cause, Vandalia-Con honors the state's history, educates about early detection, and engages a new generation in volunteerism and advocacy.

Vandalia-Con offers classes that engage the whole family, encourage innovation and creativity, and find new ways to challenge and educate attendees. A special interest is taken in offering classes for young people that focus on science and the arts. For example, by creating an opportunity for cosplay, parents say that they do not worry about their children doing drugs because their kids are too busy working on next year's costume! Teachers have included authors, internationally famous artists, and scientists. Guests come from as far away as California and Texas for the event.

This year Vandalia-Con welcomed Dr. Julia Oswald, PhD as the 2018 keynote speaker. Julia is a postdoctoral fellow at Harvard Medical School in the Baranov Laboratory at the Schepens Eye

Research Institute in Boston, MA where she works with stem cell therapy to find a cure for glaucoma. Her presentation "From Bionic Eyes to Stem Cell Therapy" was well received.

"The staff on the Bus, the provider, everyone just went above and beyond to take care of me today. Thank you so much."

Bonnie's Bus and the Coplin Clinic in Parkersburg partnered with Vandalia-Con to host a breast cancer screening clinic. At the event a participant was identified as uninsured, high risk, and concerned about breast cancer. She was successfully navigated to Bonnie's Bus for screening, enrolled in the WV Breast and Cervical Cancer Screening Program, and is now in touch with Coplin Clinic for additional screenings and health services. This patient gave permission to share her story and asked to pass on her tear-filled hugs saying, "The staff on the Bus, the provider, everyone just went above and beyond to take care of me today. Thank you so much!" At the end of the day, when the classes are done and the costumes are put away, this is what the volunteers that host Vandalia-Con are working for - one more person gaining access to the care that they need.



Left : Christian Foster dresses as Wyatt Earp for his cosplay class.

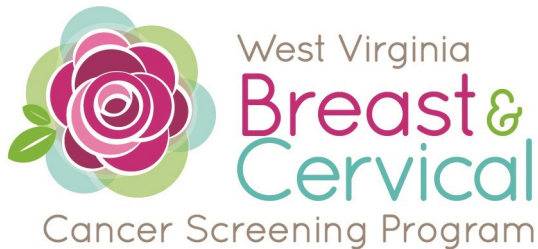
Right: Vandalia-Con Attendee poses with Rebecca Turk in the vendor room



## WVBCCSP PROVIDER TRAINING DATES FOR 2018

Anyone needing to attend the trainings must pre-register by contacting: Brandi Schoolcraft  
WVBCCSP Secretary, Phone: 304-356-4862, Email: [Brandi.J.Schoolcraft@wv.gov](mailto:Brandi.J.Schoolcraft@wv.gov)

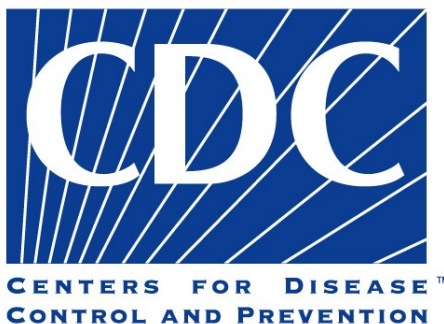
- Thursday, July 19, 2018
- Thursday, August 16, 2018
- Thursday, September 20, 2018
- Thursday, October 18, 2018
- Thursday, November 15, 2018
- Thursday, December 20, 2018



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: Shelly Dusic at [sdusic@hsc.wvu.edu](mailto:sdusic@hsc.wvu.edu)



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