

PROVIDER PRESS

WINTER 2005

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Cervical Cancer Awareness Month Activities Take Place Across West Virginia in January

Cervical cancer is one of the most common causes of cancer worldwide, and one of the most preventable and treatable. The estimated lifetime risk of a woman developing cervical cancer is 1 in 117. Approximately 110 West Virginia women will be diagnosed with cervical cancer in 2005 and the state currently ranks third in the nation for deaths due to cervical cancer. This number could be greatly reduced if West Virginia women received routine Pap tests.

To stress the importance of routine Pap tests, the WVBCCSP promoted Cervical Health Awareness Month in several ways:

Joined with several providers and American Cytopathology Services, to offer Free Pap Clinics during the month of January. To increase the number of women willing to come to the Free Pap Day, other services such as clinical breast exams and pelvic exams were offered while some clinics also offered cholesterol screening, hemoglobin testing, blood pressure testing, and other health related information. These Free Pap Clinics were very well attended and several women were enrolled into the Program.

Joined with several providers to host a breakfast or lunch meeting to provide updates on cervical cancer to the public and/or professionals.



In-home caregivers attended our Cervical Cancer Awareness Program in Region 8.

Sent out press releases about cervical cancer to newspapers and radio stations throughout the state.

Continued to offer and promote a \$10.00 Wal-Mart Gift Card as an incentive to target newly enrolled, hard to reach, and never or rarely screened women.

Mailed packets to WVBCCSP Providers with flyers and counter cards to promote the month.



Greenbrier County Health Department staff offered 2 Free Pap clinics during January. Pictured: front row, Gav Sebert, DON, Nikki Dolan, RN. Back row, Tammv McCraw, RN & Debbie Beverage, RN.



Christina Mullins WVBCCSP Program Director

Christina's Corner:

It has been busy these last few months in the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP). We have been preparing our grant application to the Centers for Disease Control and Prevention (CDC), completing and implementing plans for Cervical Health Awareness Month, and implementing changes to improve the timeliness for provider reimbursement. However, our

activities and successes at the State Program are only a small piece of a much larger picture.

I am continually impressed by the work of provider sites and volunteers. During this past quarter, I had the opportunity to have lunch with our volunteers and review charts at a screening provider site. While both experiences were very different, each highlighted the success of a powerful WVBCCSP team.

Our volunteers are a dedicated group determined to ensure that all women have access to breast and cervical cancer screening and treatment. They coordinated numerous walks and free clinics throughout the state during the month of October, and our screening numbers for that month prove their success. When they gathered in Flatwoods to celebrate, I noticed women of different backgrounds and circumstances, and each of them had a powerful story to tell.

My WVBCCSP world view expanded even more when I visited the Lincoln Primary Care Center in Hamlin. I had the unique experience of reviewing approximately ten charts with one of the CDC epidemiologists. The purpose of this visit was to pilot test a process that will be used in other West Virginia screening provider sites this summer to complete a national research study on Breast and Cervical Cancer Early Detection Program data submissions. The clinic staff showed their hospitality by pulling charts and providing a work space. However, I was even more impressed with how well their charts were organized and the implementation of the WVBCCSP policies and procedures. That chart review has helped me to understand more fully what WVBCCSP asks of providers.

This fall, the WVBCCSP staff gave me the gift of a calendar with daily quotations. One of the quotes says "You will know you've succeeded in life when you made a difference in someone's world." In working with this program, each of us is presented with daily opportunities to make a difference. I hope each of you feel your success.

Recent Program Highlights

- WVBCCSP percentage for rarely and never screened was 30.7%. Congratulations to everyone for a job well done.
- The annual Diagnostic and Treatment Fund Report was completed for the WV Legislature.
- The WVBCCSP's unobligated grant request was submitted to the CDC in December. The request was appoved in February.
- Epidemiologist Nikki Lyttle was asked by CDC to participate in the planning committee for this year's Annual CDC National Cancer Prevention and Control Meeting.
- Professional Development Coordinator, Stephanie Graham-Sims attended the CDC's Professional Development Coordinators Conference in San Diego. Stephanie represented the Program by speaking in a panel discussion on cultural sensitivity and competency and ran a roundtable discussion on the PHNPAT program.
- Quilters from around the state completed registration materials in December and the challenge fabric was distributed to the various quilting groups.
- Program Director Christina Mullins met with Joyce Spiroff, Julie LeJeune, Jessica Wright and Deloris Wilder to discuss the development of a grant application for senior women that will increase mammography. WVBCCSP will provide technical assistance for this project.
- Program Director Christina Mullins met with representatives from the WV Susan G. Komen Foundation. WVBCCSP assisted Komen with the development of their community profile. In addition, Ms. Mullins was asked to join their Executive Board.
- Breast Cancer Awareness Day was held in all 55 counties and nearly 4,000 people participated in wreath hangings,

proclamation signings, mini-health fairs, luncheons, dinners, candle light services, auctions, and yard sales. Approximately 1,500 people participated in the sixteen Walks for Women held around the state. As of 2/15/05 various activities, including the Walks for Women, raised a total of \$82,778.34 for the Diagnostic and Treatment Fund.

- The WVBCCSP Incentive Project continues. To date 1,192 women have received \$10.00 Wal-mart cards for being newly enrolled, rarely or never screened, or hard to reach. This project is ongoing and is designed to reach 4,000 women.
- Public Education Coordinator, April Stannard is developing a Volunteer Training Manual. She has submitted a new Program brochure for review by Program administration. Also a door hanger with a tear-off information request card has been finalized and will be implemented in spring 2005.
- Work continues on the Cervical Cancer Outreach Demonstration Project in Logan County.
- Clinical Services Coordinator, Dee Ann Price participated in QA Monitoring Follow Up site visits at the following locations: Belington Community Medical Services—Belington, WV; Total Family Care— Kingwood, WV; Mercer County Health Dept.—Bluefield, WV; North Fayette Health Center—Hico, WV; Referral Provider trainings were conducted at the following sites: Good Samaritan Clinic—Bluefield, VA
- Clinical Services Coordinator, Dee Ann Price conducted MammaCare training at Rainelle Medical Center with two clinicians and one registered nurse.

Getting to Know the WVBCCSP Staff

Each Provider Press will feature a different WVBCCSP staffer to help our readers get to know us a little better.

Kyla Nelson



Someone who has inspired me:

My maternal grandmother. She was a very strong Christian woman, who worked hard all of her life and lived to be 97 years old!

Job: Case Manager

Favorite food: Pasta

Favorite TV show: CSI

Favorite movie:

Steel Magnolias

Favorite book:

Women are from Venus, Men are from Mars

Favorite music:

Soft Rock

Favorite vacation spot:

Outer Banks/Nags Head, N.C.

If I won the lottery:

I would take care of my family first, then create a charitable organization for underprivileged children in the U.S., and then share the rest with friends and travel...



The WVBCCSP Needs Your HELP Documenting HPV Test Results

By Nikki Lyttle, MS Epidemiologist

As you know, data is the foundation of the WVBCCSP. Without it, we would not be able to do things like ensure clients receive complete and timely follow-up, identify women in need of case management services, identify weak areas within the Program and implement appropriate changes to ensure success. Data is also utilized to convey our strengths to CDC, which helps open doors of new opportunity.

As providers, you're our data frontline. We know that WVBCCSP women listen to you and you are always willing to contribute in a time of need. For example, when the Program was reaching less than 5% of women who were never or rarely screened, we asked for your help. That assistance has proven to be invaluable—the Program currently has a never or rarely screened rate of 30.7%, over 10% above CDC's mandate. We need your support again. We would like you to ensure that HPV testing is documented properly.

In 2003, the Program established a policy that stated all WVBCCSP clients who received a Program paid Pap test with a result of ASC-US on or after May 1, 2003 should be brought back in six months and given a repeat Pap test using liquid based technology. If the result of that liquid based Pap test is ASC-US or Negative for Intraepithelial Lesion or Malignancy, American Cytopathology Services will automatically perform a HPV test, which detects the presence of high-risk HPV DNA within the woman. These highrisk types of HPV may lead to the development of cervical cancer. Once the test has been completed, the laboratory will send the result to the provider. Testing for HPV will yield a result of positive or negative (please refer to the WVBCCSP Pap Test Protocol for follow-up information). It is important to keep in mind that these results need to be documented on the client's patient data form in the HPV Testing section.

American Cytopathology Services will provide you with liquid based Pap test supplies for these women. The supplies will be sent to you in advance so that you will be ready when the client comes back for her liquid based Pap test. If a woman needs a HPV test based on her result, the laboratory knows to automatically provide this service.

Let's recap:

- 1. A WVBCCSP client has a conventional Pap test with a result of ASC-US.
- 2. Have the WVBCCSP client come back in 6 months for a liquid based Pap test.
- 3. American Cytopathology Services will generate a report in their office based on the WVBCCSP Pap Test Protocol and send liquid based supplies to clinics for the client's 6 month liquid based Pap test.
- 4. When the woman returns for her liquid based Pap test in 6 months, be sure to mark the specimen type as liquid based on the patient data form.
- 5. Submit specimen to American Cytopathology Services for analysis.
- 6. If the result of that liquid based Pap test is ASC-US or Negative for Intraepithelial Lesion or Malignancy, American Cytopathology Services will automatically perform a HPV test. For all other liquid based results the provider will follow the WVBCCSP Pap Test Protocol.
- 7. American Cytopathology Services will send the provider the HPV test result. Be sure to mark the result on the patient data form in the HPV Testing section.

If you have any questions regarding this policy or are in need of technical assistance, please contact the Clinical Services Coordinator, Dee Ann Price at (304) 558-5388. If you need to contact American Cytopathology Services to discuss a HPV test result, liquid based supplies, or other issues, they can be reached at

(304) 760-0647.

For additional information on HPV or HPV testing: http://www.cdc.gov/std/HPV/STDFact-HPV.htm http://www.thehpvtest.com/



By Harriett Dial, CIS

Providers



LPN students from Roane-Jackson Technical Center assisted Roane General Medical Clinic in the free clinics. They are pictured here along with Dr. Famularcan, MD, and Ginger Sims, CFNP.

If your clinic is interested in offering a free clinic, contact your Cancer Information Specialist.

Just ask Roane General Medical Clinic, a WVBCCSP Screening Provider, how to do a free clinic and they will tell you that dedicated staff make the difference.

Roane General Medical Clinic and the local surgical team, Roane Medical Associates, donated their time, staff and resources to meet the needs of West Virginia women.

Twice in 2004, this clinic held tremendously successful outreach clinics. In January, 69 women attended the clinic and 61



Jennifer Cox, CFNP; Barbara Ellis, CMA; Susan Gump, RN; and Kelly Jett, CPC.

were enrolled in the WVBCCSP program.

Again in November, a free clinic was offered and 48 women participated. This time 34 women were enrolled in the Program.

In addition to the free Paps, clinical breast exams and the pelvic exams, all in attendance were treated to a free brunch of fruit, muffins, coffee and juice. There were also door prizes galore.

Some comments heard from those present were: "How lovely it is that these folks care about us," "In this day and time, it is wonder-

ful to know that doctors care about women," and "I just can't believe they are doing all this for free and feeding us too."



Dr. Hong Kin Ng, MD (pictured here with Jennifer Cox, CFNP) and Dr. Alex DeSouze, MD, (not shown), surgeons with Roane Surgical also volunteered their time to make the clinics a huge success.

Make Things Happen

Thanks to the following providers who offered free clinics to West Virginia women throughout the month of January in honor of Cervical Health Awareness Month.

Region 1

Monroe Health Center—January 12; Union, WV Mercer Health Center—January 12; Bluefield, WV McDowell County Health Dept.—January 18;

Wilcoe, WV

CHS-Clearfork Clinic—February 17; Dorothy, WV

Region 2

- Community Health Foundation—January 21; Man, WV
- Guyan Valley Hospital—January 28; Logan, WV
- Logan County Health Department assisted with both clinics above.
- Ebenezer Medical Outreach Clinic—January 29; Huntington, WV

Region 3

- Raleigh Boone Medical Center—January 27; Whitesville, WV
- Cabin Creek Health Center—January 14; Dawes, WV

Region 4

- Greenbrier County Health Department— January 5, 12 & 26; Fairlea, WV
- Meadow Bridge Clinic—January 20; Meadow Bridge, WV

Region 7

Pinewood Medical Center—January 21; Grafton, WV

Region 8

Grant County Health Department—January 11; Petersburg, WV







Meadow Bridge Clinic staff, Vicki Baldwin, billing; Nikki Wright, LPN; Crystal Sheaves, FNP 2^{nd} year offered a free Pap day 1/20/05 with blood pressure, blood sugar and cholesterol.



The "Save Our Sisters Network" welcomed clients to the free clinic at the Ebenezer Medical Outreach Clinic Free Pap Day in Huntington.



A team of volunteers conducted a Free Pap Clinic at the Guyan Valley Hospital in Logan County.

Progress on HPV Vaccine Offers Great Hope



Data published earlier this month have created an opinion among many in the public health and research communities that we are on the brink of significantly eliminating the threat of cervical cancer. This would be a public health boon to many developing countries, which bear the brunt of the 230,000 annual deaths from this cancer. According to the

results of a phase II clinical trial published earlier this month in The Lancet involving more than 1,100 women, a human papillomavirus (HPV) vaccine was safe and effective at preventing viral infections, as well as the abnormalities in the cells often associated with them. The vaccine targets two HPV types, 16 and 18, which together cause about 70 percent of all cervical cancers. Although the women in the Lancet study were only followed for 27 months, the study provides evidence that immunization with this type of HPV vaccine can confer a high degree of protection against infection with specific types of HPV and could be a valuable tool in the battle against the primary cause of cervical cancer. Encouragingly, similar results with longer follow-up were reported a few weeks ago at an American Society of Microbiology meeting with an HPV vaccine that targets HPV type 16.

It was Drs. Mark Schiffman, Allan Hildesheim, and colleagues in the Division of Cancer Epidemiology and Genetics (DCEG) who made the initial discoveries that linked infection with HPV to the development of cervical cancer. And the companies producing these vaccines— GlaxoSmithKline (GSK) and Merck, respectively did so based on technology developed by NCI scientists, led by Drs. John Schiller and Doug Lowy in NCI's Center for Cancer Research (CCR). Work by Drs. Lowy and Schiller, and CCR colleagues laid the foundation for a "virus-like particle" HPV vaccine and the subsequent development and testing of the vaccine in animal models and early stage human trials that set the stage for the promising results seen in these recent phase II trials in these recent phase II trials. NCI involvement in HPV vaccine development has not abated. As reported recently in the NCI Cancer Bulletin, DCEG has initiated an 8-year, phase III study involving 12,000 to 15,000 women in Costa Rica to test GSK's HPV 16/18 vaccine. Costa Rica is just one of many developing countries that could benefit from an HPV vaccine. Cervical cancer rates there are alarmingly high, especially in coastal areas, where access to basic health care is extremely limited. Most developing countries do not have the infrastructure to operate cancer screening programs, lack the systems to ensure that women with a positive Pap smear get appropriate follow-up care, and must overcome cultural barriers that limit the effectiveness of available screening programs.

In addition to our efforts in HPV vaccine clinical trials, Drs. Schiller and Lowy, and colleagues are continuing their research in this area. Among other things, they have developed the rest high-throughput assay that can allow researchers developing HPV vaccines to more efficiently and affordably perform tests to determine if the vaccines can induce an immune response against other oncogenic HPV types. They have made this assay available to other researchers, generating increased interest and potentially accelerating the production of vaccines that protect against multiple HPV types. As was highlighted in the recent international issue of the Bulletin, NCI has a mandate to prevent and ease the suffering and death due to cancer worldwide. We have seen exciting advances in our international collaboration over the past decade and, with NCI leading the way in research to pursue new paths of cancer prevention and treatment, we are committed to translating these advances into a reduced global burden of cancer.

Dr. Andrew C. von Eschenbach, Director, National Cancer Institute NCI Cancer Bulletin, Nov. 2004

West Virginia Institutes a Breast Cancer Awareness License Plate

WVBCCSP would like to acknowledge the hard work and dedication of breast cancer survivor and volunteer, Patricia Davis for her dedication to breast cancer awareness. The Breast Cancer Awareness License Plate is now a reality due to Patricia's creative thinking, diligence and perseverance. With the support of Senator Mike Ross, Patricia lobbied the WV Legislature to support a breast cancer awareness license plate. We are happy to report that the WV legislature was supportive of this great idea and you can now purchase your own Pink Ribbon license plate. Applications can be obtained at regional DMV offices; at www.wvdot.com; or by calling 1-800-642-9066.

Patricia is now working hard to try to get sponsorship of a bill to ensure that all auxiliary funding from the sale of the license plate goes to the WV Diagnostic & Treatment Fund. As you know, every penny of the fund is utilized for diagnostic and treatment services for WV women. WVBCCSP encourages everyone with an interest in women's health to get a license plate.

Former Governor Bob Wise and Commissioner of Motor Vehicles, F. Douglas Stump introduced the Breast Cancer Awareness license plate to the public in October, 2004

"This is a wonderful opportunity to recognize the survivors of breast cancer," said Wise, a cancer survivor. "These are brave individuals who have taken responsibility both for their health and for seeking a cure to this dreaded disease. These license plates will serve as a frequent reminder that all of us must play a role in the fight for a cure."

On November 9, 2004, the BCCSP Leadership Team attended the commissioning ceremony for the West Virginia's breast cancer awareness license plate. It was commented on during the ceremony that West Virginia DOT had sent one of the new license plates to Senator John Edwards' (D-NC) wife, Elizabeth, who was recently diagnosed with breast cancer.



Now Available to West Virginians West Virginia Cancer Resources: A Patient's Guide

The West Virginia Comprehensive Cancer Program along with Mountains of Hope (the West Virginia Comprehensive Cancer Control

Coalition) recently released an updated version of "West Virginia Cancer Resources: A Patient's Guide."

This guide was created to introduce newly diagnosed cancer patients to the valuable cancer resources in our State, as well as the national resources that may be available to them. The guide includes information on:

• Cancer terms

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- Cancer treatment & stages
- Questions to ask your doctor
- Financial resources
- Treatment and side effects calendar
- Major cancer treatments
- Additional cancer information
- American Cancer Society resources
- Cancer Information Service resources

Copies were originally distributed to many doctors, health clinics, libraries, hospitals, and



other health care facilities throughout West Virginia. The Comprehensive Cancer Program is currently in the process of making this guide

available to many others throughout the State where newly diagnosed cancer patients could receive a copy. The American Cancer Society, WVBCCSP, and other local agencies are assisting with the distribution of the guide.

Response from the original guide was very positive. Those who received the guide early in their cancer diagnosis stated that it was an extremely valuable tool for them during such an overwhelming time. The second version of the guide includes updated information and a layout that is more user-friendly and attractive for patients.

The guide is FREE and currently available while supplies last. The guide can also be found online at www.wvdhhr.org, keyword: cancer.

If you would like to receive a copy of "West Virginia Cancer Resources: A Patient's Guide," please contact Cara Hedrick at (304) 558-7073 or email your request to carahedrick@wvdhhr.org.

CHANGE THE DATE! THIRD ANNUAL WEST VIRGINIA COLORECTAL CANCER LEADERSHIP SUMMIT: A DIALOGUE FOR ACTION

MAY 6-7, 2005 Stonewall Resort

Roanoke,West Virginia

LIMITED TO 120 participants



AUDIENCE:

Primary care providers (physicians, nurses, physician assistants), gastroenterologists, surgeons, pharmacists, legislators, policy makers, insurers, representatives of state health departments, government agencies, and service provider and advocacy organizations.

SUMMIT GOAL:

To increase colorectal cancer screening rates in West Virginia.

More summit details coming soon!

Department of Health and Human Resources.

For more information, contact the WVU Office of CE at (304) 293-3937, e-mail ce@wvu.edu, or visit our web site at www.ce.wvu.edu.

This summit is being developed in collaboration with the Cancer Research and Prevention Foundation's *Dialogue for Action* Program and the West Virginia Comprehensive Cancer Control Program, West Virginia

Breast Cancer Awareness Month Fundraising Update: Grand Total: \$82,778.34!

Every dollar raised during Breast Cancer Awareness Month (BCAM) goes to WV women for diagnostic and treatment services. Thanks to everyone who participated in BCAM Activities. Your hard work, participation, and support are appreciated.

★ 116 Attend ★ 2004 Volunteer Luncheon

The WVBCCSP Volunteer Appreciation Luncheon was held on November 17, 2004 at the Days Inn in Flatwoods. Over ninety-five volunteers came to be recognized for their dedication to helping promote Breast Cancer Awareness Month. Ms. Christina



Volunteers listening to presentations regarding Breast Cancer Awareness Month.

Mullins and Ms. Pat Meadows from the WV Bureau for Public Health were on hand to celebrate the volunteers' efforts in reaching out to WV women and stressing the importance of early detection, as well as raising money for the WV Breast and Cervical Diagnostic and Treatment Fund. Breast Cancer Awareness Month would not be the success it is without the tireless commitment from our volunteers.

THANK YOU!



Arrival Melissa Mealy, MA

Cancer Information Specialist Wheeling-Ohio County Health Department, 1500 Chapline Street, Room 106, Wheeling, WV 26003, Phone (304) 234-3720, Fax (304) 234-6405, Email:

melissamealy@wvdhhr.org, Region 6 (Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler)



Departure **Rachel Campbell**

Cancer Information Specialist, Rachel Campbell recently stepped away from her position with the WVBCCSP. Rachel has taken a new position as the Program Coordinator

aterna/

Melissa comes to WVBCCSP having earned her bachelor of science of the Outpatient Diabetes Education Program at degree in Psychology and a minor in Social Work from West Liberty State College. Melissa went on to obtain her masters in Mental Health and Research Institute. We would like to thank Counseling from Franciscan University of Steubenville. Most recently, Rachel for her service to the Program and wish her Melissa has worked as an Extension Educator with West Virginia University Extension Service in Brooke County with Family Consumer Science responsibilities. Previous work has included providing in-home therapy to

families, and working with The Stress & Immunity Breast Cancer Research Project out of the psychology department at Ohio State University.

Charleston Area Medical Center, Health Education the best in all future endeavors.

Robert C. Byrd Health Sciences Center



WVBCCSP recently mailed a memorandum to every provider regarding the provision of services by PHNPAT nurses. Please make sure that all administrators and PHNPAT nurses in your facility have read that document.

Key Points

- After consultation with the WV Board of Examiners for Registered Professional Nurses, it has been determined that physical examinations performed by PHNPAT certified nurses fall within the approved scope of practice for nurses in WV.
- It is important that the protocols followed by the RN are signed by a licensed physician and that the protocols identify the process for the RN to follow should an abnormal finding occur.
- WVBCCSP is requesting that all sites utilizing PHNPAT nurses create a standing written protocol that covers the requirements citied by the Board.
- Once this is in place, PHNPAT nurses can complete examinations without a physician on site, as long as this is provided for in the protocol.
- Beginning in February 2005, the Monitoring Team that visits your clinic will request a copy of the written protocol.

Worth It . This newsletter is for providers participating in the West Virginia Breast & Cervical Cancer Screening Program. If you would like to contribute information or article ideas for this newsletter, please contact:

You're

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