

WVBCCSP Provider Press

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New Colorectal Cancer Screening PSA Featuring Kathy Mattea

Mountains of Hope, West Virginia's Cancer Coalition, teamed up with West Virginia native and Grammy Award winning country music artist Kathy Mattea, to promote colorectal cancer screening around the state. The result of this collaboration is a series of public service announcements (PSAs) that are currently being aired throughout West Virginia on both radio and television. The PSAs focus on Kathy's personal story about how she lost her father to colorectal cancer.

West Virginia has some of the highest rates of colorectal cancer incidence and mortality in the nation and some of the lowest rates of colorectal cancer screening. If everyone aged 50 and older had regular screening tests, as many as 60% of deaths from colorectal cancer could be prevented. Colorectal cancer has positive treatment outcomes if caught early. According to the CDC, approximately nine out of ten people whose colorectal cancer is found early and treated are still alive five years later.

To learn more about colorectal cancer, visit the Centers for Disease Control and Prevention's website at: <http://www.cdc.gov/cancer/colorectal/>.

By Nikki Lyttle, MS
WVBCCSP Epidemiologist,
Chair, MOH Early Detection Subcommittee

For more information about Mountains of Hope log onto: www.wvmountainsofhope.org.

To watch Mountains of Hope's Kathy Mattea 60 second colorectal cancer PSA, please visit: <http://vimeo.com/24595423>



It is estimated that in 2011 approximately:

- ◆ 141,210 people in the U.S. were diagnosed with colorectal cancer
- ◆ 49,380 people in the U.S. died of the disease
- ◆ 1,140 West Virginians were diagnosed with colorectal cancer
- ◆ 420 West Virginians died of the disease

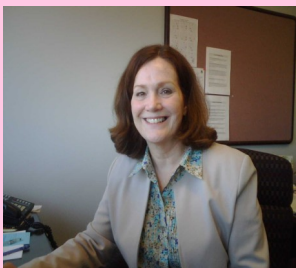
Resource: American Cancer Society: Cancer Facts & Figures 2011

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Director's Dialog: Hope Carries No Price

By GeorgeAnn Grubb, MPH



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During October, West Virginia and the nation celebrated Breast Cancer Awareness Month, and our world looked a lot pinker. Many have criticized these efforts as simply commercialization or marketing campaigns to sell products from chicken to t-shirts. Other critics complain that there has been an information over-kill about breast cancer and not enough awareness of other cancers and diseases. We can probably all agree with those who argue that awareness does not equal a cure.

To me, however, the month is about hope, and hope carries no price tag. We cling to hope when the future is uncertain, as it surely is today in the midst of the ever-changing economic and political scene. When things turn out better than we ever imagined, hope often gets the credit. Hope is the foundation on which we build our dreams and inspirations. Many years ago a very wise and talented 8-year old who was the daughter of one of my dearest friends, drew a picture for me of a child surrounded by flowers and birds on which she wrote the words "Hope is like air. We need it to live." Today she is a grown woman of 28 and a successful artist.

I want to acknowledge all of the efforts of the WVBCCSP Health Information Specialists, our community partners and the hundreds of volunteers throughout the state who walked, baked, sold raffle tickets, placed wreaths on public buildings, wore pink ribbons, and released balloons as symbols of hope and caring and their commitment to continue these efforts until they are no longer needed.

Hope is the cornerstone on which ordinary people accomplish extraordinary things. Last month I learned something about one of these extraordinary people. She is our CDC Project Officer, Latasha Sanders. On October 1st, Latasha rode her bike 60 miles as part of the Tour de Pink bike ride for breast cancer in Atlanta which is sponsored by the Young Survival Coalition's (YSC) Atlanta Affiliate. With the motto "Ride. Support. Inspire," the YSC Tour de Pink is much more than just a ride, it's a chance to honor survivors, raise awareness and support important programs for young women with breast cancer in the community. Latasha raised over \$2,400 for her efforts and was joined by over 600 riders who collectively raised more than \$300,000. Her story came as a surprise to those of who have worked with her over the past four years, but it also truly inspired us:

"I first want to say thank you so very much for supporting Latasha's Movement for Young Cancer Survivors. Not only am I a two time cancer survivor but I am also a family and friend survivor as well. I was introduced to cancer when I was in the 4th grade when my auntie was diagnosed. Since then I have watched and supported multiple immediate family members battle cancer (breast, ovarian, skin, and lung cancer). Instead of keeping quiet, I've decided to celebrate US. I am celebrating survivorship of 14 years of breast cancer and 1 year of ovarian cancer. This movement is for all of the young women who are and were diagnosed, survived, passed, and even you for supporting them in the fight."

-Latasha Sanders, CDC Project Officer for WVBCCSP, Atlanta, GA

"When you do nothing, you feel overwhelmed and powerless. But when you get involved, you feel the sense of hope and accomplishment that comes from knowing you are working to make things better. "

-Maya Angelou

GeorgeAnn Grubb

WVBCCSP and WISEWOMAN: Provider & Policy

WVBCCSP Screening Mammogram Reimbursement Policy

WVBCCSP enrolled women 50 - 64 years of age may receive a yearly Program funded screening mammogram when referred by a WVBCCSP Screening Provider.

WVBCCSP enrolled women 40 - 49 years of age **MUST** have a high-risk factor for developing breast cancer* in order to receive a Program funded screening mammogram.

• **One of the following risk factors must be documented on both the Patient Data and Referral Forms to ensure the mammogram is paid for by the WVBCCSP.**

* High-risk factors include:

- ♦ Previous personal history of breast cancer or abnormal breast biopsy result
- ♦ Family history of breast cancer
- ♦ Never had children
- ♦ First child born after age 30

WVBCCSP enrolled women under 40 years of age are not eligible for a Program funded screening mammogram.

WVBCCSP Diagnostic Mammogram Reimbursement Policy

Program enrolled women 25-64 years of age are eligible for a Program funded **diagnostic** mammogram with a clinical breast exam result of:

- ♦ Discrete palpable mass (suspicious of cancer)
- ♦ Bloody/serous nipple discharge
- ♦ Nipple/areolar scaliness
- ♦ Skin dimpling or retraction

Clinical breast exam results **MUST** be documented on both the Patient Data and Referral Forms to ensure reimbursement by WVBCCSP.

IMPORTANT REMINDER: *A surgical referral is required for these women, even if the mammogram and/or ultrasound results are negative or benign.*

Colposcopy Reimbursement for Women Under 25 Years of Age

A Colposcopy may be reimbursed for women 18 - 24 years of age who meet WVBCCSP eligibility guidelines and have a Pap test result of HSIL, AGC, Adenocarcinoma, or Squamous Cell Carcinoma. The woman must be enrolled into WVBCCSP prior to the colposcopy in order for the Program to reimburse the colposcopy.



WVBCCSP and WISEWOMAN: Provider & Policy

CHANGE FOR THE CANCER INFORMATION SPECIALISTS

The WVBCCSP Cancer Information Specialists (CISs)
have changed their title to
Health Information Specialists (HISs)

Reminders About the Diagnostic and Treatment Fund

- ♦ Diagnostic and Treatment Fund approval is valid for 60 days from the approval date.
- ♦ All covered procedures under the Fund must be approved prior to the procedure being completed.
- ♦ Invoices for approved D&T Fund procedures **MUST** be submitted to the WVBCCSP within 60 days of the date of service in order to ensure the procedure can be reimbursed.
- ♦ Abnormal cervical pathology **MUST** be submitted with the D&T application.
- ♦ All sections of the application must be completed. D&T applications will be denied if all information is not submitted completely and correctly.
- ♦ Approval/denial will be faxed and mailed as soon as the application is reviewed.
- ♦ Only West Virginia women with **NO** health insurance coverage are eligible for the Diagnostic and Treatment Fund.
- ♦ Pre-operative testing (i.e. blood work, chest x-ray, EKG, etc.) is not covered by the D&T Fund.

WVBCCSP/WISEWOMAN Enrollee Without a Social Security Number

If a woman comes to a WVBCCSP Screening Provider and does not have a Social Security Number, it is that provider's responsibility to call Nikki Lyttle, WVBCCSP Epidemiologist, at 304-356-4449 to obtain a number to be used as her WVBCCSP/WISEWOMAN Social Security Number. If you get Nikki's voice mail, leave a message, she will call you back as soon as possible.

If the enrollee is assigned a Social Security Number, please document this number on all WVBCCSP/WISEWOMAN forms including referrals just as you would a regular Social Security Number. This number will be used to ensure her records are accurately documented in the WVBCCSP/WISEWOMAN databases and for tracking payments for any reimbursable services.

WVBCCSP and WISEWOMAN: Provider & Policy

Medicaid Treatment Act Eligibility

Requirements:

- ♦ Must be a West Virginia resident
- ♦ Under 65 years of age
- ♦ Uninsured or lacking credible health insurance coverage
- ♦ Must be enrolled in WVBCCSP (does not have to meet income guidelines)
- ♦ Must be in need of or receiving treatment for breast or cervical cancer or certain pre-cancerous cervical conditions (based on colposcopy results)

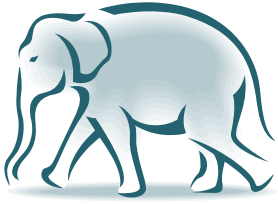
Note:

A woman can be under-insured and eligible for WVBCCSP. If she has credible health insurance, regardless of the deductible, she is NOT eligible for Diagnostic and Treatment Fund or Breast and Cervical Cancer Medicaid.

WISEWOMAN Program Reminders

- ♦ Clinics should be using only the new WISEWOMAN forms now.* Each form has 04/11 as the revision date. There is new information being collected on each of the revised forms. Please destroy all old WISEWOMAN forms.
- ♦ All of the questions on each form are required. Please complete the forms in their entirety. If, however, you are unable to obtain a measurement, please provide an explanation.
- ♦ Height, weight, blood pressure and labs are required. If a woman refuses to have her height, weight, and/or blood pressure measured and will not get blood work she is not a good candidate for the WISEWOMAN Program and should not be enrolled.
- ♦ Please review the Health History form with the patient. If she answers "Don't Know" to a question it is okay to review the information with her and change the answer prior to submitting it to the WISEWOMAN office.
- ♦ Remember to mark the time spent with the patient on both the LSI and Diagnostic Follow Up forms.
- ♦ Alert values **MUST** be seen within **7 days** of the original screening visit. If not, an explanation of why the woman was seen outside the 7 day window is needed (canceled apt., weather, etc.)

***NOTE:** If you are NOT a WISEWOMAN clinic and inadvertently received a packet of the new WISEWOMAN forms, please discard those forms or return them to the WVBCCSP. Thank you.



DON'T FORGET TO SAVE-THE-DATES

January is Cervical Health
Awareness Month!
Friday, January 20th is
“Wear Teal Day.”



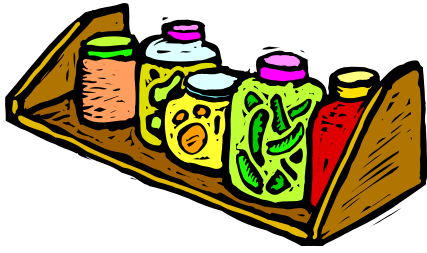
April 3-5, 2012
Public Health Nurses
Physical Assessment
Training (PHNPAT)
at Erikson Alumni Center,
in Morgantown

Women's Health Information Program (WHIPs)
(Formerly known as BCCIPs)

Monday, May 21 - Embassy Suites, Charleston

Tuesday, May 22 - Tamarak, Beckley

Tuesday, June 5 - Erikson Alumni Center, Morgantown



♥ Healthy Recipe Turkey Chili ♥

Prep Time:

15 Minutes

Cook Time:

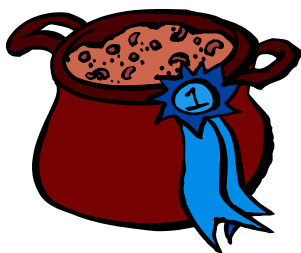
45 Minutes

Ingredients:

- 1 1/2 teaspoons olive oil
- 1 pound ground turkey
- 1 onion, chopped
- 2 cups water
- 1 (28 ounce) can canned crushed tomatoes
- 1 (16 ounce) can canned kidney beans - drained, rinsed, and mashed
- 1 tablespoon garlic, minced
- 2 tablespoons chili powder
- 1/2 teaspoon paprika
- 1/2 teaspoon dried oregano
- 1/2 teaspoon ground cayenne pepper
- 1/2 teaspoon ground cumin
- 1/2 teaspoon salt
- 1/2 teaspoon ground black pepper

Directions:

1. Heat the oil in a large pot over medium heat. Place turkey in the pot, and cook evenly until brown. Stir in onion, and cook until tender.
2. Pour water into the pot. Mix in tomatoes, kidney beans, and garlic. Season with chili powder, paprika, oregano, cayenne pepper, cumin, salt, and pepper. Bring to a boil. Reduce heat to low, cover, and simmer 30 minutes.



Nutritional Information:

Servings: 8

Amount Per Serving: Calories: 185 | Total Fat:
6.1g | Cholesterol: 42mg



WISEWOMAN End-of-the-Year Screening Challenge

By Sheryn Carey
Program Coordinator,
WV WISEWOMAN

In an effort to end the 2010-2011 Fiscal Year on a higher note, the WV WISEWOMAN team used the Women's Health Conference in May to issue a challenge to our clinics. The challenge: screen as many eligible women as possible from May 12 through June 29, 2011. During that seven week period, 328 WISEWOMAN participants were screened by 14 participating clinics. The total number of women screened was calculated after the end-of-year billing was submitted, at the end of August. For the year that ended on June 29, 2011, more than 2,000 women were served through the efforts of the WISEWOMAN clinics in West Virginia. Thank you so very much!

Thanks also to our partner, the WV Division of Tobacco Prevention and Kathy Danberry, Tobacco Cessation Program Manager, for so generously supporting the WISEWOMAN Program. When the WISEWOMAN team decided there should be three categories, meaning three winners for this contest, Ms. Danberry provided us with three \$100 Wal-Mart gift cards. Each winning clinic received a folding cart, office supplies, educational materials and one of the Wal-Mart gift cards.

The WISEWOMAN clinics that won the seven week challenge are:

| <u>Category</u> | <u>Winning Clinic</u> | <u>Number of Women Screened</u> |
|---------------------|---|---------------------------------|
| Health Department | Randolph-Elkins Health Department in Elkins | 24 |
| Free Clinic | West Virginia Health Right in Charleston | 77 |
| Primary Care Clinic | Women's Health Center of WV in Charleston | 26 |



**Congratulations to the staff
at each of these clinics!**





ACS Bridges: Cancer Screening Training for Community Health Workers



In August, the WVBCCSP Health Information Specialists (HISs) attended a two day cancer screening training for Community Health Workers (CHW) in Charleston. The training represents a collaboration between the American Cancer Society, South Atlantic Division, Inc. and the WV Breast and Cervical Cancer Screening Program.

The training emphasized reaching the priority audience, interacting with the community through one-on-one discussions, recognizing and working within the stages of change, and addressing screening barriers and health disparities in Appalachia. The participants were given opportunities to practice what they learned through role play and small group scenarios. They also received educational materials, a cancer resource tool-kit, and a small flip chart to use with patients. The training covered breast, cervical, and colorectal cancer screening and resources.

The goal of the Bridges Project is twofold: each Community Health Worker will talk with one hundred people in their communities about colorectal cancer screening and of those one hundred, each will navigate fifty of those people to colorectal cancer screening. This will be accomplished through small group educational sessions and subsequent one-on-one interactions with community members.

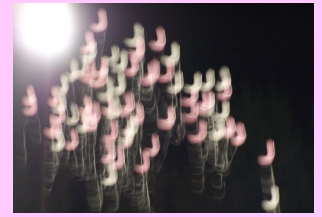
The WVBCCSP Health Information Specialists talked about the opportunities they have while working out in communities to reach out to people with colorectal screening information. They have begun their journey as Bridges between health care workers and the communities they serve, leading community members to colorectal cancer screening.



WVBCCSP Health Information Specialists and other Community Health Workers attended a two day training in the Capitol City.



Breast Cancer Awareness Month



Breast Cancer Awareness Month (BCAM), traditionally observed in October, is considered the month for educating the public about breast cancer. It is a month to remind all women about the importance of getting screened for breast cancer. The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) officially kicked off Breast Cancer Awareness Month (BCAM) on Saturday, August 27, 2011, with a Walk for Women in Princeton.

The WVBCCSP Health Information Specialists, along with an army of faithful volunteers, hosted 21 Walks for Women around the state. The WVBCCSP Volunteers spent over 6,000 hours planning and implementing numerous events and activities across the state. The Walks for Women and other events and activities held in October raised more than \$112,000.00.

This year, many schools got involved with BCAM. They sponsored breast cancer awareness activities and held many creative, innovative fundraisers. Teachers, students, coaches, sports teams, referees and fans joined in breast cancer awareness activities across the state. There was also a bra decorating contest at the Huntington Mall and there were “Bras Across the Bridge” displays in three counties. Some Walk participants collected dimes, some collected pennies. Cars were tagged in two parts of the state, raising over \$4,000.00. Two “flash mob dances” took place in North Central WV, and you can find them on Youtube! There were silent auctions, purse auctions, music festivals, 50/50 raffles, sporting events, breakfasts, luncheons and dinners throughout the state! Local hospitals, clinics, business leaders, politicians, community members and volunteers pulled together for BCAM.

All proceeds raised go to the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. The Diagnostic and Treatment Fund provides testing and treatment, for WV women that are uninsured, for services not covered by the WVBCCSP. Thank you for your dedication to the fight against breast cancer.



BCAM events
across
West Virginia



Breast Cancer Awareness Month



BCAM events
across
West Virginia



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM
You're Worth It

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:

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MARY BABB

RANDOLPH CANCER CENTER
at West Virginia University