

Goals Surrounding Cancer:

Goal 1: To reduce the burden of cancer on Hancock County residents through early detection and supportive services.

Impact Objectives (2-3 years):

1. By 2024 there will be a 3% increase in Hancock County women meeting clinical guidelines for breast cancer screenings (mammography).
 - a. Can be measured based on 2024 CHNA data on Women receiving breast cancer screening. Baseline from the 2021 CHNA found that 76% of the women met the American Cancer Society's Mammogram clinical guidelines.

2. By 2024 there will be a 3% increase in Hancock County women having received cervical cancer screening (pap-smear) within the past five years.
 - a. Can be measured based on 2024 CHNA data on Women receiving pap-smear screening. Baseline data from the 2021 CHNA found that 84% of women had received a pap smear within the past 5 years.

3. By 2024 there will be a 3% increase in Hancock County adults having ever been screened for colorectal cancer (via stool based or colonoscopy).
 - a. Can be measured based on the 2024 CHNA data on adults ages 45-65+ reporting having ever been screened for colorectal cancer. Baseline data from the 2021 CHNA found that 80% of adults from this age range reported having ever been screened for colon cancer.

4. Clinic providers will meet Accountable Care Organization (ACO) guidelines for screening recommendations of Hancock County patients by 2024.
 - a. The Accountable Care Organization feedback reports are given quarterly. Would simply need to find out what their set goals are and set ours to match.

5. By 2024 there will be a 2% increase in Hancock County residents battling cancer who are aware of the available support services given by Helping Us Give Support (HUGS) in Hancock County.
 - a. In year 2020, HUGS served 36 Hancock County residents.
 - b. Would be measured by the number of flyers distributed to patients (could collaborate with Dr. Veeder to make sure patients

are made aware of the services), interactions with social media posts, attendance at events.

c.

Outcome Objectives (5+ years):

1. By 2027, there will be a 5% increase in Hancock County women meeting clinical guidelines for breast cancer screenings (mammography).
 - a. Can be measured based on 2027 CHNA data on Women receiving breast cancer screening. Baseline from the 2021 CHNA found that 76% of the women met the American Cancer Society's Mammogram clinical guidelines.

2. By 2027, there will be a 5% increase in Hancock County women aged 25 years or older having received cervical cancer screening (Pap-Smears) within the past 5 years.
 - a. Can be measured based on 2027 CHNA data on Women receiving pap-smear screening. Baseline data from the 2021 CHNA found that 84% of women had received a pap smear within the past 5 years.

3. By 2027, there will be a 5% increase in Hancock County adults aged 45 and older having ever been screened for colorectal cancer (via colonoscopy or fecal colon cancer tests).
 - a. Can be measured based on the 2027 CHNA data on adults ages 45-65+ reporting having ever been screened for colorectal cancer. Baseline data from the 2021 CHNA found that 80% of adults from this age range reported having ever been screened for colon cancer.

4. Clinic providers will continue to meet Accountable Care Organization guidelines for screening recommendations of Hancock County patients for each year through 2027.
 - a. The Accountable Care Organization feedback reports are given quarterly. Would simply need to find out what their set goals are and set ours to match.

Success Indicator Measurement:

- Community Health Needs Assessment
 - Question 10: "About how long has it been since you had the following tests/screening done"
- Hospital Records
- Accountable Care Organization provider reports-given quarterly.
- Pre/Post survey of cancer patients (or focus group from Hancock County HUGS group) to identify supportive needs of cancer patients and whether we could address them.
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- Evaluating the number of patients provided supportive services by HUGS against the number that was being served at baseline (currently).

Interventions:

- Yearly provider education on cancer screening guideline recommendations based on age and sex (could be more frequently as ACO reports are given quarterly).
 - MH
- Develop 2 community cancer screening education campaigns to educate county residents on the benefits of receiving regular cancer screenings.
 - Focus on the Farmer cancer risk information program (Late June)
 - Could include skin cancer information/screening (could be led by MH Dermatology)
 - Could include education on farming environmental risks (pesticide use safety, testing well-water for nitrates, etc.) (Could be led by HCHD environmental health division).
 - Breast Cancer Awareness Campaign/THINK PINK (October)
 - Can include information on breast cancer screening, testimonials on the benefits of screening from breast cancer survivors, education on hereditary risk factors for breast cancer, etc.
 - Education could be provided at the annual Hancock County Fights Cancer Event (Late May/Early June).
 - MH, HCHD
- Use Social Media/Marketing to educate community members on the value of cancer screenings.
 - Can use social media, radio podcasts, flyers, brochures, etc.
 - Collect testimonials from community members who have benefitted from early cancer detection to be used as promotional/anecdotal support for cancer screenings.
- Create a survey for current cancer patients living in Hancock County to identify further areas of support services that are needed for those battling cancer.
 - MH, HUGS
- Establish a protocol that all patients diagnosed with cancer are given information about HUGS, how to contact them, and the services that they provide
 - Could ask if Dr. Veeder could give the informational flyer/brochure to his patients being treated at Memorial Hospital. HUGS pamphlets provided in the oncology specialty clinic.
 - MH
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Goal 2: To reduce the burden of cancer by creating awareness of cancer risk factors in Hancock County through wellness campaigns and cancer risk education.

Impact Objectives (2-3 years):

1. Increase awareness of cancer risk factors for 3% (~550 people) of Hancock County residents by 2024.
 - a. Would be measured by the number of interactions with cancer education campaign events and social media posts. Each interaction could translate to 1 additional person receiving some form of cancer risk education.

Outcome Objectives (5+ years):

1. Increase awareness of cancer risk factors for 5% (~890 people) of Hancock County residents by 2027.
 - a. Would be measured by the number of interactions with cancer education campaign events and social media posts. Each interaction could translate to 1 additional person receiving some form of cancer risk education.

Success Indicator Measurement:

- Records on number of participants attending community education events (through sign-ins, flyers distributed, etc.).
- Records on social media interactions (likes, shares, comments, etc.).

Interventions:

- Develop health education campaign to improve cancer risk awareness for residents in Hancock County.
 - MH and HCHD
 - Focus on the Farmer cancer risk information program
 - Could include skin cancer information/screening (could be led by MH Dermatology)
 - Could include education on farming environmental risks (pesticide use safety, testing well-water for nitrates, etc.) (Could be led by HCHD environmental health division).
 - Breast Cancer Awareness Campaign for October (Think Pink)
 - Education could be provided at the annual Hancock County Fights Cancer Event.
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- Monthly social media campaigns on tobacco cessation, alcohol cessation, and environmental risk factors for cancer.
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