



*Resources available through the NYS DOH Cancer Services Program to promote awareness about the importance of breast, cervical and colorectal cancer screening and to improve the quality of cancer screening-related care received by New Yorkers.*

## Public Education Materials

The Cancer Services Program (CSP) offers various materials about breast, cervical, colorectal and prostate cancer. These materials can be used to educate patients and clients about cancer prevention, screening, diagnosis and treatment. All public education materials can be ordered, free of charge, using the NYSDOH Cancer Materials Order Form ([http://www.health.ny.gov/forms/order\\_forms/cancer.pdf](http://www.health.ny.gov/forms/order_forms/cancer.pdf)) unless otherwise specified.

## Breast Cancer



The **Breast Cancer Screening and Prevention Fact Sheet** provides information about breast cancer screening, risk factor assessment, prevention, current screening recommendations, and access to screening services. The fact sheet is available in English and Spanish online and in print.

The **Breast Cancer Treatment – What You Need to Know Booklet** includes information about treatment options such as targeted therapies, information about insurance coverage, how to access treatment through public insurance options for the uninsured, and information for cancer survivors about staying healthy after treatment. This booklet is legislatively mandated by Section 2404 of the Public Health Law and also complies with the Breast Reconstruction Law that went into effect in January 2011. The booklet is available in English and Spanish in print and is available in English, Spanish, Russian and Chinese online at [http://www.health.ny.gov/diseases/cancer/educational\\_materials/](http://www.health.ny.gov/diseases/cancer/educational_materials/). A referral card with the web address for the online version of the booklet is also available.



**Pink & Black Poster** (28 x 11) depicts ten breast cancer survivors with the tagline “Breast cancer survivors come in all colors. A mammogram made the difference for us.” This poster is available in English in print.

## Cervical Cancer

A **30-second Cervical Cancer Radio PSA** that educates women who are rarely or never screened for cervical cancer is available as an mp3. For more information or to request the use of this PSA, email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

## Colorectal Cancer



The CDC **Colorectal Cancer Screening Saves Lives tri-fold brochure** includes information about colorectal cancer such as screening options, symptoms, risk factors and prevention. This brochure is available in English in print.

The CDC **Busy People poster** (11 x 17) depicts men and women who have taken time out of their day to get screened for colorectal cancer. The tagline reads “What do these busy people have in common? They all got screened for colorectal cancer. If they have time, so do you.” This poster is available in English in print.

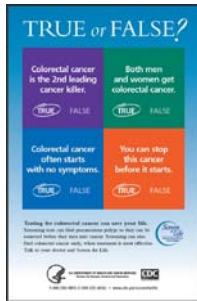


The CDC **This is Personal poster** (11 x 17) tells actor Terrence Howard’s story about his mother’s early death from colorectal cancer. The tagline reads “...my mother died when she was only 56. Let my heartbreak be your wake-up call.” This poster is available in English in print.

Colorectal cancer is the second leading cancer killer in the U.S., but it is largely preventable. If you're 50 or older, please get screened. Screening from professional guides, so they can be removed before they turn into cancer. And screening from colorectal cancer only when symptoms make that. It's just as important to get a general or family history of polyps or colorectal cancer in you have inflammatory bowel disease — ask your doctor when to start screening. [www.cdc.gov/cancer](http://www.cdc.gov/cancer)

The **fecal immunochemical test (FIT) brochure & poster** include information about the benefits of an inexpensive and easy to use at-home colorectal cancer screening test that does not require dietary or medication restrictions, is easy to complete in the privacy of one’s home, and does not require time off from work. The brochure is available in English, Spanish, Russian and Chinese online and in print; the poster is available in English and Spanish online and in print.



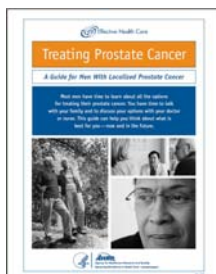


The CDC **True or False** poster (8.5 x 11 and 11 x 17) asks four true or false questions to impart important facts about colorectal cancer and the benefits of early detection. This poster is available in English in print.

CDC **Screen for Life** radio, TV and print PSAs are available to recruit men and women for colorectal cancer screening. Requests for these materials can be made via email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

**My Health Counts! Understanding Colorectal Cancer DVD** is a 30-minute patient education program to educate the public about the risks of colorectal cancer and encourage them to work with their doctors to understand and make informed choices about screening. The program provides viewers with answers to the following question: What do I need to know, do and act upon in partnership with my doctor to ensure I receive the highest quality preventive care? This DVD can be requested via email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

## Prostate Cancer

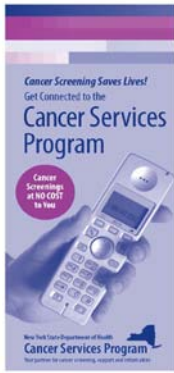


The Agency for Health Research and Quality (AHRQ) **Treating Prostate Cancer: A Guide for Men with Localized Prostate Cancer** is a decision guide about four common treatments for prostate cancer and their side effects. This decision guide is available in English online and in print.

## Cancer Services Program Materials and Information

The **Cancer Services Program web page** is a user-friendly, consumer-focused resource for uninsured NY residents in need of free cancer screening services. The page is a basic, easy-to-understand introduction to the CSP. Because we know that increasing numbers of men and women in our priority population are accessing the Internet for health information, our goal is to provide information in a clear and concise manner to lead more people into the program. The CSP page can be accessed from the NYSDOH web site at <http://www.health.ny.gov/diseases/cancer/services/>.

The **CSP toll-free referral line, 1-866-442-CANCER (2242)**, is a statewide, toll-free number operated 24 hours a day, seven days a week. The referral line directly connects callers to CSP contractors for breast, cervical and colorectal cancer screening services or sliding-fee schedule genetic counseling services.



The **CSP promotional materials (tri-fold brochure, rack card, and referral business card)** provide general CSP information summarizing the services provided by the CSP and its contractors. These materials promote CSP cancer screening services with the ultimate goal of recruitment of the priority population and providers. These materials are available in English in print and available in English and Spanish online.



The **CSP Fact Sheet and NYS Medicaid Cancer Treatment Program Fact Sheet** provide information about eligibility for each of these programs and can be used to educate program providers and partners.



The **CSP Program Update** is a periodic program communiqué containing information, updates and opportunities pertinent to CSP operations. The *Program Update* is distributed to CSP contractors, health care providers, and partners via email. For a copy of the most recent edition, email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

## Professional Development Resources

**“Promoting Cancer Screening: Office Systems for Success”** is a video broadcast exploring how implementing office systems can increase adherence to cancer screening guidelines for breast, cervical, and colorectal cancer. These systems include simple, proven, non-electronic methods and the use of electronic medical records (EMRs). The CME-granting archived broadcast can be accessed online at [http://www.albany.edu/sph/cphce/phl\\_0111.shtml](http://www.albany.edu/sph/cphce/phl_0111.shtml).

**“Appropriate Colorectal Cancer Screening: How Are You Doing?”** is a video broadcast that provides information about current colorectal cancer screening guidelines, the pros and cons of available screening options, and the evidence against the use of single slide, in-office fecal testing for cancer screening. Patient barriers and health disparities are also discussed. The CME-granting archived broadcast can be accessed online at [http://www.albany.edu/sph/cphce/phl\\_031711.shtml](http://www.albany.edu/sph/cphce/phl_031711.shtml).

The CSP and the American Society of Radiologic Technologists (ASRT) provide two continuing education programs, **“Finding a New Groove: Positioning for Digital Mammography”** and **“Breast Imaging Update,”** to every mammographer in NYS. These courses are offered at no cost to providers. Free, online access allows providers to log onto the website 24/7 to read the course and complete the post-test. The courses are now available on the ASRT Learning Management System at [www.asrt.org/store](http://www.asrt.org/store). Each mammographer simply needs to register with the ASRT at [www.asrt.org/nymammo](http://www.asrt.org/nymammo). Once registered, an e-mail will be sent to each person with an individual promotional code to access the courses for free. CEUs are available to those who complete the online courses within one year.

The CSP, in association with the State University of New York University at Albany School of Public Health, conducts **Clinical Breast Exam (CBE) Skills Update training sessions**. The daylong training sessions are held in various locations around New York State and are designed to refine and standardize CBE palpation and documentation skills. The School of Public Health issues CME/CEU credits to participants who complete the post test and evaluation. For information about upcoming CBE Skills Update sessions, email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

The NYSDOH Bureau of Community Chronic Disease Prevention, Bureau of Chronic Disease Control, and Bureau of Injury Prevention periodically offer **“Pack Your Bags: Essentials for the Road to Cultural Competency” trainings** for public health and traffic safety professionals. The free, one-day trainings are designed to help participants reach culturally diverse groups in their communities more effectively through improved cultural understanding and communication. For information about upcoming cultural competency trainings, email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

## Resources, Presentations and Technical Assistance

CSP staff members are skilled clinicians and public health professionals that are available to provide **training, technical assistance and written materials** on a number of topics, including information about how to implement evidence-based patient reminder tools and health care systems to improve cancer screening rates. Staff can provide information and resources on the following:

- The importance of increasing guideline concordant, population-based breast, cervical and colorectal cancer screening rates
- The CSP launched an evidence-based client reminder tool, working with Warm Health Inc., to initiate an **Interactive Voice Response (IVR) system** to increase colorectal cancer screening rates among CSP clients. IVR uses tailored, scripted, automated phone calls that interact with clients based on their responses to questions about colorectal cancer screening. This tool has been used successfully by insurance companies looking to increase rates of cancer screening among members and is currently being piloted across the country for other chronic disease reminders and tobacco cessation activities. For more information about the IVR initiative, email [canserv@health.state.ny.us](mailto:canserv@health.state.ny.us).

- The public health impact of population-wide access to preventive care through the Affordable Care Act.
- Benefits of patient navigation on adherence to recommended screening guidelines and removal of language, geographical and knowledge barriers to preventive care.

## New York State Web Resources

- NYS Cancer Registry and Cancer Statistics  
<http://www.health.ny.gov/statistics/diseases/cancer/>
- NYS Cancer Consortium featuring the NYS Comprehensive Cancer Control Plan  
<http://www.nyscancerconsortium.org/index.aspx>
- NYS Behavioral Risk Factor Surveillance System (BRFSS) Data and Summary Reports  
<http://www.health.ny.gov/nysdoh/brfss/>

## Centers for Disease Control and Prevention (CDC) Web Resources

- *Inside Knowledge* gynecological (cervical, ovarian, uterine, vaginal and vulvar) cancers campaign materials (print, radio, TV) <http://www.cdc.gov/cancer/knowledge/index.htm>
- *Screen for Life* colorectal cancer campaign materials (print, radio, TV)  
<http://www.cdc.gov/cancer/colorectal/sfl/>
- *What You Don't Know Can Kill You* PSA (:60) about the importance of breast and cervical cancer screening <http://www2c.cdc.gov/podcasts/player.asp?f=2372180>
- Health-e-Cards and messaging including reminders about breast, cervical, and colorectal cancer screening <http://www2c.cdc.gov/ecards/>
- Behavioral Risk Factor Surveillance System (BRFSS) Annual Survey Data 1984-2010  
[http://www.cdc.gov/brfss/technical\\_infodata/surveydata.htm](http://www.cdc.gov/brfss/technical_infodata/surveydata.htm)