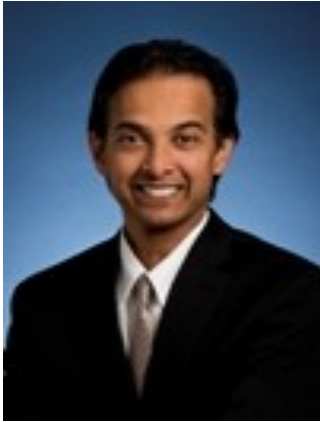


The Quarterly

A Newsletter for Primary Care Providers

A message from... Dr. Derek Muradali



Derek Muradali MD, FRCP (C)
Radiologist-in-Chief
Ontario Breast Screening Program

October is Breast Cancer Awareness Month. At this time, I would like to take the opportunity to highlight a program that has helped fight the devastating effects of breast cancer over the past two decades. Between 1990 and 2009, breast cancer mortality in Ontario has dropped by 31.5% for women of all ages. While this improvement in survival is due to multiple factors, early detection through breast cancer screening has been a key contributor to this success.

Since 1990, the Ontario Breast Screening Program (OBSP) has performed mammograms on more than a million women across Ontario. It is overseen by a multitude of people throughout the province, all of whom share the same vision of providing high quality care to the women of Ontario.

The program has been designed around the patient. For quick and convenient access to the program, we allow women to self-refer for a mammogram. Once they are in the program, we send reminder letters to let them know when they are due to return for their next screen.

The OBSP continues to evolve and grow in many ways. We have the first organized high risk screening program in the world, and imaging has grown from just mammography to include ultrasound, MRI and image guided biopsies.

The robustness of our quality assurance measures has allowed the program to gain an international reputation. Recently, based on the data collected by hundreds of OBSP staff across the province, we published a paper on cancer detection with different types of mammography which promoted changes in our program, gained a strong response from the scientific community and affected practices internationally. It is unusual that a single scientific paper can question best practices across the world.

One of the most stressful experiences for women in any screening program is receiving an abnormal screening result. While most of these are eventually found to be benign, we understand the anxiety this can cause. In the program, our navigators go above and beyond to advocate for these patients and are dedicated to guiding them through their journey. Also, through the monitoring of wait times from screening to the completion of all diagnostic tests, we ensure that women with breast cancer can initiate treatment as soon as possible and those without breast cancer can quickly return to their normal routine.

While many eligible women in Ontario are screened within the OBSP, many still undergo mammography outside of the OBSP. There are obvious advantages for women (and their providers) to participate in an organized program and for these reasons we would hope that in the future, all eligible women in Ontario will receive their breast cancer screening through the OBSP. Nevertheless, the most important message that I want to convey is that women should be screened regularly – regardless of where their screening is performed.

For more information on the OBSP, please visit: www.cancercare.on.ca/OBSP

Stylists Save Lives

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This October, for Breast Cancer Awareness Month and National Cervical Cancer Awareness Week (October 20 to 26) selected hairstylists in the Central LHIN are educating their clients about cancer screening. Stylists have a unique relationship with their clients which enables them to raise awareness about this important topic!

October is Breast Cancer Awareness Month!

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Georgina NP Clinic—Pap Test Campaign

Evelyn Akinbinu—Health Promoter
Georgina NP Clinic

According to the Public Health Agency of Canada, 15% of women have never been screened for cervical cancer and 30% have not been screened in the last 3 years.

The Georgina Nurse Practitioner Led Clinic will join primary care providers across Canada to take a stand against cervical cancer by taking part in the Pap Test Campaign by the Federation of Medical Women of Canada. Our nurse practitioners will be devoting their time to offer Pap test clinics throughout the week of October 21-25, 2013 where overdue patients and women from the community can walk-in and get screened. This campaign not only targets under screened women, it encourages women from the community who are reluctant to have their Pap test if they have a male primary care provider.

The Georgina Nurse Practitioner Led clinic provides high quality cancer screening care to their patients and community. While this campaign is a concentrated effort to screen women during Cervical Awareness Week, women from the community with a valid health card can book an appointment for cervical screening year-round. If you have a patient that would benefit from this service please contact us for more information.

If you practice in the Georgina community, you may see the catchphrase “Pap tests saves lives” echoed throughout the community. The use of social media will be integrated in this year’s campaign, and promotional materials such as videos and flyers will be posted on the clinic’s website, Facebook page and TV screens in the clinic waiting area.

As a clinic our primary goal is to save lives and improve patient outcomes. Screening is one of the surest ways we can achieve that goal!

Contact us at: Tel: (905) 722-3251 / Fax: (905) 722-3422 / e-mail: info@gnplc.ca



Cancer and alcohol...what is the connection?

Norma Prosser—Public Health Nurse
Regional Municipality of York

Alcohol is a risk factor for breast cancer as well as cancers of the mouth, pharynx, larynx, esophagus, liver colon and rectum. Reduce the risk by limiting alcohol consumption.



Facts

- Women who drink one to two alcoholic drinks per day increase their risk of breast cancer by 10 per cent
- Using alcohol with tobacco causes greater cancer risk than using either one alone.
- Current evidence does not identify a general “safe” level of alcohol consumption for which there is no risk.
- The World Cancer Research Fund recommends that if alcohol is consumed to limit consumption to no more than one drink per day for women and no more than two drinks per day for men; less is better.

If you would like a poster or fact sheets about alcohol and cancer risk to use in your office, please contact Sherry-Ann Nisula by phone at 905-830-4444 ext. 3052 or by email: sherry-ann.nisula@york.ca.

Quality Improvement Initiatives in the Central LHIN

Kate Smith—Coordination Advisor
Regional CS Program

The Central LHIN Regional Cancer Screening Program provides clinical leadership, education and awareness to primary care providers with the goal of enhancing engagement and outreach to under/never screened populations.

Quality improvement initiatives planned for the region include:

- **Screening Partners Program:** Collaborating with primary care providers and their staff in geographically identified under/never screened areas to become screening partners in their community.
- **Cancer Screening and Prevention Education Day 2014:** Topics will include screening program updates, screening rates, DAPs, high risk breast screening and referral recommendations for symptomatic patients.
- **Resource Package:** The Regional Cancer Screening team is currently assembling a screening and referral resource package for easy reference for your practice. This resource package will be available soon!

If you or a member of your staff is interested in the Screening Partners Program please contact Kate Smith, Coordination Advisor at kasmith@southlakeregional.org.

Stylists save lives—Ask me how

Joy Elkayam—Coordination Advisor, Regional CS Program
Alisha Somji—Jr. Health Promoter, Regional CS Program

Stylists can save more than a bad hair day!

The Regional Cancer Screening Program has partnered with stylists from 16 salons in the region and the Canadian Cancer Society to raise awareness about the importance of routine breast, cervical and colon screening. **Stylists Save Lives** is an initiative adapted from the Central West Ontario *Be a Breast Friend Project*.

Hairstylists utilize their personal relationships with clients to share the importance of screening. Each salon mirror features a sticker reading “Stylists save lives. Ask me how.” to prompt discussions between stylists and clients. Stylists will share the key cancer screening messages and finish the discussion by providing a gift bag to each client that includes a Regional Cancer Screening Program magazine, **ScreenZine**, with further information. The Regional Cancer Screening team has educated and trained stylists one-on-one to deliver the following key messages:



- Women 50+ should have a mammogram every two years; they can book one by contacting the Ontario Breast Screening Program.
- Women 21+ should have a Pap test every three years (if ever sexually active).
- Men and women 50+ should do a simple, at-home colon screening test every two years.
- Be body aware! If you notice any changes or unusual symptoms, talk to your healthcare provider.
- Talk about your medical and family history with your healthcare provider. You may need to be screened earlier, more often or checked for other cancers.

How can you get involved?

- Order copies of **ScreenZine** for your practice. **ScreenZine** contains patient stories, prevention tips and top screening questions answered. It is a perfect short read for patients in the waiting room. Contact the Regional Cancer Screening Program to preview a copy or to order a supply for your office.
- Contact the Regional Cancer Screening Program to let us know if your patients mention learning about screening at a hair salon. Contact information is located below.
- Continue screening, referring and providing information based on Cancer Care Ontario guidelines. Resources for healthcare providers can be found at www.cancercare.on.ca/pcresources/
- Visit www.facebook.com/StylistsSaveLives for a list of participating salons and to like *Stylists Save Lives* on Facebook.

Contact us: Email: ICSRRegional@southlakeregional.org
Tel: 905-895-4521 ext. 6065 Fax: 905-952-2461

2nd Annual Central LHIN Oncology Day for Primary Care: *Treatment and Beyond*

Danielle De Castro—Administrative Assistant
Regional Cancer Program

As the Regional Cancer Centre for Central LHIN, the Stronach Regional Cancer Centre at Southlake invites our LHIN partners to participate in the 2nd annual Central LHIN Oncology Day on **Friday, October 18th**. This educational event is open to family physicians and nurse practitioners, internists, other specialists, nurses and allied health professionals with an interest in the care of patients with a cancer diagnosis.

The overall objectives of the day are to:

- Discuss the collaborative role of primary care providers in the follow-up care of cancer patients.
- Evaluate the current landscape of post-treatment surveillance and survivorship in breast cancer and colon cancer and its relevance to the primary care provider's practice.
- Review the management of common issues in patients who have undergone cancer treatment.

Full agenda details and registration form can found at the following:
www.southlakeregional.org/Default.aspx?cid=903&lang=1



Physicians' corner—Register for ONE@ID

Lora Webb—Administrative Assistant
Regional CS Program

ONE@ID

On Friday, October 18th, representatives from ONE@ID will be onsite at the 2nd Annual Oncology Day to answer all of your questions and facilitate registration. If you have yet to register to receive your Screening Activity Report electronically, stop by and speak to a representative. To register, you will require two forms of ID—one must be a government issued ID such as a driver's license or passport.

Where: 2nd Annual Oncology Day, Southlake Regional Health Centre—Medical Arts Building, Level 6

Event info: www.southlakeregional.org/Default.aspx?cid=903&lang=1

Smoking cessation—Introducing third-hand smoke

Matthew George—Smoking Cessation Advisor
Regional CS Program

As the Regional Cancer Program works to standardize smoking cessation as part of the ambulatory standard of care, third-hand smoke and its impact on treatment, healing and disease risk must not be discounted. Third-hand smoke, a newly coined term, is the residue left behind by combustible tobacco products that can release back into the air. Invisible chemicals and toxins can linger on surfaces and dust long after a cigarette or cigar is extinguished and can be inhaled, swallowed or absorbed through the skin. As more research emerges on third-hand smoke, expect to hear more about its associated risks and potential negative effects.

What you need to know

Carcinogens	<ul style="list-style-type: none"> • Polycyclic aromatic hydrocarbons (PAH) • Heavy metals (e.g., arsenic, lead, cadmium, mercury, cyanide) • Tobacco specific nitrosamines • Nicotine
Who is at risk?	<ul style="list-style-type: none"> • Everyone is at risk • Babies and infants are at an increased risk because of high levels of skin and mouth contact with surfaces with can host third-hand smoke
What are the related risks?	<ul style="list-style-type: none"> • Increased risk of cancer • Increased risk of heart disease • Increased risk of heart attack and stroke
Infants are at risk for:	<ul style="list-style-type: none"> • Sudden infant death syndrome • Asthma and bronchitis • Developmental delay

Stay tuned...The January 2014 issue will feature:

- **Mammoth**
- **Patient screening experience video**
- **Colon cancer screening options**
- **Smoking cessation and the Regional Cancer Program**

Newsletter submissions

The Quarterly newsletter is published by the Regional Cancer Screening Program for primary care providers within the Central LHIN. Story ideas and feedback are welcome. Please forward your ideas or submissions to:

ICSGlobal@southlakeregional.org

E-mail list

If you would like to be added to the e-mail list for future issues of The Quarterly, easy access to electronic resources and as well as screening updates please e-mail:

ICSGlobal@southlakeregional.org



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