

Clearing the Air for Cancer Screening

**CMH/OHSU Knight Cancer Collaborative
American Lung Association**



CMH

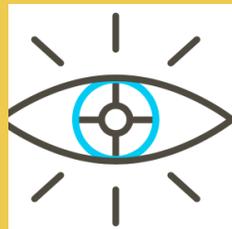
**BUILD HEALTH
BUILD RESILIENCY
BUILD COMMUNITY**

Mission Statement



We help people live
their healthiest lives.

Vision Statement



A national leader in rural
healthcare, improving the health and
well-being of our community and
beyond.

AMERICAN LUNG ASSOCIATION

Our Mission

To save lives by improving lung health and preventing lung disease.



CMH IDENTIFICATION OF NECESSITY

CLATSOP COUNTY COMMUNITY ASSESSMENT REPORT

OCTOBER 2018

OHSU Knight Cancer Network



Key Findings:

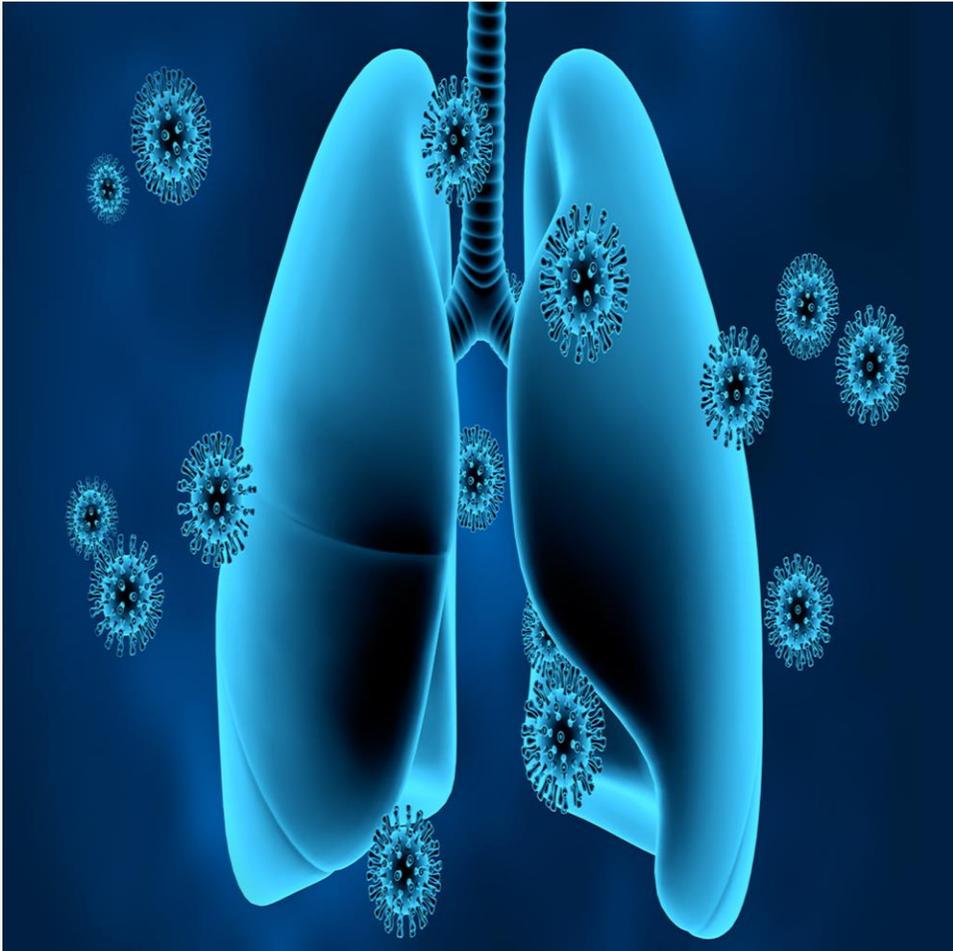
- Lung & Bronchus 3rd most common
 - Clatsop Co Men, 2nd highest in the state
 - 81.6 new cases/100,000 residents
- 72% of all lung cancer diagnosed was Stage IV
- Highest Rate of Tobacco Use
 - 26.7% Clatsop 32.5% Tillamook
- All North Coast Counties fall below the state average for cancer screenings

DEVELOPMENT OF LDCT SCREENING PROGRAM



- Partnership
 - CMH Cancer Center & CMH Imaging
 - OHSU Knight Cancer Institute
- Low-Dose CT Screening Program
 - Protocols & Guidelines
 - Patient Toolkits
 - Provider Education Materials
 - Purchase of Software
- Enhance Community Cancer Prevention & Screening Event

IMPACT OF COVID-19



- Changed the Hospital Priorities
 - LDCT Screening Program on Hold
- Cancellations of Community Events
- Fewer Patients Undergoing Screenings
- The Rise of QR Codes

CMH IDENTIFICATION OF NECESSITY

Key Findings:

- Asthma & Cancer > Top Chronic Conditions
- Mortality
 - Cancer exceeds Oregon 194.2 per 100 K
 - Chronic Lower Respiratory Disease
- Top Diagnosis for AED Visits
 - Bronchitis & Upper Respiratory Disease



CLEAR THE AIR
For Your Lung Health

While even non-smokers can develop lung cancer, smoking tobacco is by far the leading risk factor associated with lung cancer.

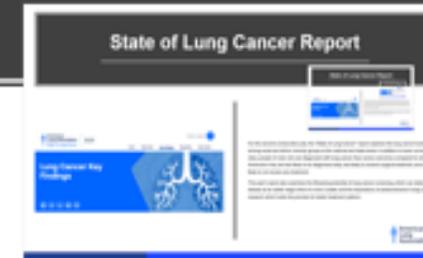
The risk of lung cancer increases with the length of time and number of cigarettes smoked.

More people die from lung cancer than from any other type of cancer. In 2020, cancer was the leading cause of death in Clatsop and Columbia counties.

2022 North Coast Community Health Needs Assessment

ALA IDENTIFICATION OF NECESSITY

State of Lung Cancer Report



For the second consecutive year, the "State of Lung Cancer" report explores the lung cancer burden among racial and ethnic minority groups at the national and state levels. In addition to lower survival rates, people of color who are diagnosed with lung cancer face worse outcomes compared to white Americans: they are less likely to be diagnosed early, less likely to receive surgical treatment, and more likely to not receive any treatment.

This year's report also examines the lifesaving potential of lung cancer screening, which can detect the disease at an earlier stage when it's more curable, and the importance of advancements in lung cancer research which holds the promise for better treatment options.

ALA IDENTIFICATION OF NECESSITY

The Need: Oregon Ranks 22 for Screening

LUNG CANCER RATES

- The rate of new lung cancer cases is 53 and significantly lower than the national rate of 58.
- Oregon ranks 12th among all states for new cases, placing it in the average tier.

HOWEVER,

- Despite the early diagnosis rate in Oregon falling into the average tier, the state still has work to do to get those at high risk for lung cancer screened.
- In Oregon, the survival rate is 20% among black Americans, but 26% for white Americans.

State of Lung Cancer 2021 Oregon



Highlighted Disparity

Indigenous Peoples in Oregon are most likely to be diagnosed with lung cancer

Surgery

- 17 out of 49
- Average



Survival

- 8 out of 45
- Above Average



Early Diagnosis

- 9 out of 49
- Above Average



EVENT CONNECTIONS

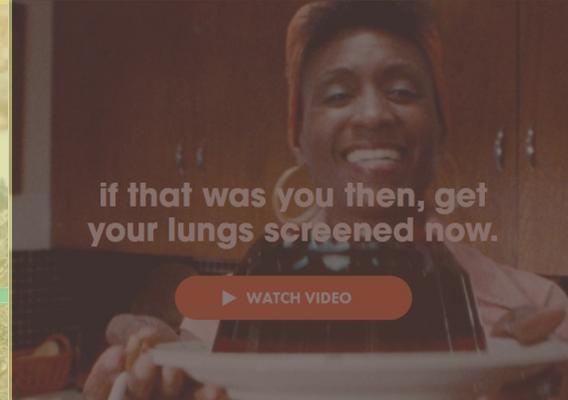
CMH Leadership
CEO & COO

2022
Rural Health
Conference



Genentech
Advocacy Manager
Account Manager
Healthcare Director

Lung Cancer
Screening
Resources



American
Lung Association

Astoria Finish Line
Aligned Mission



EVENT DESIGN

CMH Community Wellness Sponsor



- 1) Improve Community Health & Wellness
- 2) Grow Healthcare Services

The American Lung Association serves all Americans through four strategic imperatives:

-  Defeat lung cancer
-  Champion clean air for all
-  Create a tobacco-free future
-  Improve the quality of life for those with lung disease and their families

ALA Reach the Beach



EVENT PLANNING



May 20, 2023.

New Route, Same Great Experience



The tradition continues, but with a fresh look.

We are excited to announce that the 2023 Reach the Beach will offer a scenic ride from Sauvie Island to Astoria. This new route will largely avoid main highways, travelling instead through the mountains via Mist and Jewell and offering options for all cyclists, with distances ranging in length from 100 miles to 25 miles.

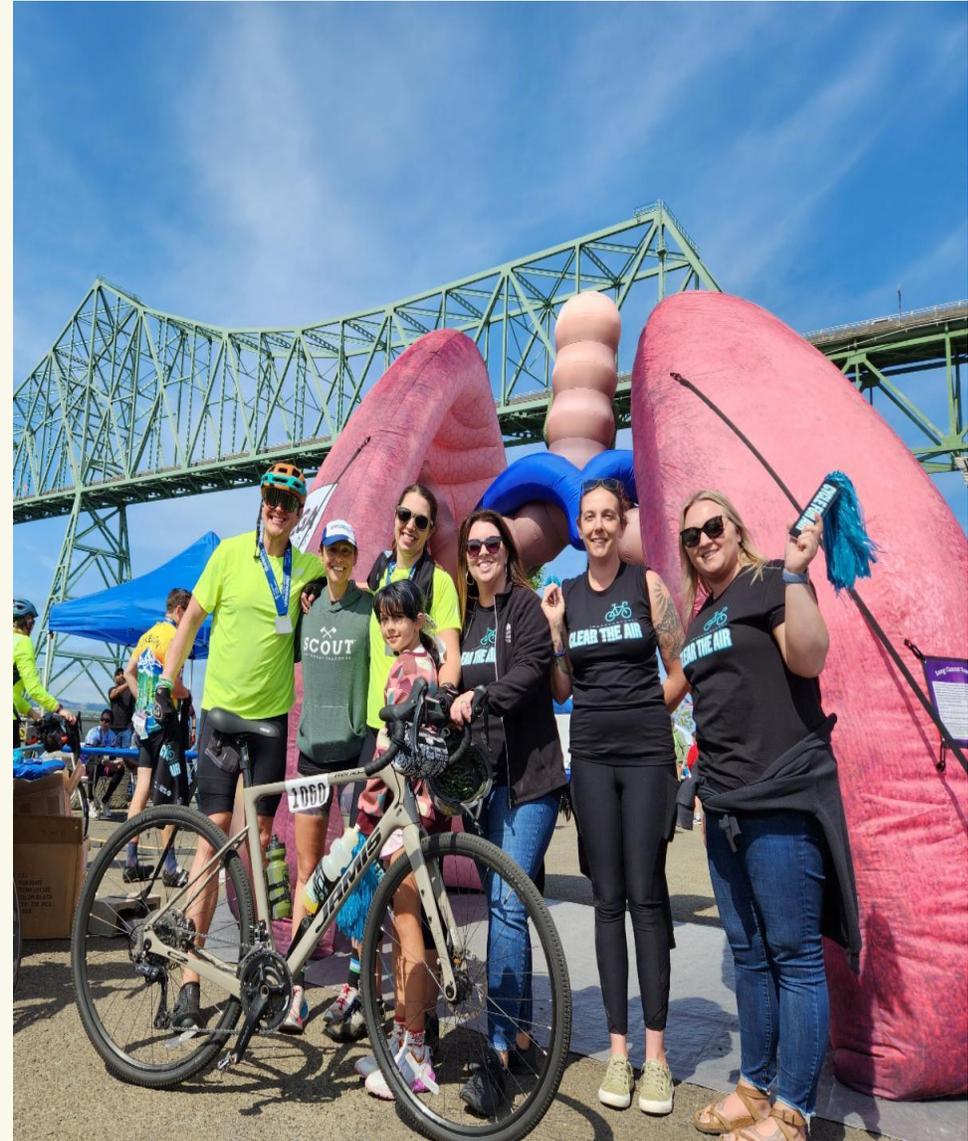
Acknowledged as the best supported bike ride in the Pacific Northwest, Reach the Beach provides top-notch rider support, plentiful rest stops and a truly unforgettable party at the finish line.

Riders participate by forming corporate or friends & family teams, educating their peers about the importance of healthy lungs and clean air and fundraising for a world free of lung disease.

- Event that ties to Reach the Beach
 - Clear the Air
- Emphasis Lung Cancer Screening
- Develop Community Connections
 - Chamber of Commerce
 - Local Businesses
- Capturing our Target Audience
 - Encounters with Smoking History
- Change of Direction
 - Population Health Focused

EVENT COLLABORATORS

- American Lung Association Oregon
 - Reach the Beach > Cycle for Air
- Clatsop County Health Department
 - Smoking Cessation
 - Quit Kits
- Genentech
 - Advocacy Relations
 - Giant Inflatable Lungs
 - Screening Education Resources
- CMH Participants
 - Cancer Collaborative
 - Pulmonary Clinic
 - Pulmonary Rehab
 - Radiology / Imaging
 - Respiratory Therapy



EVENT ADVERTISING

Reach the Beach Oregon Health Fair, hosted by **Columbia Memorial Hospital**

May 20th | 11 a.m. - 2 p.m.



- Created Specific Event Branding
- Social Media Campaigns
- Radio Interviews & Broadcast Announcements
- Turquoise Take Over
 - Chamber of Commerce Meetings
 - 9 Local Business with Display Window



Clear the Air For Lung Health

COLUMBIA
MEMORIAL
HOSPITAL

American
Lung
Association

Reach
the Beach
Cycle For Air



Join Us at Reach the Beach

May 20th, 11 a.m. to 2 p.m., at 10 Bay St., Astoria

Learn about:

- Healthy lung monitoring
- How to test your lung function
- Improve quality of life while living with lung disease
- Tobacco cessation
- Low dose CT lung cancer screening
- Cancer prevention

You can also connect with CMH experts in Pulmonology, Pulmonary Rehab, Respiratory Therapy, Radiology and Medical Oncology.

Should You Get Screened?

You're a candidate if you:

- Are between 55-80 years old
- Have a 30 pack-year smoking history (1 pack/day for 30 years, 2 packs/day for 15 years, etc.)
- AND, currently smoke, or quit within the last 15 years

Check Your Lung Health Risk

If you have a history of smoking, check your risk by scanning the QR code below. Take our risk assessment and you can enter to win an electric fat tire bike.



CLEAR THE AIR For Your Lung Health

While even non-smokers can develop lung cancer, smoking tobacco is by far the leading risk factor associated with lung cancer.

The risk of lung cancer increases with the length of time and number of cigarettes smoked.

More people die from lung cancer than from any other type of cancer. In 2020, cancer was the leading cause of death in Clatsop and Columbia counties.

Protective factors that you can control in your daily life to reduce your lung cancer risk:

- Stay away from tobacco
- Quit smoking
- Avoid breathing in other people's smoke
- Limit workplace exposure to cancer-causing agents
- Check your home for radon gas
- Know your family history
- Reduce your risk of HIV infection
- Get regular exercise
- Eat a healthy diet
- Talk to your physician about screening

The importance of early detection and intervention:

When lung cancer is caught early, it's easier to successfully treat the disease using effective and appropriate treatment. The recommended screening test for lung cancer is Low-Dose Computed Tomography (also called a Low-Dose CT Scan). Screening is recommended only for adults who have no symptoms but are at high risk. The U.S. Preventive Services Task Force recommends yearly lung cancer screening using Low-Dose CT Scans for people who are considered at risk for developing lung cancer.

People considered at high risk for developing lung cancer:

1. Have a history of heavy smoking (smoking at least one pack a day for 30 years).
2. Are current smokers or former smokers who quit within the past 15 years.
3. Are between the ages of 55 and 80.

CMH-CHSU Knight Cancer Collaborative
1905 Exchange St., Astoria, OR 97103
503.338.4085

COLUMBIA MEMORIAL HOSPITAL KNIGHT CANCER CENTER

What causes lung cancer?

An estimated 80 to 90% of all lung cancer deaths are attributed to smoking tobacco, and the number is even higher for small cell lung cancers, specifically. Still, various factors may increase your risk of lung cancer.

Smoking and Tobacco Use

Smokers are 15 to 30 times more likely to get lung cancer than non-smokers. Cigarettes, low-tar or "light" cigarettes, cigars and pipes all cause lung cancer. Quitting smoking reduces your risk, no matter your age.



Secondhand Smoke

Even if you never smoke, inhaling secondhand smoke can increase your risk of lung cancer. Experts attribute about 7,300 lung cancer deaths annually to secondhand smoke.



Radon

This naturally occurring gas is the second leading cause of lung cancer in the U.S. and the leading cause among non-smokers, accounting for 20,000 cases of lung cancer annually. You cannot smell, taste or see radon, which can build up inside homes.



Asbestos and Other Carcinogens

Workers exposed to asbestos, arsenic, diesel exhaust, tar and soot and other cancer-causing substances have greater risk of developing lung cancer. This is particularly true if you also smoke.



Air Pollution

Outdoor air pollution has been linked to 29% of all deaths and disease from lung cancer globally. This may be due to various particles thrown into the air, such as acids, chemicals, metals, soil and dust, which can wiggle their way deep into the lungs.



Family History

Having a parent, sibling or child who has been diagnosed with lung cancer increases your risk of the disease. It is unclear if this link is due to secondhand smoke exposure or shared genes, but researchers speculate both may play a role.

HIV Infection

Studies show that one in five HIV-positive people who smoke will develop cancer in their lifetime. People with HIV are at higher risk of developing lung cancer, and those diagnosed with lung cancer tend to be significantly younger than HIV-negative cancer patients.



Join Us at Reach the Beach

May 20th, 11 a.m. to 2 p.m., at 10 Bay St., Astoria

Learn about:

- Healthy lung monitoring
- How to test your lung function
- Improve quality of life while living with lung disease
- Tobacco cessation
- Low dose CT lung cancer screening
- Cancer prevention

You can also connect with CMH experts from Pulmonology, Pulmonary Rehab, Respiratory Therapy, Radiology, and Medical Oncology and enter to win an electric fat tire bike!

American
Lung
Association

Reach
the Beach
Cycle For Air

COLUMBIA
MEMORIAL
HOSPITAL

Should You Get Screened?



Scan the QR code to take a quick assessment and see if you qualify for a low dose CT scan for lung cancer.



Clear the Air for Your Lung Health

Assess your lung health risk and need for lung cancer screening.

Are you between the ages of 50 and 80 years old? *

Yes/No

Have you smoked in the last 15 years? *

Yes/No

If yes, how many years?

If yes, how many cigarettes smoked per day?

Have you spent a lot of time around secondhand smoke? *

Yes/No

Are you experiencing any of these symptoms? *

Cough that gets worse or doesn't go away

Coughing up blood

Shortness of breath

Chest pain

Hoarseness or wheezing

None of the above

Completed assessments are entered to win a Retrospec Koa Rev 26" electric fat tire bike.

To enter to win the bike, please provide us with your name and contact information.

Clear the Air for Your Lung Health

Submission Complete

Thank you for taking the assessment to check your lung health.

If you answered yes to any of the questions, or are experiencing any of the symptoms listed, you may be at risk and qualify for a low dose CT lung cancer screening test.

Join us on May 20, 2023, at Reach the Beach Astoria to discuss lung health and wellness and lung cancer prevention, symptoms and risk factors with our pulmonology, pulmonary rehab, respiratory therapy, radiology and medical oncology teams.

The bike drawing will be held at the event.

Low Dose CT Cancer Screening

Are you a candidate for lung cancer screening?

What are Low Dose CT Scans?

Low Dose CT Scans are tests used to detect lung cancer before symptoms appear. If you are at high risk, the screening may save your life. Clatsop County has higher rates of lung cancer than other counties in Oregon and across the U.S. Statistics show that many on the North Coast don't find lung cancer until a late stage, when chances for survival are much lower. Note: Your provider might recommend other imaging as needed.

Should you get screened?

You are a candidate if you:

- Are between 55-80 years old
- Have a 30 pack-year smoking history (1 pack/day for 30 years, 2 packs/day for 15 years, etc.)
- AND, currently smoke, or quit within the last 15 years






Get a screening at CMH

If you are interested in getting a Low Dose CT lung cancer screening at CMH, talk to your doctor. They can write an order to have you screened at our facility in Astoria. If you are 50-80 years old with private insurance, or 55-77 years old with Medicare, and meet the other high-risk criteria listed, the initial scan is likely covered.

Get help quitting

Contact the CMH Tobacco Cessation Coordinator at 503.325.4321 x 81102 to discuss options for quitting or make an individual appointment. You can also call the Lung Helpline at 1.800.LUNG.USA or contact the Quit Line at 1.800.QUIT.NOW (Spanish: 1.855. DEJELOYA).



Benefits of getting screened

The main benefit of lung cancer screening is preventing death from the disease. Lung cancer screening finds 80% of lung cancer at an early stage when it is more curable. Without screening, 70% of lung cancers are found at a later stage when there is little chance for a cure.

What to expect during the screening

It is easy to prepare for a Low Dose CT Scan. Be sure to tell your doctor if you have a respiratory infection, as that might affect the results. A Low Dose CT Scan should not be completed if you are sick. You will be asked to remove any metal or clothing you are wearing over the chest area.

The scan itself is painless and quick, less than a minute. You will lie down on the table of the machine. It will slide in and out of the scanner while you lie as still as possible. You may be asked to hold your breath. The technologist who runs the scan will talk you through the whole process.

Check your lung health risk

If you have a history of smoking, check your risk by scanning the QR code below. If you answer yes to any of the questions, you should talk to your doctor about getting screened.



CMH Imaging

Scheduling: 503.338.7525





Tobacco Stay Quit Support Group

Did you recently quit smoking? Come join us in our free stay quit support group at Columbia Memorial Hospital, led by our certified tobacco treatment specialist.

When: March 2 through August 31

- Every first Thursday monthly, noon to 1 p.m.
- Every last Thursday monthly, 5:30 to 6:30 p.m.

Where: Coho Conference Room (Duncan Law Building, 2nd floor, 2021 Marine Dr., Astoria)

About the group

This support group is for those who are working on staying quit from tobacco products and vaping – including cigarettes, spit tobacco, cigars, pipes, and vaping/electronic cigarettes. Participants will be able to share and ask questions regarding staying quit. We'll also talk about relapse prevention tips and tricks.



CMH Tobacco Cessation
2055 Exchange St., Ste. 210
Astoria, OR 97103
503.325.4321 ext. 81102




PULMONOLOGY CLINIC

THE EVENT



The
Mega
Lungs!



THE EVENT



**Clear the Air
Cheer Squad!**



EVENT WRAP UP CMH / OHSU KNIGHT CANCER COLLABORATIVE

By the Numbers

1262

54

107

23



REACH THE BEACH EVENT WRAP UP AMERICAN LUNG ASSOCIATION



By the Numbers

948

4,000,000+

550,000+

421,568

WHAT WORKED WHAT DID NOT WORK

Highlights

- ALA Increased Participation & Awareness
- Giant Inflatable Lungs
- Family, Friends, Volunteers > Cheerleaders
- Community Outreach Strategy
- High Participant Satisfaction

Challenges

- Date of Event
- Location of Health Fair / Finish Line
- Residents' vs Tourists
- Participants Supporters vs Targeted Audience

- Earlier Planning
- Indoor Radon Testing
- More Desirable Finish Line
- Business Passport Book
- Enhanced Advertising
 - Astoria Column
 - Billboards



LOOKING AHEAD TO 2024



QUESTIONS & ANSWERS

THANK YOU

Our Vision: A World Free of Lung Disease



Thank You Partners!

