

# 2018 Public Outcomes Report: Standard 1.12

At the Virginia Piper Cancer Institute – River Falls, our team is dedicated to providing a full spectrum of cancer care with the highest quality standards available. As a Commission on Cancer (CoC)-accredited facility we are committed to providing high-quality, multidisciplinary, patient-centered care. Our team takes pride in serving the needs of the community and the surrounding areas by addressing each patient's needs individually. With our commitment to providing exceptional patient care and our dedicated team of caregivers, the Virginia Piper Cancer Institute – River Falls stands as a model of excellence in cancer care within our community.

On behalf of the Virginia Piper Cancer Institute Cancer Committee, we encourage you to review our public outcomes report. This report demonstrates our dedication to the patients and the community we serve, and it provides meaningful and helpful information.

## Colon Cancer Screening

Each year, Virginia Piper Cancer Institute-River Falls makes an effort to raise awareness about one of the top five sites of cancer seen in our cancer center. In 2018, based upon River Falls Area Hospital cancer registry data, Virginia Piper Cancer Institute – River Falls chose to highlight colon cancer prevention.

Of the cancers that affect both men and women, colorectal cancer is the second leading cause of cancer-related deaths in the United States and the third most common cancer in men and women. Through our prevention activity, we wanted to:

1. increase awareness of colorectal cancer prevention
2. increase awareness of the importance of colorectal cancer screening
3. increase awareness of options for colorectal cancer screening and
4. increase understanding of colorectal cancer progression and treatment.

Our goal was to reach as many people as possible. The team decided to base our prevention activity at the Pierce County Relay for Life which is held annually at River Falls High School. To maximize attraction to our outreach activities, we teamed up with Minnesota Gastroenterology, asking them to bring their inflatable Super Colon to the event. They did so, accompanied by dedicated staff who did outreach that was based on our four areas of focus.

Their staff worked at the beginning of the Super Colon, welcoming visitors and escorting them through the attraction, providing 1:1 education as they made their way through. Allina Health staff were positioned at the end of the Super Colon to answer visitors' questions and administer a two-question survey to willing participants.

A total of 146 people completed the tour through the Super Colon. Of those, 46 people completed the two-question survey. Based on this experience, 93 percent of participants who completed the survey know more about how to prevent colon cancer and know more about colon cancer screening.

We also reached out to the local American Legion. Rita Raverty, MD, a local family practice physician, spoke to the 29 guests who attended the event. Dr. Raverty continued to emphasize the same four areas of focus (noted above). She educated the group that a colonoscopy is one test that can diagnose, treat and prevent cancer. We provided free FIT screening kits to those who qualified.

Community outreach (education, prevention and screening) is an essential component in our commitment to provide ongoing quality cancer care to the patients we serve and the surrounding area. The Cancer Committee continually assesses and organizes educational events that address the community's needs. The focus at these events includes providing educational materials, encouraging screenings and promotion of discussions with primary care providers.