



**Department  
of Health**

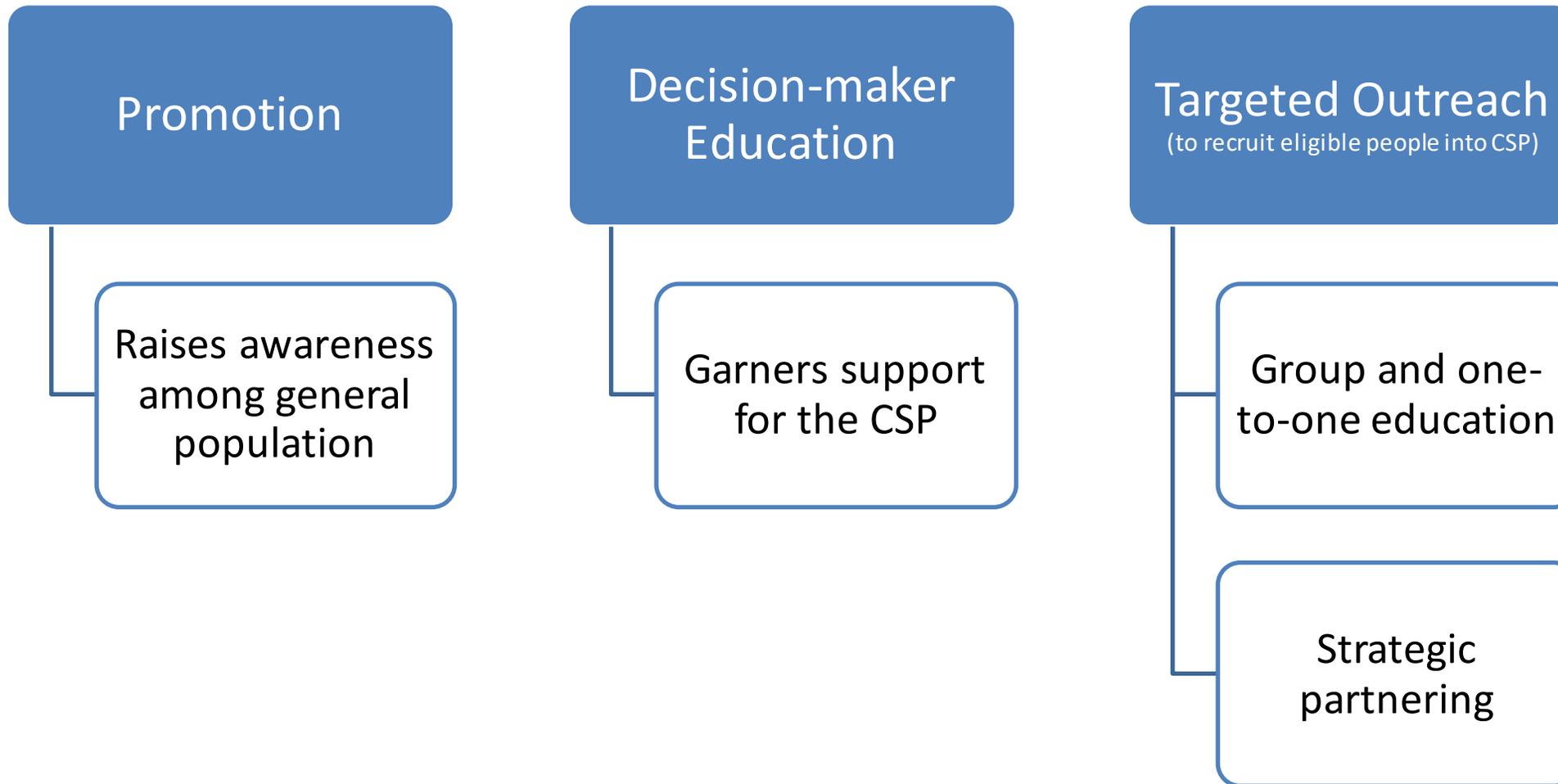
# **Cancer Services Program (CSP) Community-Clinical Linkages: Promotion, Education and Targeted Outreach**

**September 17, 2021**

# Cancer Services Program (CSP): Community-Clinical Linkages

- The New York State Department of Health requires CSP contractors/grantees to implement community outreach strategies to reach women and link them to clinical services
- Activities focus on those in their communities who are hardest to reach, are disproportionately burdened by increased cancer risk, and/or are medically underserved
- This work is collectively known as PETO: promotion, education, and targeted outreach
- PETO activities are evidenced-based: research shows that PETO interventions (small media, mass media, group education, and one-on-one education) increase community demand for cancer screening

# PETO Scope of Work



# PETO Work Plan

## Performance Measures Goals



3 earned media placements per quarter

3 contacts with government and other decision makers per quarter

5 active strategic partnerships with formal referral agreements in place per year

10 group or one-to-one education sessions per quarter to recruit eligible clients

In 2020, **590 group and one-to-one education events** were conducted to recruit potential clients for screening programs.



Education was delivered in locations that are more likely to serve NBCCEDP priority populations and over half of all education activities took place at community-based organizations.

Educational sessions focused on and were tailored to reaching screening programs' priority populations and women less likely to be up-to-date with screening.





Since 2019, CSPs built relationships with **183 organizations** with access to priority populations to develop **referral partnerships**.

### How do programs build relationships with strategic partners?

- Meet with partner organization's leadership
- Refer CSP clients to their organization
- Participate in their events
- Provide education to their staff
- Promote their services

82



partner organizations have referred clients to screening programs

67



new formal referral agreements established by the end of 2020

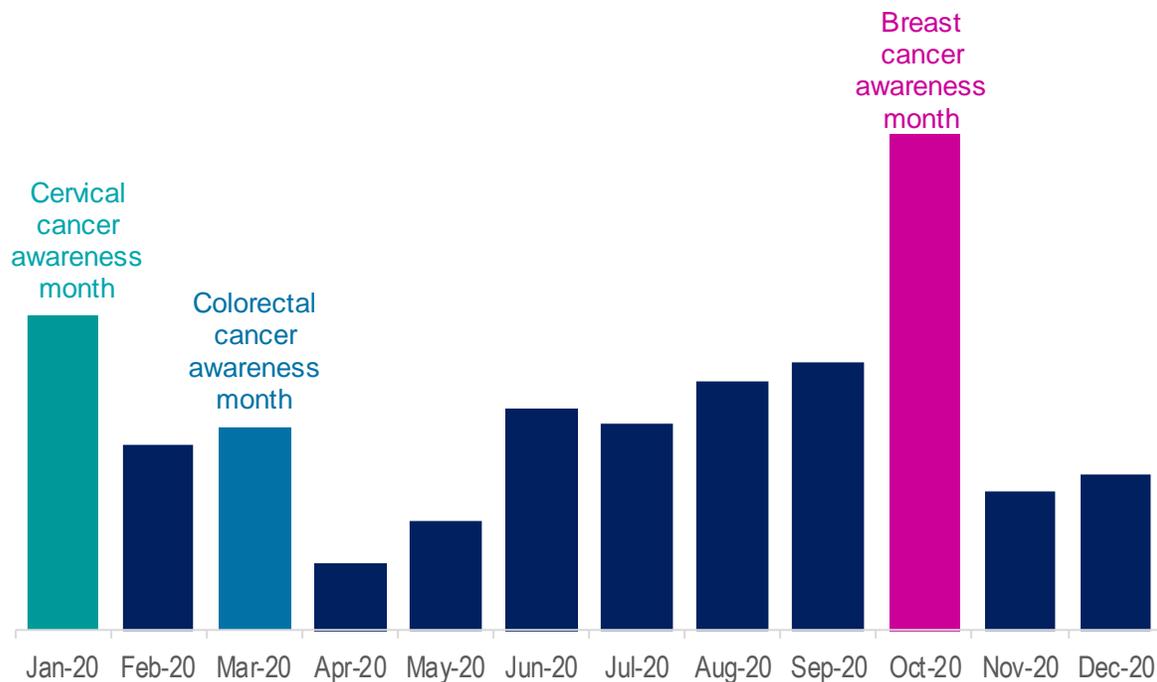


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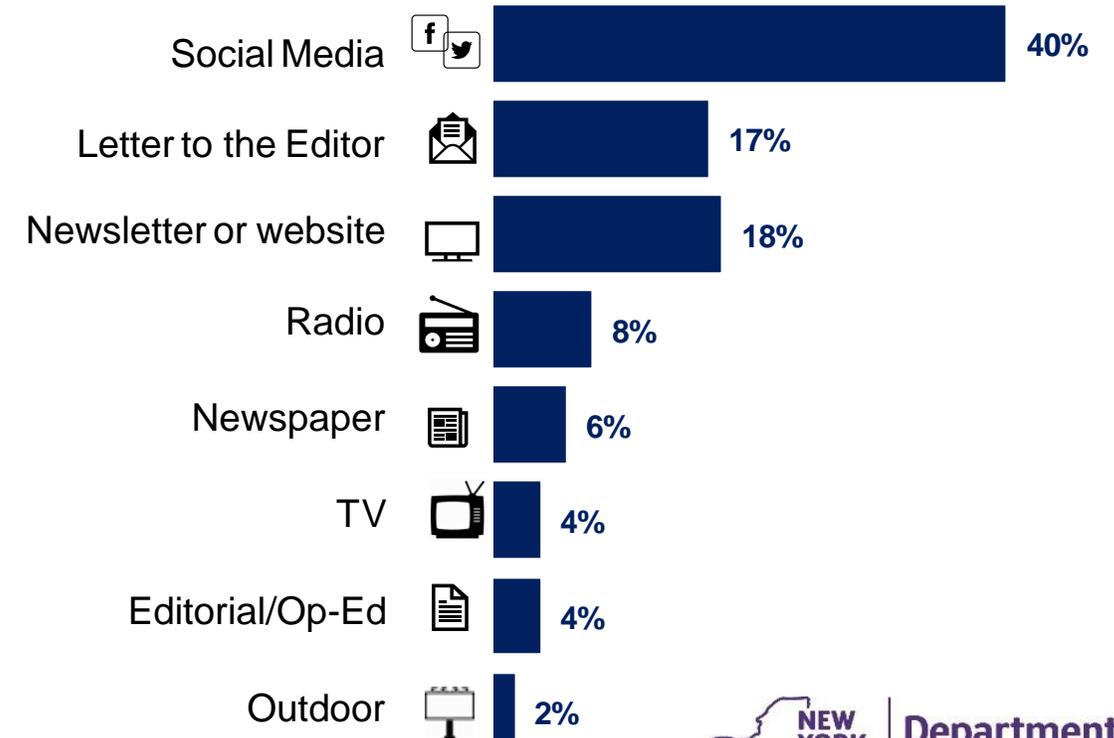


In 2020 there were **506 earned media placements** to promote the importance of cancer screening and to raise awareness of cancer services programs.

### When was earned media placed?



### Where was earned media placed?



 **Legislator Siela A Bynoe**  
 April 4 · 🌐

Early Detection Saves Lives! Make your breast cancer screening appointment today by calling 516-571-6202.



## 'Cancer Doesn't Care, We Do' event urges people to get screened

Updated: Mar 29, 2019 12:55 PM EDT

ROCHESTER, NY (WROC) - March is National Colorectal Awareness Month and doctors say getting screened can save lives.

Friday, the Cancer Services Program of the Finger Lakes Region held a special event to highlight the dangers of the disease.

**Example Earned Media Placements**

inviting the Onondaga importance of cervical cancer Onondaga County and have  
 County screening! If you are a woman 40 to 64 with no health insurance, call today about free cancer screenings at 315.435.3653 or visit <https://bit.ly/2D11euU>.



LOCALSYR.COM  
**Bridge Street: Cervical Cancer Screenings 01/29/19**  
 The Onondaga County Health Department offers free or low-cost screening

Erie County  
**Cancer Services Program**  
 Your partner for cancer screening, support and information  
**The answer for**  
**COMPREHENSIVE CANCER PREVENTION PROGRAM**  
 UNIVERSITY AT BUFFALO AND ERIE COUNTY PARTNER FOR OUTREACH CANCER PROGRAM

## Letters

### Cancer Services Program will pay for screenings

To the Editor:

It's been a long winter. Happily, the roads are now cleared of ice and snow, and the temperatures are warming. The flowers are even thinking of blooming. Getting around in this nice weather is much easier, so May is a great month to get your breast, cervical and colorectal cancer screenings checked off your to-do list.

If you have health insurance, your screenings will most likely be covered in full. If you do not have health insurance, the Cancer Services Program will pay for your mammogram, cervical cancer screening and colorectal cancer screening. If needed, we will also provide transportation to and from our program by our program.

Please call today, or visit our website at [www.cancer.org](http://www.cancer.org).

genetic disorder that causes the progressive breakdown of nerve cells in the brain that deteriorates a person's physical and mental abilities during their prime working years. Every child of a parent with HD has a 50 percent chance of inheriting the faulty gene that causes HD. There is currently no cure. The symptoms of HD have been described as having ALS, Parkinson's and Alzheimer's simultaneously.

We would like to invite you to join the Huntington's Disease Society of America's Albany chapter in turning up the volume on HD awareness this month in our region, from Kingston to Plattsburgh to Utica.

The mission of HDSA is to improve the lives of everyone affected by HD. We are currently providing education

NO SE PIERDA LA ENTREVISTA CON

**LIZETTE ACEVEDO Y JESSICA RUIZ**

PROGRAMA DE SERVICIOS DE PREVENCIÓN DEL CÁNCER CONDADO DE SUFFOLK

ENTRE AMIGOS CON ANDREA NAVARRO

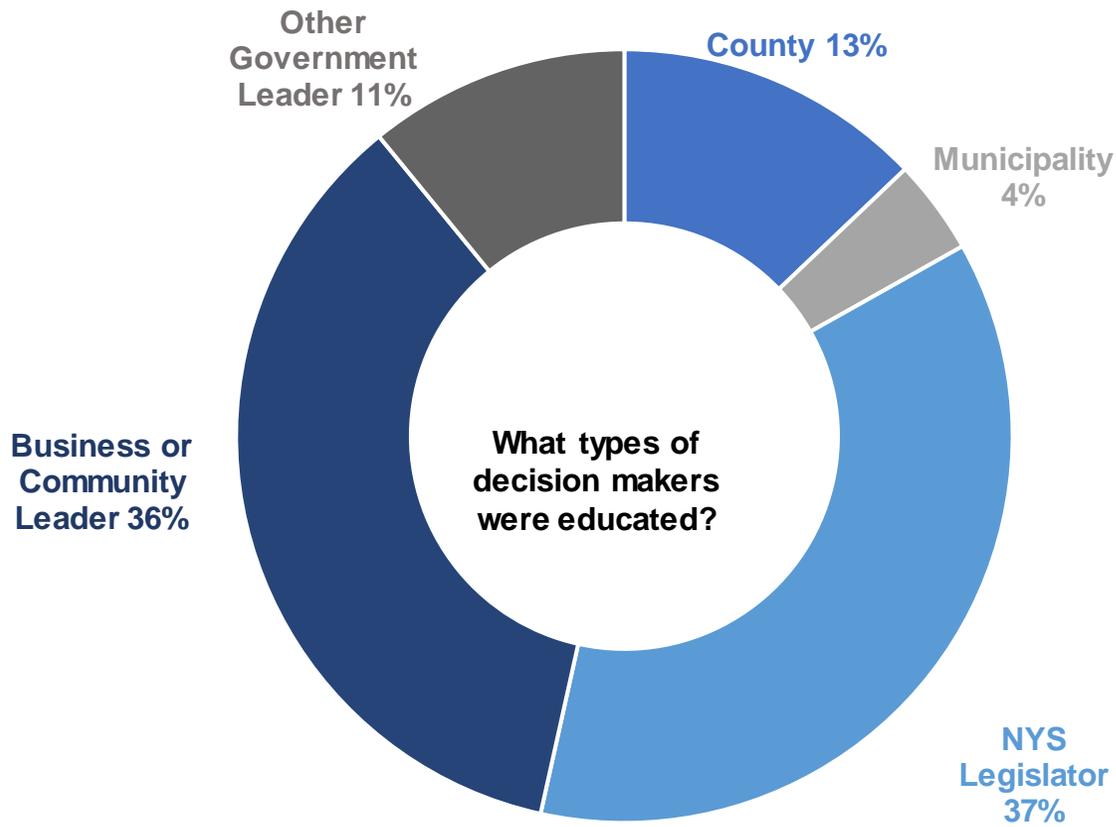
MARTES 8 DE OCTUBRE 6:00 P.M.

SOLO POR RiverheadLOCAL EN ESPAÑOL





**Decision makers** were educated and engaged **253 times** to garner support for programs



Decision makers voiced their support for regional programs in over **50%** of these interactions