



2024

IMPACT REPORT

Louisiana Cancer Prevention & Control Programs



LOUISIANA
CANCER PREVENTION &
CONTROL PROGRAMS

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The success of LCP is a collective effort. We’d like to acknowledge the contributions of the entire team at LCP. Without them, this work would not be possible.

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This report will only be available electronically.



CRC Awareness Month
louisianacancerprevention

11,948 likes
louisianacancerprevention
#45isTheNew50
#GetYourRearInGear

LETTER FROM LEADERSHIP

It has been another impactful year for LCP and we could not be more excited to share our progress. While our work spans the cancer continuum, we'd like to highlight a few key components of our efforts this year. We began the year by developing a supplement to our state cancer plan to incorporate changes in data and new developments in the field. Take a look here: [Louisiana Comprehensive Cancer Control Plan - 2024 Supplement](#).

One of the highlights of the supplement is the focus on cervical cancer elimination. We have all the tools we need to effectively see to it that women do not get cervical cancer, much less die from it. As part of that effort, LCP has been involved in research since 2006 that has led to the May 15, 2024 FDA approval of self-collection for HPV in the clinical setting. We look forward to working with partners across the state on implementing HPV self-collection testing and furthering our efforts toward the elimination of cervical cancer.

We closed out the year by launching a pilot on virtual nurse navigation. Many people in our state are unaware which cancer screenings they need, when to get them, or how to access them. With multiple partners across the state, we are helping individuals navigate to screening and then on to follow-up care and treatment when needed. While still in the pilot phase, we hope to expand over the next year to include the entire state, ensuring patients can access care close to home.

Finally, hats off to all our partners. Cancer prevention and control requires all of us to work together, and we appreciate each and every one of you. More importantly, your communities appreciate you and the work that you do.

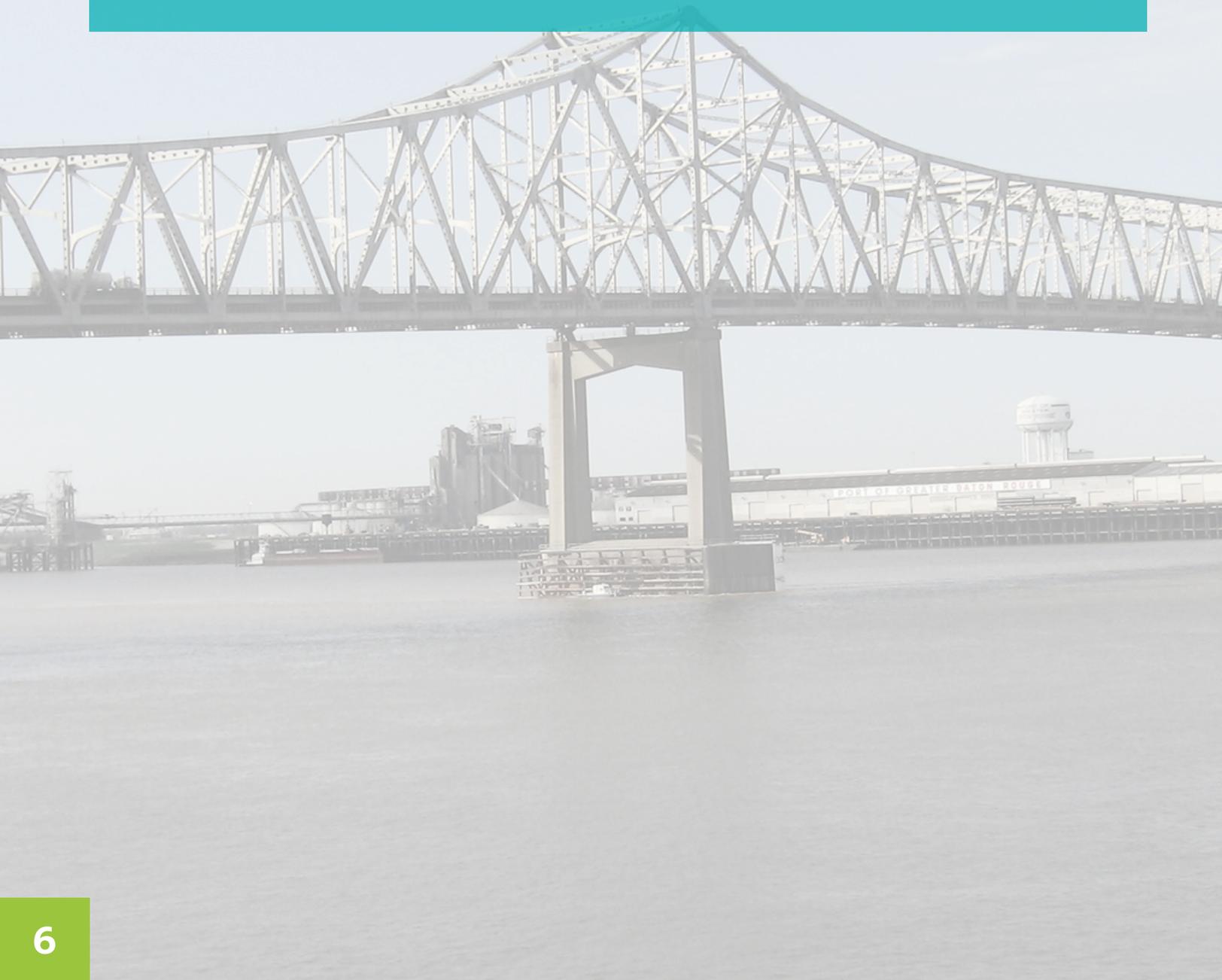
Thank you for helping to improve the quality of life in Louisiana!

Donna Williams, MS, MPH, DrPH
LCP Co-Director

Bilikisu "Reni" Elewonibi, PhD, MPH
LCP Co-Director

OUR MISSION

We eliminate suffering and death in Louisiana by focusing on cancers that can be prevented or detected early and cured, specifically breast, cervical and HPV-related, colorectal, lung and tobacco-related cancers.



INTRODUCTION

Prevention, screening, and early detection are at the core of our mission.

With funding support from the Centers for Disease Control and Prevention (CDC) and the State of Louisiana, we lead three flagship programs: the Louisiana Breast & Cervical Health Program (LBCHP), Screen Up, and the Louisiana Comprehensive Cancer Control Program (LCCCP). Beyond these key initiatives, the Louisiana Cancer Prevention & Control Programs (LCP) team also advances cancer control through a range of innovative projects and research efforts, supported by additional funding sources.

Louisiana Breast & Cervical Health Program

Reduces the burden of breast and cervical cancer by providing access to quality breast and cervical cancer screening services at no cost to low-income, uninsured, and underinsured women in Louisiana.

Screen Up Program

Applies systems thinking to increase cancer screening rates through targeted and sustainable interventions to help through the implementation process.

Louisiana Comprehensive Cancer Control Program

Provides ongoing cancer surveillance, partnership development, and support from the development and implementation of programming for multiple cancers along the cancer continuum.

2024 Highlights

\$3.9 Million

new and continued funding for all flagship programs, along with additional funding for patient navigation and research.

Over 350

health professionals, community health workers, and others trained on cancer prevention and control topics.

Over \$18,000

awarded to community-based organizations to drive policy, systems, and environmental change strategies for the primary prevention of cancer.

16,941

individuals received breast, cervical, or colorectal cancer screening services through one of LCP's programs.

3,975

uninsured women received no-cost breast and cervical cancer screenings.

Over 800

women educated and referred to breast and cervical cancer screening services.

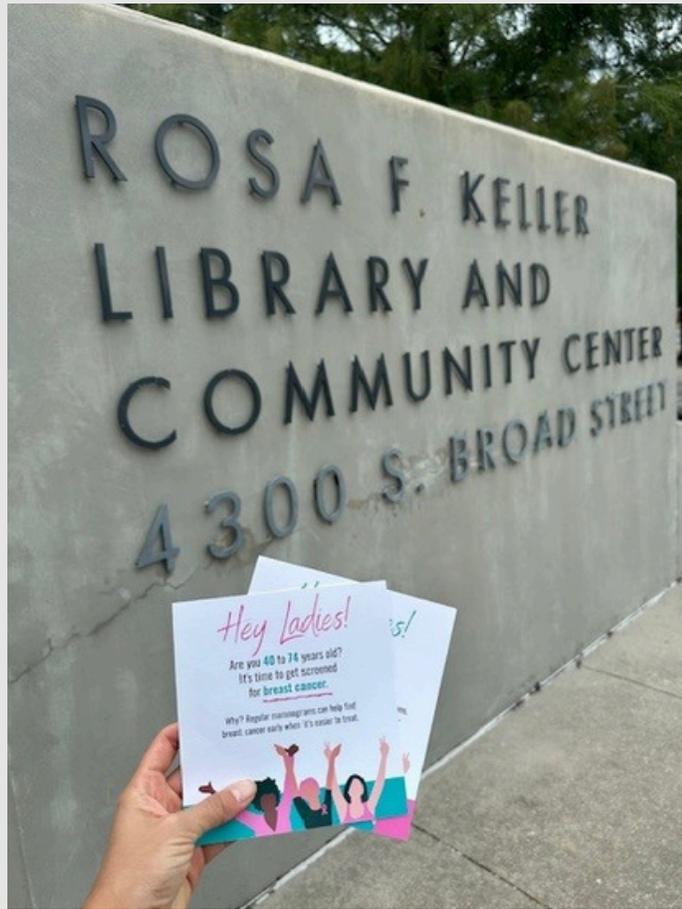


HEALTHY LIVING
DONNA WILLIAMS, MS, MPH, DrPH
LSU HEALTH SCIENCES CENTER

7:18 | 51°
FOX 8
LOCAL FIRST



Lbchp LOUISIANA
BREAST & CERVICAL
HEALTH PROGRAM



Hey Ladies!
Are you 40 to 74 years old?
It's time to get screened
for breast cancer.
Why? Regular mammograms can help find
breast cancer early when it's easier to treat.



Especially when screened and diagnosed early, colorectal cancer has a 90% survival rate.
5th ranked leading cause of death
11th leading cause of death
2nd leading cause of death for people 20-34 years old
36% of people with colorectal cancer are diagnosed at a late stage
3% of people with colorectal cancer die from the disease
SCREENING IS PRIORITY!
It should happen for everyone between the ages of 45-75.



HEALTHY LIVING
I ELEWONIBI, PHD, MPH
HEALTH NEW ORLEANS

7:15 | 70°
FOX 8
LOCAL



Working Together to Eliminate Cervical Cancer

No woman should die of cervical cancer. It is highly preventable and treatable when detected early. While we have made progress in the fight against cervical cancer, LCP recognized the need to bring stakeholders together to develop a strategic plan for the elimination of cervical cancer as a public health issue once and for all. As a first step in this process and following the example of Alabama's Operation Wipeout Initiative, LCP convened a **Cervical Cancer Elimination Summit** in November 2024. This summit brought together individuals from community, healthcare, advocacy and state government sectors to accomplish the following: understand the current landscape, identify barriers to prevention, screening and treatment, and begin strategizing priorities and objectives. We plan to launch the Louisiana Cervical Cancer Elimination Plan in Summer/Fall 2025. Stay tuned!

2024 Highlights

Advancing Cancer Research & Care in Louisiana

- Launched LA CerviX Care, a research study focused on expanding access to self-collected HPV testing (see Page 31).
- Piloted the LCP Virtual Nurse Navigation Program to increase access and reduce barriers to cancer screening (see Page 12).
- Published a supplement to the state cancer plan - Louisiana Comprehensive Cancer Control Plan - 2024 Supplement.
- Dr. Elewonibi partnered with TACL and received an Exact Science FOCUS grant to create targeted digital media messages encouraging young Black men in Louisiana to get colorectal cancer (CRC) screenings at the recommended age (see Page 30).

Local, State, & National Recognition

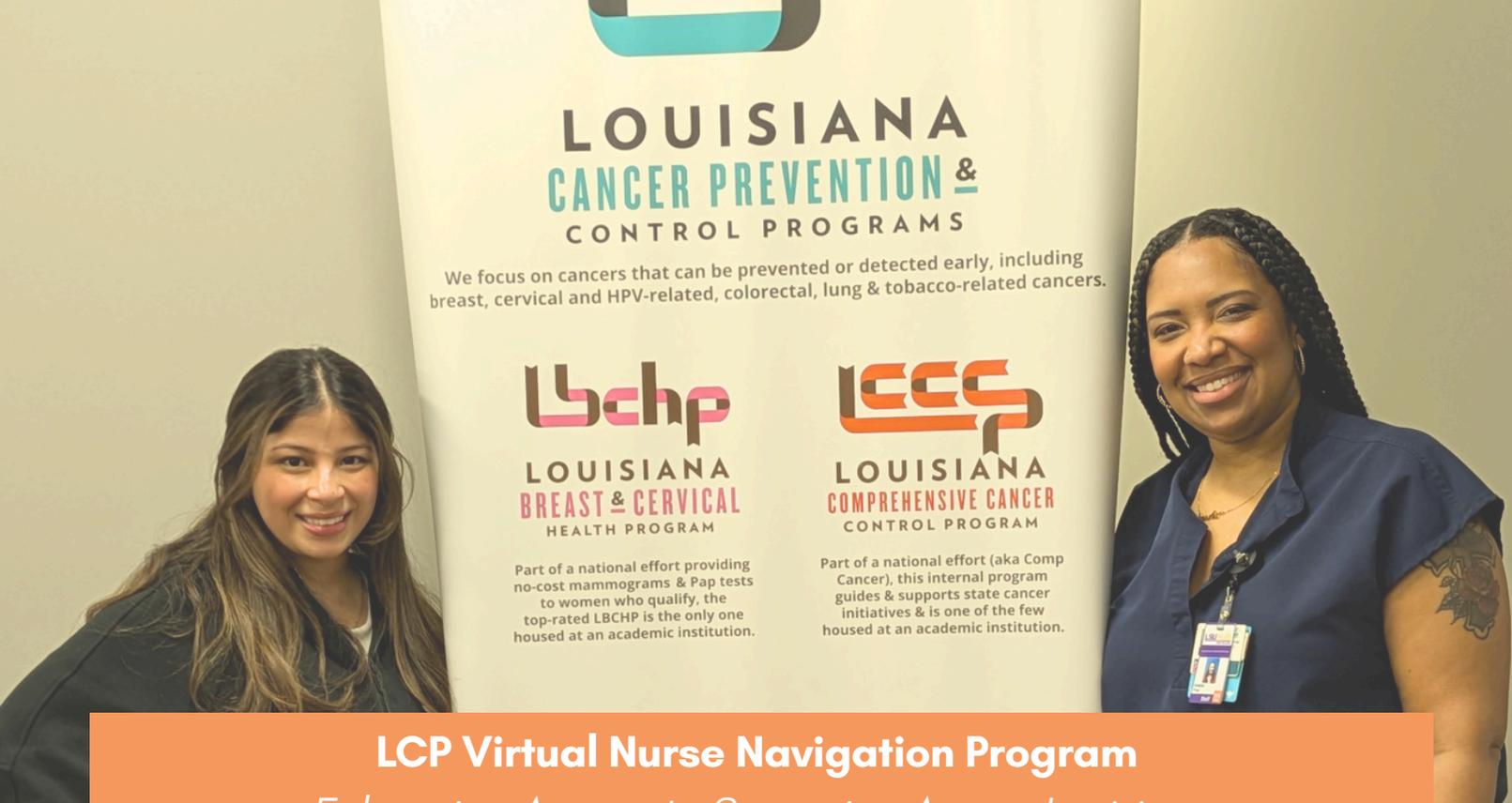
- Dr. Elewonibi was accepted into the 4th Annual SGM Cancer CARE Workshop. The workshop is a research education program funded by the National Cancer Institute (NCI), aimed at developing and supporting a skilled workforce focused on research relevant to sexual and gender minority (SGM) populations across the cancer care continuum—from prevention to survivorship.
- Dr. Denise Roubion-Johnson, LBCHP Clinical Director, was invited to speak at the New Orleans City Council's annual Breast Cancer Awareness Forum.
- Dr. Elewonibi, LCP Co-Director, Carleigh Baudoin, LCP Assistant Director, and Malesa Pereira, LCP Evaluation Manager, had abstracts accepted to the 2024 American Public Health Association Annual Conference in Minneapolis, Minnesota. Also, Malesa Pereira was a finalist for 2024 APHA/STATA Scholar Student Research Competition.
- Denise Cox, LBCHP Patient Navigator, was selected as a recipient of the 2024 Chancellor's LSU Health Excellence Award, presented by the LSU Health Foundation.

LCP recognizes the importance and impact of community health workers (CHWs) and patient navigators in increasing access to cancer screenings.

We continue to support and engage CHWs and patient navigators statewide through a variety of activities and partnerships, including collaborations with LACHON, Taking Aim at Cancer Louisiana (TACL), and the Louisiana Department of Health (LDH).

2024 Highlights

- Partnered with the Patient Navigator Training Collaborative (PNCT) to host a virtual learning series on topics including motivational interviewing, self-care, and professional boundaries. The series equipped navigators with practical skills to better support diverse communities while maintaining their own well-being and professionalism.
- Partnered with TACL and LDH's WISEWOMAN to conduct a training for CHWs on the link between heart health and cancer titled, "Heart, Hope, and Health: Breast Cancer and Heart Disease in Louisiana". The session engaged 25 CHWs.
- Developed a statewide mobile screening calendar for breast and colorectal cancer awareness months to promote accessible screening events across Louisiana in collaboration with TACL. The calendars were widely shared through partners and CHWs.
- Partnered with New Orleans Public Libraries to host one-on-one educational tabling sessions at six locations during Breast Cancer Awareness Month.
- Continued our training series titled, "Caring Through Cancer: A Caregiver Support Group Training and Roundtable".
- Continued outreach efforts to Hispanic women through our collaboration with Familias Unidas en Acción (FUA), focusing on culturally tailored education, navigation support, and connections to breast and cervical cancer screenings in trusted community settings.



LCP Virtual Nurse Navigation Program

Enhancing Access to Screening Across Louisiana

LCP launched a virtual nurse navigation program to assist community members with accessing cancer screening services. This initiative was developed and implemented in partnership with the Louisiana Community Health Outreach Network (LACHON) and the LSU LCMC Health Cancer Center and is designed to improve patient outcomes and reduce the overall cancer burden in the state. Our dedicated nurse navigators assess patient needs, provide education, assist with appointments, and work to eliminate barriers to cancer screening. They also actively build strong connections between primary care and the specialists needed for diagnostic care, ensuring a smooth and supportive experience for every patient.

Community members can easily access the navigation program by completing an online referral form via QR code or by calling the nurse navigation phone line. We are also partnering with community health workers (CHWs) to conduct outreach, educate community members and link them to the LCP nurse navigators.

Currently, LCP is focusing on the Greater New Orleans and Baton Rouge areas, with plans to expand to other regions as we build partnerships with local communities and healthcare providers.

Modernizing the LBCHP Online Referral Process for Greater Impact

In 2024, LBCHP transitioned their referral system to REDCap—a secure, widely used web application for data collection and management. This upgrade enabled real-time data sharing with patient navigators, improving their ability to quickly connect women—whether referred online or through community outreach—to breast and cervical cancer screenings.

The new platform also automated parts of the referral process and integrated text messaging to enhance communication and follow-up. These features streamlined operations and improved tracking of referral outcomes.

We began the pilot testing in July 2024 and rolled it out to all sites in January 2025. Early results from the pilot were promising, showing a shorter time from referral to screening and a higher rate of screening completion.

Pilot Results

- The average time from outreach to screening completion **decreased from 68.1 days to 45.3 days** during the pilot.
- Of those who chose text messaging support, **40.1% completed** their cancer screenings.
- There was a **28% increase** in completed screenings during pilot testing.



Connecting Women to Breast and Cervical Cancer Screenings

LCP works with partners across the state to identify, educate, and link community members to cancer screening services. Over the last year, we achieved the following:

- Connected over 800 women to breast and cervical cancer screening services.
- Expanded our reach to underserved women by strengthening partnerships with organizations that have established relationships with and access to these communities.



841

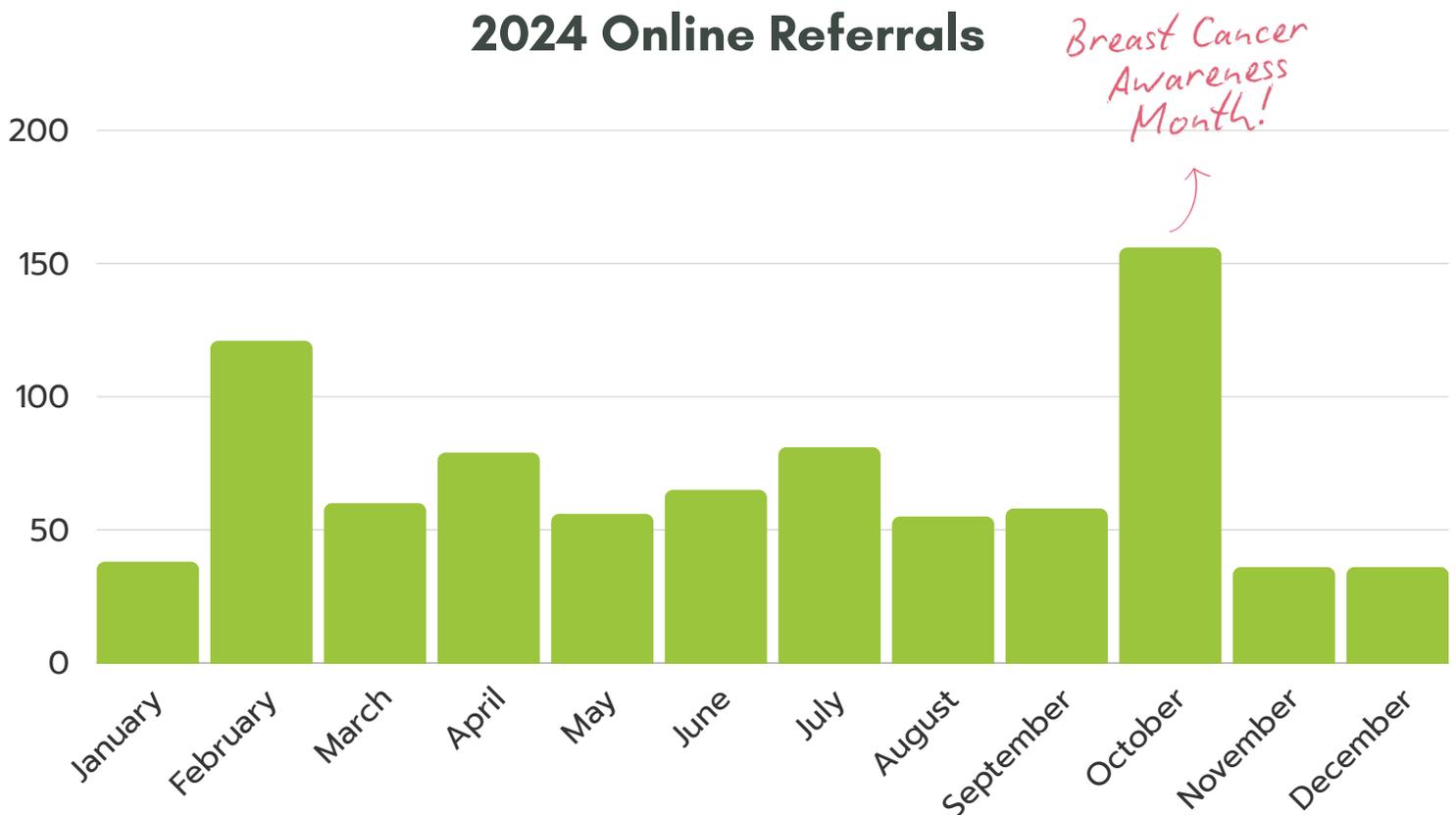
NUMBER OF REFERRALS TO CLINICAL SERVICES



1,089

NUMBER OF WOMEN EDUCATED

2024 Online Referrals



Louisiana Colorectal Cancer Roundtable

The **Louisiana Colorectal Cancer Roundtable (LCCRT)** is a dynamic coalition of health systems, providers, insurers, researchers, advocates, and community members united in the fight against colorectal cancer in Louisiana. Through increased awareness, screening promotion, policy advancement, and health system improvements, LCCRT is working to reduce the burden of this disease across the state.

LCCRT is guided by two primary goals to be achieved by 2027:

- Goal 1: Increase colorectal cancer screening rates in Louisiana to 80%.
- Goal 2: Reduce and address health disparities related to colorectal cancer.

LCCRT meets quarterly and operates through four workgroups: Clinical & Health Systems, Data, Communications & Outreach, and Policy. Each group drives progress in their area of expertise to support the overall mission.

LCCRT remains committed to driving meaningful change and improving outcomes for all Louisianans impacted by colorectal cancer.

2024 Highlights

- LCCRT partnered with TACL to host Colorectal Cancer Day at the Capitol. The event featured over 70 participants. Sponsors included five managed care organizations (MCOs) and Ochsner Medical Center. The program included presentations from clinicians, State Representative Larry Bagley and Dr. Ralph Abraham, Surgeon General of LDH, as well as insights from caregivers and cancer survivors.
- The **Communications & Outreach Workgroup** launched a targeted media campaign to boost colorectal cancer awareness and screening rates in Regions 3 and 4.
- The **Clinical & Health Systems Workgroup** began identifying and educating providers on screening guidelines, promoting prevention services, and delivering training on evidence-based practices.
- Updated the 2022-2027 Strategic Plan and tracked progress toward 2027 targets.
- Began planning for the 2025 LCCRT Annual Meeting.



COLORECTAL CANCER DAY AT THE CAPITOL:
*LOUISIANA IS "UNITED IN BLUE" TO
PREVENT COLORECTAL CANCER*





LHCC Spotlight

Don't Catch This SMOKE, Ringing in a Smoke-Free Ringgold

“Ringing in a Smoke-Free Ringgold” is a community-driven initiative led by Betterment of Rural Lives (BORL) and local partners. Together, they’re empowering the Ringgold community to act against tobacco use. In Bienville Parish, at least 20% of residents report smoking [1] which is linked to numerous chronic conditions, including cancer. In response, Ringgold residents and BORL created a bold, multi-pronged tobacco control plan focused on five key areas: 1) Preventing youth tobacco use in Ringgold, 2) Providing smoking cessation support, 3) Eliminating secondhand smoke in public spaces and workplaces, 4) Educating residents about the health risks for tobacco use, and 5) Sustaining ongoing tobacco control efforts. To bring their plan to life, the team launched a series of activities including hosting informative webinars, leading the community in a “No Menthol Sunday” initiative, and engaging community programs.



Louisiana Health Communities Coalition

The **Louisiana Healthy Communities Coalition (LHCC)** fosters healthy, thriving communities by empowering them to plan and implement policy, systems, and environmental (PSE) change strategies. The initiative is supported by a state-wide leadership team and regional coalitions. LHCC is co-facilitated by LCP and the Louisiana Public Health Institute's Louisiana Campaign for Tobacco-Free Living (TFL).

2024 Highlights

- In April 2024, LHCC hosted its annual summit virtually, drawing 107 participants. The summit focused on health policy advocacy in Louisiana and showcased a powerful lineup of local speakers, and experts.
- LHCC awarded 10 grants, totaling over \$18,000, to community-based organizations across Louisiana to improve access to healthy food, boost physical activity, and reduce tobacco use.
- LHCC boosted access to fresh fruits and vegetables through community grants in five locations. Thanks to these funded projects, the number of environments designed to increase access to healthy food rose from 19 to 24, surpassing our goal of 21. This success was made possible through a partnership between the Louisiana Cancer Research Center (LCRC) and LCCCP, which provided funding for these impactful initiatives.

[1] National Cancer Institute. State Cancer Profiles: Screening and Risk Factors Table - Current Smokers: All Races (includes Hispanic), Both Sexes, Ages 18+ Accessed March 1, 2025. <https://statecancerprofiles.cancer.gov/risk/index.php?topic=colorec&risk=v521&race=00&sex=0&type=risk&sortVariableName=percent&sortOrder=desc#results>

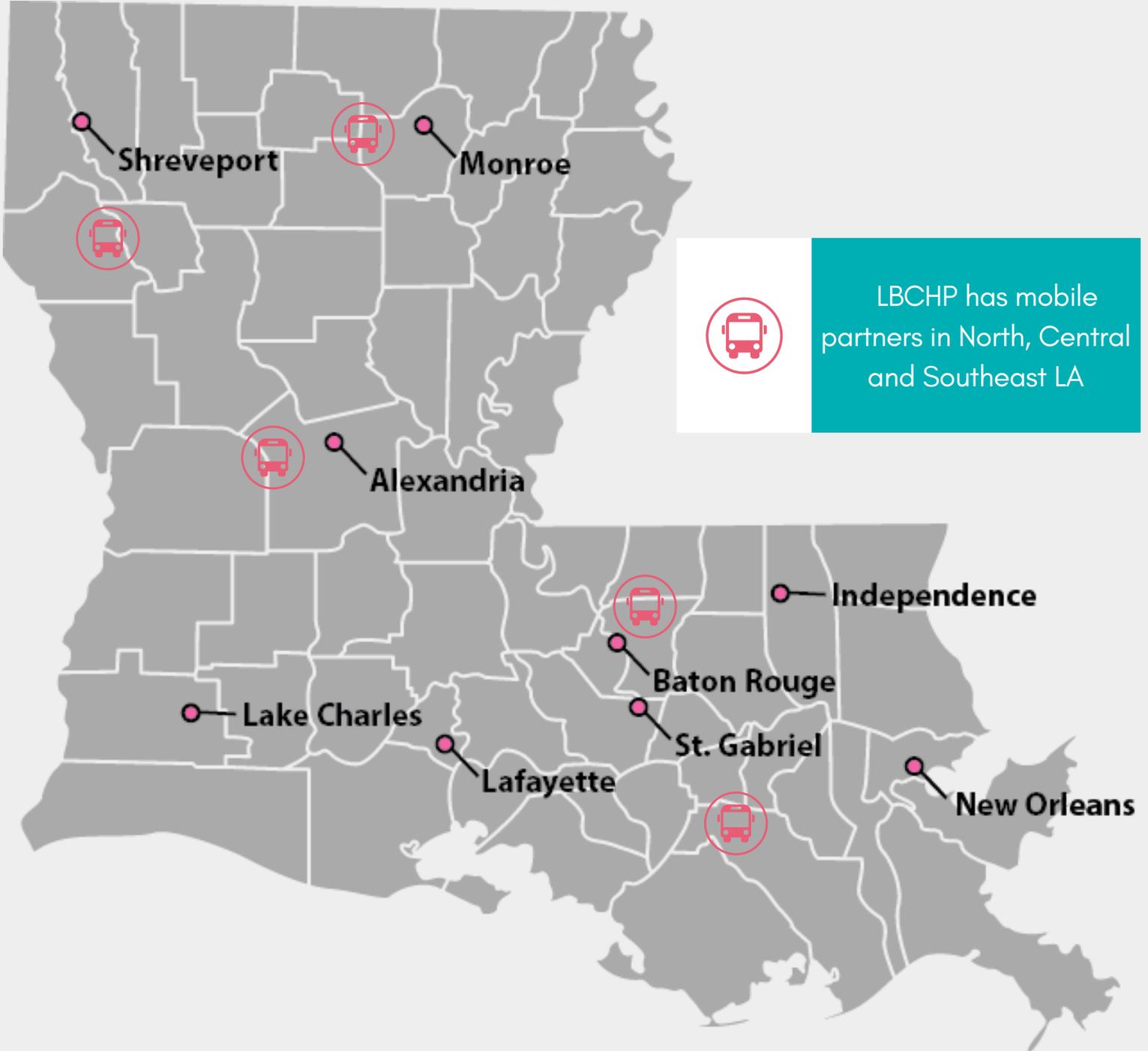
Breast & Cervical Cancer Screenings

Women in Louisiana face many barriers to accessing breast and cervical cancer screenings. **The Louisiana Breast & Cervical Health Program (LBCHP)** helps address these barriers by providing no-cost breast and cervical cancer screening, diagnostic, and patient navigation services to low-income, uninsured, and underinsured women. These services are delivered through healthcare providers located across the state.

2024 Highlights

- Increased the number of women served from 3,703 to 4,141-- that's an 11.8% increase!
- Expanded access to breast and cervical cancer screenings in priority areas of the state:
 - Partnered with St. Thomas Community Health Center to expand cervical cancer screening services in the Greater New Orleans Area.
 - Recruited and onboarded Ochsner Lafayette General (OLG) as a new provider for breast and cervical cancer screening. OLG is located in Region 4 which is an area of the state that had a gap in service delivery.
- As a result of these strengthened collaborations, we successfully added two new colposcopy sites, further enhancing our capacity to provide timely diagnostic follow-up for abnormal cervical cancer screening results.

2024 LBCHP Provider Locations



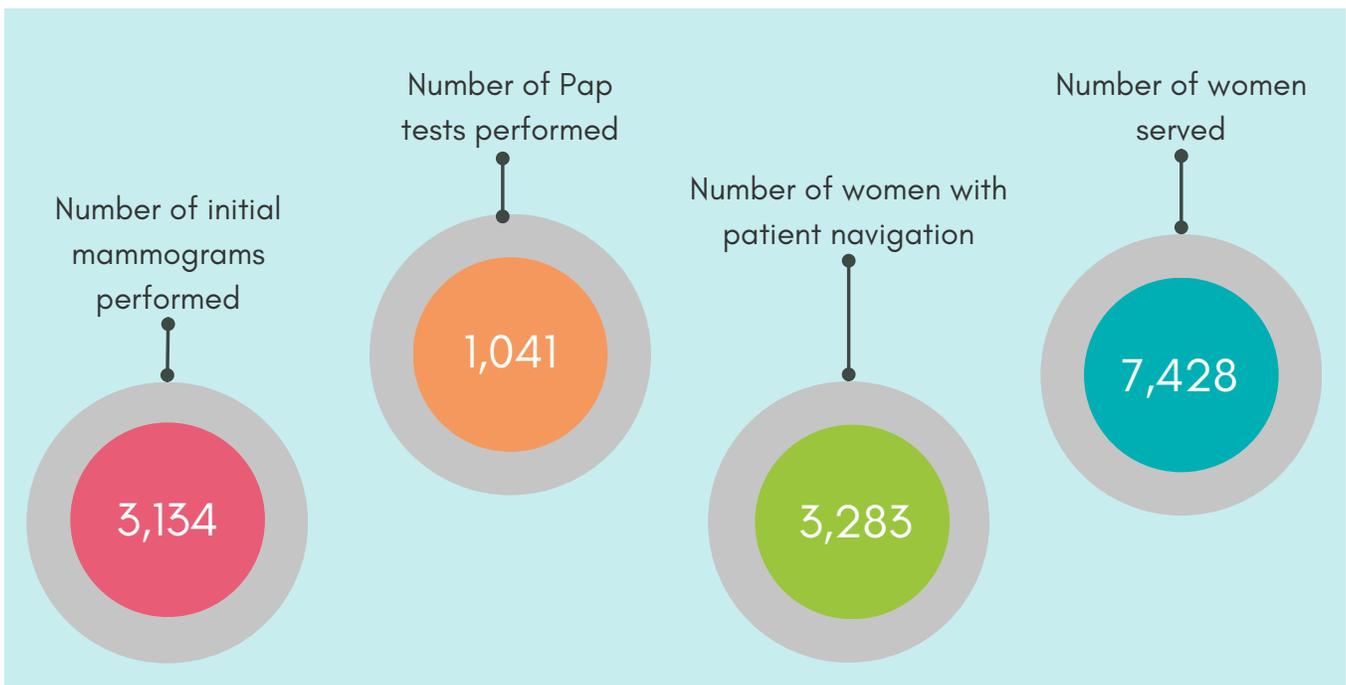
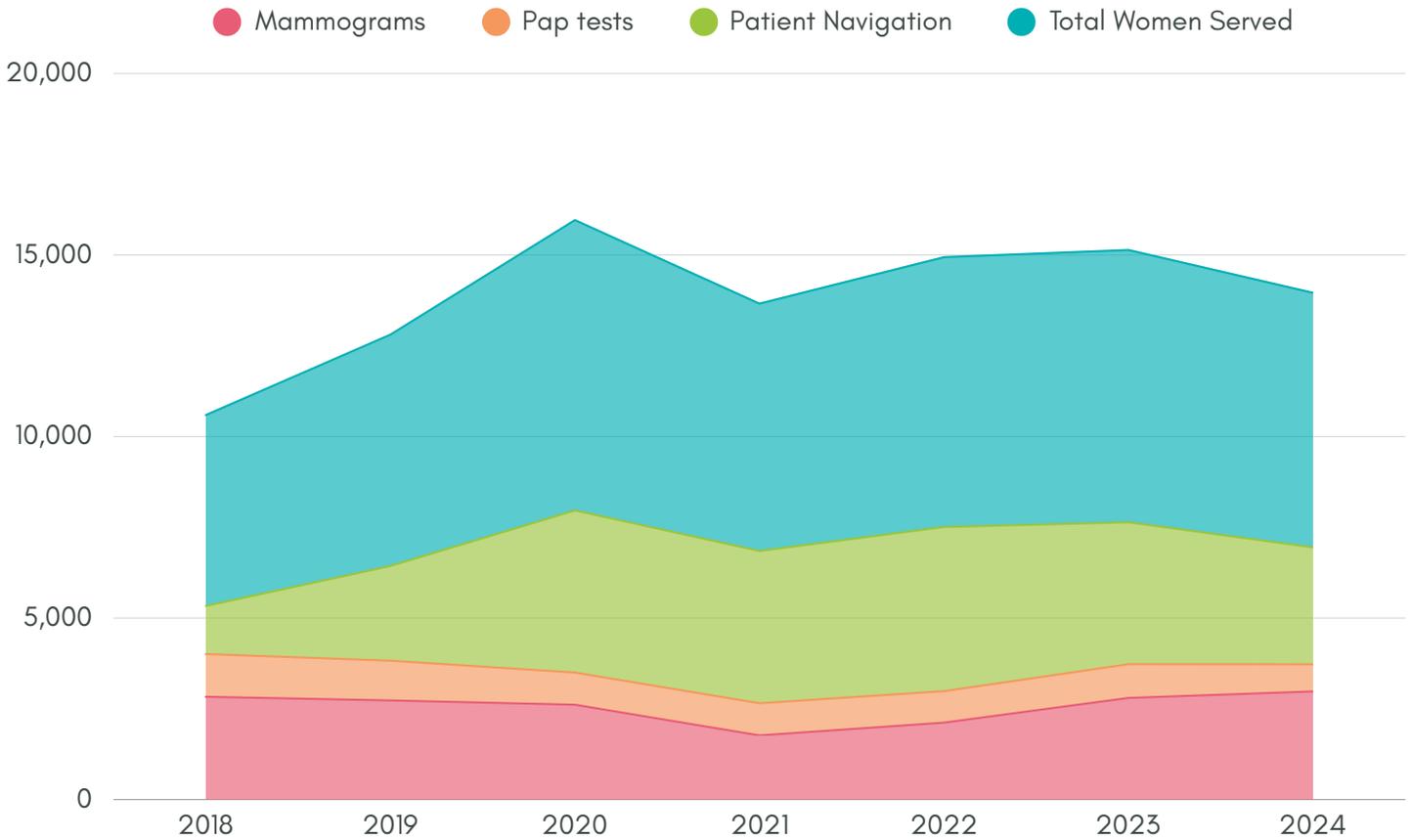


SURVIVING BREAST CANCER

My name is Monica Gooden. I am a 15 year breast cancer survivor.... After 15 years with no issues, here comes some breast discomfort and pain in my breast. Unfortunately, this time, my circumstances had changed quite a bit. I am working a different job now which doesn't offer health coverage. **I came across the Louisiana Breast and Cervical Program and had gave them a call. I spoke to Patient Navigator Denise Cox who helped me tremendously.** She assisted me with phone calls to get my prior mammogram reports and even advocated for me to get an appointment sooner than the one I was originally given. Thankfully, I received a good report from the doctors and am still **CANCER FREE!** Denise's compassion and listening ear for my needs and fears were a God send. I am so thankful for her assistance. Going through this has urged me to talk about my journey with other women who may be currently going down the road I once traveled.

Breast & Cervical Cancer Screenings

2024 Service Delivery Snapshot



Breast Cancer Screening Quality Indicators

Core Quality Indicators

70%

INITIAL MAMMOGRAMS PROVIDED TO NEVER/RARELY SCREENED WOMEN

98%

Percentage of abnormal mammogram results among uninsured women that were followed up with diagnostic testing.

97%

Percentage of mammograms among uninsured women where the time from an abnormal screening result to a final diagnosis was 60 days or less.

3

DUCTAL CARCINOMA IN SITU (DCIS) - STAGE 0 DIAGNOSED

100%

Percentage of uninsured women diagnosed with breast cancer ('CIS, other', DCIS, or invasive breast cancer) that started treatment.

100%

Percentage of uninsured women diagnosed with breast cancer ('CIS, other,' DCIS, or invasive breast cancer) who began treatment within 60 days of their final diagnosis.

19

INVASIVE BREAST CANCERS DIAGNOSED

99%

Percentage of abnormal mammogram results among insured women that were followed up with diagnostic testing.

Cervical Cancer Screening Quality Indicators

Core Quality Indicators

39

CERVICAL
INTRAEPITHELIAL
NEOPLASIA (CIN)
DIAGNOSED

60%

Percentage of uninsured women aged 30 and older receiving their first cervical cancer screening through LBCHP who have either never been screened or have not been screened in the past 10 years.

90%

Percentage of cervical cancer screenings (Pap and HPV tests) among uninsured women with planned and completed diagnostic follow-up.

6

SQUAMOUS
INTRAEPITHELIAL
LESION (SIL)
DIAGNOSED

80%

Percentage of cervical cancer screenings among uninsured women that had planned and completed diagnostic follow-up, with the time from screening to final diagnosis being 60 days or less.

100%

Percentage of uninsured women diagnosed with cervical cancer (HSIL, CIN2, CIN3/CIS, or invasive cervical cancer) where the time between final diagnosis and treatment was 60 days or less.

1

INVASIVE
CERVICAL
CARCINOMA
DIAGNOSED

67%

Percentage of uninsured women diagnosed with cervical cancer (HSIL, CIN2, CIN3/CIS, or invasive cervical cancer) that started treatment.

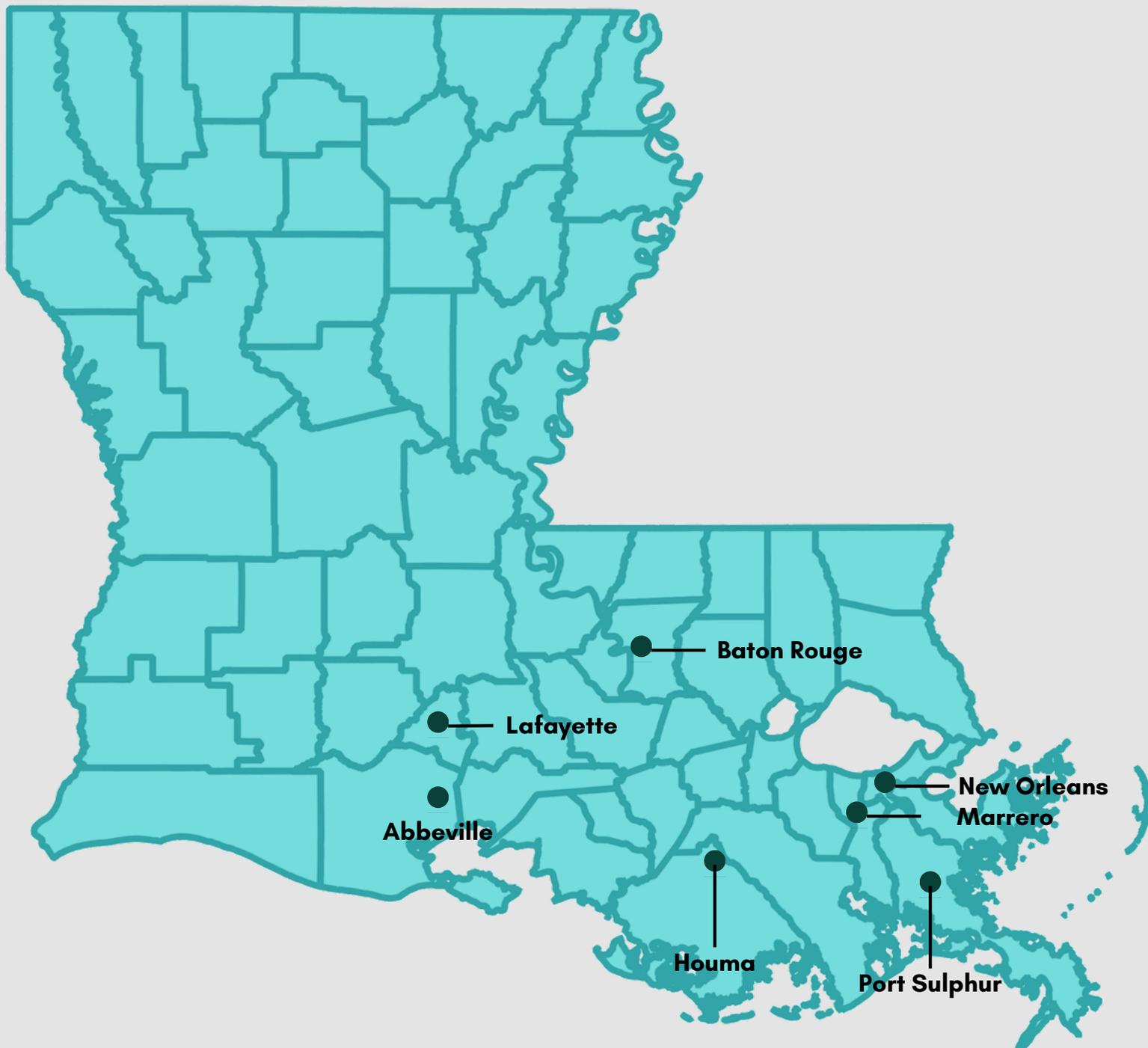
Evidence-Based Interventions to Increase Cancer Screenings

Screen Up works with primary care clinics and health systems in Louisiana to increase cancer screening rates through the implementation of evidence-based interventions (EBIs) to create tailored, sustainable change. By using strategies that are proven effective, clinics improve the quality and rate of cancer screenings which reduces health care costs and saves lives.

2024 Highlights

- Recruited a new clinic, AcadianaCares, in Lafayette, Louisiana, to increase their cervical cancer screening rates. Facilitated a partnership between AcadianaCares and Ochsner Lafayette General to ensure timely follow-up care for diagnostic procedures.
- Hosted two professional development webinars: 1) The Power of Patient Choice: Colorectal Cancer Screening Shared Decision-Making and 2) No Show Reduction Rate Reduction in Cancer Screening: Practical Approaches for Healthcare Improvement.
- Partnered with CareSouth Medical & Dental, a Federally Qualified Health Center (FQHC) in Baton Rouge, Louisiana to create a short video about their experience in the Screen Up program to be shown in their clinics.
- Continued partnership with Baptist Community Health Services a multi-site FQHC located in New Orleans, Louisiana. Together, we increased their overall CRC screening rate from 50% to 57%, and their FIT return rate from 35.2% to 79.9%.
- A partnership with Uber Health was established to help address transportation barriers to cancer screening at three clinics.
- The Virtual Nurse Navigation Program partnered with four clinics to assist navigation efforts including patient reminders.
- Funding for follow-up colonoscopies was provided at three partner clinics for uninsured and Medicaid patients.

2024 Screen Up Partner Locations



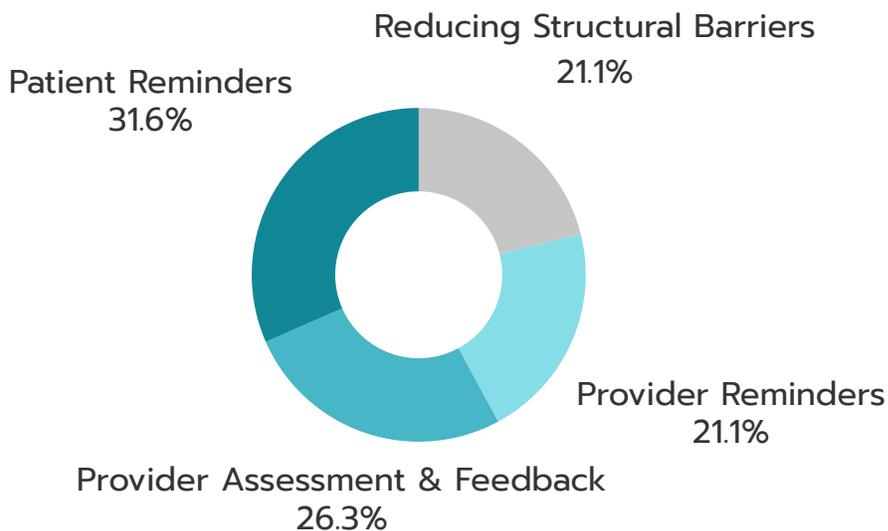


POLYP

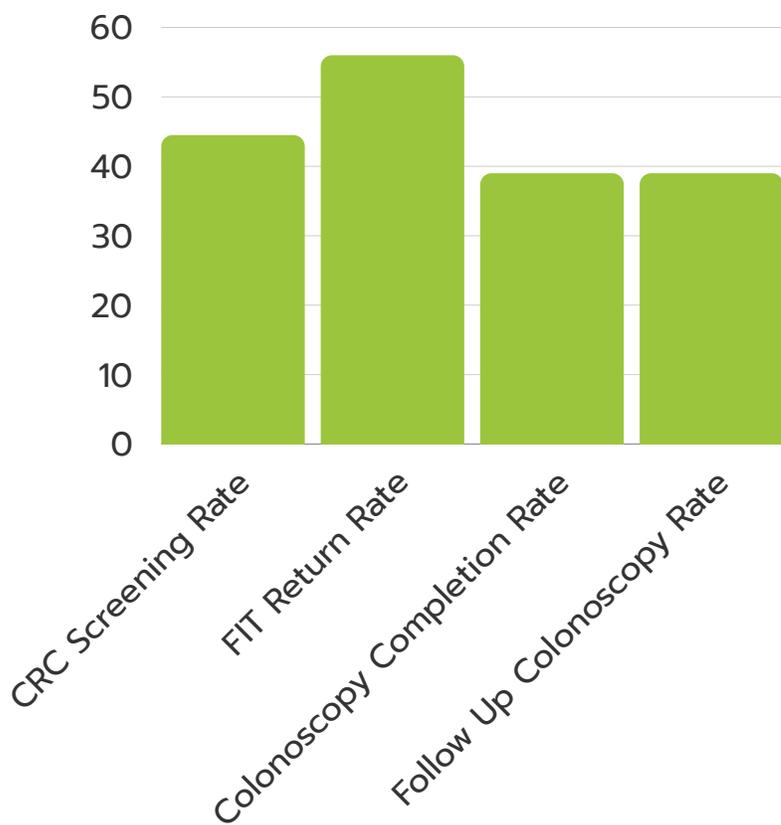
... growth in the lining of the
... Polyps are discovered through
... scopes and are common
... (non-cancerous), but
... a polyp can develop
... into colorectal cancer

2024 Evidence-based Practices Implementation Snapshot

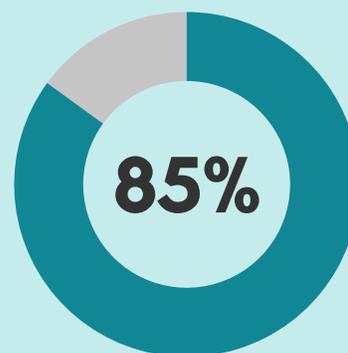
Evidence-Based Interventions Implemented



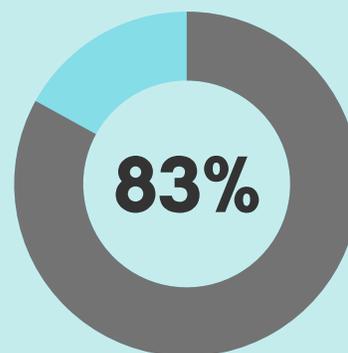
Colorectal Cancer Clinical Screening Measures



Supporting Activities



Small Media



Health IT



Patient Navigation

Boosting Colorectal Cancer Awareness

Digital Campaign for Colorectal Cancer Awareness Among Black Men

LCP and TACL received an Exact Science FOCUS grant to develop a digital media campaign aimed at increasing colorectal cancer awareness among Black men in Louisiana. Led by Dr. Elewonibi, the study team surveyed Black men ages 30 to 45 to gather insights for creating tailored messages encouraging CRC screening at the recommended age. The survey also explored their use of social media for health information, the types of content they engage with, and who they view as trusted messengers and influencers.

Preliminary Results

The main challenges for a campaign aimed at increasing awareness and screening rates include:

403

SURVEY RESPONSES
RECEIVED

97%

SURVEY RESPONDENTS
USE SOCIAL MEDIA

- **Breaking through the "noise" of long-established health concerns** in the Black community (e.g., High Blood Pressure, Diabetes, Obesity, Heart Disease) and elevate colorectal cancer as the "deadliest" condition for men under 50— a more recent revelation.
- **Overcoming the obstacles / resistance to screenings** including cost, availability, and understanding of their importance.
- **Communicating the ease of access** to screening locations and access to care pathways.
- **Utilizing digital media**, which was identified as the most effective platform to reach this population.

LA Cervix Care

Improving Cervical Cancer Prevention in LA

LSU Health New Orleans launched an exciting new multi-site study, **LA Cervix Care**, designed to streamline HPV self-collection across communities and improve access to colposcopy in medically underserved areas. Led by principal investigator Dr. Michael Hagensee, with Drs. Williams and Elewonibi as co-investigators, the study is set to make a significant impact in Louisiana. HPV self-sampling offers a game-changing alternative for cervical cancer screening, especially for women who face obstacles to traditional screening methods. This study will take a deep look at healthcare access, perceptions, demographics, and barriers to cervical cancer screening among average-risk women in Louisiana.

2024 Highlights

- Recruitment kicked off in late summer 2024 at LSU Health New Orleans, in collaboration with LCMC University Medical Center.
- Study setup and training commenced at LSU Shreveport in the fall 2024, with plans to begin recruiting women in January 2025 through the Partners in Wellness (PIW) mobile health screening program, sponsored by Feist-Weiller Cancer Center, and at community outreach events across Northern Louisiana.
- Key health systems and community health centers were identified to expand access to colposcopy procedures, while also providing vital education, training, and equipment to enhance colposcopy services.





Educating the Next Generation of Public Health Professionals



Makaila Mitchell, MS
PhD Student

Makaila Mitchell is a doctoral student in the Community Health Sciences Program at LSUHSC School of Public Health. She contributed to the development of the evaluation of an exercise program for survivors of female reproductive cancers, participated as 2024-2025 LHCC grants reviewer, and currently is a data collector for the LA CerviX Care Project.

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Ashley Fenton is a doctoral candidate in the Community Health Sciences Program at LSUHSC School of Public Health. She contributed to the development of the online survey for community outreach, and study participants for the LA CerviX Care Study, and assisting with the analysis of cancer screening trends in Louisiana's sexual and gender minority population.

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Ashley Fenton, MS
PhD Candidate



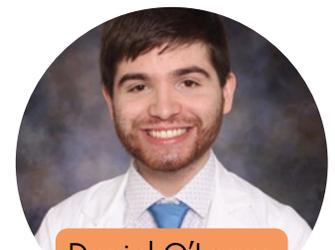
Jairus Ballard, MHI
DrPH Student

Jairus Ballard is an doctoral student at Samford University in Public Health. He worked on a digital campaign to increase CRC awareness among Black men in Louisiana by reaching them. He assisted in multiple activities including obtaining social media metrics and monitoring calls to action such as pledge signings and sign-ups for screening reminders.

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Daniel O'Leary is a medical student in the MD/MPH dual degree program at LSUHSC New Orleans School of Public Health and School of Medicine. Daniel analyzed health data to identify four key indicators for rural Louisiana—healthy food access, physical activity, tobacco-free environments, and healthcare—and created tools to help communities develop profiles and maps for policymakers.

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Daniel O'Leary
MD/MPH Student

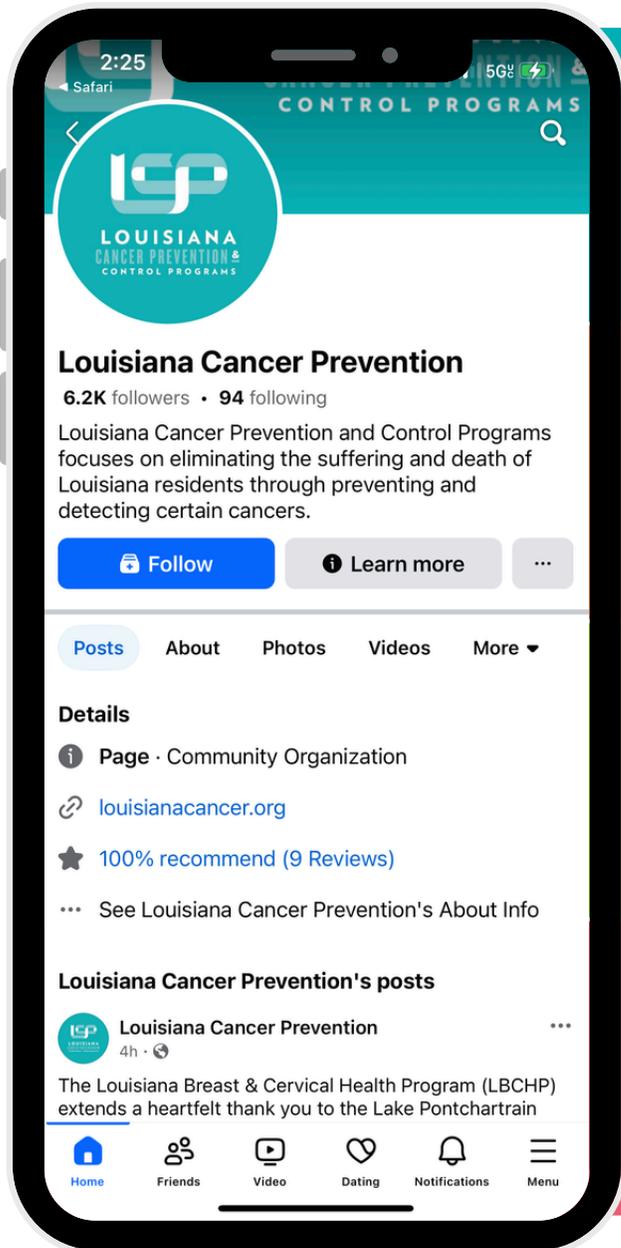


Morise "Trey" Duffin III
Student Intern

Morise "Trey" Duffin III is an undergraduate student at Xavier University majoring in Public Health. One of the main projects he contributed to was the development of the virtual nurse navigation program. An important aspect of any navigation program is the resources navigators can offer to patients.

COMMUNICATIONS

LCP took a proactive approach in driving strategic communication efforts to expand the reach and impact of our programs within priority populations. We launched both large- and small-scale campaigns to increase awareness of cancer screening, early detection, and available community services. At the same time, we empowered our partners to actively engage with their communities, further amplifying our collective impact.



169,500

**Total users
reached across
all platforms**

6,877

**Total followers
across all social
media platforms**

117

**New followers
across all social
media platforms**

161

**Total
engagement
across all
platforms**

Colorectal Cancer Awareness Event

Wednesday
March 13th, 2024
11:30 AM - 2 PM

Wellness Center Entrance

WEAR BLUE TO SHOW YOUR SUPPORT



Learn about CRC Screening

Colorectal Cancer is the 4th leading cause of cancer death in Louisiana! Early detection and preventative screening saves lives!



Join Us

Grab a snack & learn about screening options for your future patients & loved ones!



Presented by:



SCREENING STARTS AT AGE 45

Together
we're stronger

On Tuesdays in March
wear **BLUE** to support
Colorectal Cancer Awareness
Month!



lbchp LOUISIANA BREAST & CERVICAL HEALTH PROGRAM

BREAST CANCER AWARENESS

COLORECTAL CANCER AWARENESS MONTH!

IS IT TIME TO SCOOP YOUR POOP?



CRC SCREENING STARTS AT AGE 45!

SCAN ME! >>>





WHAT'S NEXT FOR LCP?

We are heading into 2025 with hope and optimism! With new and continued partnerships, we're expanding outreach, ramping up educational efforts, boosting cancer screenings, and launching cutting-edge research projects—all to drive down the burden of cancer across Louisiana.

Community Outreach & Patient Navigation

- Continue to train CHWs and health professionals on key topics related to cancer prevention & control.
- Expand clinic partnerships to provide patient navigation services.
- Enhance outreach efforts to link community members to cancer screening services.

Clinical Services & Health Systems Change

- Increase LBCHP service delivery through new partnerships.
- Recruit new clinics for Screen Up and develop sustainability plans for current clinics.
- Expand professional development opportunities for Screen Up clinics.
- Expand HPV self-collection to LBCHP providers and other clinics/health systems.

Partnerships for Cancer Prevention & Control

- Close-out current LHCC grants and launch a new application cycle.
- Hold 2025 LCCRT Annual Meeting.
- Expand membership for LCCRT.

Research

- Expand self sample HPV testing to community clinics for LA CerviX Care project.
- Identify opportunities to publish program data and evaluation results.

Communications

- Conduct trainings for partners on effective communication strategies.
- Continue and expand cancer awareness campaigns.
- Refresh communications and social strategy to enhance LCP brand.

Abstracts & Poster Presentations

1. Katner A, Edwards M, Stelly A, Brisolaro K, **Williams D**, Trapido E, Pieper K. Climate hazards faced by underserved communities and recommendations for fostering disaster resilience and environmental justice. 2024 Annual Conference of the American Chemical Society (ACS). New Orleans, LA (March 17-24, 2024).
2. Katner A, Stelly A, Brisolaro K, **Williams D**, Trapido E, Pieper K. Louisiana Lessons Learned on the Cumulative and Cascading Effects of Climate Change in Underserved Communities and Strategies to Foster Disaster Resilience and Environmental Justice. National Network of Public Health Institutes (NNPHI) 2024 Annual Conference. Mar 21-23, 2024. New Orleans, LA. [Breakout session]
3. Vázquez-Otero C, **Elewonibi B**, Ankwe A, and BeLue R; Abstract A117: Cervical cancer screening rates among older Hispanic women living in Texas: results using the BRFSS 2018, 2020, and 2022 survey data. Cancer Epidemiol Biomarkers Prev 1 September 2024; 33 (9_Supplement): A117. [Media Interviews](#)
4. **Elewonibi B**, **Baudoin C**, and Fenton A; Abstract A126: Cancer screening trends in Louisiana's sexual gender minority population. Cancer Epidemiol Biomarkers Prev 1 September 2024; 33 (9_Supplement): A126. [Media Interviews](#)
5. Hagensee M, **Williams D**, **Elewonibi B**, Cameron J, Smith D, McLarty J. LA CerviX Improving Cervical Cancer Prevention in Louisiana- Identification of Barriers to Care for Those Women at Increased Risk for Cervical Cancer. LSU LCMC Health Cancer Center Strategic and Scientific Meeting. October 28, 2024. Baton Rouge, LA.
6. **Baudoin C**, **Pereira M**, **Elewonibi B**, and **Williams D** (2024). Assessing barriers to breast and cervical cancer screening among low-income, uninsured, and underinsured women in Louisiana to guide patient navigation support. American Public Health Association (APHA) Annual Meeting 2024, Minneapolis, MN, USA October 2024 (Accepted as Oral Presentation)
7. **Elewonibi B**, **Baudoin C**, **Pereira M**, and **Duffin M**. (2024) Cancer screening adherence and gender identity in Louisiana. American Public Health Association (APHA) Annual Meeting 2024, Minneapolis, MN, USA October 2024
8. **Pereira M**, **Singleton N**, **McCarthy C**, Li Y, **Sutton S**, and **Elewonibi B**. Using ArcGis Storymaps to identify priority areas for colorectal cancer (CRC) coalition efforts in Louisiana. American Public Health Association (APHA) Annual Meeting 2024, Minneapolis, MN, USA October 2024.

Publications & Reports

1. Moses L, Oral E, and **Williams D**. The Relationship Between Social Support and Patient Characteristics Among Young Women with Breast Cancer. JLPHA. Volume 4, Issue 2. <https://www.flipsnack.com/jlpha/nov-24-jlpha/full-view.html>
2. **McCarthy C**, **Pereira M**, **Elewonibi B**, and **Williams D**. (2024). Louisiana Comprehensive Cancer Control Plan Supplemental Update 2024. Louisiana State University Health Sciences Center - School of Public Health. New Orleans, LA.

Invited Presentations, Seminars, & Trainings

1. Elewonibi B. (2024) Addressing Colorectal Cancer (CRC) in Louisiana. The 8th Annual Southeastern Colorectal Cancer Consortium Conference. Nashville, TN, USA. June 2024.
2. Elewonibi B. (2024) News Segment. Louisiana Cancer Prevention and Control Programs. WVUE Fox News. October 9, 2024. New Orleans, LA, USA. <https://www.fox8live.com/video/2024/10/09/louisiana-cancer-prevention-control-programs/>
3. Elewonibi B. (2024) Moderator for Strengthening Health Systems Using Assessment and Evaluation. International Health Section. American Public Health Association (APHA) Annual Meeting 2024, Minneapolis, MN, USA October 2024
4. Elewonibi B. (2024) Moderator for Applications Using Health Data. Applied Public Health Statistics section. American Public Health Association (APHA) Annual Meeting 2024, Minneapolis, MN, USA October 2024
5. Elewonibi B. (2024) Cervical Cancer Elimination Summit. Louisiana Cancer Prevention & Control. New Orleans, LA. November 2024.
6. Elewonibi B. (2024) Addressing Colorectal Cancer (CRC) in Louisiana. 2024 American Cancer Society National Colorectal Cancer Roundtable 2024 Annual Meeting. Fort Worth, TX, USA November 2024.
7. Johnson D. (2024). Breast Cancer Prevention. 11th Annual Breast Cancer Awareness Day at City Hall. October 10, 2024. New Orleans, LA, USA.
8. Johnson D. (2024). Importance of Early Detection. LSU Health School of Medicine. October 2024. New Orleans, LA, USA.
9. Torres Martinez R. (2024). Breast Cancer & Heart Disease. In collaboration with Well-Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN) and Taking Aim at Cancer in Louisiana (TACL). October 2024. New Orleans, LA, USA.
10. Torres Martinez R. (2024). LBCHP referrals training for Community Health Workers. In collaboration with the Louisiana Department of Health, Community HealthWays Program, and Louisiana Community Health Outreach Network (LACHON). New Orleans, LA, USA.
11. Torres Martinez R. (2024). Breast Cancer Education. Hispanic Chamber of Commerce of Louisiana. New Orleans, LA, USA.
12. Torres Martinez R. (2024). Cervical Cancer Education training. AmeriHealth Caritas. New Orleans, LA, USA.
13. Williams D. Prevention, Screening, and Cessation Panel. Cancer in Louisiana: Trends, Treatments, & Prevention Conference. Baton Rouge, LA. November 21, 2024.
14. Williams D. Louisiana Cancer Prevention & Control. Cancer in Louisiana: Trends, Treatments, & Prevention Conference. Baton Rouge, LA. November 21, 2024.
15. Williams D. Helping Communities Access (and use) Research Results. 2024 Promising Practices Conference on Community Health. Louisiana Cancer Research Consortium. Grambling, LA. June 7, 2024.
16. Williams D. Online Series. Professional Education Webinar: HPV Self-Collection Overview, Guidelines, and Implications for Your Practice. September 2024
17. Williams D. News Segment. LSU Health Cervical Cancer Research Grant. WVUE Fox News. January 31, 2024. New Orleans, LA, USA. <https://www.fox8live.com/video/2024/01/31/lsu-health-cervical-cancer-research-grant/>
18. Williams D. News Segment. Barriers and Access to Clinical Trials. PBS Newshour February 2, 2024.
19. Williams D. Radio News Segment. Colorectal Cancer Day at the Capitol. Talk 107.3 AM. March 28, 2024. Baton Rouge, LA, USA.

THANK YOU TO OUR PARTNERS!

We couldn't do this work without your support and dedication to our communities.

American Cancer Society
Baptist Community Health Services
Baton Rouge Primary Care
Cancer Association of Louisiana
CareSouth Medical & Dental
CHRISTUS Ochsner St. Patrick Hospital
CHRISTUS St. Frances Cabrini Hospital
Exact Sciences Corporation
Familas Unidas en Acción
Healthy State
Humana
Iberia Comprehensive Community Health Center
Immunizations for a Healthy Louisiana
InclusivCare
Louisiana Community Health Outreach Network (LACHON)
Lallie Kemp Regional Medical Center
LDH Section of Environmental Epidemiology and Toxicology
LDH Well-Ahead
Louisiana Campaign for Tobacco-Free Living
Louisiana Cancer Research Center
Louisiana Department of Health (LDH)

Louisiana Families for Vaccines
Louisiana Public Health Institute (LPHI)
Louisiana Tumor Registry (LTR)
LSU AgCenter
LSU Health New Orleans, School of Medicine
LSU Health New Orleans, School of Public Health
LSU LCMC Health Cancer Center
LSUHSC-Shreveport, Partners in Wellness
Luke's House Clinic
Mary Bird Perkins Cancer Center
NOELA Community Health Center
Ochsner Lafayette General
Ochsner LSU Health- Monroe
Odyssey House Louisiana
Open Health
Plaquemines Primary Care
St. Gabriel Health Clinic, Inc.
St. Thomas Health Center
Start Corporation
Susan G. Komen
Taking Aim at Cancer Louisiana (TACL)
The Wellness Studio
University Medical Center-New Orleans
Woman's Hospital

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