

2025

# IMPACT



# REPORT



LOUISIANA  
CANCER PREVENTION &  
CONTROL PROGRAMS



# Acknowledgements

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The success of Louisiana Cancer Prevention & Control Programs (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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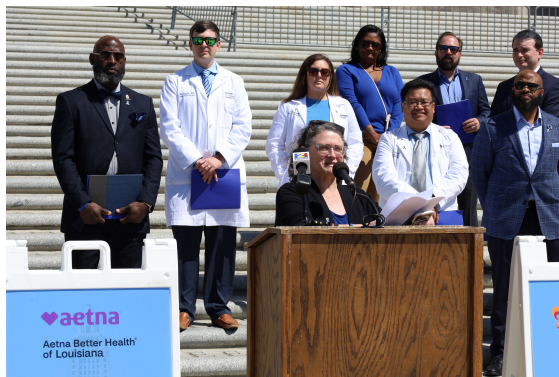


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# LETTER FROM LEADERSHIP



I'm pleased to share our newly released 2025 Impact Report, which highlights our efforts and achievements over the past year in reducing the burden of cancer

across Louisiana. Cancer has a profound impact on our state as we continue to have some of the highest mortality rates in the country. Cancer remains the 2nd leading cause of death in our state, with breast, lung, and colorectal cancers accounting for most of these deaths. [1] However, there is good news and so much good work being done around the state. Prevention and early detection continue to be our most promising tools. In fact, 80% of averted cancer deaths between 1975 and 2020 were due to prevention and screening interventions.[2] Further, we live on the verge of seeing multi-cancer early detection tests (MCED) becoming a reality and standard care, furthering our early detection efforts.

Since 2002, the Louisiana Cancer Prevention & Control Programs (LCP) has been dedicated to reducing the burden of cancer in our state by focusing on cancers that can be detected early and treated effectively—lung, breast, cervical, and colorectal. In 2025, we focused our efforts on eliminating cervical cancer as a public health problem by convening partners to develop Louisiana's first cervical cancer elimination plan. It's amazing that we now have all

the tools we need to see that no woman gets cervical cancer, much less dies from it. Below are additional highlights of our work and impact over the past year:

- Cervical Cancer: Developed of a Cervical Cancer Elimination Plan for release in 2026; Held a training for survivors and a community event with Cervivor which included HPV self-collection; and Continued the LA Cervix Cares Study to overcome barriers to completing cervical cancer screening in Louisiana.
- Colorectal Cancer(CRC): Convened LCCRT meeting; engaged in early-onset CRC initiatives; and held a CRC event in partnership with the NFL.
- LSU LCMC Health Cancer Center: Established a virtual screening navigation program (<https://louisianacancer.org/lanna/>); and laid the groundwork for the Catchment Area Assessment which is a requirement for NCI designation.
- Survivorship: Developed of a pilot exercise program to improve physical health post-chemotherapy.

We encouraged by the statewide enthusiasm for this work, which includes very strong support from the main LSU campus, the governor, and lawmakers.

We invite anyone who would like to join us in this fight to reach out. Thank you for your support and valued partnership as we continue our mission to reduce the burden of cancer in Louisiana.



 , MS, MPH, DrPH  
LCP 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.

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

With support from the Centers for Disease Control and Prevention (CDC) and the State of Louisiana, we lead two flagship programs: the Louisiana Breast and Cervical Health Program (LBCHP) and the Louisiana Comprehensive Cancer Control Program (LCCCCP). In addition to these cornerstone initiatives, the LCP team work with the LSU LCMC Health Cancer Center’s Office of Community Outreach and Engagement to advance cancer control through a variety of innovative projects and research efforts supported.



## 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.

## 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.

## Louisiana Nurse Navigation Assistance

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

## Community Outreach & Engagement

To reduce Louisiana’s cancer burden by engaging communities, advancing equitable policies, and promoting effective screening, treatment, and system-level improvements.





## 2025 Highlights

# IMPACT AT A GLANCE

**\$3.1  
Million**

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

**7,663**

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

**Over  
400**

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

**4,068**

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

**Over  
\$18,500**

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

**Over  
800**

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

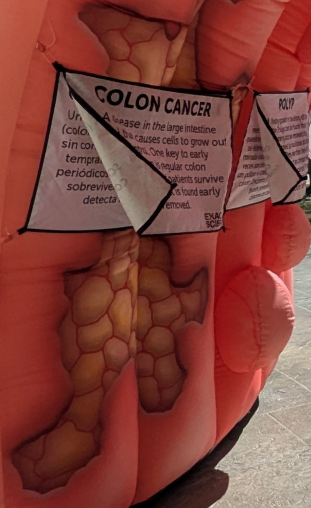


**COLON CANCER**  
Un... A... cause in the large intestine (colo... )... causes cells to grow out of... See key to early... regular colon... suggests survive... found early... detecta... EXACT SCIENCES

**COLITIS**  
... EXACT SCIENCES

**COLITIS**  
... EXACT SCIENCES

**CÁNCER DEL COLÓN**  
... EXACT SCIENCES



# 2025 Highlights



## ADVANCING CANCER RESEARCH & CARE IN LOUISIANA

- The 2024 Cervical Cancer Elimination Summit brought together multiple organizations in a collaborative effort that ultimately led to the development of the Cervical Cancer Elimination Plan in 2025 (released in 2026).
- Partnered with Cervivor, Inc., a national cervical cancer advocacy and education group, to conduct a training for survivors and hold a community outreach and education event.
- The LA Cervix Cares Study continued to expand in 2025, launching recruitment at LSU Shreveport and creating new opportunities for women in North Louisiana to access self-sampling HPV testing through both clinics and mobile units.
- The Louisiana Colorectal Cancer Roundtable (LCCRT) convened an in-person meeting to highlight Colorectal Cancer Awareness Month and to foster collaboration with both new and longstanding partners.
- LCP partnered with the NFL to conduct a listening session that allowed cancer survivors to share their lived experiences.
- Additionally, the Cancer Survivors Nutrition & Exercise Program was developed and launched, offering new supportive resources for survivors across the state.

## LOCAL, STATE, & NATIONAL RECOGNITION

- Dr. Denise Roubion-Johnson, LBCHP Clinical Director, was invited to speak at the New Orleans City Council's annual Breast Cancer Awareness Forum.
- Multiple project abstracts highlighting LCP's work were accepted to the 2025 American Public Health Association Annual Conference in Washington, DC.
- Malesa Pereira was a selected participant for the 23rd Annual St. Jude Children's Research Hospital National Graduate Student Symposium (NGSS).
- Dr. Taylor Johnson was accepted in the Spring 2026 postdoc track of Washington University in St. Louis's Compass program which focuses on leadership, management training, and mentoring.

# LOUISIANA NURSE NAVIGATION ASSISTANCE



Louisiana Nurse Navigation Assistance (LANNA), launched in October 2024, is a centralized, virtual, nurse-led patient navigation initiative housed within LCP and the LSU LCMC Health Cancer Center. LANNA serves communities across Louisiana, adapting to the unique needs of each region to improve patient outcomes and reduce the overall cancer burden statewide. Our nurse navigators actively engage with community organizations at the local, state, and national levels. By fostering strong relationships with healthcare providers and facilities, they build trust, expand outreach efforts, and improve access to cancer screening services.

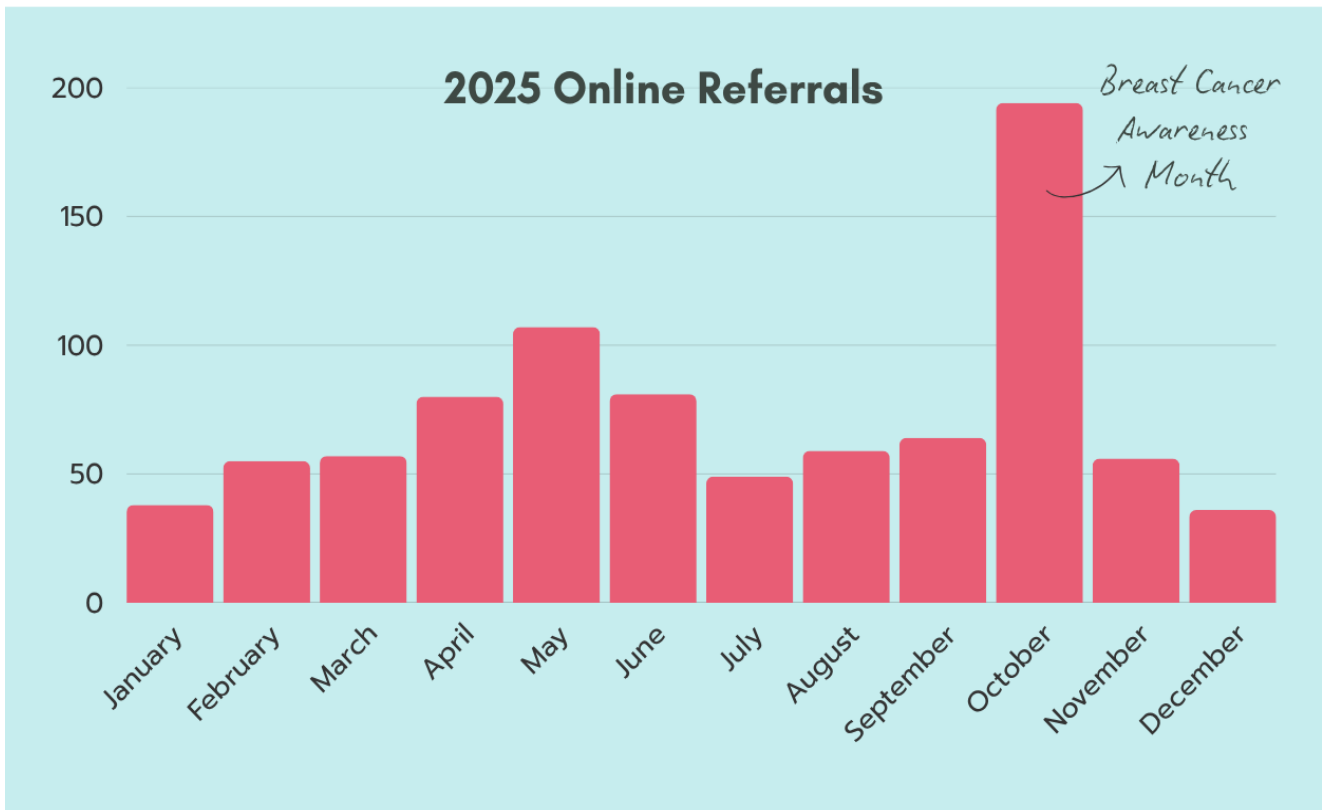
## 2025 Highlights

- Partnered with Community Health Workers (CHWs) from LACHON to provide nurse navigation services at outreach events. During the events, CHWs educated individuals and completed online referrals to LANNA. Following the events nurse navigators reached out to the referred individuals to connect them with appropriate cancer screening services.
- Partnered with the Screen Up Program to provide navigation services to clinics working to improve their cancer screening rates.
- Established a new partnership with the American Lung Association to expand access to lung cancer screening services statewide for individuals eligible for screening.
- Collaborated with researchers on the FIT Track Study, an SMS-based navigation program designed to address colorectal cancer (CRC) screening challenges. This study aims to increase CRC screening among rural populations by providing navigation support through structured text messages that keep participants informed, connected, and supported throughout the screening process.


# 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 850 women to breast and cervical cancer screening services.
- Expanded our online referral system to all direct screening providers, adding navigation tracking and integrated text messaging to streamline communication and improve follow-up.



**206**  
NUMBER OF WOMEN  
EDUCATED



**876**  
NUMBER OF REFERRALS  
TO CLINICAL SERVICES



**148**  
COMPLETED  
SCREENINGS

# WORKING TOGETHER TO ELIMINATE CERVICAL CANCER



**Celebrating the Global Cervical Cancer Elimination Day of Action:**  
Elimination of HPV Cancers in the Southeast U.S.

**November 18, 2025**  
11 a.m. - 1 p.m. Eastern Time  
(10 a.m. - noon Central Time)

November 17, 2025 marks the five-year anniversary of the World Health Organization's global strategy aimed at eliminating cervical cancer as a significant public health concern through a dedicated **Global Day of Action**. Join us in recognizing and learning from current elimination initiatives happening in the Southeast.

**Learn more about:**

- The Southeast Roundtable's elimination priority action area;
- **OPERATION WIPE OUT** in Alabama; and
- Emerging elimination efforts in Kentucky, Louisiana, and Mississippi.

 **Register today!**

Learn more at [stjude.org/southeast-roundtable](http://stjude.org/southeast-roundtable).  
Email [PreventHPV@stjude.org](mailto:PreventHPV@stjude.org) with questions.

**Moderator**

**Alabama**

  
Marissa Malchione  
Sabin Vaccine Institute

  
Nancy Wright, MPH  
Alabama Department of Public Health

**Kentucky**

  
Crystal Beck, RN  
Kentucky Department for Public Health

  
Tara Pendygraft, MPH  
Kentucky Department for Public Health

**Louisiana**

  
Rosamar Martinez, MPH  
Louisiana Comprehensive Cancer Control Program

**Mississippi**

  
Amy Ellis, MS  
Mississippi HPV Vaccination Roundtable


Following the 2024 Cervical Cancer Elimination Summit, we began the development of a plan to eliminate cervical cancer as a public health program in Louisiana. We convened workgroups around each key pillar identified at the summit, engaging partners across sectors in leadership, participation, and advisory roles.

Workgroups collaboratively drafted sections of the plan, which were shared with summit participants for feedback. This input was incorporated to refine and finalize the plan, ensuring it reflected a collective, statewide approach. Based on partner feedback, Louisiana-specific stories, testimonials, and existing prevention programs were integrated throughout the plan.

**"No one needs to get cervical cancer much less die from it. Cervical cancer is one cancer that is completely preventable and your healthcare provider has several tools that can be used for prevention."**



  
-Donna Williams MS MPH DrPH, director of the Louisiana Breast & Cervical Health Program (LBCHP), a professor of behavioral and community health at LSU Health New Orleans and a member of the faculty of the Louisiana Cancer Research Center



We also shared lessons learned nationally by participating as a speaker at the HPV Vaccination Roundtable during the Global Cervical Cancer Elimination Day of Action in November 2025, alongside states that had launched or were developing their own plans. The finalized plan will launch in January 2026, marking the next step in Louisiana's statewide effort to eliminate cervical cancer.

# IMPLEMENTATION OF HPV SELF-COLLECTION EVENT

LCP partnered with Cervivor, Inc. to host a no-cost cervical cancer screening and outreach event at HomeFest on October 18, 2025. This was the first community event hosted by LCP to utilize a new cervical cancer screening method, human papillomavirus (HPV) self-collection, which was recently approved by the FDA. This event was the culmination of a training hosted by LCP and Cervivor for cervical cancer survivors the day prior. Participating survivors were equipped with the knowledge and skills needed to conduct outreach and education on cervical cancer and were invited to the screening and outreach event to put their training into action.

While it took a lot of effort and strategic flexibility, we were ultimately successful. Women were very enthusiastic about HPV self-collection and expressed that it was very easy to do.



# LOUISIANA HEALTHY COMMUNITY COALITION

The Louisiana Healthy Community Coalition (LHCC) provided funding to organizations implementing policy, systems, and environmental (PSE) improvements throughout Louisiana. A total of \$18,974 was awarded to support seven projects. These grants supplied essential resources to community-led initiatives across the state, benefiting residents in both rural and urban communities.

Collectively, these efforts represent meaningful early steps toward improving the environments in which Louisianans live, work, and play. The 2025 initiatives included enhancing school gardens, establishing smoke-free zones in public spaces, creating more walkable rural environments, and developing a dedicated meditation area.

## 2025 Highlights

- The Joseph Candler Jr. Memorial Foundation led a community-driven initiative in rural Tallulah (Northeast LA) to reduce secondhand smoke exposure. Project successes include: installing smoke-free signage at four community sites; introducing a smoke-free ordinance; training local youth to advocate for healthier public spaces; and reaching and positively impacting more than 250 residents.
- The Town of Sunset, located in the Lafayette area, partnered with a local organization to enhance pedestrian safety and walkability. During the Herb and Garden Festival, the project installed features such as painted crosswalks and curb extensions to improve visibility and safer pathways for residents.
- Martin Luther King Jr. Christian Academy in Baton Rouge, LA, transformed an underutilized school field into an interactive learning garden. The new garden space was incorporated into math and science lessons, with many students reporting they enjoyed learning outdoors in a hands-on environment.

# TALLULAH'S CLEAN AIR, HEALTHY FUTURE PROJECT



	<b>250+</b> NUMBER OF RESIDENTS REACHED
	<b>4</b> SMOKE-FREE SIGNS INSTALLED ACROSS COMMUNITY SITES
	<b>25+</b> NUMBER OF YOUTHS ENGAGED IN THIS WORK
	<b>7</b> NUMBER OF VOLUNTEERS

The LHCC funds community grants across Louisiana to support sustainable policy, systems, and environmental (PSE) changes. One standout example is the “Tallulah’s Clean Air, Healthy Future Project,” led by the Joseph F. Candler Jr. Memorial Foundation. This smoke-free initiative in rural Tallulah (Northeast Louisiana) aims to reduce secondhand smoke exposure.

The project advanced its goals by installing four smoke-free signs at local churches and trusted community gathering spots, selecting high-visibility locations to maximize impact. The team also educated residents—more than seven adults and twenty-five youth completed smoke-free educational workshops. These workshops increased community awareness of the dangers of smoking and the importance of clear health communication.

In addition, the project introduced a local ordinance to authorize the placement of more smoke-free signs, helping spark conversation and advocacy around smoke-free policies. The Clean Air, Healthy Future Project exemplifies a comprehensive PSE change effort by implementing all three components of change: environmental, systems, and policy.

# LOUISIANA COLORECTAL CANCER ROUNDTABLE



The Louisiana Colorectal Cancer Roundtable (LCCRT) brings together health systems, providers, insurers, researchers, advocates, and community members to confront the burden of colorectal cancer in Louisiana. LCCRT increases awareness, promotes screening, advances policy, and improves care systems to reduce the impact of this disease statewide.

LCCRT focuses on two primary goals to achieve by 2027:

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

LCCRT meets quarterly and operates through three workgroups (Clinical & Health Systems, Data, and Communications & Outreach) after restructuring the original four-workgroup model and integrating policy priorities into every group. Each workgroup drives progress in its specialized area to support the Roundtable's mission.

LCCRT remains committed to advancing meaningful change and improving outcomes for all Louisianans affected by colorectal cancer. In late 2025, LCCRT launched a new initiative to address the growing burden of early-onset colorectal cancer.

# 2025 LCCRT ANNUAL MEETING



In March 2025, LCCRT convened stakeholders at The Cook Hotel and Conference Center on the LSU campus in Baton Rouge. The in-person meeting aimed to raise awareness of LCCRT's mission, strengthen collaboration to reduce Louisiana's colorectal cancer (CRC) burden, and expand research and practice efforts statewide.



The agenda included presentations from the Louisiana Tumor Registry that outlined the current CRC landscape in Louisiana, including trends in early-onset colorectal cancer. Stakeholders then participated in a facilitated forum focused on priority areas such as implementing targeted screening initiatives; increasing awareness, education, and screening uptake; promoting healthy lifestyle behaviors; enhancing professional training; and addressing barriers to screening, treatment, and follow-up care.



Several programs and partners were spotlighted during the forum, including Taking Aim at Cancer Louisiana (TA CL), the American Cancer Society (ACS), the Louisiana Department of Health (LDH), Tulane Surgery, AmeriHealth Caritas, Louisiana Healthcare Connections, and Mary Bird Perkins Cancer Center. Dr. Whitney Jones of Kentucky's Colon Cancer Prevention Project delivered the keynote address, sharing lessons learned from Kentucky's screening program for low-income, uninsured residents. The meeting concluded with breakout sessions for each workgroup (Data, Policy, Communication & Outreach, and Clinical & Health Systems) during which members conducted strategic planning and identified three priority objectives for the upcoming year.



# PEDIATRIC CANCER LISTENING SESSIONS

In September, LCP held a series of listening sessions with parents of children with a history of cancer to hear directly from them about gaps in care and support, and to identify how we can better meet the needs of caregivers and their communities. Over two sessions, we met with seven parents from northern Louisiana and discussed their experiences navigating healthcare systems and daily life throughout their child's cancer journey.



Parents consistently raised several themes, including frustration with delayed or missed diagnoses, limited or inadequate resources for children with cancer in their region, difficulty finding reliable information about their child's diagnosis, the critical role of social support, and the emotional and mental health impact on the entire family.

**LCP LOUISIANA**  
**PEDIATRIC CANCER LISTENING SESSIONS**

- ✓ Are you a caregiver (parent, family member, or guardian) of a child (under the age of 18) who has had or is currently going through cancer treatment?
- ✓ Are you an adult survivor of pediatric cancer (diagnosed with cancer under the age of 18)?

**WE WOULD LIKE TO HEAR FROM YOU!**

The Louisiana Cancer Prevention & Control Programs will be hosting a series of listening sessions in September to give parents, guardians, caregivers, and survivors a chance to tell their stories and help us understand how we can meet the needs of young cancer survivors through supportive programming and initiatives.

**We will be offering listening sessions on the following dates and times:**

- 9/22 at 12:00pm for caregivers
- 9/23 at 12:00pm for adult survivors of pediatric cancer
- 9/23 at 6:00pm for caregivers

**Register by visiting [bit.ly/listeningsses](http://bit.ly/listeningsses)**

Questions? Contact Cara McCarthy at [cmcc12@lsuhscc.edu](mailto:cmcc12@lsuhscc.edu)

We are deeply grateful to these families for sharing their stories and insights. In the coming year, we will use what we learned to guide programming for families affected by cancer, including developing a video focused specifically on the needs of caregivers of children with cancer as part of our Caring Through Cancer Series. Moving forward, we will continue creating opportunities for caregivers and survivors to share their experiences, ensuring our programs reflect, honor, and respond compassionately to the realities they face.

# ENGAGING CANCER SURVIVORS IN PHYSICAL ACTIVITY AND NUTRITION

In partnership with the Wellness Center at LSU Health Sciences Center New Orleans, LCP offered exercise classes for gynecologic and breast cancer survivors living in New Orleans and nearby communities. This pilot program aims to improve the health and quality of life of cancer survivors in Louisiana. Because no other exercise classes in the state are designed specifically for cancer patients, this program allows LCP to test the design and effectiveness of a cancer-focused fitness model before expanding it statewide.

LCP enrolled participants in a six-month exercise program that includes an initial fitness assessment, group exercise classes, and digital on-demand workouts available online. The Wellness Center hosts the group classes, which focus on resistance, flexibility, and cardiovascular training. Participants also receive full access to the Wellness Center facility. In-person fitness classes occur twice weekly with morning and evening options.



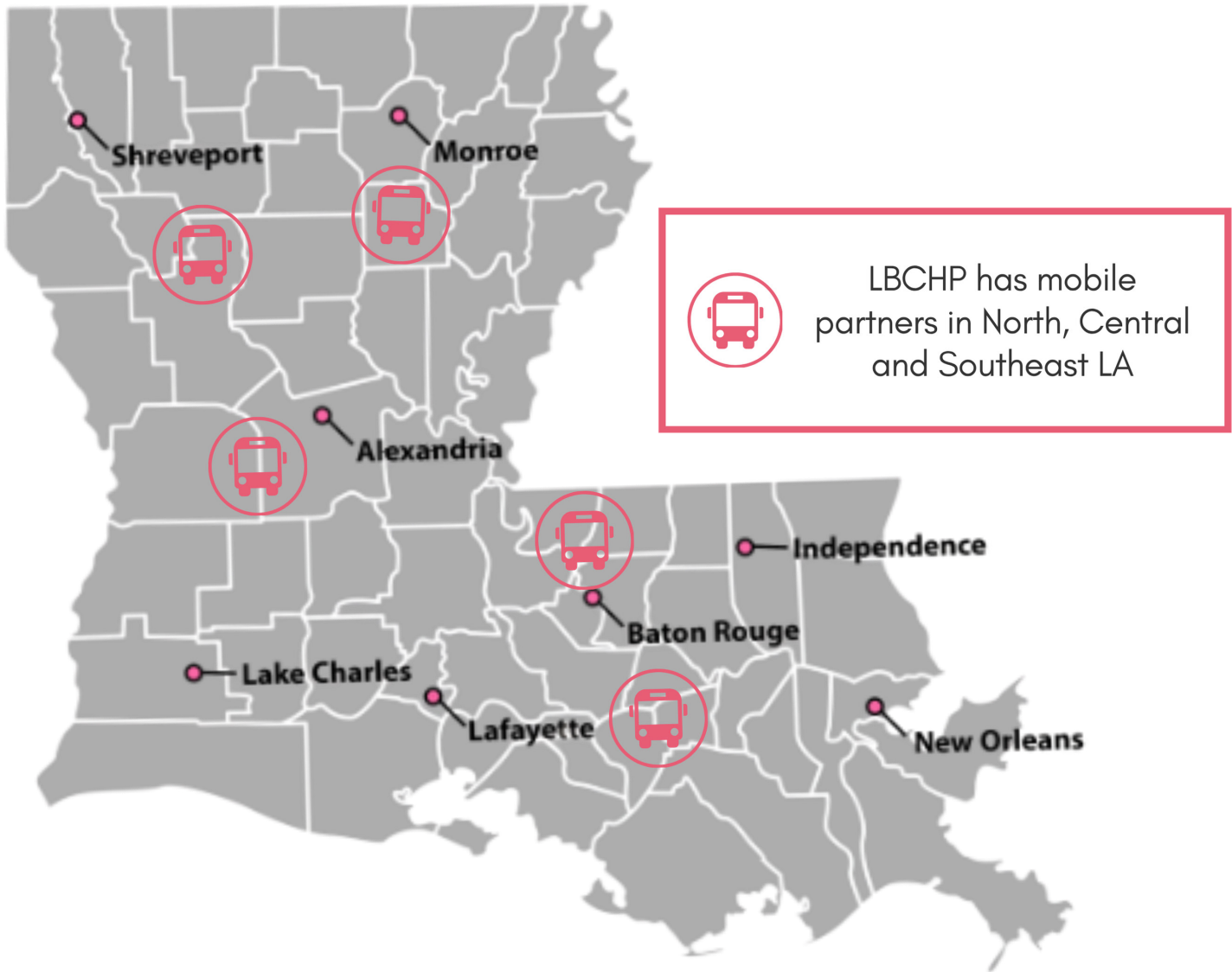
LCP also partnered with the Nutrition services at LSU LCMC Health Cancer Center to provide nutritional education for survivorship and cooking demonstrations for survivors to incorporate into their daily lives. The cooking demonstrations are held once a month with the registered dietitian from the cancer center.

The program runs from November 2025 through May 2026 and includes a two-month post-program follow-up period.

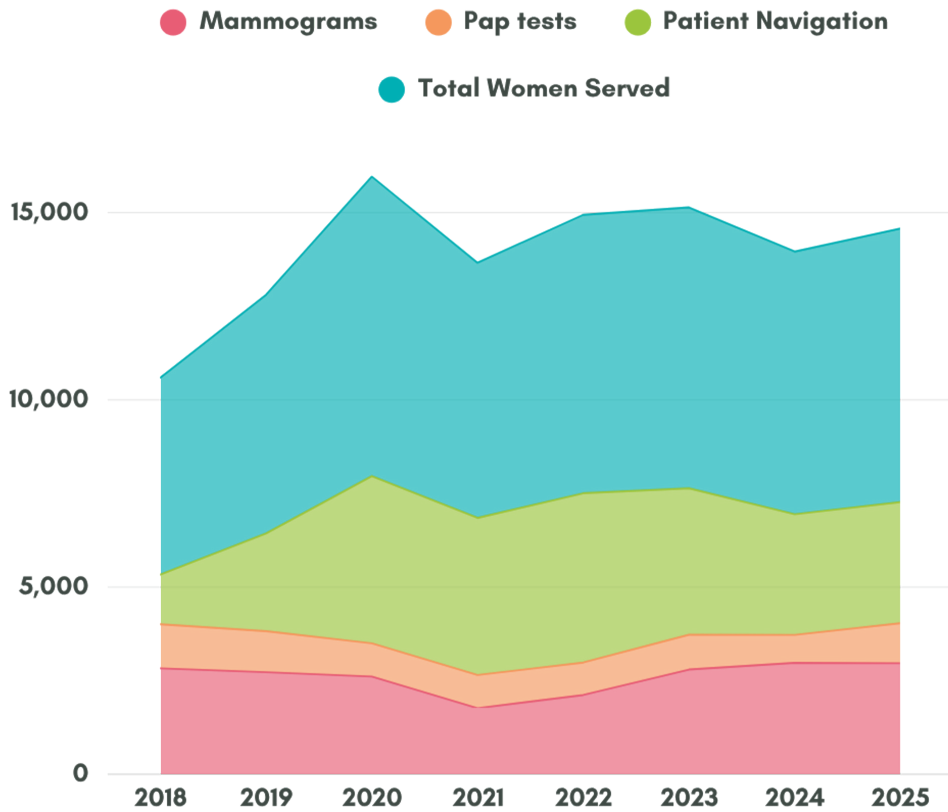
# BREAST & CERVICAL CANCER SCREENINGS

Women in Louisiana face many barriers to accessing breast and cervical cancer screenings. 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

## 2025 LBCHP Provider Locations



## 2025 Service Delivery Snapshot

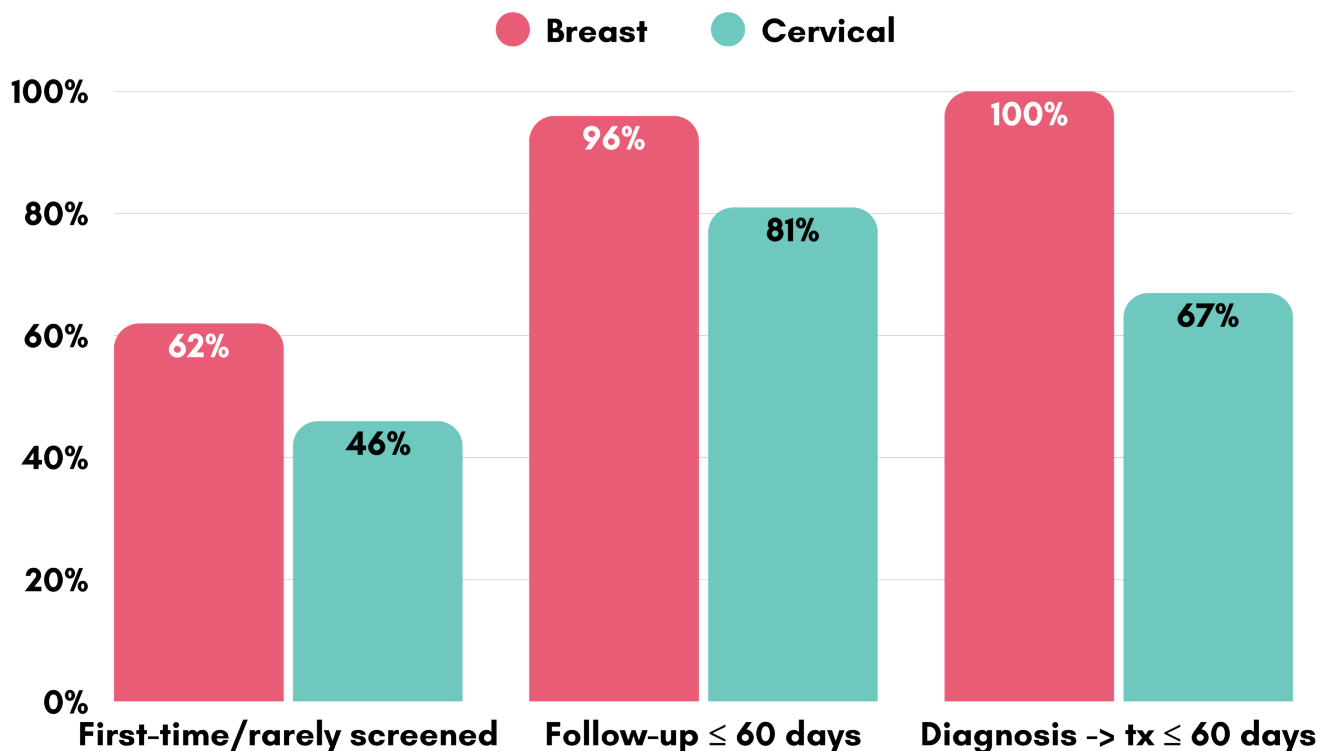


## 2025 Highlights

- Expanded access to breast and cervical cancer screenings in priority areas of the state:
  - Recruited and onboarded Odyssey House Louisiana (OHL) as a new provider for cervical cancer screening and participation in our evidence-based interventions.
  - Recruited and onboarded Open Health Care Clinic as a new provider for cervical cancer screening. Open Health is located in Region 2.

# BREAST & CERVICAL CANCER SCREENINGS

## QUALITY INDICATORS



### Note

- **“First-time/rarely screened”** refers to women receiving screening through the program who have never been screened or have not been screened within the past 10 years (cervical: women aged 30+; breast: based on program eligibility criteria).
- **“Follow-up ≤ 60 days”** indicates screening records with completed follow-up and ≤ days between abnormal screening and final diagnosis.
- **“Diagnosis to treatment ≤ 60 days”** indicates cases with ≤60 days between final diagnosis and initiation of treatment.

# EVIDENCE-BASED INTERVENTIONS TO INCREASE CANCER SCREENINGS



LBCHP partnered with Screen Up to support clinics in improving their breast and cervical cancer screening rates in accordance with U.S. Preventive Services Task Force (USPSTF) guidelines. Clinics select and implement two Evidence-Based Interventions (EBIs) from the following options: (1) patient reminders, (2) provider reminders, (3) provider assessment and feedback, and (4) reducing structural barriers. Additional supporting strategies include health informatics support, professional development, technical assistance in patient navigation, and small media support, are used to enhance the effectiveness of the EBIs.

## 2025 Highlights

- AcadianaCares Community Health & Wellness Center in Lafayette joined in 2024 to improve its cervical cancer screening rate. The clinic's baseline screening rate was 28%. After one year of participation, the annual screening rate increased to 58%. This improvement is largely attributed to workflow enhancements and personalized patient reminder calls.
- Odyssey House Louisiana (OHL) in New Orleans joined the program in 2023 with the goal of improving its breast cancer screening rates. Over two years of collaboration, the clinic increased its breast cancer screening rate to 26%. In Fall 2025, OHL continued its participation in the program by shifting its focus to improving cervical cancer screening rates.
- St. Thomas Community Health Center expanded their collaboration with LBCHP to increase its cervical cancer screening rates through EBI implementation.

# SMS-BASED COLORECTAL CANCER NAVIGATION STUDY SCREENING

The SMS-based colorectal cancer (CRC) screening study aims to evaluate whether an automated text-message navigation tool can improve FIT-based screening completion among suburban and rural communities with limited access to care. A further aim of this study is to understand how digital navigation can reduce barriers, enhance engagement, and support early detection. Although enrollment has just begun, early efforts focus on identifying participant needs, addressing gaps in screening processes, and building partnerships with health care facilities to support recruitment and engagement.

Participants receive structured SMS support to stay informed and guided through the screening process, while researchers track experiences, challenges, and follow-through. Follow-up assessments capture longer-term insights into the tool's effectiveness. Findings will inform improvements to the SMS tool, strengthen patient support, and guide simple, effective strategies to increase screening in underserved populations. Ultimately, this work aims to advance CRC prevention and improve outcomes for communities disproportionately affected by colorectal cancer.



**JOIN OUR COLORECTAL CANCER PILOT PROJECT!**

If you are between the ages of 45 and 75 and live in a rural area, you may qualify to participate.

Scan for more information



<https://redcap.link/FITtrack>

LSU Health School of Public Health

The Louisiana State University School of Public Health is conducting a pilot project to improve colorectal cancer screening in rural communities.

**PARTICIPATION INVOLVES:**

- FREE at-home colorectal cancer screening kit
- Nurse Navigator support
- Consent to receive intermittent texts
- Complete intermittent survey questions

**YOU MAY QUALIFY IF:**

- Aged 45-75
- Live in rural community
- No recent colorectal cancer screening completed
- No personal history of colorectal cancer or high-risk polyps
- English-speaking
- Own a mobile phone with text messaging capability

**COMPENSATION:**

- Participants will receive up to \$65 in this study

**FOR MORE INFORMATION:**

If you have questions or would like to participate, scan the QR code, follow the link, or contact:

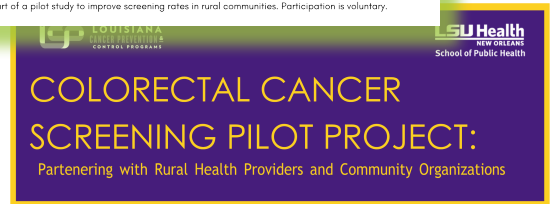
**Bingjing Mao, PhD, Assistant Professor**  
 fittrack@lsuhsc.edu  
 504-325-4890

**REASONS TO PARTICIPATE**

- Quick and Easy to Use
- At-Home Test
- No Insurance Needed
- Gift Cards Up to \$65

Principal Investigator: **Bingjing Mao, PhD, Assistant Professor, Community Health Science & Policy**

This project is part of a pilot study to improve screening rates in rural communities. Participation is voluntary.



**COLORECTAL CANCER SCREENING PILOT PROJECT:**  
 Partnering with Rural Health Providers and Community Organizations

LSU Health School of Public Health

This pilot project aims to increase colorectal cancer screening rates among adults aged 45-75 living in rural communities by improving access to at-home screening kits and patient support services. We are seeking trusted community partners and healthcare providers to help identify eligible participants and distribute informational flyers.

**WHY PARTNER WITH US?**

- Improve health outcomes in your community
- Provide free, accessible CRC screening to eligible individuals
- Help reduce disparities in cancer detection and prevention
- Contribute to a meaningful initiative that can shape rural health policy

**WHAT WE PROVIDE?**

- FREE at-home screening kits (including return packaging)
- Outreach materials
- Patient navigation support for follow-up colonoscopy referrals incentive
- For participants (gift cards up to \$65 for completed assessments)

**WHO CAN PARTICIPATE?**

- Aged 45-75
- Live in rural community
- No recent colorectal cancer screening completed
- No personal history of colorectal cancer or high-risk polyps
- English-speaking
- Own a mobile phone with text messaging capability

**YOUR ROLE AS A PARTNER:**

- Identify and refer eligible individuals
- Display or distribute flyers in your facility or community setting
- Encourage participation and answer basic questions

Contact us at [atbmao@lsuhsc.edu](mailto:atbmao@lsuhsc.edu) to schedule a brief information session or request materials. We welcome health clinics, churches, libraries, pharmacies, nonprofits, and more.

This initiative is supported by LSU Health Sciences Center-New Orleans. Participation is voluntary. All personal health information will be kept confidential and used only for research purposes.

# LA CERVIX CARE STUDY



## *Improving Cervical Cancer Prevention in LA*

In 2024, LSU Health New Orleans has launched an innovative multi-site study, LA Cervix Care, aimed at expanding the use of HPV self-collection and improving access to colposcopy in medically underserved communities. Led by Principal Investigator Dr. Michael Hagensee, with Drs. Williams and Elewonibi as Co-Investigators, the study is positioned to create meaningful impact across Louisiana. HPV self-sampling provides a transformative option for cervical cancer screening, particularly for women who encounter barriers to traditional clinic-based screening. This study will closely examine healthcare access, perceptions,



demographics, and challenges related to cervical cancer screening among average-risk women throughout the state.

## 2025 Highlights

- Recruitment kicked off at LSU Shreveport in early 2025, partnering with Partners in Wellness (PIW) mobile health screening program, sponsored by Feist-Weiller Cancer Center, and at community outreach events across Northern Louisiana.
- Additional health systems and community health centers were identified to expand access to colposcopy, while also providing vital education, training, and equipment to enhance services.
- Study setup and training commenced at LSU Ochsner Lafayette, with plans to expand access to cervical screenings to Region 3 and 4.

**louisianacancerprevention**

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47 4 4 5

Liked by yesitsbrooke and others

**louisianacancerprevention** Louisiana Cancer Prevention is proud to fight against HPV and cervical cancer! ❤️

We teamed up with @iamcervivor for an inspiring educational retreat focused on HPV and cervical cancer awareness, followed by a free HPV self-sampling event at HomeFest on Saturday.

A huge thank you to Cervivor, Inc., @cupcakefairiesnola, and @wellaheadlouisiana for helping us make this event a success.

Together, we can create healthier futures!

iamcervivor ❤️ ❤️

October 20, 2025



**louisianacancerprevention**  
Original audio

**louisianacancerprevention** "No family history" does NOT mean no risk!

LBCHP's Medical Advisor, Dr. Denise Johnson, discusses the importance of mammograms even when there's no history of breast cancer in your family.

Learn more by visiting [louisianacancer.org/breastcancer](https://louisianacancer.org/breastcancer).

45w

**salstubro** My baby 🍌🍌🍌🍌🍌🍌  
45w 1 like Reply  
View replies (1)

**creoleft** Dr. Denise!! 🍌  
45w 1 like Reply  
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28 4 4 5

Liked by yesitsbrooke and 21 others  
June 27, 2025

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**louisianacancerprevention**  
Original audio

**louisianacancerprevention** 🇺🇸 LCP is raising childhood cancer awareness!

LCP's Nurse Navigator Anesha discusses common childhood cancers and how families can navigate treatment and survivorship.

Learn more by visiting [cancer.gov/types/childhood-cancers](https://cancer.gov/types/childhood-cancers).

32w

**teachervp** Thank you for the information ❤️  
32w 1 like Reply

**beautiful\_hollyg** I know das right cousin!!! 🍌🍌🍌  
32w 1 like Reply

**kenzye\_adriana\_mimi1** ❤️  
32w Reply

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46 likes  
September 26, 2025

Add a comment... Post

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Liked by deniseroubionmcclean and others

**louisianacancerprevention** This October, the Louisiana Cancer Prevention & Control Programs honors Breast Cancer Awareness Month! 🍌

We celebrate survivors, support those in treatment, encourage screening for early detection, and stand together for a breast cancer-free Louisiana.

Uninsured or underinsured? We can help you get a no-cost mammogram. Visit [lbchp.org](https://lbchp.org) to learn more!

October 1, 2025

# ENGAGING COMMUNITIES IN CANCER PREVENTION COMMUNICATION

As our work has expanded and evolved, LCP underwent a strategic rebrand to ensure our name, visuals, and messaging are consistent across programs. This new approach has strengthened our communications, improved and expanded partner engagement, and positioned the program for continued growth and sustainability.

177

**NEW FOLLOWERS  
ACROSS ALL SOCIAL  
MEDIA PLATFORMS**

6,846

**TOTAL FOLLOWERS  
ACROSS ALL SOCIAL  
MEDIA PLATFORMS**

2,328

**TOTAL  
ENGAGEMENT  
ACROSS ALL  
PLATFORMS**



249,076

**TOTAL USERS  
REACHED ACROSS  
ALL PLATFORMS**



**Jeliece Griffin, MSN, RN-BHCN**  
*Nurse Navigation Manager*

Jeliece oversees virtual navigation services that help patients overcome barriers, understand their care options, and access timely screenings, education, and support, particularly in underserved communities. Cancer prevention is deeply personal to her, as she has witnessed both the life-saving impact of early detection and the consequences when cancer is diagnosed too late. These experiences drive her commitment to increasing screening rates and reducing deaths from screenable cancers across Louisiana.



**Leiana Pineda Gonzalez-Rubio**  
*Communications Coordinator*

Leiana oversees communications. She is passionate about cancer screening and prevention and recognizes that the digital landscape is the future of public health communication. She understands that knowledge of audience behavior, accessibility, and emerging platforms is essential to delivering timely, culturally responsive messages. Through traditional and digital strategies, Leiana ensures that underserved communities have access to support, education, and the resources they need to feel informed and empowered.



**Shawn Verbeten**  
*Policy Coordinator*

Shawn analyzes state and federal policies that affect cancer prevention, treatment, and survivorship. He also supports LHCC and LCCRT, bringing partners together, advocating for a healthier Louisiana. Cancer prevention is important to Shawn because it remains a leading cause of death in the United States, and many Louisianans are affected every year. He finds the intersection of policy and health fascinating and values that his work allows him to identify policy opportunities that support healthier communities.



**Tommy Nguyen**  
*Program Evaluator*

Tommy serves as the program evaluator for LCP, where he supports data analysis and evaluation efforts that strengthen cancer screening and prevention across the state. Cancer prevention and control are important to him because early detection and access to timely screening can save lives, particularly in communities that face barriers to care.



**Kayla Howard**  
*Outreach & Community Partnership Coordinator*

Kayla serves as the outreach and community partnership coordinator, supporting outreach efforts and partnerships that connect women across Louisiana to lifesaving screenings. By expanding access and increasing awareness, she helps ensure earlier diagnoses, better outcomes, and reduced health disparities.



**JT Williams**  
*Community Research Coordinator*

JT supports impactful research by engaging community members, researchers, and investigators to advance cancer prevention and control. He is passionate about bridging the gap between community and research, ensuring that studies reflect real needs and lived experiences. JT's role is deeply rewarding because it creates meaningful, measurable improvements in people's lives.



**Alyasia Cook**

*Community Engagement  
Coordinator*

Alyasia leads statewide outreach and partnerships to reduce the cancer burden through prevention, screening, and survivorship initiatives. She is deeply committed to eliminating disparities within the Black community. As a Black woman and public health professional, she champions culturally responsive, evidence-based care that empowers minority communities.



**Taylor Johnson, PhD, MPH**

*Postdoctoral Fellow*

Taylor is a postdoctoral fellow, developing her research around cancer prevention and control. She led an exercise program for female cancer survivors and a colorectal cancer screening study. Taylor has submitted multiple manuscripts, is preparing first-author publications, and conducts research on cancer screening among sexual and gender minorities and lung cancer and tobacco-use trends. She also taught a course on Race/Ethnicity, Gender, and Health Disparities and helped plan the 2025 LCCRT Annual Meeting.



**Makaila Mitchell, MS**

*PhD Student*

Makaila is a LSUHSCSPH Community Health Sciences doctoral student. She works on the LA Cervix Care project, the Tulane Women and Girls Cancer Report, the evaluation of an exercise program for female breast and reproductive cancer survivors, and the Louisiana Breast & Cervical Cancer Program. Makaila also participated in LSUHSC's Delta Omega Research Day, joined APHA as a student member, and contributes to the Cancer Research Interest Group for New Orleans Public Health Research Trainees.



**Zakayo Ernesti**

*MPH Student*

Zakayo is an LSUHSCSPH Epidemiology master's student who partnered with LCP to address mental health challenges among cancer survivors. He helped implement a six-month wellness program focused on emotional recovery through integrated physical activity and nutrition education, strengthening holistic survivorship care and helping LCP sustain vital wellness services for cancer survivors.



**Robert Palestina**

*DrPH Student*

Robert is a Tulane University Celia Scott Weatherhead School of Public Health and Tropical Medicine doctoral candidate, focusing on improving communication strategies in cancer prevention and control. He is developing design-thinking workshops that address barriers to screening, community concerns, trust-building, messaging preferences, and the practical realities of community engagement and program recruitment.



**Maren Levin**

*DrPH Student*

Maren Levin is a Tulane University Celia Scott Weatherhead School of Public Health and Tropical Medicine doctoral candidate. In collaboration with Dr. Donna Williams and the CRUSADES clinic team, Maren developed a three-part toolkit to help connect patients at Louisiana Federally Qualified Health Centers with specialized cancer risk evaluation services at the LSU LCMC Health Cancer Center in New Orleans.

## Abstracts & Poster Presentations

1. Elewonibi, B., Pereira, M., Griffin, J., McCarthy, C., Baudoin, C., and Williams, D. Developing A Statewide Virtual Patient Navigation Referral System To Address Cancer. 9th Annual Southeastern Colorectal Cancer Consortium Conference. Savannah, GA, USA. June 2025.
2. Elewonibi, B., Noah, H., Thibodeaux, K., and Pereira, M. Transforming Clinic Workflows Through Data Integration: Azara DRVS as a Tool for Improving Cancer Screening Outcomes. American Public Health Association (APHA) Annual Meeting 2025, Washington, DC, USA November 2025. <https://apha.confex.com/apha/2025/meetingapp.cgi/Paper/582640>
3. Elewonibi, B., Pereira, M., Williams, D., Trauth, A., Cameron, J., McLarty, J. and Hagenese, M. Using self-swab HPV testing to identify barriers to attending colposcopy referrals. American Public Health Association (APHA) Annual Meeting 2025, Washington, DC, USA November 2025.
4. Elewonibi, B., McCarthy, C., Baudoin, C., Pereira, M., and Williams, D. Using a statewide virtual patient navigation referral system to address community cancer screening gaps in Louisiana. American Public Health Association (APHA) Annual Meeting 2025, Washington, DC, USA November 2025.
5. Pereira, M.; Danos, D.; Prasad, P.; Elewonibi, B; Trapido, E; Phillippi, S; Maniscalco, L; Wagner, I; & Williams, D. (2025). Understanding Financial Toxicity and Posttraumatic Growth Among Adolescents and Young Adult (AYA) Cancer Survivors and Their Caregivers. 23rd Annual St. Jude Children’s Research Hospital National Graduate Student Symposium (NGSS). Memphis, TN, USA. March 2025. (Poster Presentation)
6. Pereira, M.; Danos, D.; Trapido, E; Prasad, P.; Elewonibi, B; Phillippi, S; Maniscalco, L; Wagner, I; & Williams, D. (2025). Neighborhood-Level Characteristics Effect on Adolescents and Young Adult Cancer Survival in Louisiana. LSU Health School of Public Health Delta Omega Honors Day Poster Session. New Orleans, LA, USA, April 2025. (Poster Presentation)
7. Pereira M, Torres Martinez R, Baudoin C, Cox D, Williams D, and Elewonibi B. Impact of Online Platform with Navigation Tracking on Breast and Cervical Cancer Screening Accessibility in Louisiana’s Underserved Populations. American Public Health Association (APHA) Annual Meeting 2025, Washington, D.C., USA November 2025.
8. Smith D, Williams D, Elewonibi B, Cameron J, McLarty J, and Hagensee M. LA CerviX CARE: Enhancing Cervical Cancer Prevention in Louisiana, Identifying Barriers to Care for Women Increased Risk of Cervical Dysplasia. Presented at the annual Association for Clinical and Translational Science, April 2025, Washing, D.C.
9. Smith D, Williams D, Elewonibi B, DeLeon J, Foto C, Thevenot R, Cameron J, McLarty J, Hagensee. LA Cervix Care: Enhancing cervical cancer prevention in Louisiana - Identifying barriers to care for women at increased risk of cervical dysplasia. Oral presentation, APHA Annual Meeting 2025.
10. Mitchell M, Elewonibi B, Pereira M, Trauth A, Cameron J, Williams D, McLarty J, and Hagensee M. Data collection procedures of LA CerviX Care: A community-based program for cervical cancer prevention. Presented as a poster at the LSU Health New Orleans School of Public Health Delta Omega Honors Day, April 2025.

## Publications & Reports

1. Pereira, M., Thibodeaux, K. and Elewonibi, B. (2025) Screen Up Impact Report 2020–2025 Program Cycle: Public Health and Health System Partnerships to Increase Breast, Cervical, and Colorectal Cancer Screening in Clinical Settings. Louisiana Cancer Prevention & Control Programs, Louisiana State University Health Sciences Center School of Public Health. New Orleans, LA

## Invited Presentations, Seminars, & Trainings

1. Griffin J. Louisiana Resources to Facilitate Cancer Screening & Follow-Up. Louisiana Cancer Prevention & Control Programs. May 16, 2025.
2. Griffin J. Colorectal Cancer Learning Collaborative: Guiding Individuals to Cancer Screenings. Louisiana Primary Care Association. June 26, 2025.
3. Griffin J. Developing A Statewide Virtual Patient Navigation Referral System to Address Cancer Screening Gaps. Louisiana Cancer Research Center Annual Scientific Retreat. New Orleans, LA, USA. May 20, 2025.
4. Griffin J. Community Health Worker & Louisiana Nurse Navigation Assistance Program. Louisiana Healthy Communities Coalition. New Orleans, LA, USA. August 7, 2025.
5. Griffin J. Community Health Workers: Impacting Cancer Prevention and Tobacco Prevention and Control. Tobacco Free Living. New Orleans, LA, USA. August 25, 2025.
6. Griffin J. Empowering Communities Through Early Detection. LDH Community Healthways. New Orleans, LA, USA. October 6, 2025.
7. Griffin J. Tobacco Use & Breast Cancer: Understanding Risk and Prevention. Tobacco Free Living. New Orleans, LA, USA. October 9, 2025.
8. Johnson D. (2025). Breast Cancer Prevention. 12th Annual Breast Cancer Awareness Day at City Hall. October 30, 2025. New Orleans, LA, USA.
9. Johnson D. (2025). Recognition of Breast Abnormalities. Louisiana State University OB-GYN Medical Students, New Orleans, LA.
10. Johnson D. (2025). Recognition of Breast Abnormalities. St. Thomas Clinics, multiple locations, Louisiana, USA.
11. Johnson D. (2025). What Test to Order for Breast Abnormalities. St. Thomas Clinics, multiple locations, Louisiana, USA.
12. Johnson D. (2025). Cervical Cancer Survivor Training. New Orleans, LA.
13. Torres Martinez R. Breast Cancer & Early Detection. October 9, 2025
14. Torres Martinez R. Celebrating Global Cervical Cancer Elimination Day of Action: Elimination of HPV Cancers in the Southeast U.S. National HPV Vaccination Roundtable. November 18, 2025
15. Williams D. Eliminating Cervical Cancer in Louisiana. Louisiana Cancer Research Center. January 2, 2025.
16. Williams D. Cervical Cancer Awareness. Tommy Tucker, WWL radio AM. January 13, 2025.
17. Williams D. Self-Collection for Cervical Cancer. Fox 8 Morning News. January 29, 2025.
18. Williams D. What can be done to reduce the risk of cervical cancer in young people? The Scoot Show, WWL radio AM. February 24, 2025.
19. Williams D. Breaking the Boundaries: Reimagining Health Research and Clinical Practice for a Healthier Tomorrow Symposium panel moderator. New Orleans, LA. June 10, 2025.
20. Williams D. From Storm to Strength. Trapped and Healing: Katrina Through the Eyes of Hospital Staff. Panel moderator. LSU Health New Orleans, LA. August 25, 2025.
21. Williams D. Cancer in Louisiana. Cancer Association of Louisiana Board of Directors meeting. New Orleans, LA. August 26, 2025.
22. Williams D., & Letlow J. Susan G. Komen® and Woman's Hospital Host Event Highlighting the National Breast and Cervical Cancer Early Detection. Baton Rouge, LA. August 26, 2025.
23. Williams D. How the fight against breast cancer has changed and what you need to know. First News with Tommy Tucker. October 8, 2025.
24. Williams D. The Link Between Breast Cancer and Diabetes. FOX 8 Morning News. October 22, 2025.
25. Williams D. Partnering for Impact: Getting Started in Community-Engaged Research. 2025 CCTS Translational Science Symposium. Gulf Shores, AL. October 30, 2025.
26. Williams D. Cancer in Louisiana. Elevate Louisiana Cancer Advisory Committee. New Orleans, LA. 12/8/2025.

# 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

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Familias 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

LCCMC 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

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Plaquemines Primary Care Screen Up

St. Gabriel Health Clinic, Inc. St. Thomas Health Center Start Corporation

Susan G. Komen

Taking Aim at Cancer Louisiana (TAACL) The Wellness Studio

University Medical Center-New Orleans Woman's Hospital

# CITATIONS

1. Louisiana Cancer Data Visualization, based on November 2023 submission data (2017-2021): Louisiana Tumor Registry; <https://sph.lsuhscc.edu/louisiana-tumor-registry/data-usestatistics/louisiana-cancer-data-visualization-dashboard>, December 2024.
2. Goddard KAB, Feuer EJ, Mandelblatt JS, et al. Estimation of Cancer Deaths Averted From Prevention, Screening, and Treatment Efforts, 1975-2020. *JAMA Oncol.* Dec. 5, 2024. DOI:10.1001/jamaoncol.2024.538Exit Disclaimer.[i]

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