

**Community
Health Workers:
Impacting Cancer
Prevention and
Tobacco
Prevention and
Control**

The Louisiana Campaign
for Tobacco-Free Living

Empowering People
and Communities
Series



Welcome.


We're happy you're joining us today.

PeopleAbout TFL's Empowering and Communities Series

"Equitably bringing health education,
resources, and hope to people,
populations, and communities in
Louisiana."



Learning Objectives:

- (1) Describe the role and responsibilities of Community Health Workers (CHWs) in cancer prevention and early detection.
 - (2) Discuss how integrating CHWs into primary care teams can address social care gaps and improve population health management.
 - (3) List ways CHWs increase health equity for health center patients.
- 




Moderator

Feamula R. Bradley, MSED
Regional Manager, Northwest LA
(R7)

The Louisiana Campaign For
Tobacco-Free Living (TFL)

The Louisiana Cancer Research
Center (LCRC)

The Louisiana Public Health Institute
(LPHI)



#NCHWAW

NATIONAL COMMUNITY HEALTH WORKER AWARENESS WEEK

- AUG. 25** | NACHW CHWAW Kickoff Webinar
- AUG. 26** | Rep your State CHW Awareness Day!
- AUG. 27** | CHW Awareness Week Celebration with Culture Care Co & Hawaii CHW Association on Facebook live
- AUG. 28** | CHWs takeover LinkedIn!
- AUG. 29** | CHW and Ally Storytelling Day!

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NATIONAL COMMUNITY HEALTH WORKER AWARENESS WEEK

NACHW CHWAW KICKOFF WEBINAR

Monday, Aug. 25 at 2pm EST
REGISTER AT WWW.NACHW.ORG

WWW.NACHW.ORG

#NCHWAW



Today's Panelist



Charles A. Haywood



Raenique
Sylve, MPH



Jeliece E. Griffin, MSN,
RN-BHCN

Community Health Workers (CHWs)

Louisiana Cancer Research Center (LCRC)
Office of Community Engagement
Program Manager: Raenique Sylve, MPH

LCRC Community Health
Workers
(CHWs)

Through its partnership with the Louisiana Community Health Outreach Network (LACHON), LCRC's Office of Community Engagement has hired 5 part-time Community Health Workers (CHWs) located throughout the State of Louisiana.

These CHWs are responsible for helping individuals and their families to navigate and access community cancer screening services, adopt healthy behaviors, and other resources.



LCRC Community Health
Workers
(CHWs)

The Louisiana Cancer Research Center Community Health Workers (CHWs) are responsible for helping individuals and their families to navigate and access community cancer screening services, other resources, and adopt healthy behaviors.

- Meet with clients/patients to establish positive and supportive relationships.
- Serve as a liaison and advocate between patients, providers, staff, and the community by facilitating communication and coordinating services.
- Refer clients/patients to clinics, community resources and other agencies to meet their identified needs.

LCRC Community Health Workers (CHWs) & Nurse Navigators Collaborative Effort

LCRC Office of Community Engagement, has collaborated with the Louisiana Cancer Prevention and Control Programs (LCP) for the LCRC CHWs to utilize its Online QR Code Referral System.

The goal for this project is to initiate partnerships with community organizations providing navigation services to underserved people to implement education on cancer screening services and clinical trials.

LCRC CHWs are the front runners of this project.

Role: To engage with potential participants at community events to identify and register eligible participants who would benefit from the LCP Online QR Code Referral System.



LCRC Community Health Workers (CHWs) Events

Each week, CHWs attend a wide range of events across the state to raise cancer awareness and encourage individuals to register for screenings through the Online QR Code Referral System.

Types of Events Covered

- Health fairs
- Academic seminars
- Cultural festivals
- Seasonal gatherings

Impact Goal

- Increase early detection rates
- Expand access to cancer screening statewide

Purpose of Participation

- Raise cancer awareness
- Educate communities on screening importance and research opportunities
- Register individuals via QR code system for screening access



For more information about the LCRC
Community Health Workers (CHWs)

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Office of Community Engagement-
Program Manager
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phone: 504-210-2723



LANNA

Louisiana Nurse Navigation Assistance

A Centralized Virtual Patient Navigation Program



navigation@lsuhsc.edu

Jeliece Griffin, MSN, RN, BHCN
Clinical Nurse Manager
Louisiana Cancer Prevention & Control Program
August 25, 2025

Overview

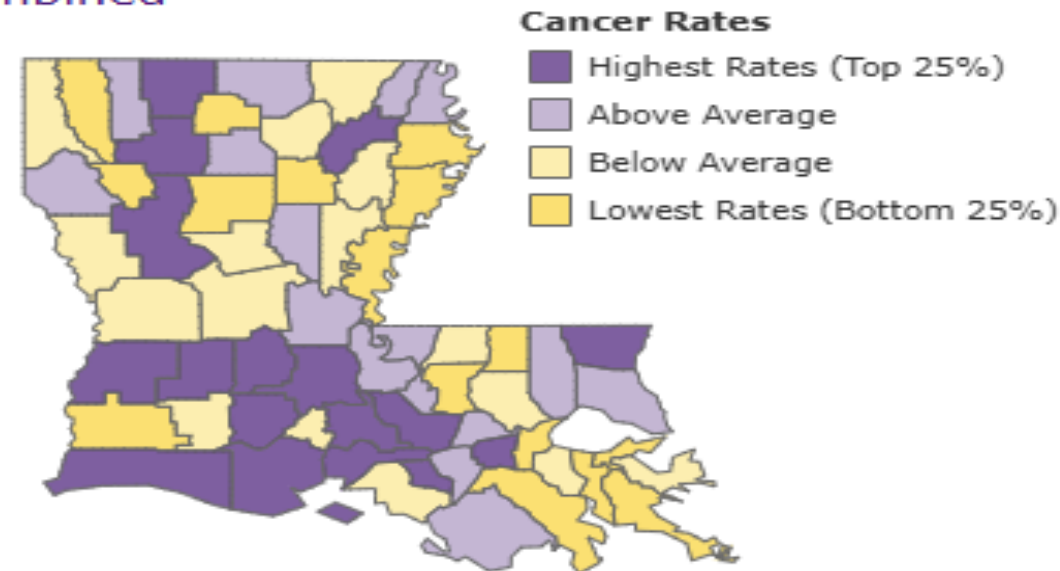
- The **Louisiana Cancer Prevention & Control Program (LCP)** focuses on reducing cancer-related illness and death across the state by emphasizing **prevention and early detection**. Our efforts primarily target **breast, cervical, HPV-related, colorectal, lung, and tobacco-related cancers**, ensuring timely interventions when they are most effective in improving patient outcomes.
- Promoting adherence to cancer screenings requires a coordinated effort to ensure patients complete recommended tests—such as mammograms, Pap smears, HPV vaccinations, low-dose CT scans, colonoscopies, and stool-based screenings—on schedule and as part of their routine preventive care.
- To help improve cancer screening rates, LCP developed a virtual navigation program to raise community awareness and support Federally Qualified Health Centers with evidence-based interventions.

Cancer Incidence and Mortality

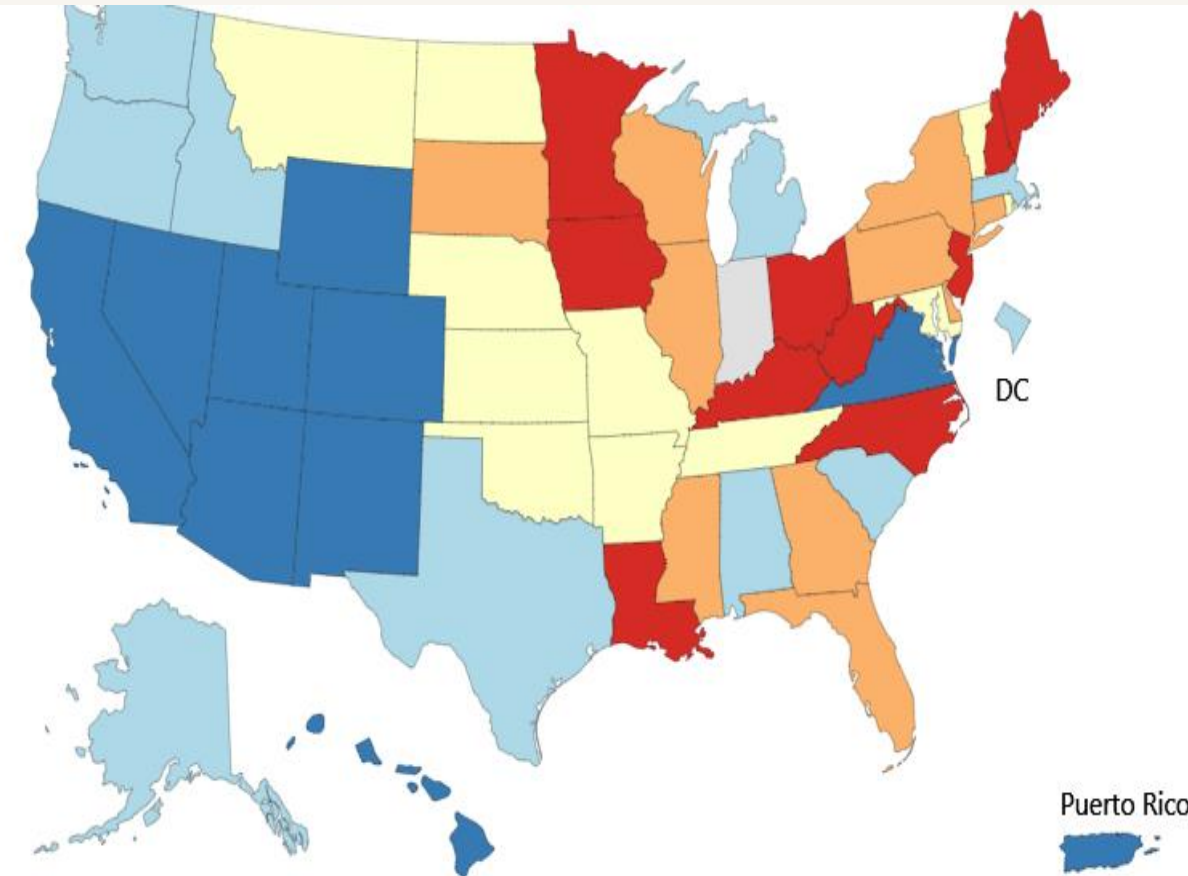
483.6 per 100k

Cases Diagnosed per 100k people (Incidence Rate)

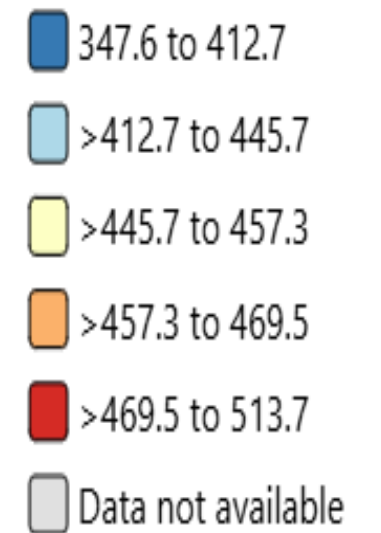
Cancer Incidence Rates for All Cancers Combined



28,580 diagnosed



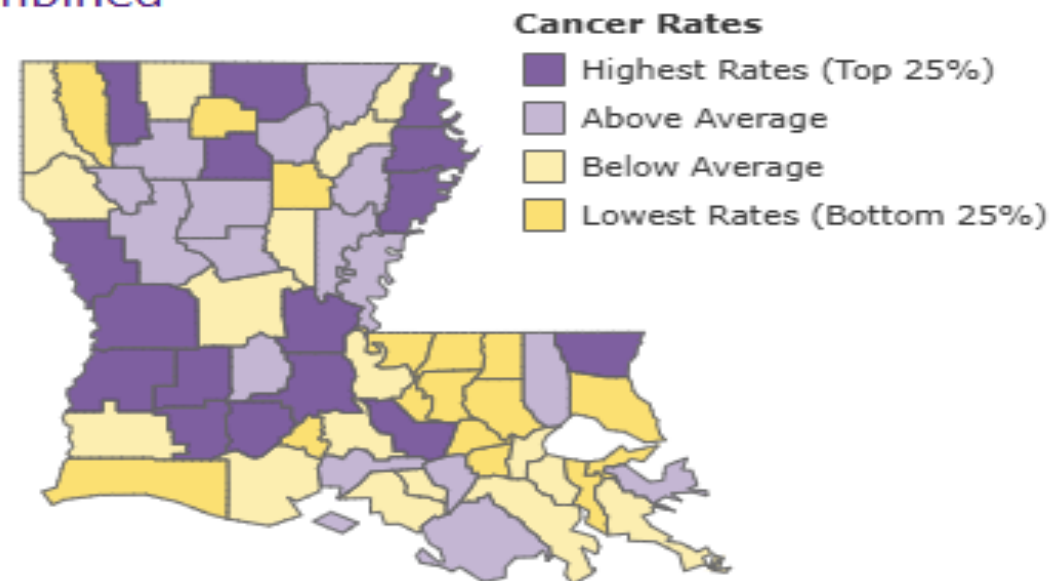
Age-Adjusted
Annual Incidence Rate
(Cases per 100,000)



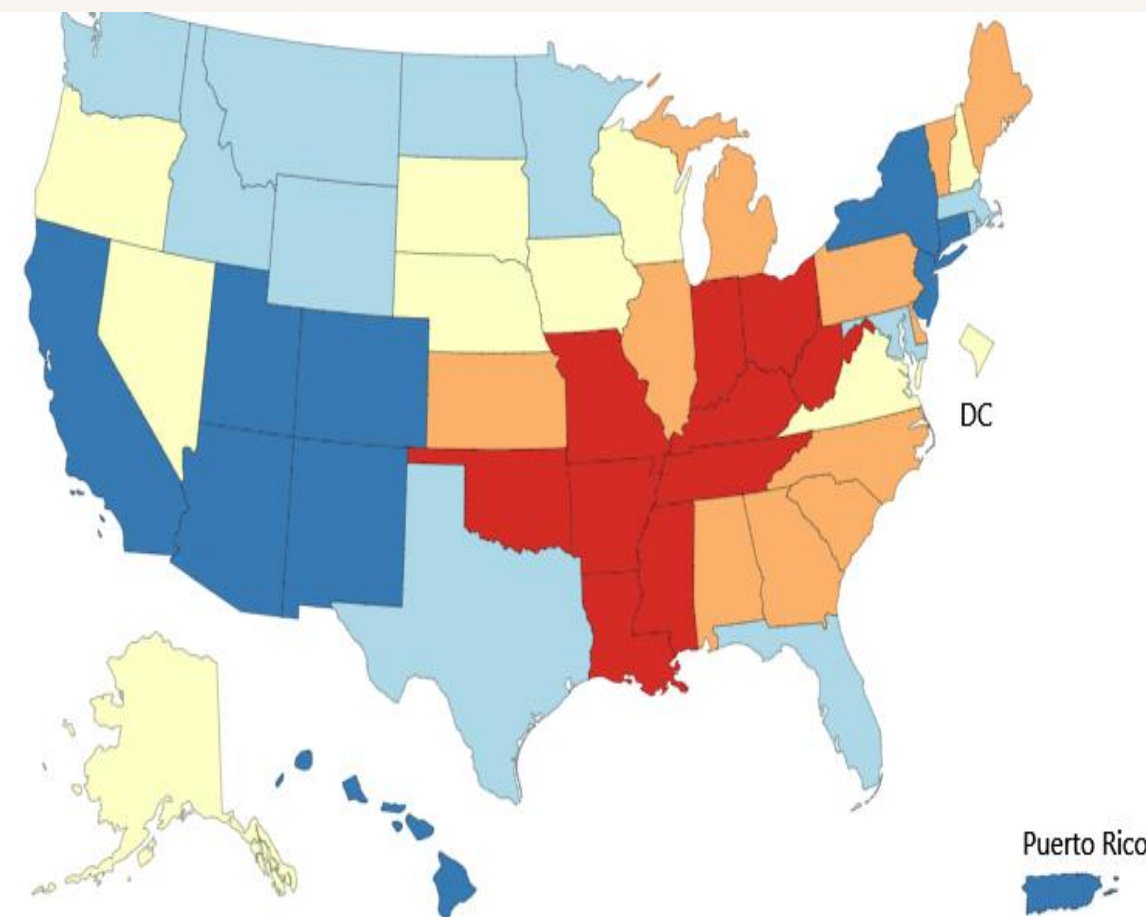
168.6 per 100k

Deaths per 100k people (Mortality Rate)

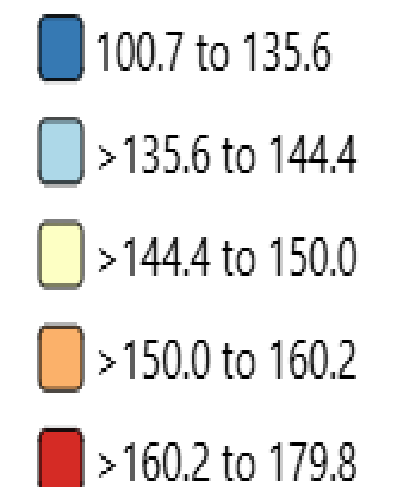
Cancer Mortality Rates for All Cancers Combined



9300 deaths



Age-Adjusted
Annual Death Rate
(Deaths per 100,000)



The Screening Gap: Cancer Cases That Could Be Prevented or Diagnosed Early

Cancer Screening Rates

Breast Cancer (Mammography)

- Louisiana: 71% of eligible women screened
- National Average: 78%

Cervical Cancer (Pap Test)

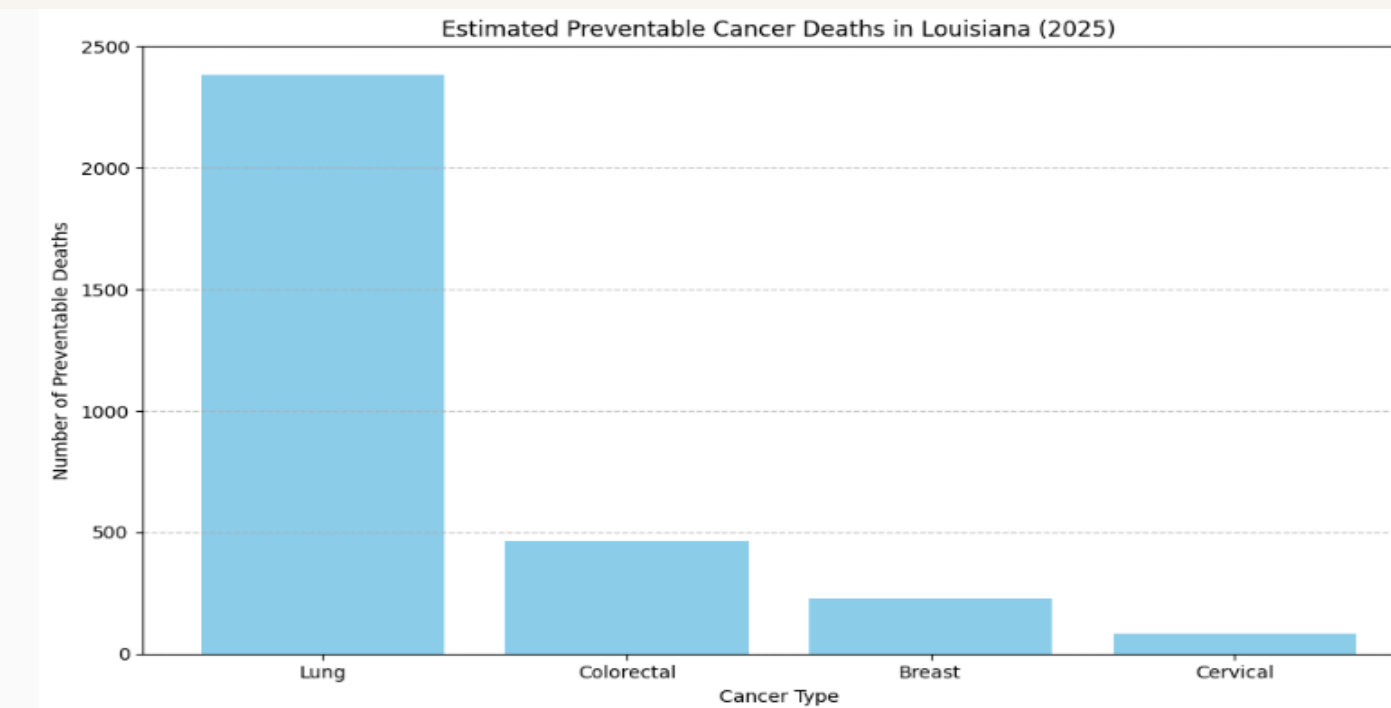
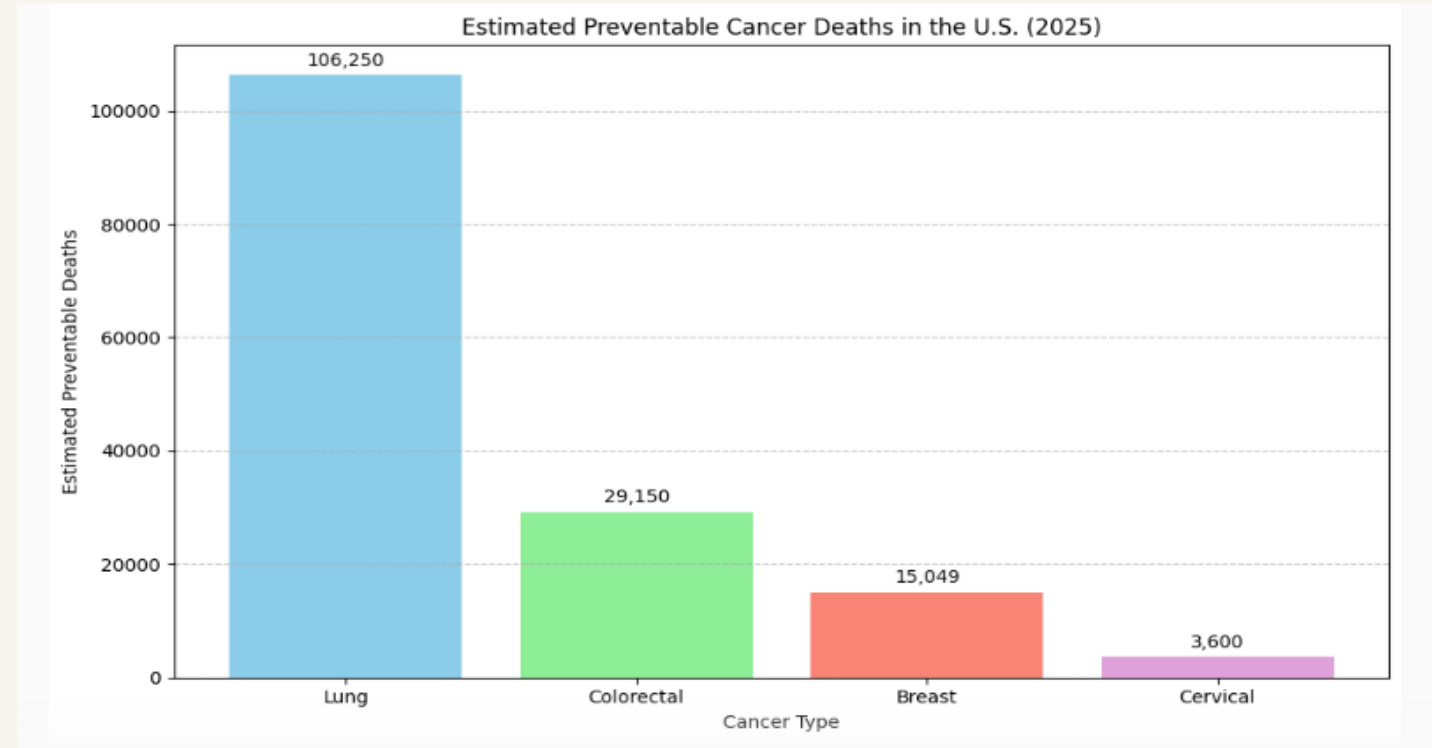
- Louisiana: 75% of eligible women screened
- National Average: 80%

Colorectal Cancer (Colonoscopy or FIT)

- Louisiana: 66% of adults aged 50-75 screened
- National Average: 72%

Lung Cancer (Low-Dose CT)

- Louisiana: 6% of eligible high-risk adults screened
- National Average: 7-8%



**Projected 3375
preventable
deaths**

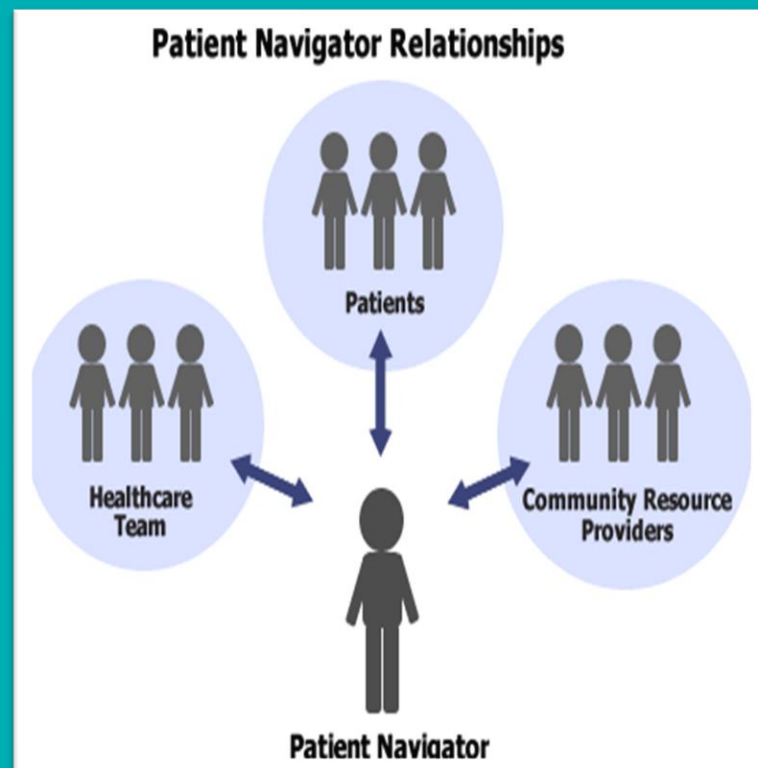
Program Launch-LANNA

In October 2024, the Louisiana Cancer Prevention & Control Program (LCP) launched a virtual patient navigation (PN) program by hiring two nurse navigators (NN) to increase cancer screening rates in the community through a collaboration with Louisiana Cancer Research Center's Office of Community Engagement to hire community health workers (CHWs) by:

- Increasing community engagement
- Increasing awareness
- Providing education
- Engaging community members to refer for eligible screening

Virtual Patient Navigation Program

LCP's virtual navigation program LANNA enhances care coordination and improves patient access to screenings by using telecommunication to connect with providers, patients, and testing sites.



What Sets LANNA Apart

LANNA is a patient navigation program housed within an academic setting, designed to serve underserved communities across Louisiana. Our purpose is to ensure that every individual—regardless of geography, income, or background—has access to timely, equitable, and appropriate cancer screenings.

What We Do

- ✓ *Community-Centered Navigation:* LANNA works virtually with individuals to guide them through screening, diagnosis, treatment, and survivorship.
- ✓ *Barrier Reduction:* We help patients overcome challenges such as transportation, insurance, language access, and appointment coordination.
- ✓ *Collaborative Partnerships:* We work hand-in-hand with local community organizations, health providers, and healthcare facilities to build trust, expand our reach, and assist with cancer screening appointments.

How LANNA Is Different

- ✓ *Statewide Reach with Local Impact:* Unlike many programs that focus on single institutions or cities, LANNA operates across Louisiana, adapting to the unique needs of each community.
- ✓ *Academic integration:* As part of an academic institution, the program is able leverage research, data and clinical expertise, which allows us to integrate evidence-based practices, train future navigators, and evaluate our impact.
- ✓ *Equity-Driven Model:* We prioritize populations that face the greatest disparities in cancer outcomes and tailor our approach to meet their specific needs.
- ✓ *Sustainable Partnerships:* LANNA doesn't just refer patients—we build lasting relationships with community organizations to create a seamless support network

Community Health Workers

Community Support

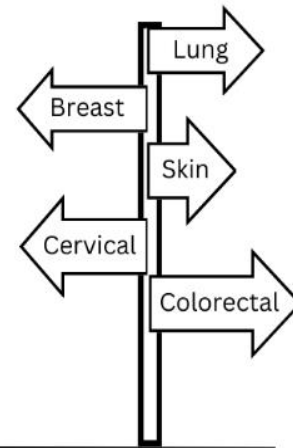
Community health workers (CHWs) are engaged as trusted bridges between nurse navigators (NNs) and the community to increase cancer screening rates. Their role includes providing information and advocacy to improve access to care and health outcomes by:

- Attending community events to share information about cancer screenings
- Referring individuals to the virtual patient navigation program through the LCP online referral form, QR code, or toll-line

Community Support Referral Process

*Looking for where and
how to get screened for...
CANCER?*

*Thinking about quitting
tobacco or smoking?*



Questions? Contact us at
navigator@lsuhsc.edu



Scan & Get
Connected to
Navigation
Services



Get Screened!

Early Detection Can Save Your Life!

What is screening and why is it important?

Screenings check for cancer before any signs or symptoms appear. They help find issues early, making cancers easier to treat and boosting one's chances of living a longer, healthier life.

Most common cancers are preventable or can be detected early!

Lung cancer causes more deaths than any other cancer. More than 90% of lung cancer cases are caused by smoking. So don't smoke and avoid being around others who smoke (secondhand smoke).

Breast cancer and cancer of the cervix (cervical cancer) are easier to treat when caught early, each with a 91% chance of being cured—that's 9 out of 10 people! If you can't afford a mammogram or pap test, please call us.

Cancer of the colon or rectum (CRC) has a 90% chance of being cured when detected early. Black and African American people are 20% more likely to get CRC than White people. If you are 45 or older, it's time to get screened!

Top Five Cancer Related Deaths in Louisiana

• Lung • Breast • Prostate • Colorectal • Pancreas



Lung Screening Recommendations

Adults 50 to 80
20 packs or more per year
Current or former smoker or have
quit within the past 15 years



Breast & Cervical Screening Recommendations

Breast Screening
Mammogram (breast x-ray)
Adults 40 to 74
every other year

Cervical Screening
HPV/Pap test
Adults 21 to 65
Every 3-5 years




Colorectal Screening Recommendations

Adults 45 to 75 years
Stool test every year
or DNA test every 3 years
or colonoscopy every 10 yrs
Discuss with your doctor.



For more information on screening scan
the QR code or call 1-888-599-1073 and
a Nurse Navigator will contact you!

Online Referral Form



LOUISIANA
CANCER PREVENTION &
CONTROL PROGRAMS

Welcome to the Online Cancer Screening Referral for Louisiana Cancer Prevention and Control Programs

The referral will take approximately 5 minutes to complete.

Who completed this referral ?
* must provide value

I am referring myself

Community Health Worker

Toll Line

Other

reset

Date of Birth:
* must provide value

M-D-Y

Date of birth is needed to confirm your identity as multiple people may have the same name. It is also used to calculate your age to determine your eligibility for the program.

What is your language preference (for assistance and services):
* must provide value

No assistance. I am an English speaker.

Spanish/ Español

Vietnamese/ Tiếng Việt

Other

reset

First Name:
* must provide value

Last Name:
* must provide value

Phone Number (Preferably Cell Phone Number):
* must provide value

Would you want to receive text messages about your referral? (Cell phone numbers only)
* must provide value

Yes

No

reset

Email:

Do you have health insurance?
* must provide value

Yes, I have health insurance.

No, I do not have health insurance and need assistance.

reset

Select cancer-screening services needed (Select all that apply):
* must provide value

Breast Cancer Screening (Mammography)

Cervical Cancer Screening (Pap)

Lung Cancer Screening

Colorectal Cancer Screening

Skin Cancer Screening

Other

I need help deciding which cancer screening I need

Are you experiencing any problems/symptoms?
* must provide value

No. I just need a routine screening.

Yes. I am experiencing some issues.

reset

Best time to contact:
* must provide value

Morning

Afternoon

Specific time only

reset

To determine which location for your referral form to be sent, please enter your zip code.

If you do not know your zip code, please enter "12345"
* must provide value

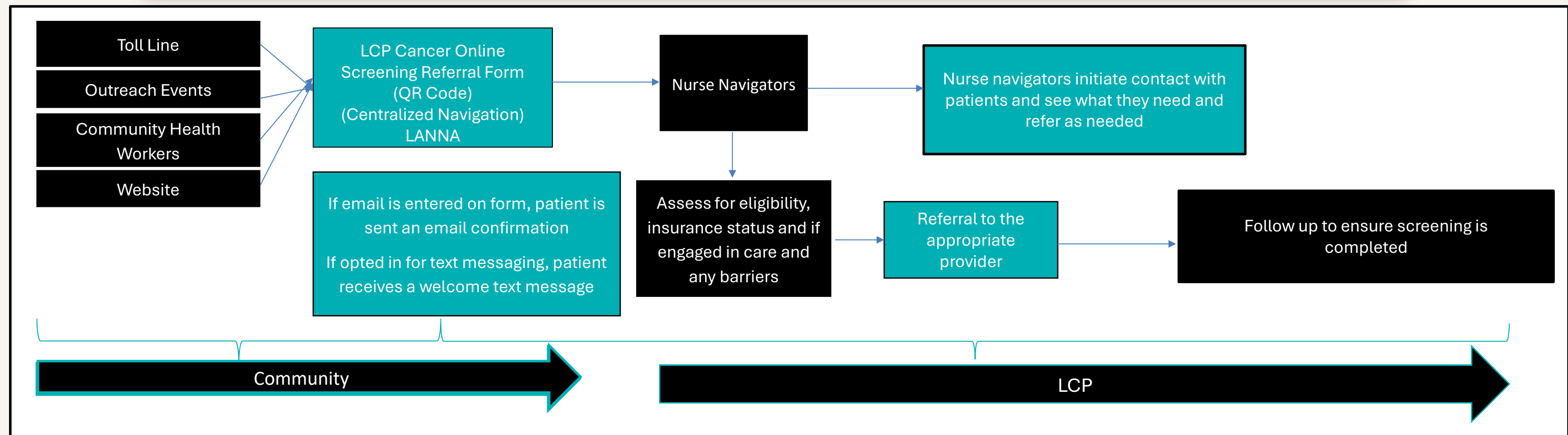
Please provide any additional information that would be helpful for us to know about referral:

Expand

Community Support

Once the referrals are received into the VN program, NN follows up with the individual to:

- Assess their interest and eligibility for different types of screenings
- Connect individuals with a primary care provider, if needed
- Address and work to eliminate barriers, such as transportation or financial needs
- Conduct follow-up calls to confirm that screenings are completed



Program Progress as of July



Community Support

83 Referrals Received

243 Individual Encounters

Key Takeaways

- Louisiana consistently falls **below national averages** in screening rates for major cancers.
- **Rural and underserved populations** have significantly lower screening rates.
- **Community-based navigation programs** like **LANNA** are critical to improving these numbers.
- Studies have shown that **patient navigation** interventions are demonstrably effective in increasing cancer screening rates, particularly among underserved populations.
- **Navigation services** go beyond just providing information; they offer tailored support to navigate the complexities of the healthcare system, overcome logistical barriers, address psychosocial needs, reduce disparities in care, and improve patient satisfaction, ultimately leading to a better quality of life.

CONTACT US

<https://louisianacancer.org/lanna/>

[Louisiana Nurse Navigation Assistance \(LANNA\) | Louisiana Cancer Prevention and Control Programs](#)



1-888-599-1073



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[Louisiana Cancer Prevention and Control Programs](#)

[Louisianacancer.org](https://louisianacancer.org)



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Q&A Session

Let's start a conversation.

Thank you.

We look forward to seeing you again.