

**MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE
CENTER FOR CANCER SURVEILLANCE AND CONTROL
CIGARETTE RESTITUTION FUND PROGRAM
CANCER PREVENTION, EDUCATION, SCREENING, AND TREATMENT**

HEALTH CARE PROFESSIONAL EDUCATION: METHODS UTILIZED 2000-2010

METHODS: 2000-2005 (HO Memo 05-27)	METHODS: 7/1/2005-12/31/2010
<p>FORM 1 EDUCATIONAL ACTIVITIES Brief, Group and Individual Education</p> <p>Brief Encounters, by means of:</p> <ul style="list-style-type: none"> - Attending Medical Society meetings--staffing table/booth - Making office site visits - Presenting at the Wellness Program (Hospital, Medical Center) - Participating in screening events 	<p>FORM 1 EDUCATIONAL ACTIVITIES Brief, Group and Individual Education</p> <p>Brief Encounters, by means of:</p> <ul style="list-style-type: none"> - Visiting Health facility/provider employees - Presenting or displaying at conferences, symposiums, expo, and meetings for health care providers - Making office site visits - Convening CRF Fall Recognition Ceremony for providers - Providing appreciation baskets for participating providers
<p>Group Presentations at/for:</p> <ul style="list-style-type: none"> - Conducting Lunch and Learn sessions - Conducting Dinner sessions - Convening Continuing Medical Education (CME) /Continuing Educational Unit meetings - Participating at workshops/conferences/Grand Rounds with providers - Conducting "In-office" staff meetings 	<p>Group Presentations at/for:</p> <ul style="list-style-type: none"> - Conducting Lunch and Learn sessions - Conducting Dinner sessions - Conducting CME meetings - Providing presentations to providers, clinics, hospitals, and meetings on program services and referrals - Conducting in-office staff meetings - Providing training to clinic staff - Convening award(s) ceremony for providers -
<p>Individual, by means of:</p> <ul style="list-style-type: none"> - Having "in-office" one-on-one discussions - Reviewing client charts to identify clients 50+ to have doctor discuss screening with patients - Making office site visits 	<p>Individual, by means of:</p> <ul style="list-style-type: none"> - Having "in-office" one-on-one discussion - Conducting in person provider CRC survey - Discussion and posting CDC poster, "Are you the Picture of Health", in the doctor's office - Making visits to physician offices and talking with individual office staff - Providing CRC medical education - Phone call to physician office managers and informing them of CRC program

FORM 2: MEDIA/RESOURCE ACTIVITY

- Hanging posters in doctor's office
- Publishing articles in hospital newsletter
- Distributing flyers/pamphlets/posters to doctor's offices
- Sending mailings--including Minimal Elements for CRC
- Showing videos in health facility
- Distributing pens, letter openers, measuring tapes, flashlights, rulers to providers
- Providing prescription pads for doctors that let the doctor "order" screening for the patient
- Creating "reverse referrals" (by having labs provide information on LHD CRC program to providers when the labs send test results to physicians)
- Providing post cards that doctors can send to clients who are 50+ recommending screening
- Providing stickers that clinic staff can put on each chart of a client 50+ to have doctor discuss CRC screening with client
- Providing notebooks of program information with referral information ("Resource Directory") to providers
- Distributing brochure & letter via in-house hospital personal mailbox
- Distributing new provider packet
- Meeting with Parish nurses
- Distributing charts and models for doctor's office
- Distributing clipboards with messages on screening to providers

FORM 2: MEDIA/RESOURCE ACTIVITY

- Publishing articles in hospital newsletter
- Using table displays
- Hanging posters in doctor's office
- Distributing flyers/pamphlets/posters to doctor's offices
- Showing videos in health facilities
- Sending mailings including Minimal Elements for CRC
- Using Daffodil Days to deliver Daffodils to doctors
- Providing post cards that doctors can send to clients who are 50+ recommending screening
- Distributing opportunities for CME's to doctors
- Emailing providers
- Sending education packets to doctors' offices