



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100176

Project Title:
Shannon's Cancer Education Outreach Program

Award Mechanism:
Health Promotion, Public Education, and Outreach Programs

Principal Investigator:
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Entity:
Shannon Business Services

Lay Summary:

Shannon's Cancer Education Outreach Program has three primary objectives: 1) to prevent additional cases of cancer, 2) to detect cancer at the earliest possible point, and 3) to improve the quality of life of cancer survivors. Shannon will use a multi-tiered approach modified for the culture of West Central Texas. This approach includes patient reminders for screening, distribution of printed material, one-on-one education, group education, support groups, provider assessment and feedback, and a resource center open to the public. Shannon's Cancer Empowerment & Resource Center will provide education, printed material, videos, information on community resources, and computers for research.

Through consistent and readily available education, Shannon's Cancer Education Outreach Program will focus on behavioral choices, providing new skills and practices to make better choices, creating role models, providing a network of support, and a navigation guide to resources. The long term impact on area residents will be: 1) an increase in healthy behaviors such as increased consumption of fruits and vegetables, exercise, use of sunscreen, smoking cessation, etc. which should in turn decrease the number of new cancer cases, 2) an increase the number of cancer screenings, and 3) improvement in the quality of life of those with cancer through support, resource navigation, and ensuring proper follow up and testing.