



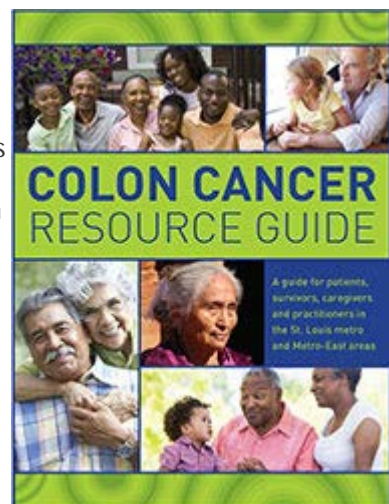
SHALOM HEALTHFEST

For the second year in a row, PECaD engaged community members and provided cancer prevention material at the annual Shalom Church (City of Peace) HealthFest. The event, which was held at Hazelwood East High School this year, drew 1,000 people. PECaD staff handed out educational material about breast, colon and prostate cancer, as well as general cancer prevention. PECaD's Prostate Cancer Community Partnership screened 51 men for prostate cancer, and of those, six men had elevated PSAs. The men with elevated PSAs will receive a phone call from PECaD supporter Arnold Bullock, MD, the Alan A. and Edith L. Wolff Distinguished Professor of Urology, Washington University School of Medicine.



COLON CANCER RESOURCE GUIDE

PECaD's Colon Cancer Resource Guide is almost here! Suzanne Lino, PECaD public health research technician, worked with the Colorectal Community Partnership, Aimee James, PhD, MPH, PECaD Program Coordinator Monique Norfolk, MPH, and other PECAD team members to develop a comprehensive Colon Cancer Resource Guide for the St. Louis Metro and Metro-East. This guide, which is in the final phase of being designed and printed, was made possible by supplemental funding from the National Cancer Institute at the National Institutes of Health.



PECAD RESEARCH ASSISTANT PRESENTS AT 7TH AACR CONFERENCE

Meera Muthukrishnan, MPH, PECaD research assistant, will present an abstract as a short talk for a special Hot Topics Sessions for the 7th annual American Association for Cancer Research Conference on The Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved, which is being held from November 9-12, 2014, in San Antonio, Texas. The abstract, entitled "Baseline Characteristics in a Practical Clinical Trial on Colorectal Cancer Screening," is part of Dr. Aimee James' randomized controlled trial of systems-interventions to promote colorectal cancer screenings in safety net health clinics in MO and IL. We are looking forward to this exciting opportunity, as the abstracts selected for oral presentations in these sessions represent the top abstracts from the nearly 200 abstracts submitted for this conference as reviewed by the Conference Co-Chairs and Scientific Review Committee.

SLPL WRAPS UP THE 2014 SPEAKERS' SERIES

Saint Louis Public Library is wrapping up their 2014 Consumer Health Information Speakers' Series with the October event "[See No Evil, Speak No Evil](#)" on Tuesday, Oct. 28, from 6:30 to 8:30 p.m.

In preparation for the 2015 speakers' series, PECaD worked with SLPL to develop a survey to assess the type(s) of health information patrons would like to receive and the days/times that work best for them. In two weeks, SLPL received 564 completed surveys. Each branch received different information, and SLPL will plan the 2015 Speakers' Series with the community feedback in mind.

NEW PECAD STAFF & PRACTICUM STUDENTS

PECaD welcomes Saffiyah Muhammad, MPH, a St. Louis native, the new public health research assistant for PECaD. Muhammad obtained her Bachelor of Arts degree in Anthropology and a minor in Biology in 2009 from Howard University in Washington, D.C. and her Master of Public Health degree from Saint Louis University School of Public Health in 2011. Prior to joining the PECaD team, she served two years as an environmental representative for the Saint Louis County Department of Health.

PECaD would also like to welcome two new practicum students, Emir Kandzetic and Danielle Boyd, who will be with us during the fall 2014 and spring 2015 semesters. Both Emir and Danielle are Master of Public Health students from the Saint Louis University College for Public Health and Social Justice studying Behavioral Science and Health Education. They are both candidates to graduate in the spring of 2015 with a Masters of Public Health.



PECAD IN THE COMMUNITY: CANCER PREVENTION BILLBOARDS

For the second year in a row, the Program for the Elimination of Cancer Disparities' (PECaD) cancer prevention outreach strategy included outdoor billboards placed over key intersections and frequently-used highways. The billboards covered two key cancer prevention messages: eat a healthy diet and being physically active (there were two versions of the exercise billboard, one featuring a man and the other featuring a woman). The 16 billboards were 11x30 feet each and were placed through North St. Louis City and North County. This campaign allows PECaD to target cancer prevention information to areas that have historically suffered from higher rates of cancer disparities. The billboards also include the web address 8ways.wustl.edu, which provides people with all of the 8 Ways information on the Siteman Cancer Center website.

