Community Outreach & Prevention Programs

Shannon Medical Center and the Shannon Oncology Center are committed to programs that promote the importance of early cancer detection and risk factor reduction. In addition, the facilities provide education and resources to help support cancer patients during and after treatment.

Screenings

Each year, Shannon holds at least one screening event that targets patients within our community. This year, in an effort to increase the participation for mammography screening among vulnerable populations, Shannon partnered with Laura W. Bush Institute for Women's Health in the Access to Breast Care for West Texans program. ABC4WT links West Texas women to available resources for breast cancer prevention and screening, including mammograms, breast exams, transportation and other assistance. The screening is free for women over the age of 40 that have no insurance or their insurance does not cover preventative health care. As a partner of the Concho Valley region, Shannon Medical Center staff work with a nurse navigator to provide screenings to women through the program. Eighty-seven women received screening and/or diagnostic testing from October 1, 2012 through September 30, 2013. The women that had positive findings received treatment as a result through a process predetermined by Shannon Medical Center, ABC4WT, and the Cancer Prevention & Research Institute of Texas.

In addition, Shannon Women’s Imaging Center continued its partnership with the San Angelo Independent School District and Ethicon in San Angelo to host “Mammogram Parties.” The goal of these special mammography screenings is to offer employees in these organizations an opportunity to receive a mammogram screening outside of normal business hours as their work schedules often provide a barrier to scheduling mammograms on a timely, recommended basis. In addition, the events offer a more relaxed setting in which co-workers may schedule appointments at the same time to provide a more supportive atmosphere and also include prevention information and bra fittings. 86 women participated in the screenings this year. Evaluation of the program continues to show high satisfaction with the screening, and more screenings are planned for next year.

Health Education

Clinical experts from the Shannon Oncology Center and the Shannon Women’s Imaging Center present numerous educational sessions for civic groups, schools and organizations throughout the year. These sessions include basic information on cancer prevention and screening that every individual should know for early detection. In addition, the Oncology Center hosts sessions throughout the Concho Valley open to anyone in the area. The Oncology Center features a bi-lingual educator and also hosts breast cancer education classes in Spanish upon request. Organizations who would like to schedule a speaker on a cancer prevention topic are encouraged to contact the Shannon Oncology Center.
The Shannon Cancer Empowerment & Resource Center also hosts several classes throughout the month. The various topics include prevention information as well as information on how to cope through treatment, nutrition and fitness and lifelong wellness. In addition, the Oncology Center hosts monthly Survivorship Classes for individuals who have recently completed cancer treatment. Topics include physical challenges and psychosocial issues.

**Community Education and Prevention**

Shannon Medical Center is a founding partner in the Tom Green County Partnership for Better Health. The Partnership was created with other organizations to improve the health of Tom Green County residents by reducing preventable hospitalizations. Among the numerous evidence-based strategies adopted by the group is the goal to provide tobacco cessation information and education to Tom Green County adult residents. Several departments at Shannon, including Cardiac Pulmonary Rehab and Health and Wellness, served as distribution sites for tobacco cessation kits. The departments distribute the kits, which include 8 weeks of Nicotine Replacement Therapy, to patients or community members that are ready to quit smoking, but need some assistance. The group plans to distribute 150 kits by the end of 2013.

Shannon hosted the third Pretty in Pink Cancer Awareness and Shopping Night in October. This event, attended by more than 200 women this year, included local vendors and boutiques selling pink items in honor of breast cancer awareness. In addition, attendees learned a different breast cancer risk factor and prevention fact as they visited each booth to be eligible to win door prizes. Educational booths also shared information on self breast exams, mammograms, support groups and additional prevention recommendations. Clinical experts were also available to visit with participants and answer questions. In addition, Dr. Michelle Snuggs presented to the group the best way to perform a self breast exam.

Shannon also participated in the annual Tough Enough to Wear Pink night at the San Angelo Stock Show and Rodeo in February. Health educators from the Shannon Oncology Center and Women’s Imaging Center set up educational tables with self exam models and educational displays and also distributed breast cancer prevention and screen information to rodeo attendees. Educators were able to distribute information to more than 1,000 individuals this year.

Shannon Medical Center produces a health education segment for the local evening news three times per week called Shannon Healthbeat. The 90-second segment features a physician or health expert discussing a different health topic each evening. Many of these segments are devoted to cancer screenings or treatment including colonoscopy, prostate cancer treatment, mammography, skin cancer prevention, lung cancer risk factors, and surgical options. In 2013, Shannon ran 17 cancer education segments.

The Shannon Oncology Center and Cancer Empowerment Center provided information at more than 10 community health fairs throughout the Concho Valley this year. Professionals from the Center provide participants with information and resources on prevention, risk factor reduction, screenings and symptoms for the most prevalent cancers.
affecting patients in our area. In addition, they are available to answer individualized questions and help refer people for further screening or follow-up.

Support Groups
The Shannon Oncology Center offers two support groups that are open to anyone in the area undergoing cancer treatment, as well as friends or family members. The first group, Survivor Sisters, is a breast cancer support group that meets the first Thursday of each month at the Shannon Cancer Empowerment Center. It features a different guest speaker each month that addresses various aspects of cancer treatment or survivorship. The other group, Cancer Warriors, also meets the first Thursday of the month at the Cancer Empowerment Center. It is designed for men and discusses all cancers as well as treatment and survivorship issues.

Community Events
Shannon is an annual participant in the Tom Green County Relay for Life which benefits the American Cancer Society. This year, Shannon had six teams of participants that helped raise thousands of dollars for the cause. Shannon looks forward to supporting this event each year as well as honoring all of the many cancer survivors who participate.

Shannon, in partnership with Bentwood Country Club and Decker Custom Homes in San Angelo, held the fourth annual Tee Off For Ta-Ta's Golf Tournament in September. The event features a fun, competitive tournament along with raising awareness and funds for programs at the Shannon Cancer Empowerment & Resource Center. Many breast cancer survivors and those affected by the disease help volunteer at the event. This year, more than 140 people participated and helped raise more than $21,000 for the Empowerment Center.

Shannon hosted the sixth annual Pink Ribbon Run in October. The event includes a 5k, 10k and 1 mile run/walk that helps raise funds for programs at the Shannon Women’s Imaging Center. In addition to raising money, the event celebrates breast cancer survivors and brings additional awareness to the disease. Almost 1,000 participants helped raise more than $18,000 to benefit local education and prevention programs.

Cancer Empowerment & Resource Center
Education is an essential part of cancer care for patients, families and friends. The Cancer Empowerment and Resource Center at Shannon houses educational resources such as books, DVDs, and self-examination models. Two computers are available to access information online. A staff member is also available to assist with any need or question. Audio visual equipment, a retractable video screen, and a conference table allow for presentations and meetings. The center hosts monthly classes featuring various cancer-related topics and support group meetings. A special, “Live Well, Feel Beautiful” area provided by Grigsby’s Boutique is located within the resource center. This area houses a wig and makeup station for patient utilization and consultation. The Cancer Empowerment & Resource Center is located in Suite 130 on the first floor of the Shannon Medical Plaza and is open Monday through Friday 8 a.m.-5 p.m. and additional hours as scheduled. For more information call (325) 481-2065.

For more information about any of our programs, please contact:
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