

Media Invitation



PUBLIC ANNOUNCEMENT: St. Mary's Healthcare, Amsterdam – the Only Healthcare System in New York State to Receive CPiA Award (Community Cancer Prevention in Action for Fulton, Montgomery and Schenectady Counties) worth \$1,125,000 – Discusses Plans

Tuesday, January 15, 2019

8 am

St. Mary's Rao Outpatient Pavilion

Tesiero Cancer Medicine Center

Route 30, Amsterdam

You are invited to join members of St. Mary's Healthcare, Amsterdam; the New York State Department of Health; and other Community Partners on Tuesday, January 15 at 8 am for a public announcement of a new multi-year initiative worth a total of \$1,125,000 over 5 years for a Community Cancer Prevention in Action for Fulton, Montgomery and Schenectady Counties (CPiA). The Public Announcement, led by the recipient of the funding, St. Mary's Healthcare, Amsterdam, is expected to outline the goals, best practices and expected outcomes of the program for impacted communities.

For planning purposes, please RSVP to Rick Hyde, St. Mary's Marketing and Communications, at Richard.Hyde@ascension.org or 518.770.7505.

Background Information:

- The monies were awarded by the New York State Department of Health Bureau of Cancer Control and Prevention
- St. Mary's Healthcare is the only healthcare system in New York State to receive this award.
- St. Mary's is the only organization to hold three competitive cancer awards from the NYSDOH: The Cancer Services Program serving the uninsured and underserved, The Breast and Prostate Cancer Peer Education project providing education to men and women about breast and prostate cancer, and now the Community Cancer Prevention in Action (CPiA) program.
- The Community Cancer Prevention in Action (CPiA) program will work with community partners to share cancer prevention education strategies and cultivate good habits to lower the cancer risk of the communities served:

Funding is focused on introducing strategies for Sun Safety, including education about the harmful effects of UV exposure to skin over time. Additionally, in 2018, New York State signed into law anyone

under the age of 18 is prohibited from using indoor tanning facilities; education will focus on the fact that tanning beds are a cancer - causing substance.

Education about and support for the use of the cancer prevention vaccine HPV will be part of the program, providing parents and youth with information and the ability to ask questions.

Public-sector employees have been given the right by law for paid time off for cancer screenings; the new initiative will help educate and encourage private sector employers to do the same. Facts will be reinforced such as cancer screenings, obtained in accordance with the individual's history and recommendations, can catch cancer diagnoses early when they are easiest to treat. Cancer is estimated to cost a business more than \$1,600 in lost productivity per year for each employee diagnosed.

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