

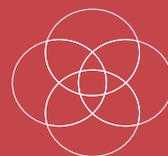


ORAL, HEAD & NECK  
CANCER AWARENESS WEEK®

## HOW TO HOST A HEAD AND NECK SCREENING EVENT



Photo courtesy of University of Mississippi Medical Center, Jackson, Mississippi, USA



HEAD AND NECK CANCER  
**ALLIANCE**

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# INTRODUCTION



ORAL, HEAD & NECK  
CANCER AWARENESS WEEK®

Thank you for hosting a free oral, head and neck cancer screening in your community. Head and Neck Cancer Alliance is pleased to support you as you organize and execute your screening event.

This Guide has been developed to assist you in organizing a highly educational, well-attended, and successful screening event.

By hosting a screening event as part of our Oral, Head and Neck Cancer Awareness® (OHANCA®) program, you are joining more than 300 hospitals and medical clinics worldwide in directly reaching and identifying individuals who may present signs and symptoms at the early stages of the disease. Each screening site receives a free OHANCA® Screening Kit full of educational materials, giveaways, volunteer t-shirts and HIPAA-Certified screening forms.

*Some of the recommendations in this Guide may not apply to all screening sites. It is intended to be a comprehensive overview for all screening sites to follow.*



## **HNCA Overview**

Head and Neck Cancer Alliance's (HNCA) mission is to advance prevention, early detection, treatment and rehabilitation of oral, head and neck cancers through public awareness, research, advocacy, and survivorship.

Through united and collaborative efforts, HNCA provides support to head and neck cancer patients throughout the year via multiple programs, supports ongoing research in head and neck oncology, and educates adults and children in the disease process, treatment, and prevention of oral, head and neck cancers.

### **Oral, Head and Neck Cancer Awareness® (OHANCA®) Program**

Based on the premise that early detection improves cure rates and a less invasive treatment plan, HNCA partners with our stakeholders to shift the stage of discovery of head and neck cancers. Our efforts in this arena are focused on awareness and early detection, centered around our Oral, Head and Neck Cancer Awareness® (OHANCA®) Program.

HNCA partners with medical and dental clinics across the U.S. and worldwide to offer free screenings and awareness programs in their local communities. The goal of this initiative is to raise awareness of head and neck cancer and to encourage adults who are at high risk for oral, head and neck cancer to take advantage of free screenings. A key message of the program is that early diagnosis is crucial to successful treatment

of oral, head and neck cancers. When detected at stages 1 and 2, the survival rate is over 80%; however, more than half of all cases are found later. At more advanced stages, survival rates are lower, treatments are more invasive, and the side effects of treatment are much more significant.

Each year, in the second full week of April, HNCA hosts its official Oral, Head and Neck Awareness Week, OHANCAW®.

## **Head and Neck Cancer Statistics**

According to a World Health Organization review, head and neck squamous cell cancer (HNSCC) is the sixth leading cancer by incidence worldwide. Head and neck cancer appears in the nasal cavity, sinuses, lips, mouth, salivary glands, throat or larynx (voice box). Based on the most recent statistics available, the annual incidence of head and neck cancers worldwide is more than 550,000 cases with around 300,000 deaths each year. In the United States, over 65,000 new cases (not including thyroid cancer) are expected to be diagnosed each year. This cancer is more than twice as common in men as it is in women.



# FORM AN ORGANIZING COMMITTEE



*Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA*

It is important to develop a core organizing committee of enthusiastic and interested individuals who have organizational and fundraising expertise.

Your organizing committee should include a:

- Screening Coordinator
- Volunteer Coordinator
- Fundraising Coordinator

## **Duties of the Screening Coordinator**

The main functions of this volunteer position include:

- Coordinates screening site meetings
- Registers the respective screening site with the Head and Neck Cancer Alliance
- Develops timeline of deliverables for screening
- Publicizes the screening site in the local community
- Ensures all necessary medical equipment is procured for the screening event



- Serves as contact for all inquiries
- Sets up Screening Site Room
- Ensures snacks are available for all volunteers
- Works with qualified screeners on all participant follow-up
- Develops list with contact information of local Head and Neck Surgeons, Oral Maxillofacial Surgeons (business cards when available); or may provide contact information for The American Academy of Otolaryngology Head and Neck Surgery to locate physicians
- Reports screening results to HNCA, which should include number of individuals screened and those referred on for further examination.

## **Duties of the Volunteer Coordinator**

The main functions of this volunteer position include:

- Recruits all volunteers leading up to the day of the screening
- Assigns and trains all volunteers on their duties
- Ensures snacks are available for all volunteers
- Sends follow-up thank you letters/notes/emails to all volunteers



## Duties of the Fundraising Coordinator

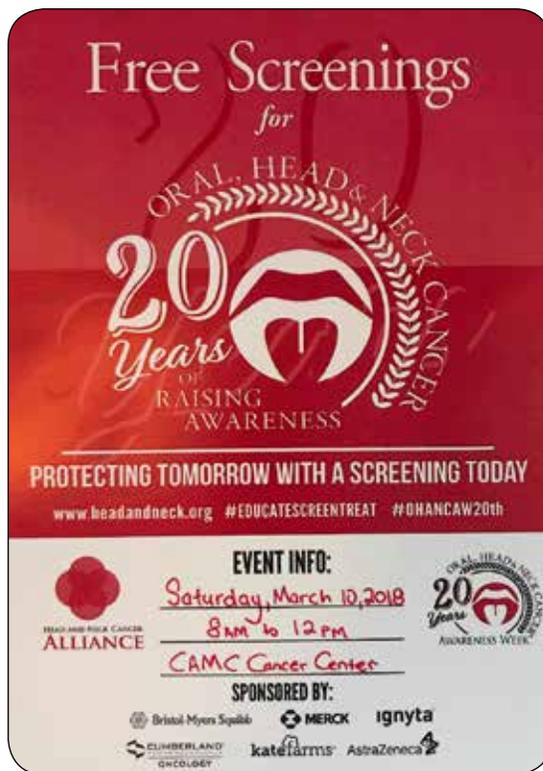
The main functions of this volunteer position include:

- Creates list of necessary and beneficial items, as well as monetary donations, needed for screening
- Develops proposals and donation request letters to respective local companies/organizations to donate supplies and needed medical materials/equipment for the screening
- Sends follow-up thank you letters/emails to all donors



*Photo courtesy of Dental Center UCH Ibadan, Oyo, Nigeria*

# DETERMINE DATE, TIME & SIGN-UP PROCESS



It is important to select a date and time that is optimal for the availability of the Qualified Screeners as well as the core volunteer team.

The location is also important and should be convenient, allowing interested participants to easily commute via public transportation and/or provides ample parking to those who drive.

The selected location should also have ample space for a check-in and participant waiting areas, a multitude of designated screening tables and a table for Head and Neck Cancer Alliance educational materials and giveaways.

Many screening sites choose to host their screenings during community health fairs and/or running/walking events which attract large gatherings.

HNCA encourages and supports screenings throughout the calendar year. The majority of our hosted screenings occur during HNCA's official Oral, Head and Neck Cancer Awareness Week,

historically the second week of April. By hosting a screening during OHANCAW®, it allows that screening site to be a part of a national public awareness campaign.

HNCA supports screening sites who are interested in hosting several screenings per year. And, if requested, we will send additional OHANCA materials for multiple screenings.

### **Sign-Up Process**

The host screening site will need to determine a sign-up system for interested participants. Most screening sites have both a call-in number as well as an email address. By providing both means of communication, you will offer a simple way for interested individuals to register and ask any initial questions they may have. The sign-up process will help gauge the number of participants, screeners required, as well as needed materials.

Many sites also accept walk-ins for those who did not register but are still interested in undergoing a screening.



# REGISTER YOUR SCREENING ON THE HNCA WEBSITE

By registering your screening site with the Head and Neck Cancer Alliance, your medical clinic and/or hospital will receive the official OHANCA® Screening Kit. The kit includes:

- 50 Head and Neck Cancer Alliance Information Brochures
- 50 Head and Neck Cancer Self-Exam Guides
- 50 each of our Patient Education Rack Cards on Immunotherapy; Questions to Ask Your Doctor; Nutritional Management; HPV and Head and Neck Cancer; and Dry Mouth, for use in your clinic's waiting room/exam rooms.
- 50 each of our awareness cards on Head and Neck Cancer Incidence and Statistics' Risk Factors; Symptoms; and Smoking Cessation, which can be distributed to all individuals attending your screening.
- 50 HIPAA-Certified Screening Forms
- 5 Promotional Posters
- 5 Oral, Head and Neck Cancer Awareness official t-shirts
- A supply of giveaways for volunteers and participants



**It is important, especially for international screening sites, to indicate the full and exact mailing address to ship the OHANCA® kits.** Our kits are delivered by UPS and require an exact mailing address. In addition, many times a specific department or floor is not indicated, and in large hospitals, the kit may not be delivered to the specific individual but is held in the mail waiting room.

**Please ensure that all information entered into the online event registration is spelled correctly.** The information, once approved by a HNCA staff member, will appear on our website's [Calendar of Events](#), as well as the [Upcoming Events](#), for individuals to search for screening sites in their areas.

The online form has a specific section to request additional materials: Additional Shipping Requests. Please be sure to indicate if additional materials are needed, especially the HIPAA-certified screening forms. *Please note, HNCA may not be able to fulfill requests for additional t-shirts.*



# RECRUITMENT OF QUALIFIED SCREENERS



*Photo courtesy of University of Mississippi Medical Center, Jackson, Mississippi, USA*

It is essential that screeners are qualified to perform the oral, head and neck examinations. These screeners must have been educated and have experience in conducting the examinations. Primary and Secondary screeners include:

## **Primary Screeners**

- Otolaryngologists, Oral Maxillofacial Surgeons
- Dentists, Radiation Oncologists, Medical Oncologist and Nurse Practitioners with expertise in head and neck cancer

## **Secondary Screeners**

- Nurses, Speech Pathologists, Medical Students, Dental Hygienists





Photo courtesy of CAMC Cancer Center, Charleston, West Virginia, USA

### **Primary Screener duties include:**

- Conduct interview/ education regarding risk factors
- Implement exam
- Make medical recommendations for follow-up
- No diagnosis is given at time of screening
- Areas of concern identified, and the screening event lead should be notified of these lesions

### **Secondary Screener duties include:**

- Restock materials and supplies after each screening
- Assist in completing paperwork
- Collect follow-up data



# MATERIALS NEEDED FOR SCREENING DAY



Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA

Below is a list of the essential items needed for a head and neck screening event. Having a sign-up process in place will be of assistance in determining the quantities of materials needed:

- Adequate light source (head lamps)
- Tongue blades
- Alcohol wipes
- Hand Sanitizer
- 4x4 gauze pads
- Gloves of sizes Small to Extra Large
- Trash bags
- Clip boards/pens
- Folder for completed forms
- Follow up forms/contacts
- Otoscopes
- *Optional (great to have, if available): Disposable dental mirrors and liquid defog*



# FUNDRAISING

To control the costs associated with hosting a screening, we recommend that screening site hosts seek out donations to support their event. Such donations may be monetary or in-kind (i.e., donations of supplies). To begin your fundraising activities, you should:

- Develop a full list of items needed for the screening, i.e., venue/screening space, medical supplies, volunteers, snacks for volunteers
- Develop a target list of local businesses or organizations that may have interested in supporting the screening. Consider those businesses and organizations that share a mission with the purpose of the screening (e.g., medical supply companies, cancer centers, etc.). If you work as part of a health care institution such as a hospital or cancer center, assess to see if they sponsor a sports team or other organization in the community. These organizations are often willing to host a screening and may defer or at least reduce the cost of reserving space. They also may help with promoting the event along with your health team and local news outlets.
- Develop an appeal letter to solicit their support. You may wish to offer visibility opportunities to donating organizations, such as mentioning them in any media outreach related to your event or allowing them to display their logo at your event.



- Be sure to send your appeal letters early, and follow-up on them diligently until you receive a response. You may wish to call to follow-up, rather than send additional letters.
- Be sure to thank your donors following the event and share some information about the success of the event (e.g., the number of people you screened, etc.) so that they may share in the feeling of having made a difference.



Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA

# PROMOTING & PUBLICIZING YOUR SCREENING



*Photo courtesy of University of Mississippi Medical Center, Jackson, Mississippi, USA*

Hosting a HNCA OHANCA event provides screening sites with the opportunity to raise awareness of head and neck cancer while recruiting interested participants. Through media relations efforts and community outreach, you can maximize the message of the importance of early detection and encourage individuals to participate in your free screening.

To assist each of our host sites in publicizing their screenings, HNCA offers a number of resources on our website. A comprehensive publicity guide along with customizable media relations materials, social media messages, posters and flyers can be found here, <https://www.headandneck.org/ohanca-guides/>



# ORGANIZE SCREENING DAY

By the day of the screening, all volunteers should be fully aware of their assignments, as well as their estimated arrival/departure times. Ideally, they should receive regular communications in the weeks leading up to the event to outline the logistics such as the location and time of the event, parking, what to wear/bring, etc.

It is recommended that the Screening Site Room be set up the evening before or hours before the screenings begin. Your screening area should include:

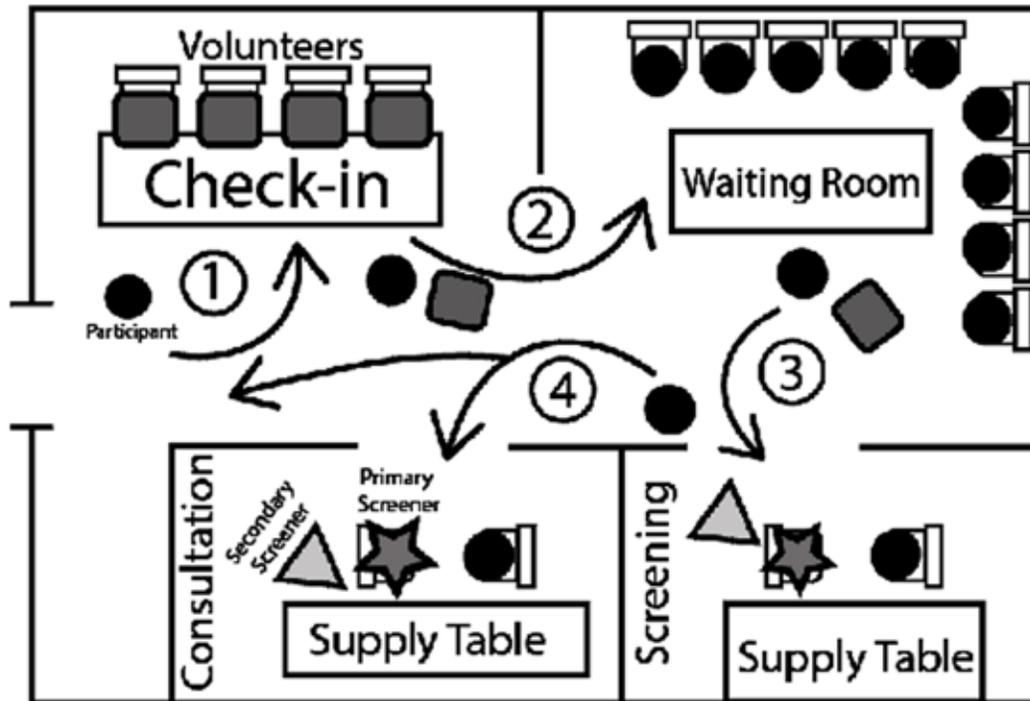
- Sign-in table
- Table for educational materials
- Small tables with chairs for exams
- Consultation area with tables and chairs

## **General Volunteer Duties include:**

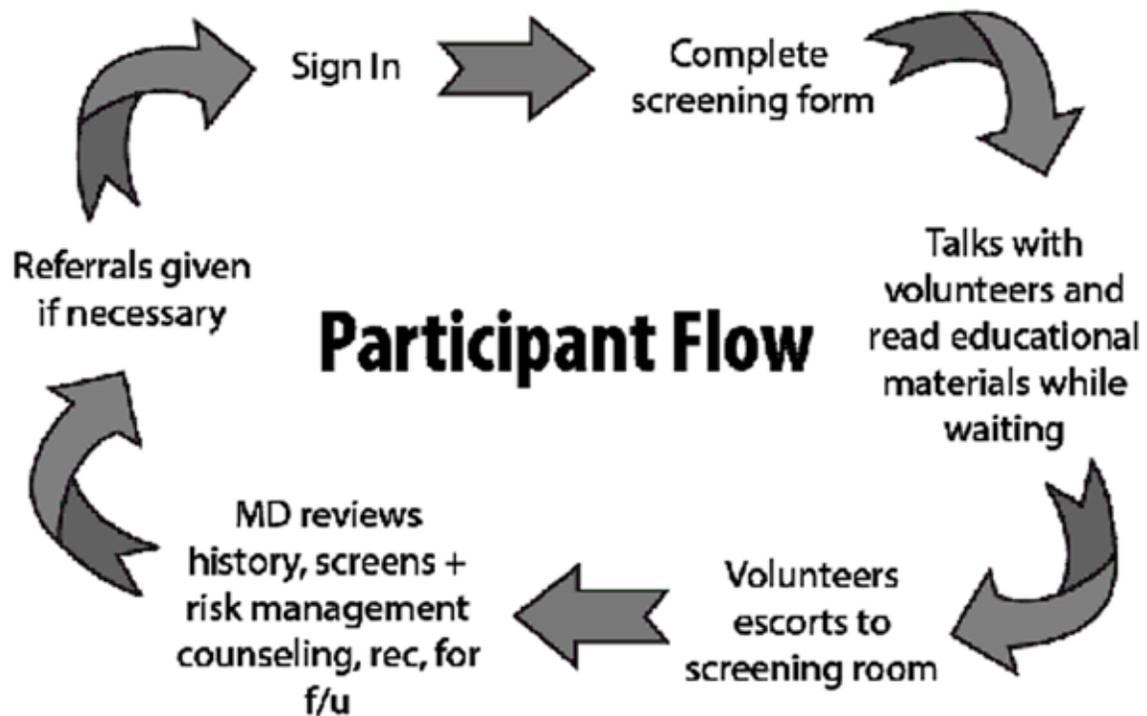
- Meet/Greet participants
- Check-in
- Assist with filling out pre-registration form (available online)
- Organize waiting room
- Distribute HNCA educational materials
- Provide smoking cessation information, if materials available



## Sample Room Setup



## Sample Participant Flow



# PERFORMING THE ORAL, HEAD AND NECK EXAM



Photo courtesy of University of Mississippi Medical Center, Jackson, Mississippi, USA

## STEP 1: History and teaching

- Start by asking why they came to the event
- Ask about oral and neck lesions
- Pain or bleeding
- Change in function
- Risky behaviors (smoking, drinking, have they ever been vaccinated to prevent HPV infection)



Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA

## STEP 2: Physical Exam

- Use a hands-free light source
- Oral cavity and pharynx exam is both visual and by palpation
- Lips, cheeks and floor of mouth
- Wrap tongue in gauze and retract to assess lateral tongue borders, tonsillar



- pillars, hard palate, soft palate and gingiva
- Perform an indirect evaluation of the pharynx and larynx using a mirror (if available)
- Palpate for Cervical lymph nodes
- Palpate the Thyroid
- Perform a cranial nerve exam



Photo courtesy of CAMC Cancer Center, Charleston, West Virginia, USA



# DISCUSSING FINDINGS WITH PARTICIPANTS

- Provide written summary of areas of concern for participant to give to a physician
- Provide participants with copy of the completed HIPAA-Certified screening form
- Counsel participant: Emphasize this is a screening only, **not an actual diagnosis**
- Strongly recommend follow up, if needed
- Provide individuals recommended for follow-up with contact information of local providers, if needed
- For concerning lesions, inform the lead organizer of the screening event so that they can ensure the person screened recognizes the importance of follow-up



Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA

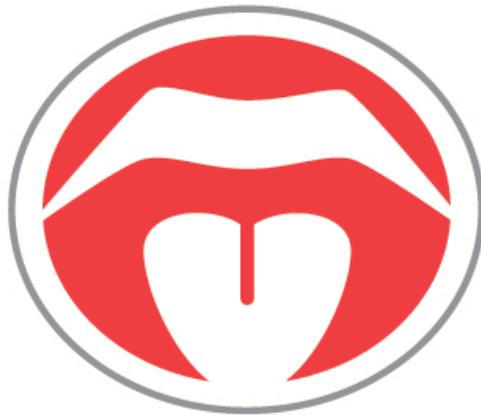
# EVENT FOLLOW-UP

Once your event has concluded, there are a couple more important steps to complete!

- Send thank you notes to all volunteers, screeners, and donors who support your event with their time, money, or supplies.
- Report your screening results to the HNCA website (<https://headandneck.org/feedback-form/>) of total numbers in attendance as well as participants referred for further consultation.



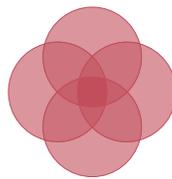
*Photo courtesy of Smash Cancer Orlando / Jason Mendelsohn, Orlando, Florida, USA*



# ORAL, HEAD & NECK CANCER AWARENESS WEEK<sup>®</sup>

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A Program of



HEAD AND NECK CANCER  
**ALLIANCE**

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