

# Lurie Cancer Center COMMUNITY OUTREACH & ENGAGEMENT UPDATES



## Colorectal Cancer Screening Madness Day

Screening Madness Day at Northwestern flooded social media with BLUE to raise awareness of Colorectal Cancer and encourage people to get screened. This year was celebrated with a social gathering at Lucky Strike located in downtown Chicago. Screening Madness is a partnership with Candace Henley, Chief Surviving Officer of The Blue Hat Foundation, and the Big Ten Cancer Research Consortium to bring awareness of colorectal cancer. Colorectal cancer has the second highest mortality rate for men and women. Recent data shows younger people are being diagnosed with colorectal cancer at an alarming rate. Screening Madness highlights the facts and data with a basketball theme to reduce your risk and get screened.



## Northwestern Medicine Grosvenor Discovery Program

Lurie Cancer Center partnered with Northwestern Medicine to support their January Session with NM Grosvenor Discovery Central Team Region students. The NM Grosvenor Discovery program is an opportunity to expand knowledge on the health care pathways to sophomore and junior year high school students. Students enrolled are interested in health care careers but have limited access to opportunities to explore the range of healthcare professions available to them. This virtual session focused on cancer and delivered education and insight into two of the top five cancers, cancer navigation and community outreach featuring guest speakers, Dr. Claudia Tellez (Breast), Laura Mazzenga, APN (Prostate), Chicago Cancer Initiative partner Sisters Working It Out (Cancer Navigation) and Monique Clemons (Community Outreach & Engagement).

## Upcoming Events

### WEBINAR: YOUR PATH TO ACCESS CANCER CARE

**April 16, 2024** (12:00 p.m. - 1:00 p.m.)

[For more information](#)

### FITNESS & FACTS

**April 20, 2024** (10:00 a.m. - 12:00 p.m.)

Timothy Center

[Register here](#)

### FINANCES & HEALTH SERIES

**April 23, 2024** (5:00 p.m. - 6:00 p.m.)

Health Insurance

**April 30, 2024** (5:00 p.m. - 6:00 p.m.)

Work & Cancer

**May 14, 2024** (5:00 p.m. - 6:00 p.m.)

Getting Organized

[For more information](#)

### ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH CELEBRATION

**May 4, 2024** (11:00 a.m. - 1:00 p.m.)

Chicago Public Library, Uptown

[For more information](#)

### SCREENING MADNESS BASKETBALL TOURNAMENT AND HEALTH FAIR

**May 4, 2024** (11:00 a.m. - 3:00 p.m.)

Southside YMCA

[For more information](#)

### CANCER SYMPOSIUM: LOVE IS AN ACTION...GET SCREENED!

**May 4, 2024** (9:00 a.m. - 11:00 a.m.)

Covenant United Church of Christ

[For more information](#)

### SOUTHLAND FAMILY WELLNESS EXPO: CONNECTING COMMUNITIES WITH CANCER RESOURCES

**May 18, 2024** (11:00 a.m. - 2:00 p.m.)

Ingalls Memorial Hospital

[for more information](#)



## Blue Hat Foundation Screening Madness Initiative

Fourtunehouse Art Center, The Blue Hat Foundation, and Lurie Cancer Center collaborated for a creative mash up of art and healthcare to bring awareness to The Blue Hat Foundation’s Screening Madness initiative to educate and advocate for colorectal cancer prevention, screenings, and awareness. The program recognized, encouraged, uplifted, and honored patients and survivors of colorectal cancer with a candid conversation with The Blue Hat Foundation’s Chief Surviving Officer, Candace Henley, followed by a creative workshop where attendees created beautiful art and inspirational messages to gift cancer survivors and patients.



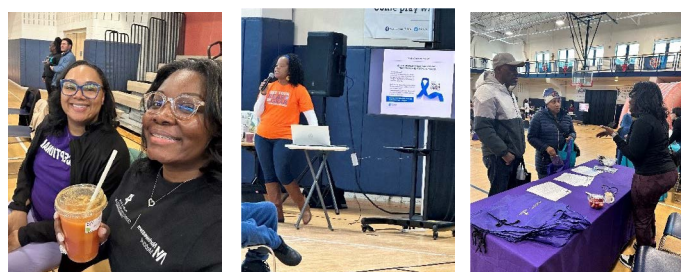
## Blue Hat Foundation Bow Tie Sunday

Lurie Cancer Center served as a vendor at Trinity United Church of Christ Blue Hat Bow Tie Sunday. Founder Candace Henley, a 20yr colorectal cancer survivor, created Blue Hat Bow Tie Sunday, for individuals to wear blue to help raise colorectal cancer awareness by sharing information about Colorectal Cancer with the community.

This annual event featured complimentary health screenings, fit kits were distributed, and a host of other valuable resources were shared with the community.

## A4CW Colorectal Cancer Awareness Health and Resource Fair

Lurie Cancer Center was a vendor in support of Advocates for Community Wellness (A4CW) Colorectal Cancer Awareness Health and Resource Fair. A4CW partnered with The Salvation Army Red Shield Center in Englewood providing the community with resources for cancer care, including but not limited to education related to nutrition, physical activity to reduce risks of cancer and access to screenings. Other vendors were also present with offerings that aimed to educate on violence prevention, holistic options for mental health and healthcare career opportunities available. Participants left informed and empowered in the fight against colorectal cancer.



## Fitness and Facts

Lurie Cancer Center and Chicago Cancer Initiative partners Timothy Community Corporation partner to bring back the engaging speaker series, Fitness and Facts, where a subject matter experts from Northwestern comes to provide valuable insights on health-related topics followed by a fitness class. The Fitness and Facts speaker series has continued to raise awareness, promote health literacy, and highlight the latest advancements in cancer treatment. Dr. Marquita Lewis Thames, spoke on being the CEO of your health. Participants were empowered and learned how to lean into their community for emotional and spiritual support. April’s Fitness and Facts will feature, Dr. Adam Murphy, who will be sharing his knowledge of prostate cancer and increasing minority participation in clinical trials. Complimentary PSA screenings will also be provided.





## Cervical Cancer Awareness Month

Equal Hope and Lurie Cancer Center collaborated with MAC Cosmetics on the Magnificent Mile to share information and bring awareness to Cervical Cancer Awareness Month. Equal Hope's Cervical Cancer Program offered attendees on the spot navigation to health centers in the Chicagoland area for cervical cancer screenings, follow up diagnostic testing and treatment if necessary. Lurie Cancer Center provided educational handouts provided by American Cancer Society with recommendations for a screening schedule based on age and average risk for cancer as well as diet and physical activity guidelines known to reduce cancer risks. The afternoon sparked engaging conversations as shoppers came into the store and stopped by our table with questions or to share their very own cancer experience stories.

## Health Resources Fair for Black HIV/AIDS Awareness Day

Chicago Cancer Initiative community partner, Sisters Working It Out hosted a Health and Resources Fair for Black HIV/AIDS Awareness Day. The event was held at Shine Bright Community Center located in the Chatham neighborhood on the Southside and aimed to address the disproportionate impact of HIV/AIDS within the Black community. Attendees had the opportunity to receive free HIV screenings, general health screenings, vaccines, information and resources on prevention and treatment options. In addition, various organizations offered support for mental health, housing and



bill assistance, and access to educational handouts with information on how to improve health outcomes.

## Black History Month at Daley Public Library

To commemorate Black History Month, Lurie Cancer Center partnered with West Humboldt Park, Richard M. Daley Public Library first Saturday monthly Community Yoga session. The day featured Nikki Innis leading attendees in a self-care focused yoga class followed by our guest speaker Dr. Lauren Beach of the Institute for Sexual and Gender Minority Health & Wellbeing. They facilitated an engaging dialogue on cancer care and health disparities in Black and Queer communities. Fresh juices and informational resources were offered providing everyone with tips on best ways to advocate for themselves in medical settings and fliers for community programming. The Yoga Collective Co-op hosts complimentary yoga to make the practice accessible in historically marginalized communities. Their mission is to lift LGBTQ+ voices and voices of color in their teachers and in the community. The community yoga sessions are held at Richard M. Daley Public Library every first Saturday of the month.



## Black History Month: Celebrating Black Excellence

Center for Health Equity Transformation hosted a Black History Month event celebrating Black excellence, community, and leadership with a fun and engaging afternoon of guest speakers at the Northwestern Chicago Campus. The program was titled, Leaders and Legacies of the Black Community, and featured Dr. Patricia Robinson, Breast Oncologist and Associate Director of DEI at the Lurie Cancer Center, Kimberly Richardson, MA, founder of Black Cancer Collaborative, and Jefferey Beckman Jr., CEO, Chicago Scholars. The speakers highlighted their significant contributions to the world impacting areas in healthcare and academics, changing political landscapes, and challenging the boundaries in media and entertainment.



## Phalanx Black Health Awareness Fair

Lurie Cancer Center supported the Phalanx Black Health Awareness Fair hosted at Phalanx Family Services. The event provided complimentary dental and vision screenings, health education handouts and resources related to cancer, heart health, teen dating, and violence to equip community residents with health information and empower them to lead healthier lives. Phalanx offers wrap-around services to participants to help bridge the gap of financial barriers that may prevent individuals from being successful as they transition into work activity, training, and employment. They also assist families in crisis providing financial assistance to help stabilize housing.



Lurie Cancer Center has a long-standing history of commitment to advocacy, education, outreach and engagement. Our community partnerships and programs aim to identify and address barriers to cancer health equity and improve outcomes in traditionally underserved neighborhoods. Working together with new and existing organizations in our communities, our efforts include:

- Expanding awareness and improving access to cancer services, treatment and clinical trials
- Providing up-to-date information and community-based screening programs to reduce cancer risk and increase early detection
- Identifying the social and economic challenges in underserved neighborhoods to guide our efforts
- Developing educational resources to improve health literacy and raise awareness about follow-up and survivorship care
- Advocating for public policy changes to ease the burden of cancer
- Supporting healthy lifestyle changes to reduce cancer risk

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