

**MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE  
 CENTER FOR CANCER SURVEILLANCE AND CONTROL  
 CIGARETTE RESTITUTION FUND PROGRAM  
 CANCER PREVENTION, EDUCATION, SCREENING, AND TREATMENT**

**HEALTH CARE PROFESSIONAL EDUCATION: METHODS UTILIZED 2000-2010**

<b>METHODS: 2000-2005 (HO Memo 05-27)</b>	<b>METHODS: 7/1/2005-12/31/2010</b>
<p><b>FORM 1 EDUCATIONAL ACTIVITIES</b>  <b>Brief, Group and Individual Education</b></p> <p><b>Brief Encounters, by means of:</b></p> <ul style="list-style-type: none"> <li>- Attending Medical Society meetings--staffing table/booth</li> <li>- Making office site visits</li> <li>- Presenting at the Wellness Program (Hospital, Medical Center)</li> <li>- Participating in screening events</li> </ul>	<p><b>FORM 1 EDUCATIONAL ACTIVITIES</b>  <b>Brief, Group and Individual Education</b></p> <p><b>Brief Encounters, by means of:</b></p> <ul style="list-style-type: none"> <li>- Visiting Health facility/provider employees</li> <li>- Presenting or displaying at conferences, symposiums, expo, and meetings for health care providers</li> <li>- Making office site visits</li> <li>- Convening CRF Fall Recognition Ceremony for providers</li> <li>- Providing appreciation baskets for participating providers</li> </ul>
<p><b>Group Presentations at/for:</b></p> <ul style="list-style-type: none"> <li>- Conducting Lunch and Learn sessions</li> <li>- Conducting Dinner sessions</li> <li>- Convening Continuing Medical Education (CME) /Continuing Educational Unit meetings</li> <li>- Participating at workshops/conferences/Grand Rounds with providers</li> <li>- Conducting "In-office" staff meetings</li> </ul>	<p><b>Group Presentations at/for:</b></p> <ul style="list-style-type: none"> <li>- Conducting Lunch and Learn sessions</li> <li>- Conducting Dinner sessions</li> <li>- Conducting CME meetings</li> <li>- Providing presentations to providers, clinics, hospitals, and meetings on program services and referrals</li> <li>- Conducting in-office staff meetings</li> <li>- Providing training to clinic staff</li> <li>- Convening award(s) ceremony for providers</li> <li>-</li> </ul>
<p><b>Individual, by means of:</b></p> <ul style="list-style-type: none"> <li>- Having "in-office" one-on-one discussions</li> <li>- Reviewing client charts to identify clients 50+ to have doctor discuss screening with patients</li> <li>- Making office site visits</li> </ul>	<p><b>Individual, by means of:</b></p> <ul style="list-style-type: none"> <li>- Having "in-office" one-on-one discussion</li> <li>- Conducting in person provider CRC survey</li> <li>- Discussion and posting CDC poster, "Are you the Picture of Health", in the doctor's office</li> <li>- Making visits to physician offices and talking with individual office staff</li> <li>- Providing CRC medical education</li> <li>- Phone call to physician office managers and informing them of CRC program</li> </ul>

**FORM 2: MEDIA/RESOURCE ACTIVITY**

- Hanging posters in doctor's office
- Publishing articles in hospital newsletter
- Distributing flyers/pamphlets/posters to doctor's offices
- Sending mailings--including Minimal Elements for CRC
- Showing videos in health facility
- Distributing pens, letter openers, measuring tapes, flashlights, rulers to providers
- Providing prescription pads for doctors that let the doctor "order" screening for the patient
- Creating "reverse referrals" (by having labs provide information on LHD CRC program to providers when the labs send test results to physicians)
- Providing post cards that doctors can send to clients who are 50+ recommending screening
- Providing stickers that clinic staff can put on each chart of a client 50+ to have doctor discuss CRC screening with client
- Providing notebooks of program information with referral information ("Resource Directory") to providers
- Distributing brochure & letter via in-house hospital personal mailbox
- Distributing new provider packet
- Meeting with Parish nurses
- Distributing charts and models for doctor's office
- Distributing clipboards with messages on screening to providers

**FORM 2: MEDIA/RESOURCE ACTIVITY**

- Publishing articles in hospital newsletter
- Using table displays
- Hanging posters in doctor's office
- Distributing flyers/pamphlets/posters to doctor's offices
- Showing videos in health facilities
- Sending mailings including Minimal Elements for CRC
- Using Daffodil Days to deliver Daffodils to doctors
- Providing post cards that doctors can send to clients who are 50+ recommending screening
- Distributing opportunities for CME's to doctors
- Emailing providers
- Sending education packets to doctors' offices