

SKIN CANCER SCREENING EVENT TOOLKIT

This toolkit provides a step-by-step workflow, organizational system, and promotional tips for skin cancer screening event planners to ensure efficient patient flow, documentation, and follow-up.

Presented by:



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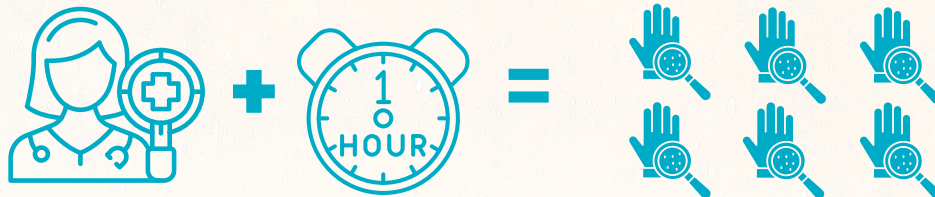
LOGISTICS GUIDE

1

Determine Event Scope

The number of people you can screen depends on how many clinicians you have and the length of your event.

- Average time per screening is 10 minutes. One clinician can usually see about six patients per hour.



- Each clinician should have a volunteer available to escort patients to the screening area and to the follow up tables at the conclusion of the screening.
- Additional volunteers are needed for patient intake, follow up, and event management if this is a large event.
- If you anticipate members of the media or other dignitaries attending the event, identify a clinician who may be available for interviews or photo ops during a set time and designate someone to assist and guide media and others.



2

Triage and Color-Coding System

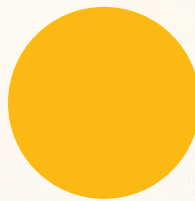
You will need a system to determine the level of follow-up care each patient needs. Start your screening with this system pre-determined for an established continuum of care.

Use Colored Stickers for Follow-Up:

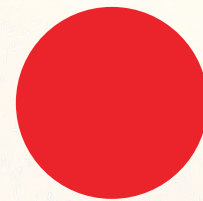
Clinicians should place the proper colored sticker on each patient's form following screening.



No follow-up needed.
Offer to schedule an appointment in a year for continued screening.



Should be seen soon. Soon is at the discretion of the clinician but does not typically include potential cancers.



Needs to be seen immediately.

3

Patient Intake & Numbering

Organized patient intake ensures confidentiality and efficiency.

- NCC recommends using the standardized forms offered by the American Academy of Dermatology Association as part of their Spot Skin Cancer program.
- Assign volunteers to handle patient intake and form completion. Number of volunteers should be determined by expected participation. 1-2 is typical.
- Assign each patient and their intake form a unique number.
 - Write the number on the form.
 - Give the patient a sticker with their number for easy identification.
- Use numbers (not names) to call patients for their screening.

4

Patient Flow Process

Intake: Patient completes forms with intake volunteer and receives a number.



Hand-Off: When their number is called, the patient is escorted by a volunteer event navigator to the screening area.



Screening: Clinician conducts the skin check, fills out the form, and applies the appropriate color sticker. Patient is escorted to the follow-up table as appropriate and collects paperwork as needed.



Navigator Actions Based on Sticker Color: Scheduling follow-up can be performed on-site or by collecting patient information to then call patients and schedule at a later date. Initial phone calls to schedule should occur within a week of the event.

Green:

- Inform patient no follow-up is needed.
- Offer option to schedule an annual appointment.
- If declined: Patient keeps yellow copy, collect pink and white copies.
- If accepted: Escort to scheduling table; patient keeps yellow, you keep pink, scheduler keeps white.

Yellow:

- Encourage follow-up appointment or care with their clinician.
- Collect forms as appropriate.

Red:

- Urge immediate follow-up or care.
- If scheduling for further contact is desired, retain the white form.

Considerations should be made to ensure coverage for all insurance products, Medicaid, and non-insured.

5

Form Distribution & Collection

If you have used the AAD Spot Skin Cancer forms, at the end of each patient encounter:

- **Yellow copy:** Given to the patient.
- **Pink copy:** Collected for return to AAD Spot Skin Cancer.
- **White copy:** Retained for scheduling follow-up or for general event counts.
- **After scheduling:** Retained for scheduling follow-up or for general event counts.

6

End-of-Day and Post-Event Procedures

Accurate organizing and tallying of forms are essential for reliable reporting, program evaluation and future outreach and promotion efforts.

End of Day: Ensure all forms are sorted.

- Yellow with patients.
- Pink in a collection pile for return.
- White with schedulers or in a general count pile.

Day After Event: Tally your counts for total patients and likely cancers.

- Tally total forms, yellow-coded forms, and red-coded forms, noting likely cancer types for the reds.
- Return pink forms to AAD Spot Skin Cancer if required.



PROMOTIONAL GUIDE

Marketing your skin cancer screening event will greatly impact your attendance and can expand general skin cancer awareness in your community. Promotion of your event should begin early and continue through the day of the event.

1

Pre-Event Promotion and Planning

Consider starting this 6-8 weeks before the event.

Define event messaging and goals. For example, free screening, early detection, community health access, people at higher risk are all areas where you could focus messaging.

Identify your target audiences. This could include adults with sun exposure risk, outdoor workers, older adults, people without health insurance, people with little or no access to dermatologists, etc.

Develop a promotional plan including:

- Press release.
- Social media posts. As the event nears, consider paying for a “boosted” post to reach your target audience.
- Partner outreach, which can include flyers, emails, and exhibit opportunities.
- Community calendars.
- Flyers and posters.



Coordinate with partners, such as hospitals, primary health clinics, supportive service organizations, churches, and other community organizations to cross-promote the event. Invite influencers, local officials or others to attend the event.

Find a paid or volunteer event photographer. Event photos of volunteers, clinicians, and of attendees, with permission, are great to use for post-event reporting and promotion of future events.

2

Media Relations

Public relations efforts and media coverage help raise public awareness about the event and the importance of skin cancer screenings, encouraging more people to attend the event and promoting early detection that can save lives.

Prepare a media advisory or press release announcing the event. Distribute information to local newspapers, television stations, radio stations, community newsletters, and online event calendars. Be sure to include partner organizations, the latest data, instructions for attendees, and any parking information.

Prepare key talking points. These should be brief but informative to use during interviews. Be sure to include points on the importance of skin cancer screening, skin cancer incidence data, event date, time and location, and local resources for follow-up care.

Identify individuals available for interviews. Media outlets may wish to cover the event ahead of time by interviewing a clinician or a skin cancer survivor. Identify people who can be interviewed ahead of time, determine their availability, and provide them with talking points so they stay on topic.

Designate a media contact and spokesperson. This is usually the event lead and/or a clinician. They should be available at the event for an interview or to assist media.

Invite media to attend. TV news will often ask to attend the event and film a segment or interview on site. Be prepared for interviews and photos and ensure patient privacy protocols are followed. If needed, prepare signage indicating where media are permitted.

3

Post-Event Impact Reporting

Reporting your event outcomes can demonstrate community need, support future funding asks, and help organizers plan for future events.

Compile event metrics.

- Total number of patients screened.
- Number of green, yellow, and red findings. Report this as "X# of follow-ups required with X# of likely skin cancers."
- Number of follow-up appointments scheduled.

Share results with partners, sponsors, and clinicians. An event "success story" recapping the reason for the event, an overview of how it was executed and the outcomes is a great resource to create for this purpose.

Issue a post-event press release or social media update highlighting impact. This may include photos from the event, data, and any testimonials from attendees, volunteers, or clinicians.

Document lessons learned. Within several days of the event have a de-brief with key volunteers and clinicians along with the event lead to identify what worked and what could be improved for future events. Keep this document for reference when planning the next one!



ACTIVITY
Dr. Hovenc served as the physician champion for the "Biggest Little Skin Cancer Screening" event, held Tuesday, May 7, from 4-7 p.m. at Greater Nevada Field in partnership with NCC. Together, they coordinated event details and led event promotion through social media and the distribution of a press release and four cheerleaders were also leveraged to execute the event, including:

- Reno Aces for use of the minor league baseball stadium, including suites in which to see patients and catering, and to assist with distributing the press release and social media promotion.
- Reno Mayor Hilary Schieve for a city proclamation, endorsement from a trusted leader, community exposure, and event promotion directly to city employees.
- News reporter Kristen Remington for several news features.
- Partner dermatologists to increase screening capacity for the event.
- Business associates to sponsor the event and provide promotional items for attendees' swag bags.
- University of Nevada, Reno medical student volunteers to direct attendees, assist with resale paperwork, provide on-site support, and schedule follow-up through future university clinics.

OUTCOME
Dozens of people were lined up at least 30 minutes before the event doors opened, demonstrating demand for skin check services. Event promotion resulted in nearly 500,000 in earned media and 10,000 time of work, did not have insurance, or had been putting off their health.

NCC is working with Dr. Hovenc to educate other dermatologists and community organizations about the event and how to implement similar activities in their communities. Future skin check clinics are also being considered to continue this work.

182 people screened for skin cancer
65 people referred for clinical follow-up
11 "likely" skin cancers identified on site
4 lesions identified on site as suspicious for melanoma clear margins as of July 2014

Of the suspicious melanomas, two were biopsy-confirmed with one stage 1a excised with

EVENT LOGISTICS CHECKLIST

Task	Responsible Party	Notes
Draft and distribute press release	Communications lead	4-6 weeks before event
Post social media promotion	Communications lead	Weekly until event
Distribute flyers/community outreach	Volunteers/partners	Clinics, libraries, community centers, coffee shops, grocery stores
Coordinate media coverage	Communications lead	Identify spokesperson(s)
Set up triage color sticker system	Event lead	Green, Yellow, Red stickers
Assign intake, event navigator and other volunteers	Volunteer coordinator	
Document event with photos	Communications lead, volunteer	Get consent from event attendees/patients
Number forms and patients	Intake volunteer	Use stickers for patient numbers
Call patients by number	Intake volunteer	Avoid names for privacy and efficiency
Escort patients to screening	Event navigator volunteer	
Complete skin check and sticker assignment	Clinician	
Distribute and collect forms	Patient navigator/scheduler	Follow color-based protocol
Schedule follow-ups as needed	Scheduler	
Double-check form collection	Event lead/volunteers	At exit and end of day
Tally and return forms post-event	Event lead/administrator	Pink forms to AAD Spot Skin Cancer
Compile event statistics	Communications lead, event lead	Used for reporting and public relations

TIPS FOR SUCCESS

- ★ Medical, nursing, and public health students are great volunteers.
- ★ Use clear signage and instructions for volunteers.
- ★ Train all staff on the color-coding and form-handling system before the event.
- ★ Prepare extra stickers, forms, and pens.
- ★ Maintain patient privacy and confidentiality throughout the process.
- ★ Debrief with volunteers after the event for process improvement.
- ★ Promote the event early and consistently through media, community partners, and social media to maximize screening participation and community impact.

