

To whom it may concern:

Our group intends to offer a public oral cavity screening for the city of Columbia, South Carolina, and the surrounding areas. Head and neck cancers are common in our region given a large smoking population, limited access to preventive care and a large unfunded and/or underfunded population with general lack of awareness of the disease. Frequently, surgical providers such as Dr. Rivera are only seeing the patients once they have locally advanced disease.

We aim to increase both awareness and also local screening by putting on an annual event. The money used from this grant will be directed towards marketing the event, and bringing awareness of this disease to our population.

This event will target the general community and the marketing will target our local dentists, family, medicine, and broader patient population.

Previously, this event was marketed internally to our local hospital population, including physicians and staff members. We hope to broaden our reach to the local community with billboards and print media. Our prior turnout, for the event was relatively low and unfortunately only included directly marketed patients. With this funding, we would be able to increase our scope to reach a broader population.

With respect to our initial oral cavity screening session, our targeted group is the population at large in the immediate Columbia area. More broadly, the funds used for advertising are also meant to reach our healthcare professionals who may not be aware of the prevalence of head and neck cancer in their area. We hope to obtain more community engagement with local dentistry, family medicine, and general practitioners. They may not be aware that their community has fellowship, trained, head and neck surgeons and a multidisciplinary team to provide care for this specialized patient population.

Moreover, we would like to bring awareness to the community at large that their local hospital has BIPOC providers in nearly all aspects of the care and management of head and neck disease. South Carolina has a large African-American population that is at higher risk for disease due to smoking habits, as well as a general distrust of the medical profession. By advertising to this community, we think we can improve early detection, and also increase awareness of the need for greater diversity in the care of this patient population.

Currently the cost for a four week run of a medium billboard is \$1250. The funding from this grant would be used entirely for billboard advertising. This would be advertised in a central location in our downtown Columbia area.

Based on current viewership, we expect that this will increase our exposure and viewership from several hundreds to several thousands of people seeing our advertisement. We already have approval from our local hospital to provide our own marketing for the event.

The impact of this community project includes both generating awareness of Head and Neck disease, as well as directly impacting screening rates in our local community. We also hope to increase community education and engagement with our professional colleagues. Providers who volunteer their time for this even will receive additional training in oral cavity screening, the presentation and work up of common head/neck malignancies, and information on who to call in the event of concerning findings.

HEAD & NECK CANCER SCREENING



April 19, 2023

8am-1pm

**Prisma Health Baptist Hospital
Beaman Auditorium**

