

Engaging with Refugees and Fundraising for the Distribution of Earplugs and Head and Neck Cancer Screenings at the New York State Fair

Narayan Kovil, BA; Evan Hughes, MD; Amanda Gemmiti, MD; Emlyn Diakow, MD MS; Neal Deot, MD; Amar Suryadevara, MD

For 13 days every August-September, New York's largest annual event, the Great New York State Fair, is held in Syracuse, NY. Last year, 878,110 individuals attended the oldest state fair in the country. With an impressive attendance, the fair is an ideal location for the otolaryngology department at SUNY Upstate Medical University in Syracuse, NY to conduct large scale medical screenings for the early detection of head and neck cancer in the community. This also provides an opportunity for training health professionals from various programs and university clubs such as the Otolaryngology/ENT Club, Colleges Against Cancer, Accessibility Upstate, and Opportunities, Networking & Careers in Oncology to learn more about head and neck cancer while engaging with the local community.

The funds for the Cancer Prevention Service Awards will go towards acquiring a 100 square foot space in the Science & Industry Building at the 2023 New York State Fair for all 13 days at the fair. The cost is \$993.75 and accounts for most of the grant money. An additional \$250 will be fundraised during the week of April 16-22 to purchase 2000 individually wrapped ear plugs for \$200, as well as sticker labels and a 3 panel display board for \$50.

During the week of April 16-22, three engagement and fundraising opportunities will take place for Oral Head and Neck Cancer Awareness Week. (1) Currently SUNY Upstate students and physicians conduct health screenings on Wednesday afternoons to refugees at the CYO refugee resettlement center - a neighborhood center that serves 600 new refugees each year. On Wednesday April 19th, we will have otolaryngology residents and members of relevant Upstate student interest groups join to include head and neck cancer education and screening to refugees, a population that typically receives inadequate cancer screening. (2) The Otolaryngology/ENT group will host a fundraiser at a restaurant (ex: Chipotle) from 5-7pm where a portion of the funds (ex: 33% for Chipotle) will go towards the fund. Medical students will be stationed outside the restaurant to hand out informational fliers with the fundraiser code and cancer prevention information to Syracuse University college students and individuals from the neighborhood. This event can draw awareness to college students about the potential harmful variety of chemical components in e-cigarettes. (3) Four events are occurring at the local arena, The Oncenter, from April 16-22 - Little Feet: Boogie Your Spring Away Tour, Garry Trudeau, Brit Floyd, and "Panacea" The Film & Full Length Ballet. SUNY Upstate students can table at these events in the evening to fundraise and educate about head and neck cancer.

During the two weekends at the New York State Fair, head and neck surgeons, residents, nurses, and medical students will participate in educating and screening New York State attendees. The objective is to identify individuals who are high risk for head and neck cancer and recommend appropriate referral and follow-up. Ideally, a nurse will conduct a screen on arrival for risk factors, an otolaryngology resident or faculty will complete a history and physical, and a social worker will help organize follow-up care. Data will be collected on the patient's age, gender, race and ethnicity, and awareness of head and neck cancer to conduct a cross-sectional study. The hypothesis is that there is no difference between the incidence, age, gender, race and ethnicity of head and neck cancer from the CDC United States Cancer Statistics for New York state, and low risk or high-risk head and neck cancer identified by otolaryngology surgeons and residents at the NY State Fair.

In addition to cancer screenings, individually wrapped ear plugs will be handed out for concert attendees at the New York State Fair. There will be a sticker label identifying the American Head & Neck Society as the sponsor of the grant and a QR code that links to Head and Neck Cancer information from enthealth.org (listed at the bottom of this submission). The QR code link will calculate the number of individuals that visit the site. This is a pilot study to understand the percentage of individuals that interact with a QR labeled product handed out by a medical booth at a large-scale venue.

Thank you for taking the time to review this grant application.

Link to QR code:

<https://www.enthealth.org/conditions/head-and-neck-cancer/>