



**Monticello Cancer Screening Program
April-June 2024 Update
Funded by the Health Services and Resource Administration (HRSA)**

The Monticello Cancer Screening Program re-opened for applications on December 18, 2023.

	Up to April 2024	
Resident	Vouchers Processed	Bills Received
San Juan County	78	
Utah (Other)	23	
States: AZ, CO	7	
States: CA, NV, TX, LA, IN, OR, SD	8	
Total	116	18

Note: Billing companies take 3-4 weeks to process bills for clinical services.

From June 1, 2023 to December 18, 2023, San Juan Public Health (SJPH) staff worked to re-establish the Monticello Cancer Screening Program along with the following key partners:

- Monticello Victims of Tailings Exposure community members
- San Juan County healthcare providers
- Staff from state/federal agencies (Utah Department of Health and Human services, Utah Department of Environmental Quality, Environmental Protection Agency, and Department of Energy)

Contracted partners who charged time to the HRSA funding **before** the Program re-opened included the following:

Name	Hours	Activities
Dr. John Contreras and Research Assistant, Westminster University	50	Provided expertise to validate and verify epidemiological basis for risk definitions, cancer screening protocols, marketing messages, and other program details
Dr. Michael Nielson, SJPH Medical Director	4	Provided medical guidance to clarify and create Program Clinical Guidelines (Note: not charged to HRSA)

Staff time and activities charged to the HRSA funding **before** the Program re-opened included the following:

Staff Name & Title	Activities
Brittney Carlson, Nursing Director	Supervised all related staff, partnerships, and activities of the Program
Bridget Horrocks, Program Coordinator	Coordinated internal staff and external partner efforts; Developed Clinical Guidelines, Voucher Application, Application Checklist, Medical Provider Training
Tyler Ketron, Business Manager and Marketing Coordinator	Investigated and developed processes to facilitate timely, accurate, and trackable payment of vouchers to clinics who provide clinical cancer screenings (Note: Accounting work was charged indirectly to this and other grants along with other Business Manager duties); Coordinated targeted marketing efforts for Phase 1 of Program rollout.
Jillian Walker, Program Assistant	Assisted other staff in developing Program documents (e.g., application)

The Program had the following expenditures **before** the Program re-opened:

Activity	Description	Cost
Staff Time	Total based on hours listed in the previous table	\$6,397.68
Staff Benefits	Fringe, Retirement, and Insurance	\$1,672.49
Epidemiological Consultation	See Dr. John Contreras and Research Assistant above	\$1,000.00
Supplies	Printing of Monticello Cancer Case map	\$250.86
Marketing Software	Canva Team Subscription which allows for a library of advertisement resources and a program to present them professionally	\$300.00
TOTAL		\$9,621.03

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The Program **re-opened** on December 18, 2023 through the following activities:

|                                                                                                                                                             | <b>Activity</b>                                                                                                                                                                                                                                                    | <b>Cost/Dates</b>    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>Marketing Phase 1</b>                                                                                                                                    | Printing and sending marketing postcards to each Post Office Box in La Sal and Monticello between Christmas and New Year's holidays                                                                                                                                | \$492.63             |
|                                                                                                                                                             | Presentations at medical staff meetings of local healthcare organizations (Innovations, San Juan Health, and Utah Navajo Health Systems)                                                                                                                           | Staff time           |
|                                                                                                                                                             | Interview on local radio station, Red Rock 90.9FM with Monticello Mayor Bayley Hedgelin and Dr. Grant Sunada the week of December 20, 2023 ( <a href="#">link</a> )                                                                                                | Staff time           |
|                                                                                                                                                             | Marketing at community events (Monticello Santa Bazaar, Santa Drive Thru)                                                                                                                                                                                          | Staff time           |
|                                                                                                                                                             | Articles were printed in the San Juan Record January 2, 2024 ( <a href="#">link</a> ) and March 6, 2024 ( <a href="#">link</a> )                                                                                                                                   | Result of staff time |
|                                                                                                                                                             | Facebook advertisements                                                                                                                                                                                                                                            | \$245.00             |
| Goal: Contract with marketing firm to scale up reach and effectiveness of Program advertising and increase applications, vouchers issues, and vouchers paid |                                                                                                                                                                                                                                                                    |                      |
| <b>Marketing Phase 2</b>                                                                                                                                    | Submitted Request For Proposal to County                                                                                                                                                                                                                           | January 4, 2024      |
|                                                                                                                                                             | Posted Request for Proposal in San Juan Record, January 2024                                                                                                                                                                                                       | \$35.70              |
|                                                                                                                                                             | County negotiated with BWP and contract signed by BWP Marketing Firm                                                                                                                                                                                               | April 2, 2024        |
|                                                                                                                                                             | County notified San Juan Public Health that the marketing contract specifies that the County Executive Administrative Assistant will be overseeing the marketing campaign                                                                                          | April 17, 2024       |
|                                                                                                                                                             | Phase 2 Marketing launched at Monticello Rodeo                                                                                                                                                                                                                     | June 6, 2024         |
|                                                                                                                                                             | County notified Monticello Victims of Tailing Exposure Committee that there was never an intent to engage with them as part of the Monticello Cancer Screening Program or related marketing                                                                        | June 7, 2024         |
|                                                                                                                                                             | San Juan Public Health submitted revised budget request to the Health Services and Resources Administration (HRSA; funding agency) to increase the marketing contract budget to \$200,000. To be spent prior to July 31, 2024, the end of the current fiscal year. | June 18, 2024        |
|                                                                                                                                                             | 2024-2026 funding remains categorized as Construction                                                                                                                                                                                                              | June 2024            |

Staff and activities charged to the HRSA funding **after** the Program re-opened included the following:

| <b>Staff Name &amp; Title</b>                            | <b>Activities</b>                                                                                                                                                                                                                                                         |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brittney Carlson, Nursing Director                       | Supervised all related staff, partnerships, and activities of the Program                                                                                                                                                                                                 |
| Bridget Horrocks, Program Coordinator                    | Coordinated internal staff and external partner efforts; Answered clinical and insurance-related questions for clients;                                                                                                                                                   |
| Tyler Ketron, Business Manager and Marketing Coordinator | Coordinated targeted marketing efforts for Phase 1 of Program rollout. Facilitated payment of vouchers to clinics who provide clinical cancer screenings (Note: Accounting work was charged indirectly to this and other grants along with other Business Manager duties) |
| Jillian Walker, Program Assistant                        | Entering paper applications; Assisting with applications; Processing clinical bills                                                                                                                                                                                       |
| Rosa Vargas, County Executive Administrative Assistant   | Oversees marketing firm contract                                                                                                                                                                                                                                          |

The Program had the following expenditures **after** the Program re-opened until April 2024:

| <b>Activity</b> | <b>Description</b>                                | <b>Cost</b>       |
|-----------------|---------------------------------------------------|-------------------|
| Staff Time      | Total based on hours listed in the previous table | \$7,041.94        |
| Staff Benefits  | Fringe, Retirement, and Insurance                 | \$1,741.47        |
| Screening Costs | Clinical Payments (23 clinical encounters)        | \$3,580.19        |
| <b>TOTAL</b>    |                                                   | <b>\$4,317.82</b> |