



Cancer Prevention and Control in WV

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Conflict of Interest

I have no relevant personal financial relationships with any entities that represent a conflict of interest related to this presentation.

Aims

- Participants will identify key cancer statistics
- Participants will list basic cancer prevention and control strategies
- Participants will learn about the variety and depth of cancer prevention and control activities offered throughout the state of WV

Snapshot of Cancer Incidence

- Each year an average of 11,128 West Virginians are diagnosed with cancer
- Lung, prostate, breast, and colorectal cancers account for over half of all new cancer diagnosed
- WV has higher rates of lung, colorectal, and cervical cancer than the nation as a whole
- WV has more lung cancer cases than prostate, breast, and colorectal cancers combined

Snapshot of Cancer Mortality

- Each year an average of 4,715 West Virginians die from cancer
- Cancer causes more than one in five WV deaths
- WV has one of the highest cancer mortality rates in the country
- Cancer is the second leading cause of WV death
 - Lung, prostate, breast, and colorectal cancers account for half of all cancer deaths
 - Nearly one in three deaths is from lung cancer
 - Lung cancer is the leading cause of death, followed by colorectal cancer

If trends continue, **cancer** will become the state's **leading** cause of death in the next decade

Cancer Prevention and Control

- Increase access to prevention, early detection, and treatment information and services
- Empower individuals, communities, health care professionals, and institutions to reduce the impact of cancer in WV through partnership, education, and training
- Conducting community-based participatory research that addresses the most effective means for sharing information on cancer and healthy lifestyles



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM

You're Worth It



Appalachia
Community Cancer Network



A program of the National Cancer Institute



West Virginia Cancer Coalition
Collaborating to Conquer Cancer

WV Program to Increase
Colorectal Cancer Screening

Contextual Factors: Appalachian cultural beliefs, disparities, health literacy, digital media, and rural healthcare system

Smoking Doubles Your Risk of Cervical Cancer

- Cancer and Tobacco Programs partnered
- Identified a campaign
- Replicated successful pilot
- Distributed 14,000+ rack and business cards statewide
- At baseline only 1% of callers knew that smoking doubles your risk of cervical cancer



- Smoking increases your risk of developing cervical cancer.
- Smoking weakens your body's ability to fight viruses like HPV (human papilloma virus). HPV greatly increases your risk of getting cervical cancer.
- Cervical cancer can be prevented by finding and removing pre-cancerous cells. A Pap test looks for these cells.

If you STOP smoking, your risk decreases.
Free Help is available!

Call the WV Quitline at 1-800-QUIT-NOW
or 1-877-966-8784



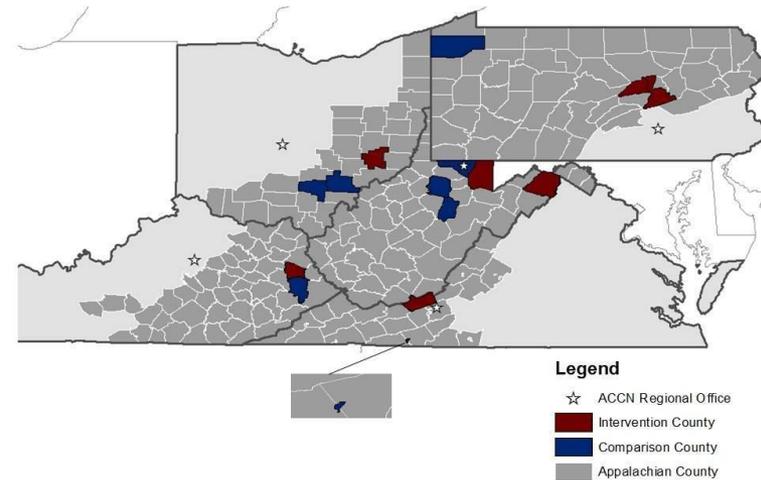
Colorectal Cancer Outreach

- Hands-on Education through use of the Strollin' Colon
- Used at community events
- 15 events in the last two years reached more than 2600 people
- Reinforce Flu-FIT message
 - Distributed 37 kits
 - Patients received education by provider and health educator
 - 70% return rate, two positives



Faith-Based Initiative to Promote Health in Appalachia

- Group randomized trial
- Primary Outcome: Change in BMI
- Secondary Outcomes:
 - Change in BP
 - Increase in Physical Activity
 - Change in diet
- Measures – height, weight, blood pressure, waist to hip ratio, body image
- Surveys – demographics, cancer and screening history, diet, physical activity, social support



Walk by Faith Intervention

- Faithfully Living Well website
- Pedometer
- Interventionist
- Wellness plans
- Monthly education sessions
- Church walks
- Physical activity demonstrations
- Healthy cooking lessons/potlucks
- Reading materials



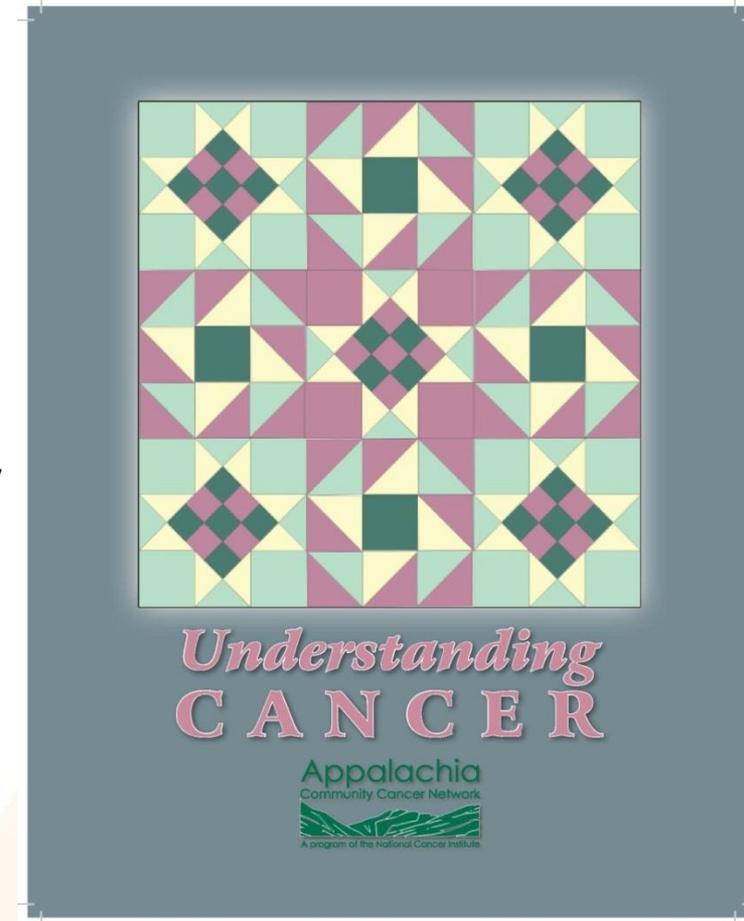
Sample Success Story

- “Because of the Walk by Faith program, I have been walking every day very intentionally, trying to reach my step goal of at least 10,000 to 12,000 steps. I’m also trying to eat more healthy foods, like fruits and vegetables, and have eliminated some snacks and higher calorie foods. I’ve lost 16.5 pounds and I feel great!”



Understanding Cancer

- Comprehensive cancer curriculum
- Organized around five chapters
 - What is Cancer
 - How to Prevent Cancer
 - How to Detect Cancer Early
 - How is Cancer Diagnosed and Treated?
 - How to Fight Cancer in your Community
- Each section
 - Chapter text
 - Word list
 - Pre and Post surveys
 - PowerPoint Slides



Results

- Trained 163 trainers across four states at 13 sessions
 - Female: 86.5%
 - Male: 6.1%
- Average age: 42.9
- Race: 83.4% white, 3.7% black, 2.5% Hispanic
- Mostly educated
 - Some college: 4.5%
 - College degree: 32.6%
 - Some graduate school: 28.1%
 - Graduate degree: 28%
- Experience: 70% \geq 3 years
- Further dissemination to 415 people at 54 different training sessions

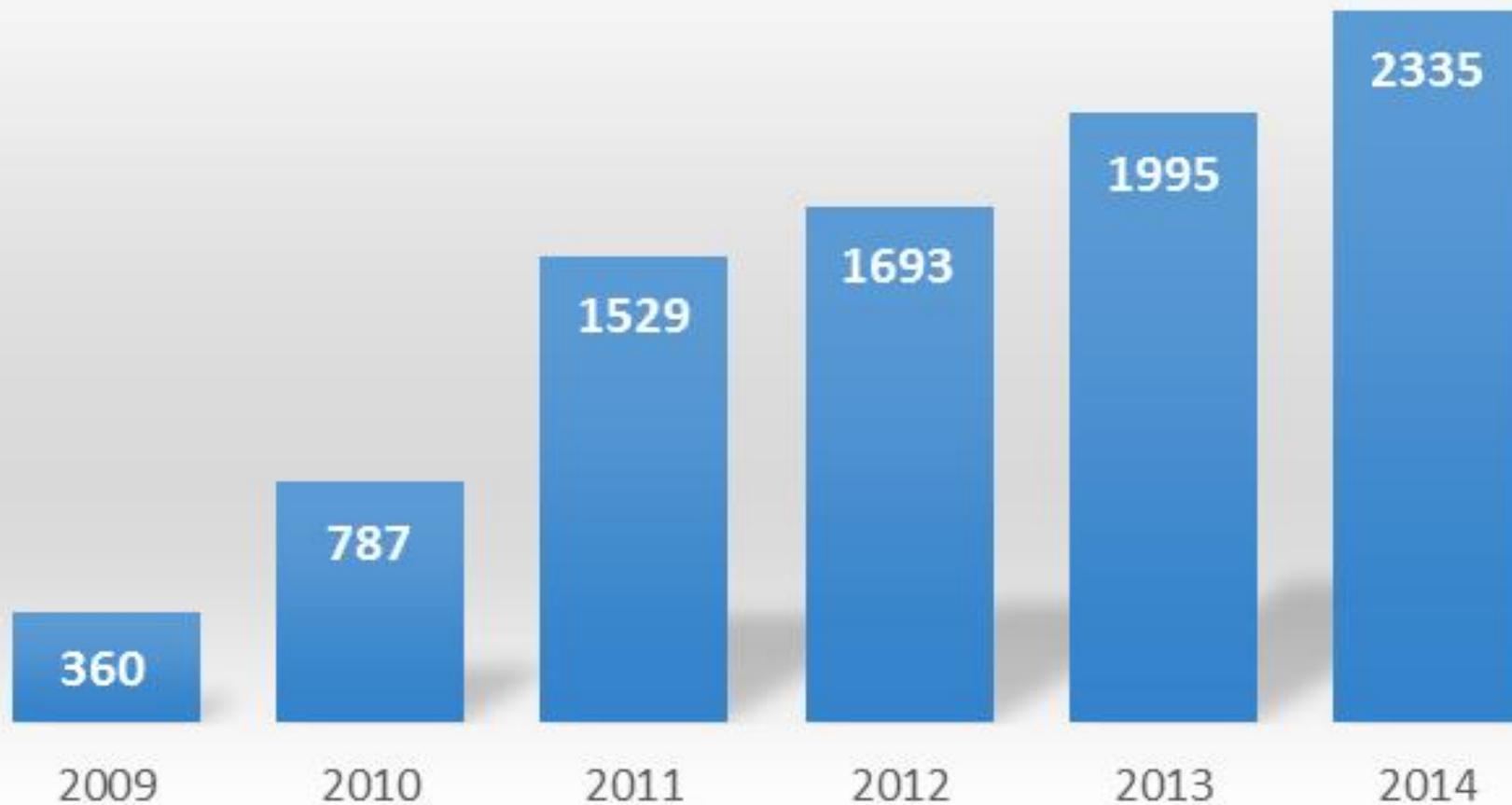


Bonnie's Bus

- West Virginia's only Mobile Mammography Program
- Began screening in 2009
- Visited 42/55 counties
- Recently screened 10,000th patient
- Partners with community health clinics, health departments, private practices, hospitals, businesses, government offices, etc.
- Demonstrates sustained partnerships with many state agencies, societies, coalitions, and associations



Number of Women Screened



Mountains of Hope

- State's comprehensive cancer control coalition
- Mini-grants awarded each year
- Encourage grass roots prevention activities
 - Funded 20 different organizations
 - Addressed 14 of the current 18 Cancer Plan Goals
 - Reached 31,145 people directly
 - 14 projects addressed the improvement of access to and utilization of screening and follow-up services
 - 10 projects educated the public, health professionals, and decision makers about cancer screening guidelines
 - 7 projects addressed the needs of cancer patients and survivors in the areas of increased access to quality care, improved economic assistance, and transportation options

Social Media

- Provides an added component to an outreach plan
- Equals an enhanced opportunity for outreach
- Fosters conversation

Lessons Learned

- Community engagement and feedback are key to developing successful, culturally sensitive programs and products
- Build in time for multiple reviews and changes
- Do not assume that people working in healthcare have a proficient understanding of cancer or health literacy
- Include a diverse team during program and evaluation plan development
- Review evaluation plan and expectations with staff multiple times

Up and Coming Activities

WV PICCS

- Newly funded CDC Grant
- Goal is to increase CRC screening rate to 80%
- Practice Change Model
 - Implement evidence-based interventions at fifteen provider sites
 - Competitive RFA with \$7,500 awards
- Establish relationships with insurance companies to engage in projects to increase colorectal cancer screening rates



Mountains of Hope (MOH)

- Implementation of nine mini-grants
- Finalization and release of the

WV Cancer Plan 2016-2020

MOH Priority Areas (2016-18)

- Reduce the use of artificial ultra-violet (UV) light for tanning
- Increase the immunization rates for vaccines shown to decrease the risk of cancer
- Increase risk-appropriate screening for colorectal cancer
- Increase risk-appropriate screening for lung cancer
- Increase participation in cancer clinical trials
- Improve the quality of life for cancer survivors in WV
- Increase utilization of hospice care

Bonnie's Bus

- Will move to 3-D technology during 2016
- Continue to seek funding to ensure no woman goes unscreened
- Continue to prioritize areas of the state with no standing mammography facility

Lung Cancer Screening Program

- Forming a partnership with Patient Advocate Foundation
- Planning to conduct a pilot program:
 - Assess primary care practitioners
 - Conduct a trial with Medicaid eligible patients served by Coventry Cares who meet the criteria for screening
 - Ensure that those diagnosed with lung cancer are referred for ancillary assistance

Questions

