Overview from the Division of Cancer Prevention and Control

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Advisory Committee on Breast Cancer in Young Women Meeting
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Good Morning!
Now that I have had my morning coffee, let’s go!

Source: Kute Kittens’ Facebook Page
Where are CDC’s Cancer activities housed?
Division of Cancer Prevention and Control

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Faye L. Wong, MPH
Branch Chief

NPCR
NCCCP
CPCRN
CRCCP & NBCCEDP
Cancer Prevention and Control Appropriations

- Cancer Survivors and Skin Cancer
- Cancer Registries
- Ovarian & Johanna’s Law
- Breast Cancer in Young Women
- Comprehensive Cancer
- Prostate
- Breast and Cervical
- Colorectal
CDC Funds Cancer Programs Across the Nation
States, Territories, Tribes

**National Breast and Cervical Cancer Early Detection Program**
NBCCEDP funds all 50 states, the District of Columbia, 5 U.S. territories, and 11 American Indian/Alaska Native tribes or tribal organizations.

**National Comprehensive Cancer Control Program**
NCCCP supports 50 states, the District of Columbia, 7 tribal groups, and 7 U.S. Associated Pacific Islands/territories.

**National Program of Cancer Registries**
NPCR supports central cancer registries in 45 states, the District of Columbia, Puerto Rico, and the U.S. Pacific Island Jurisdictions.

**Colorectal Cancer Control Program**
CRCCP funds 24 state health departments, 6 universities, and one American Indian tribe.
Breast and Cervical Cancer Screening


- Important safety net that has provided >12M screening exams
- ACA increases access to screening exams
- Expanding program to meet needs of new public health roles
- CDC’s vision: increase population level screening rates
NBCCEDP: Estimating Eligible Population

• DCPC provided partial funding for the US Census Bureau to:
  • Estimate NBCCEDP Eligible Population
  • Develop the Small Area Health Insurance Estimates (SAHIE)

• SAHIE is only source of single-year health insurance coverage estimates for all U.S. counties

For more information visit: http://www.census.gov/did/www/sahie/index.html
Colorectal Cancer Screening

The Colorectal Cancer Control Program began in 2009.
New cycle of funding started in FY 2016.

- All 31 grantees are partnering with health systems to implement priority strategies to increase CRC screening rates.
- Encourage priority evidence-based interventions
- CDC’s vision: increase population level screening rates

Screen for Life Colorectal Cancer Control Program
Funded by the Centers for Disease Control and Prevention
Supporting Organized Approaches to Colorectal Cancer Screening: FY 2015-FY 2020

Component 1: Health System Change to Improve and Increase CRC Screening
• All 31 grantees are partnering with health systems to implement priority strategies

Component 2: Direct Screening
• 6 grantees are also being funded to support direct screening for low-income adults age 50-64.
Comprehensive Cancer Control

- Supports robust state-, tribal, territorial-wide coalitions
- Addresses public health needs of cancer survivors
- Plans and implements policy, systems, and environmental changes that emphasize primary prevention of cancer and supports early detection and treatment activities
- Promotes health equity

National Comprehensive Cancer Control Program

Program Priorities

01. Emphasize Primary Prevention of Cancer

02. Support Early Detection and Treatment Activities

03. Address the Public Health Needs of Cancer Survivors

04. Implement PSE Changes to Guide Sustainable Cancer Control

05. Promote Health Equity as it relates to Cancer Control

06. Demonstrate outcomes through evaluation

Emphasize Primary Prevention of Cancer

Support Early Detection and Treatment Activities

Address the Public Health Needs of Cancer Survivors

Implement PSE Changes to Guide Sustainable Cancer Control

Promote Health Equity as it relates to Cancer Control

Demonstrate outcomes through evaluation
Population-based Cancer Registries

- 45 states, Puerto Rico, Pacific Islands
- NPCR U.S. population coverage: 96% percent
- 1.2 million new invasive cancer cases submitted to CDC each year
- CDC’s Vision: Increase completeness, timeliness and usefulness of registry data
Innovative Methods

- State Health Information Exchange (HIE)
- Inter-state e-Path reporting
- Electronic Health Records
- Electronic diagnostic imaging (eRad)
- Collaboration with large pediatric hospitals
CANCER PREVENTION AND CONTROL RESEARCH NETWORK

- University of Washington
- Oregon Health & Science University
- University of Kentucky
- Case Western Reserve University
- University of Pennsylvania
- University of North Carolina
- University of South Carolina

8 Centers
Research and Practice Efforts

Our work spans the translation continuum

Discovery ➔ Dissemination ➔ Adoption
• CDC supported the development of a MIYO system that could be used by state and local partners in its national Colorectal Cancer Control Program.

• Collectively, the grantees have used MIYO to create 1,361 versions of Community Guide recommended small media or client reminders promoting colorectal cancer screening.

• Research found that CRCCP grantees used small media to promote CRC screening.
  • Several noted this tool made it easy to implement small media

• In 2013, CDC expanded to include an additional module on Breast Cancer and Cervical Cancer Screening.

**Tailored communication**

Make It Your Own, or MIYO, is an online tool that helps users create their own versions of evidence-based interventions for specific populations they serve.

Users “build” these materials by choosing from a menu of proven approaches recommended by the Guide to Community Preventive Services, and customizing them by choosing from a library of images, messages and graphic designs.
If you wait for symptoms, it may be too late

Emarrassed? Not when it comes to my health.

I had to get over being embarrassed to talk about certain things, including colon cancer screening. My health means too much to me.

For more information call 123.456.7890.

Screening can find colon cancer early when treatment is most effective.

Get screened for colon cancer starting at age 50.

BREAST CANCER SCREENING

Deciding which breast cancer screening is right for you can be confusing, but it doesn’t have to be. Ask your doctor these questions:

1. Am I at risk for breast cancer?
2. What are the different types of screening?
3. Which screening is right for me?
4. How often should I be screened?

MIYO

Call 1.888.55.55.55 today for more information or visit miyoworks.org.

Prepared in March 2018 by GEMCO/COMET.
The Surgeon General’s Call to Action to Prevent Skin Cancer

- Developed by CDC’s DCPC in collaboration with other federal agencies
- Identifies skin cancer as a serious public health concern
- Presents five strategic goals for skin cancer prevention:
  1. Increase Opportunities for Sun Protection
  2. Provide Information about UV Exposure
  3. Promote Policies that Advance Prevention
  4. Reduce Harms from Indoor Tanning
  5. Strengthen Research, Surveillance, Monitoring and Evaluation

For more information visit: 
http://www.cdc.gov/cancer/skin/call_to_action/
Reducing the Health and Economic Burden of Melanoma

Community skin cancer prevention programs can prevent future melanoma cases and decrease treatment costs.

21,000 Melanoma cases prevented every year beginning in 2020 through 2030.

$250 Million Projected savings every year beginning in 2020 through 2030.
The Bring Your Brave public health education campaign uses personal stories to educate young women about breast cancer. It is the first breast cancer initiative to focus on women younger than 45 years. Bring Your Brave has already generated more than 46 million impressions on several digital platforms, including news outlets, blogs, Facebook, Twitter, and Pinterest.
CDC has an active and growing presence on social media
Sharing the message about Cancer Prevention and Control

13,000+
The CDC Breast Cancer Facebook page received more than 13.4k likes since August 2014.

80,000+
@CDC_Cancer has more than 80k followers and is averaging more than 1.3k new followers a month.

7.9M+
In 2015, CDC Cancer’s web pages had more than 7.9 million page views from 3.2 million unique visitors.

3,300+
CDC Breast Cancer’s Pinterest Board has more than 60 pins and more than 3.4k followers.

235,000+
The 71 videos on the cancer playlist have been viewed more than 235,000 times.
Breast Cancer in Young Women Social Media

Twitter
The campaign uses the @CDC_Cancer account, which has more than 80,000 followers.

Facebook
The CDC Breast Cancer account has more than 13,000 likes since its launch in August 2014.

Pinterest
The Breast Cancer board on CDC’s Pinterest account has about 60 pins and more than 3,400 followers.

YouTube
The Bring Your Brave campaign’s 20 videos on CDC’s YouTube account have been viewed more than 60,000 times.
Health Economics Research on Cancer

- **Health economics** is the study of the human behaviors and decision-making that affect health
- Collaborative effort with NCI, AHRQ, CDC, ACS, OBSSR, LIVESTRONG Foundation
- We can use *health economics* to inform cancer control planning by:
  - Estimating the cost of cancer to society
  - Evaluating the value of cancer interventions and programs
  - Projecting future costs of cancer treatment and care

For more information on published manuscripts: [http://www.cdc.gov/cancer/survivorship/what_cdc_is_doing/meps.htm](http://www.cdc.gov/cancer/survivorship/what_cdc_is_doing/meps.htm)
Cancer Survivorship

- DCPC collaborates to address issues faced by cancer survivors through:
  - Dissemination of cancer survivorship research and health promotion messages.
  - Collection of high quality data on cancer survivorship on national population based surveys (BRFSS, NHIS, MEPS).
  - Leveraging cancer registries (NPCR/SEER) to identify and address the unique needs of cancer survivors.
  - Providing technical assistance and programmatic support to the National Comprehensive Cancer Control Program (NCCCP) and other grantees to address the needs of survivors in their communities.

For more information visit: http://www.cdc.gov/cancer/survivorship/
Cancer Survivorship: Breast Cancer in Young Women

• Multiple Approaches to Increase Awareness and Support Among Young Women Diagnosed with Breast Cancer Cooperative Agreement

  • Purpose: Increase the availability of health information and support services for young breast cancer survivors and their families by supporting organizations and entities that serve the target population
Breast Cancer in Young Women in DCPC