2009 Keeneland Conference

Reducing Cancer Disparities through Community Engagement in Policy Development:

The Role of Cancer Councils

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OBJECTIVES

- Explore local cancer councils (CCs) as vehicles for community engagement in policy development
  - Current roles
  - Opportunities and potential capacity
  - Technical assistance needs

Cancer

- The second leading cause of death in the U.S
- A source of large racial and ethnic disparities

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ACS Cancer Facts & Figures 2008

CANCER IN ARKANSAS

- **Higher Cancer Mortality Rate 207.3 (189.8)**
- **ACS 2008 14,840 new cases and 6,350 deaths**

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ACS Cancer Facts & Figures 2008

Understanding Cancer Councils

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The Logic of Cancer Councils

- Engage communities in identifying causes and potential solutions to cancer disparities
  - Disparities in risk
  - Disparities in prevention & early detection
  - Disparities in treatment and outcomes
- Policy development as a potentially powerful tool for communities to address disparities

Cancer Councils as Coalitions

Arkansas Department of Health

Hometown Health Improvement

University of Arkansas for Medical Sciences

Guest Speakers

Arkansas Prostate Cancer Foundation

Prostate Cancer Screening

- Physicians/Healthcare Professionals
- Survivors and Family Members
- Local Government Representatives
- Education
- Private Sector/Business
- Faith-Based
- Voluntary/Non-Profit
- Media

Electric Cooperatives of Arkansas

Nutritional Snacks

Susan G. Komen Breast Cancer Foundation, Arkansas Affiliate

Breast Cancer Screening

American Cancer Society

Educational Material

Arkansas Cooperative Extension

Nutrition Education

Community Hospitals

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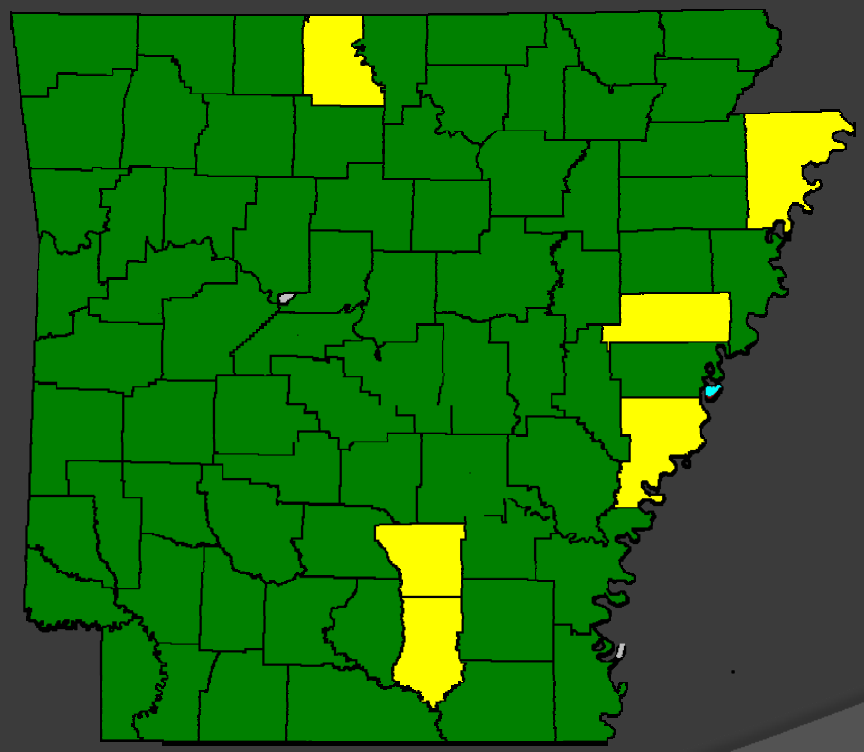
Study Design

- A descriptive, formative study to identify current and potential capacity for policy development within CCs
- A self-administered survey of cancer council members (n=45; 86% response rate)
- Information
  - Members' current and past experience in cancer policy development
  - Types of policy issues addressed
  - Array of policy decision-makers with which council members interact
  - Types of methods used to inform policy discussions

Population Studied

- Six Community Cancer Councils in Arkansas with each council having 10−15 members.
- Bradley, Cleveland, Marion, Mississippi, Phillips, St. Francis



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RESULTS

- Current and Past Experience in Cancer Policy Development

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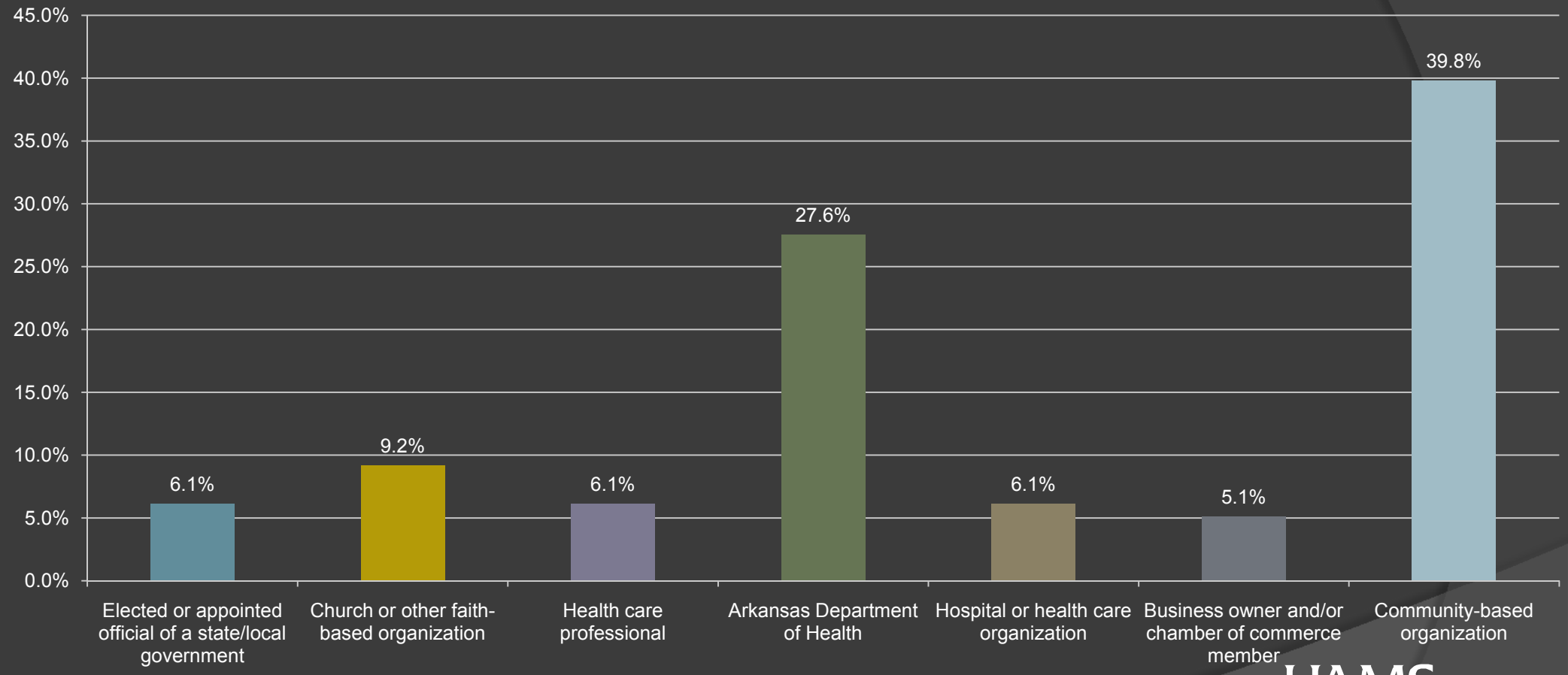
Cancer Council Membership



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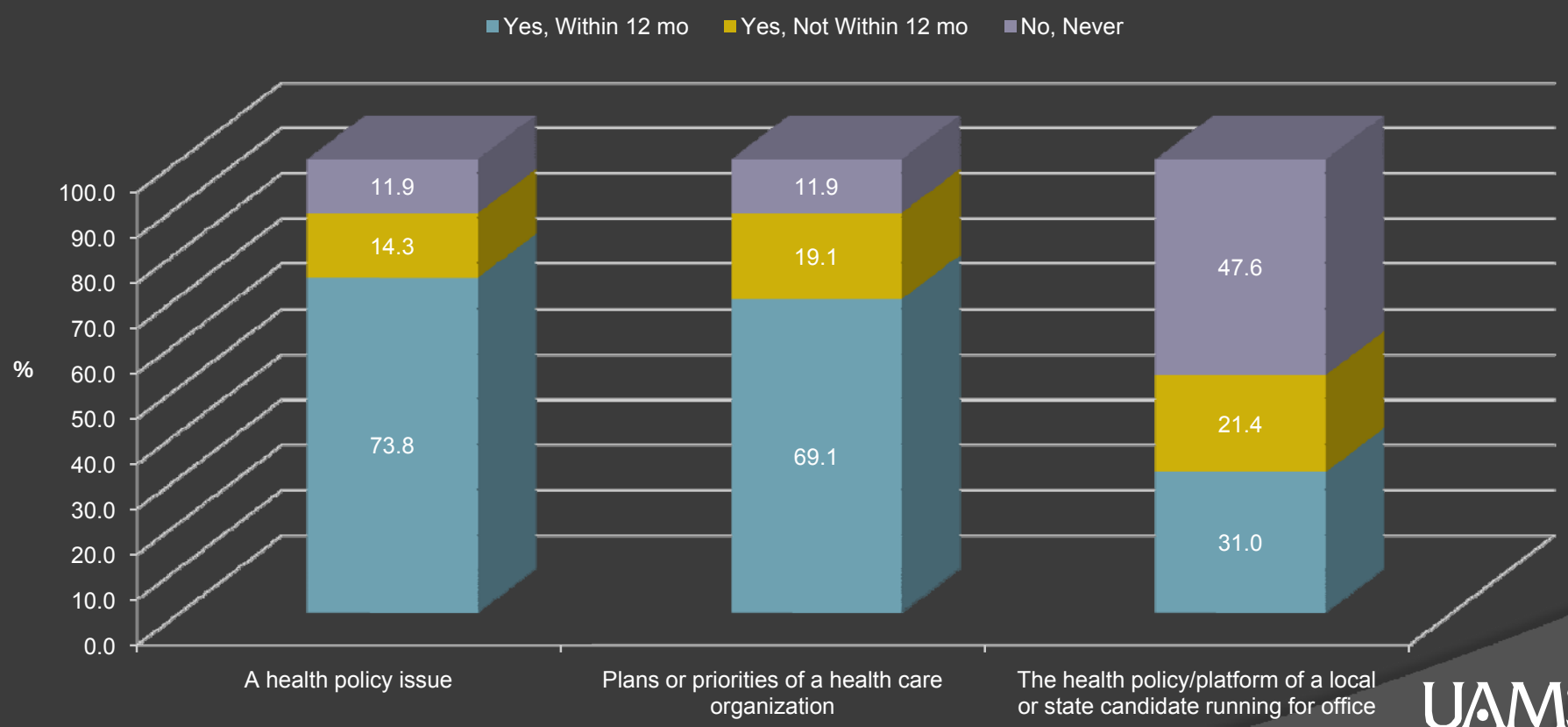
Experience in Policy Development Discussions



81.0% Discussion of Prevention/Screening
76.9% Discussion of Prevention/Screening
78.3% Discussion of Prevention/Screening

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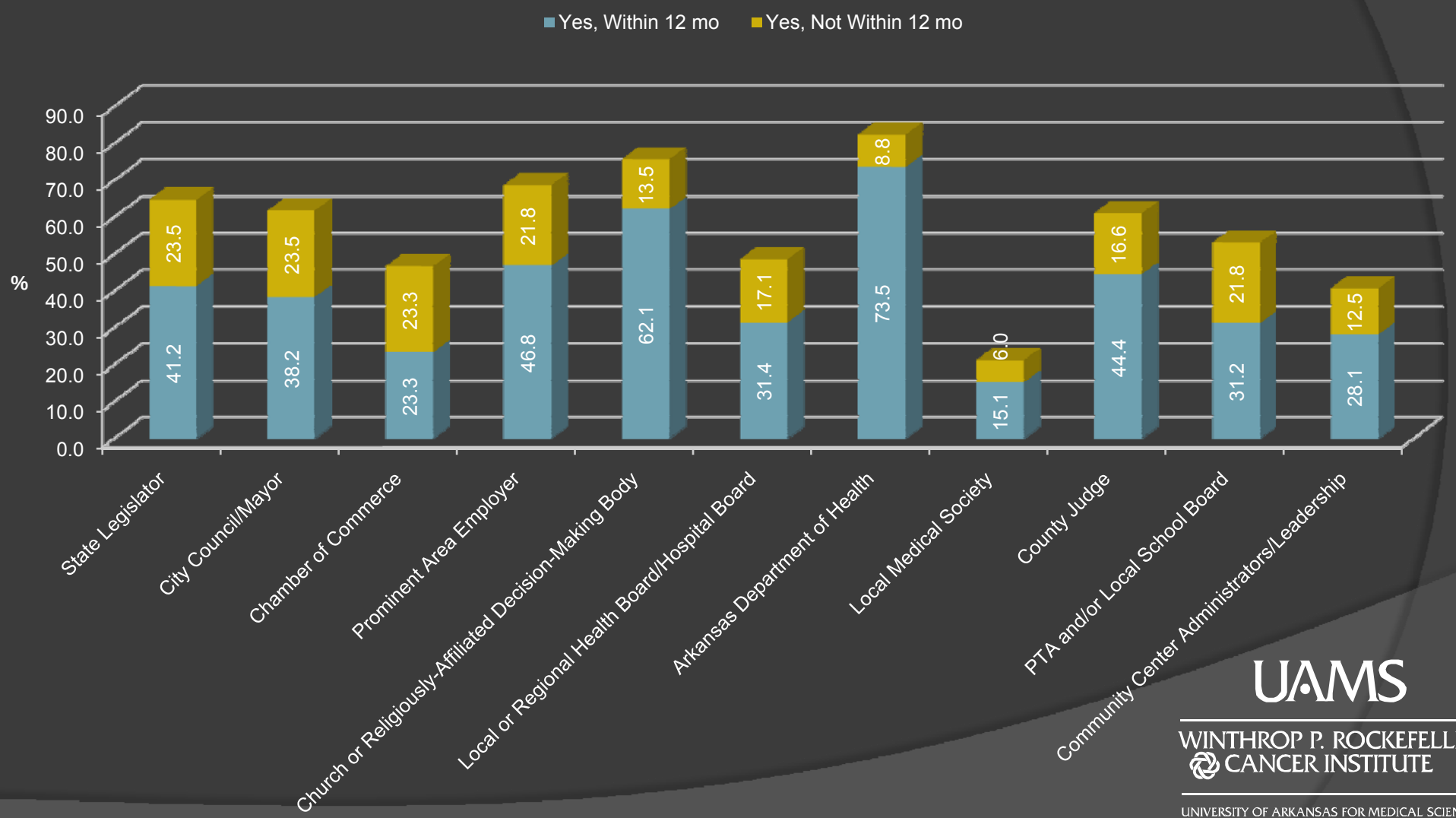
Interaction with Policy Stakeholders



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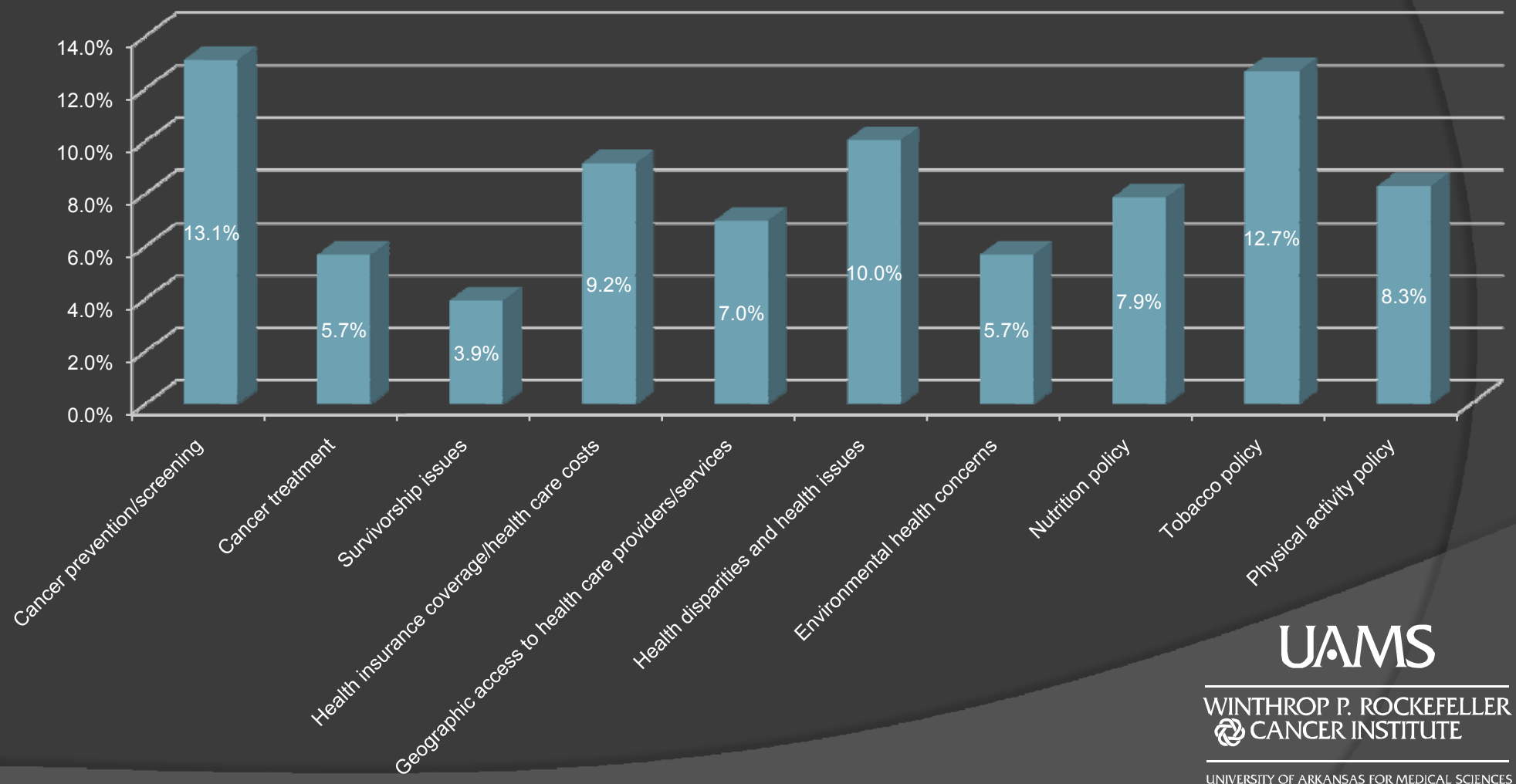
Types of Health Policy Issues Addressed



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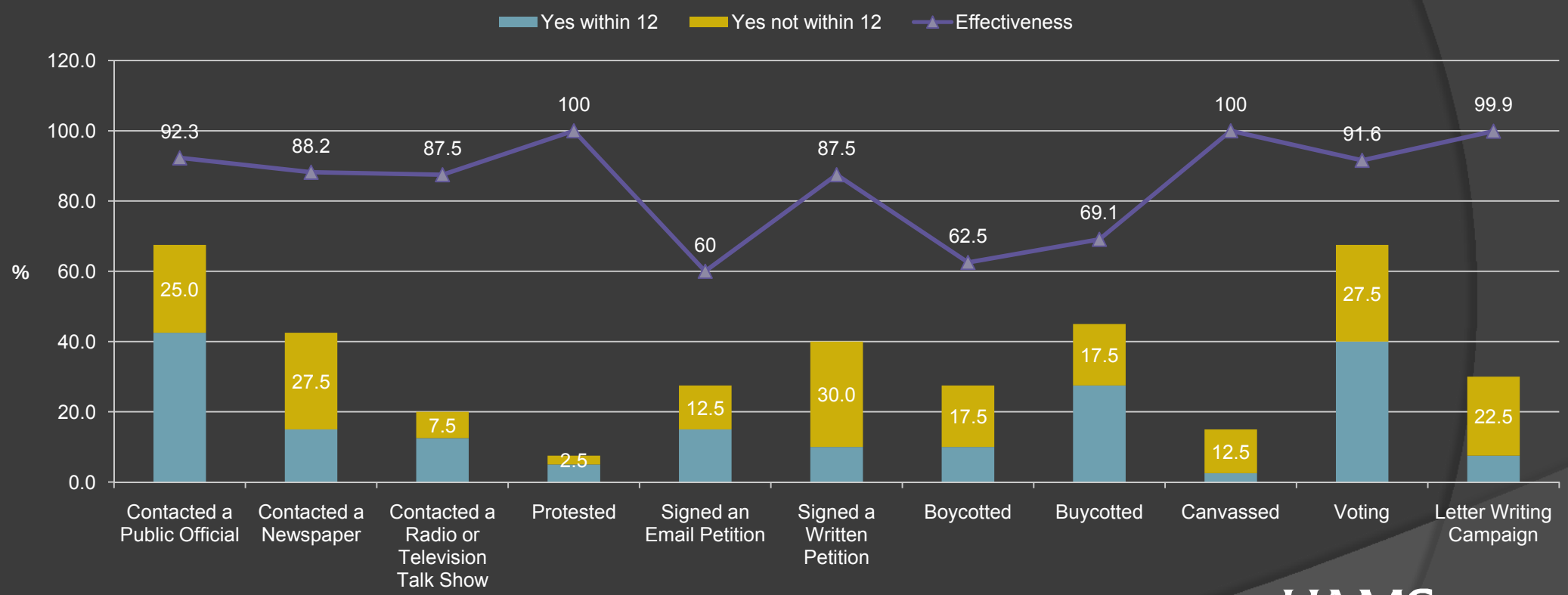
Types of Methods used to Inform Policy Discussions



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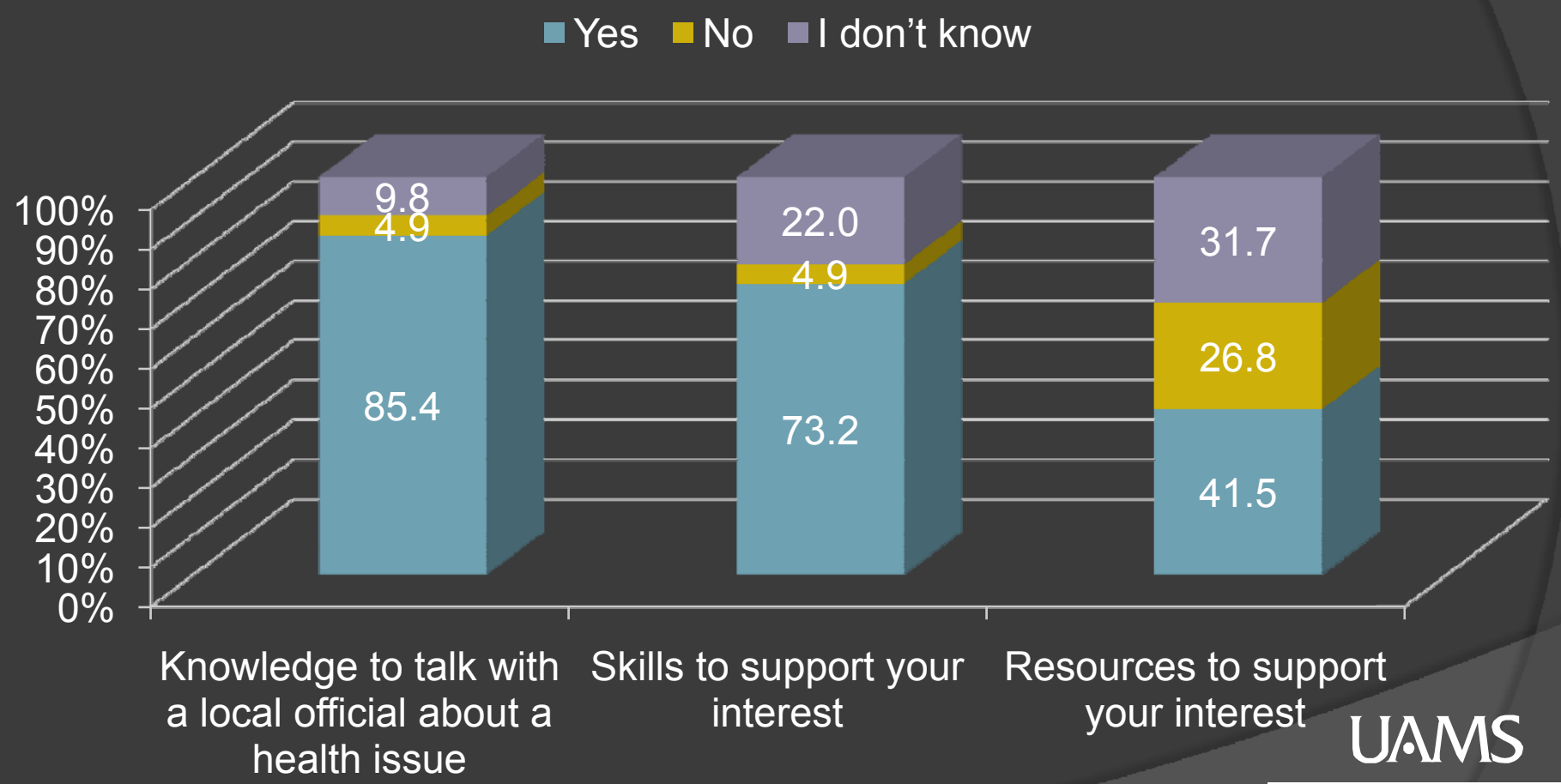
Perceived Self-Efficacy In Policy Development



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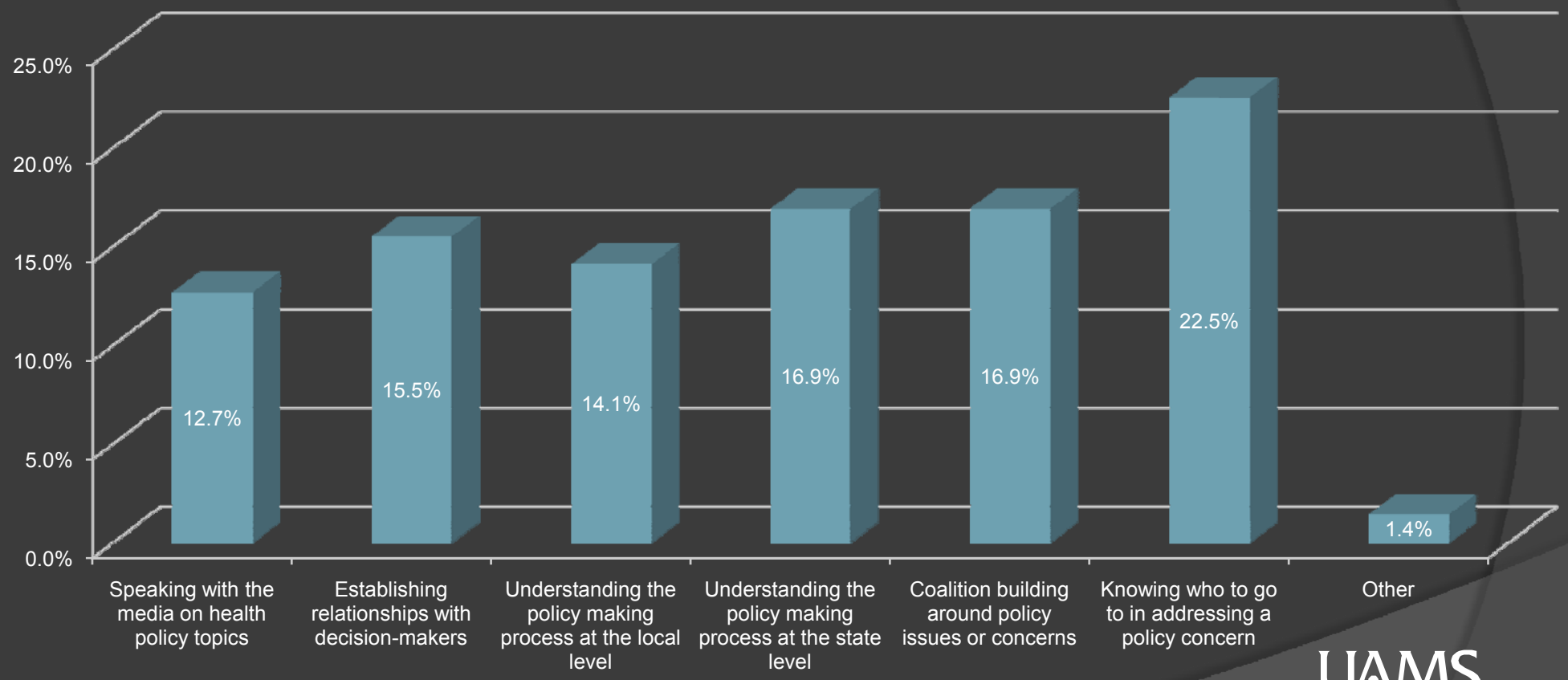
Perceived Technical Assistance Needs



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Conclusions

- CC members are engaged in frequent policy development opportunities on a variety of cancer policy issues
- Current engagement occurs more often with governmental policy stakeholders than with influential private sector interests (e.g. chambers, medical society, hospitals)
- CC members have high perceived self-efficacy but need resources and technical assistance to support policy development

Implications

- Responsive public health systems require vehicles for communities to engage in policy development
- Cancer councils provide promising models of engagement
- Untapped opportunities for enhancing policy engagement exist
  - Expanded targets of engagement
  - Expanded methods of engagement

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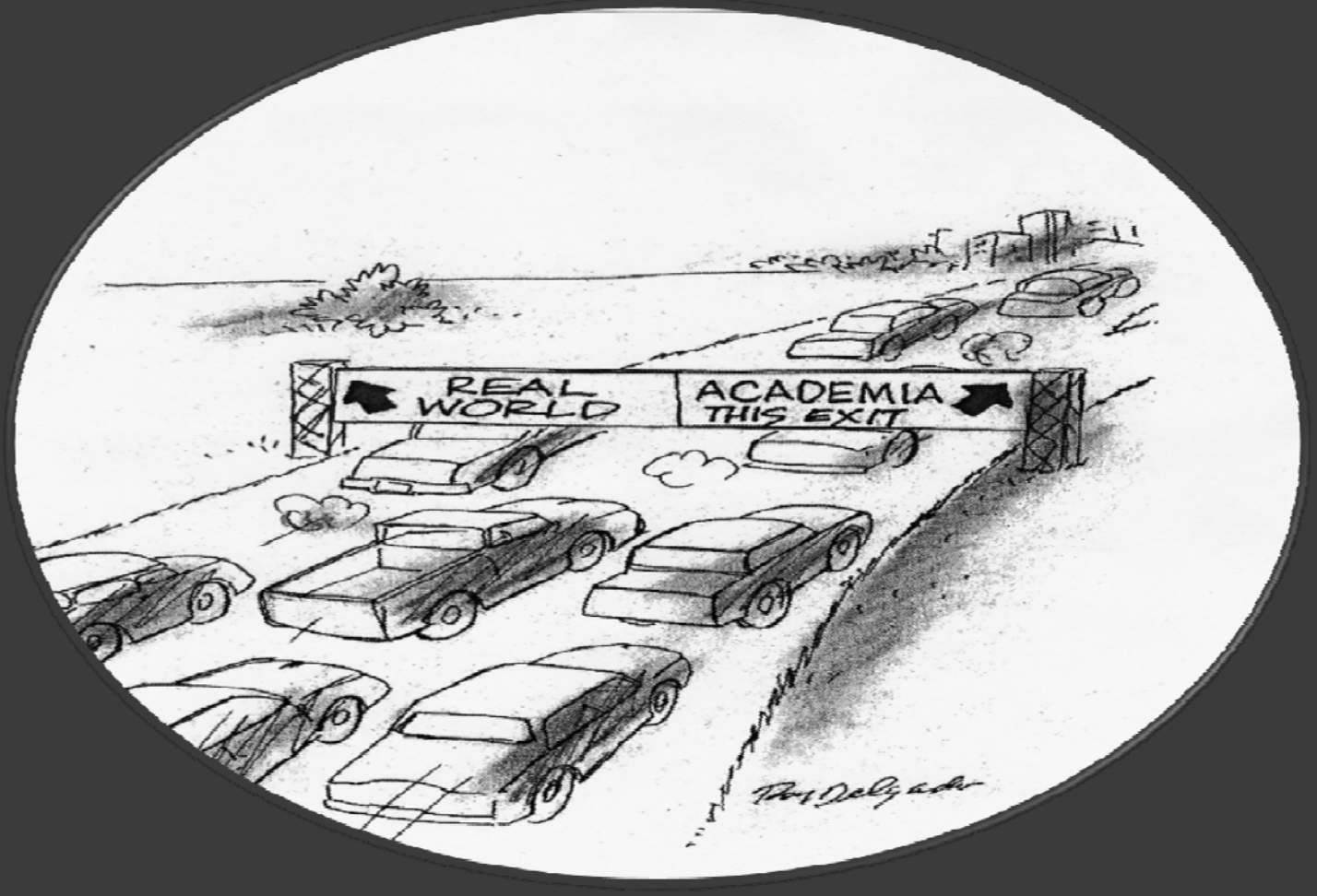
THANK YOU



APPENDIX
Use if needed for Q&A

For more information

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