

## Accomplishments

June 2016





Turning Action into Results.





# Working harder to save more lives.

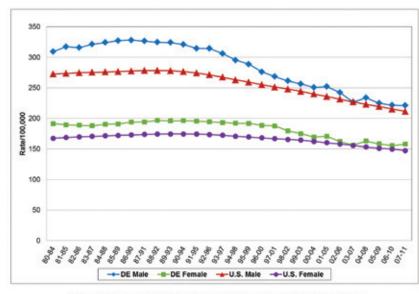
The goal of keeping cancer from touching our lives is much bigger than all of us. Working with our partners, the Delaware Cancer Consortium (DCC) is up to the challenge. We took charge — letting data and trends guide us — and made significant headway. The work of the Delaware Cancer Consortium helped our state improve in many areas, reducing incidence and mortality. This report showcases some of the most recent accomplishments and highlights the innovative approaches we took. We can be proud of our work on colorectal cancer and our extension of the Clean Indoor Air Act, which places restrictions on the use of e-cigarettes. Perhaps most significant is our effort to reduce lung cancer deaths by promoting a lung cancer screening to improve the five-year survival rate for lung cancer. The test is expected to save one life for every 320 people screened.

## We have had great successes.

And we look forward to continuing our mission to make Delaware cancer-free.

#### Five-Year Average Age-Adjusted All-Site Cancer Mortality Rates by Sex; U.S. and Delaware, 1980–2011

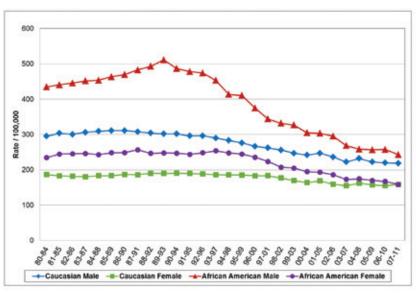
Delaware Health and Social Services, Division of Public Health



SOURCES: Delaware: Delaware Health Statistics Center, 2014; U.S.: National Center for Health Statistics, 2014.

#### Five-Year Average Age-Adjusted All-Site Cancer Mortality Rates by Race and Sex; Delaware, 1980–2011

Delaware Health and Social Services, Division of Public Health



SOURCE: Delaware Health Statistics Center, 2014.

## The Consortium

The Delaware Cancer Consortium is led by volunteers who have a passion for improvement. They believe that anything is possible if you examine the facts, involve the right people and develop an actionable plan. They — and the hundreds of others who work with them on projects — give their time, skills, and knowledge to make change happen.

#### The Delaware Cancer Consortium:

- Maintains a permanent council, managed by a neutral party, that reports directly to the governor to oversee implementation of the recommendations and comprehensive cancer control planning.
- Serves as a leader and resource for Delawareans by informing the public through reports and the Healthy Delaware website about cancer prevention, early detection, and treatment.
- Created and published the 2012–2017 state cancer plan.
- Oversaw the implementation of more than 30 recommendations over the past four years.



#### OUR RECENT PROGRESS

FROM 1997–2001 TO 2007–2011, DELAWARE'S cancer death rate decreased 15.8 percent,

an improvement that was 21 percent greater than the national decline (13.1 percent).

FROM 1997–2001 TO 2007–2011, DELAWARE'S lung cancer mortality rates declined 37.4 percent

among African American men and 30.6 percent among African American women.



FROM 1997–2001 TO 2007–2011, DELAWARE'S DECLINE IN female breast cancer mortality (24.5 percent) was **37.6 percent greater** than the national decline (17.8 percent).

## Although the prostate cancer mortality rate for African

American Delawareans remains nearly double the comparable rate for Caucasians, Delaware has made progress in *reducing this health disparity*. From 1997–2001 to 2007–2011, prostate cancer mortality declined 36.1 percent among African American Delawareans, compared to 27.4 percent among Caucasian Delawareans.

FOR THE TIME PERIOD 2007–2011, THE colorectal cancer incidence rate among African Americans in Delaware (43.6 per 100,000) was lower than the U.S. rate (53.6 per 100,000). For the first time since cancer surveillance efforts began,

IN 2014, DELAWARE RANKED fifth highest in the United States for colorectal cancer screenings.

the difference is statistically significant.

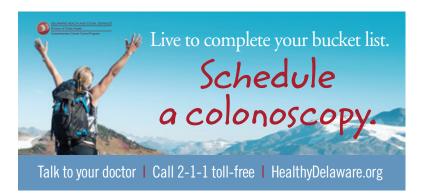
## Early Detection and Prevention

First and foremost, our goal is to help people prevent cancer. We help them understand that by living healthier lives and following their doctors' recommendations for screenings and tests, they may be able to avoid a cancer diagnosis. We spread the word about interventions — such as the HPV vaccine — that can prevent cancer. With cancer screenings, early detection is possible — giving people the best chance of fighting the disease effectively by identifying it early, when it's most treatable. We not only worked to spread the word about the screenings, but also created more opportunities for people to be screened through special programs such as Screening for Life. Most importantly, since lung cancer continues to account for an enormous share of Delaware's overall cancer burden, the Delaware Cancer Consortium recommends offering low-dose CT scans to smokers and former smokers. From 2007–2011, lung cancer accounted for 14.5 percent of all newly diagnosed cancer cases and 29.9 percent of all cancer deaths in Delaware. This screening is expected to find cancer when it can be treated, helping people to overcome the disease by finding it at an early stage.

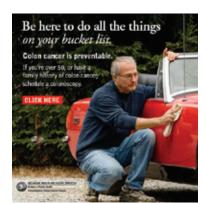
#### **MEANINGFUL ACHIEVEMENTS**

IN 2014,

76.5 percent of Delawareans age 50 and older reported having had a **sigmoidoscopy or colonoscopy,** according to the 2014 Behavioral Risk Factor Surveillance System (BRFSS) survey.



BILLBOARD





DIGITAL ADS



HEALTHY RECIPE BROCHURE

A GENERAL-PUBLIC

screening campaign
informed and educated health care providers
and the general public on screening recommendations and available resources.



AWARENESS DISPLAY





**EVENT SUPPORT** 

#### MEANINGFUL ACHIEVEMENTS

OVER THE PAST 15 YEARS, THE

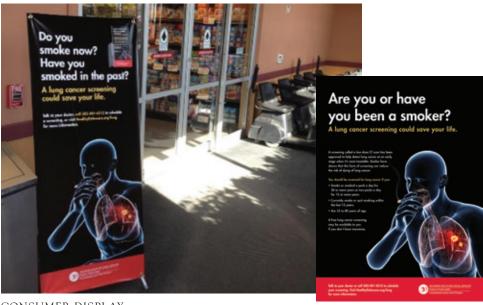


- More than 25,000 women with breast cancer screenings — more than 48,000 screenings were performed.
- More than 23,000 women with cervical cancer screenings — more than 44,000 screenings were performed.
- More than 4,900 colonoscopies — Delaware is among the top states in the nation for adults ages 50 and over who have had a colonoscopy or sigmoidoscopy.

#### IN 2015,

the Screening for Life program began covering

lung cancer screenings — low-dose CT scans — for Delawareans who qualify for the program. The screening is available to current and former smokers deemed to be at high risk for lung cancer. We launched a multiphase campaign to educate providers and consumers about lung cancer screenings.



CONSUMER DISPLAY

PROVIDER POSTER

We provided information and education to consumers and health care providers about the

## HPV vaccine

for girls, young women, boys, and young men ages 9 to 26.



MALL BANNER

#### MEANINGFUL ACHIEVEMENTS

FROM 2007–2011,
DELAWARE'S DECLINE IN
female breast cancer mortality
(29 percent) was
52.6 percent greater
than the national decline (19 percent).

FROM 1997–2001 THROUGH 2007–2011, IN DELAWARE,

## African Americans showed a greater rate of decline

in female breast cancer mortality than did Caucasians (40.7 and 25.5 percent, respectively).

THE PROSTATE CANCER INCIDENCE RATE AMONG African American Delawareans

continues to be significantly greater than the comparable rate for Caucasians. Delaware's 2007–2011 prostate cancer incidence rate was 62.4 percent higher among African Americans than among Caucasians. This same trend was **observed in the U.S.** 



DOOR HANGER

## Tobacco and Other Risk Factors

As reported in the 2015 Delaware Division of Public Health's Cancer Incidence and Mortality Report, smoking rates declined to 17.8 percent for the time period 2007–2011. We accomplished that through consistent, focused steps — from banning smoking indoors to educating people about the health risks of tobacco use. Excise taxes made cigarettes less affordable. We successfully targeted youth — high school smoking rates are at an all-time low. Smoking cessation services are free in our state to those who qualify and have helped thousands of people stop using tobacco. We know there is more work to do. There are emerging threats: More young adults are using e-cigarettes, little cigars, and vaping. While there is a concern that these are just alternative nicotine delivery systems, some of them are too new for us to know their long-term effects and whether they are just as dangerous as other tobacco products. Addressing other risks, we banned the use of tanning beds by minors to help reduce the rate of melanoma in our state. Overall, through education, policy changes, excise tax changes, and counseling, we are helping people reduce their risks of cancer now and in the future.

#### MEANINGFUL ACHIEVEMENTS

According to the 2015 Youth Risk Behavior Survey, "current smoking" of *cigarettes in high school* is **9.9 percent** — *an all-time low*. EMERGING ISSUE: **23.5 percent** of high school students are "current smokers" of **e-cigarettes**.

In 2014, the state legislature amended the Delaware Youth Access to Tobacco Law to prohibit sales of e-cigarettes to minors.

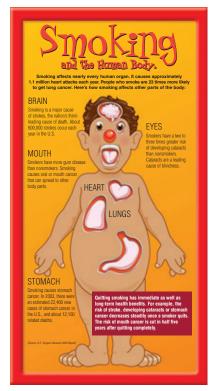
According to the 2015 BRFSS survey, adult cigarette smoking prevalence is down 17.2 percent, from 21.7 percent in 2011.

In 2015, the state legislature amended the Delaware Clean Indoor Air Act

to ban smoking e-cigarettes in public places
and workplaces (with exemptions for "vapor establishments").

In 2016, the Delaware Quitline celebrates
15 years of service. Since it began in February 2001, it has served more than 49,000 Delaware adults.
Of those 49,000, more than 36,000 received telephone counseling, and almost 13,000 received face-to-face counseling.

In 2014, the state legislature passed a law prohibiting the use of tanning devices (such as tanning beds) by minors under the age of 18.



CESSATION BROCHURE



CONSUMER POSTER

## The Environment

Our goal is to lower Delawareans' risk of cancer by reducing potential environmental exposures. We work diligently through a variety of communications methods to inform Delawareans about those exposures — from household toxins to radon in your basement. Increasing awareness of environmental concerns is an important part of our impressive list of achievements. Making people more aware of the dangers around them that can contribute to cancer may help reduce the risks for every Delawarean.





DIRECT MAIL PIECE

#### **MEANINGFUL ACHIEVEMENTS**

Educated Delawareans on potential and known carcinogens in food.

Helped create permanent placement of medication drop-off locations at police stations statewide to reduce drug exposure in drinking water.

Conducted statewide medication take-back days.

Delaware held nine Drug Take-Back Days since the first statewide event in May 2010, and collected a total of 40,068 pounds of unwanted or expired medicines.

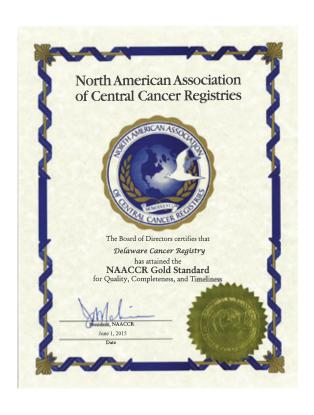


PRINT A

The behavior change study indicated that people are more likely to change behavior when targeted directly.

## Quality Cancer Care

Treatment is only as good as the data that supports prior successes. Knowing what has come before by having a dependable, accurate, and retrievable source of information can make all the difference in the survival of a cancer patient. Our goal is to make sure that everyone has access to the highest-quality care through sharing information and promoting collaboration across all disciplines. We work closely with the Data Committee to ensure that we are addressing current needs and anticipating emerging ones so that the care delivered in Delaware meets patients needs.



#### MEANINGFUL ACHIEVEMENTS

Ensured the availability of accurate and complete data for the surveillance of cancer incidence and treatment.

Published statewide data-access guidelines, policies, and procedures to ensure consistent responses to data requests from the Delaware Cancer Registry.

Conducted focus groups on the transition of care from oncologists to primary providers to continue to address the need for collaboration between the two.

In June 2015, the Delaware Cancer Registry again received the North American Association of Central Cancer Registries (NAACCR) Gold Standard certification.

Cancer registries that meet the Gold Standard for Registry Certification achieved the highest NAACCR standard for complete, accurate, and timely data to calculate standard incidence statistics for the year reviewed. This is the 10th-consecutive year that the Delaware Cancer Registry received Gold Standard certification.

Delaware's NAACCR completeness rate increased from 92.2

**percent** for diagnosis year 2002 to 109.6 percent for diagnosis year 2013. The Delaware Cancer Registry met the Centers for Disease Control (CDC)-National Program of Cancer Registries' (NPCR) Advanced Data Quality Standard for diagnosis year 2014 data, with a **completeness rate of 101.6 percent.** 

## Insurance

Our landmark program, the Delaware Cancer Treatment Program, continues to provide cancer treatment for 24 months to any Delawarean who qualifies. We made it easier to access the program and improved the process to decrease financial hardship. This program — the first of its kind in the nation — continues to evolve as we work to fill identified gaps, helping Delawareans get the cancer treatment they need.



#### **MEANINGFUL ACHIEVEMENTS**

Provided up to 24 months of

## free cancer treatment

to every eligible Delawarean.

## Streamlined the application process

to have each applicant

## apply for Medicaid

to ensure he or she is placed in the correct program.

Added a

## financial hardship waiver

process for those who are eligible for the program but have insurance with

## out-of-pocket costs

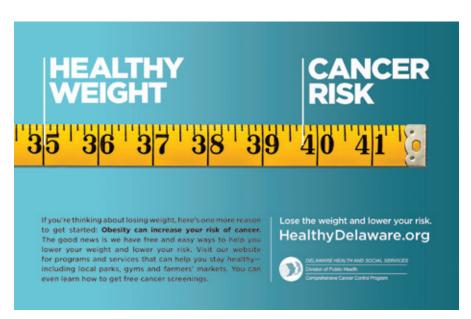
exceeding 15 percent of income.

## Updated the regulations

for the Delaware Cancer Treatment Program in July 2014.

## Communication and Public Education

Opening people's minds about cancer risks makes better health possible. The more people know, the better decisions they can make. We made people aware of the connection between obesity and cancer. We alerted them to the dangers of sun exposure and offered people tips on how to avoid putting themselves at risk. We provided culturally competent campaigns for diverse groups, with messages that resonate within their own communities. And we took our messages out into neighborhoods and workplaces to make sure that the information and education gets to people from every walk of life, in every county in the First State.



BROCHURE

#### **MEANINGFUL ACHIEVEMENTS**

Educated the public about ways to reduce their cancer risk.

Partnered with employers to promote

cancer prevention screening and cancer treatment programs.

Launched a revamped website,

## HealthyDelaware.org, in English and Spanish.

The number of visits to the website increased by 29,835 from 2014–2015.

In 2014, the Delaware Cancer Consortium

### became active on social media

with the creation of Facebook, Twitter, and Instagram accounts. The Healthy Delaware Facebook page has 6,340 followers, the Twitter page has 529 followers, and the Instagram page has 531 followers.



PRINT AD

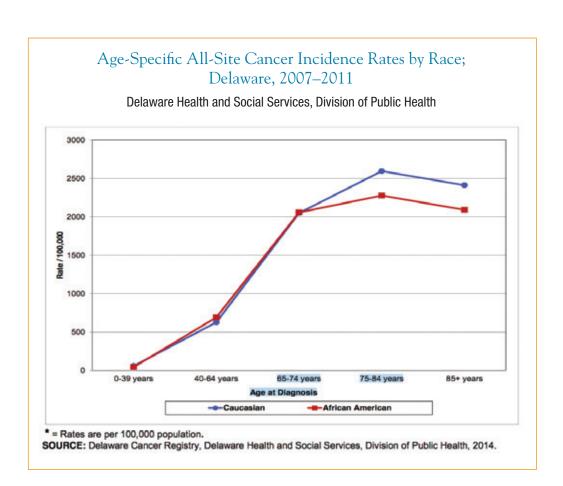




HEALTHYDELAWARE.ORG

## Health Equity and Inclusion

We made significant progress in our goal to eliminate the inequality in Delaware's cancer burden for the period 2007–2011. Among African Americans, lung cancer, breast cancer, and colorectal cancer deaths are down. Colorectal cancer is down 47 percent for men and 45 percent for women. Our grassroots efforts to make the African American community aware of the cancer threat — and the need for early detection through screenings — are making a difference.



#### MEANINGFUL ACHIEVEMENTS

Updated the disparities in the

### Cancer Incidence and Mortality report

(to be released in the summer of 2016).

#### Endorsed and promoted standards

for reporting data, specifically those related to improving consistency and accuracy of race, ethnicity, and disability data.

#### Noticeably reduced Delaware's

#### lung cancer mortality rates among African Americans.

From 1997–2001 to 2007–2011, Delaware's lung cancer mortality rate declined 37.4 percent among African American men and 30.6 percent among African American women.

For 2007–2011, the colorectal cancer incidence rate among African Americans in Delaware (43.6 per 100,000) was **lower than the U.S. rate** (53.6 per 100,000). For the first time since cancer surveillance efforts began, the difference is statistically significant.

#### The reduction in colorectal cancer mortality rates

is especially noteworthy among **African American** Delawareans. From 1997–2001 to 2007–2011, Delaware's colorectal cancer mortality rates declined 47.5 percent among African American men, compared to 21.9 percent among Caucasian men. During the same time period, colorectal cancer mortality declined 45.9 percent among African American women, compared to 29.7 percent among Caucasian women.

Delaware's *decline in female breast cancer mortality rates* was especially pronounced among *African Americans*. From 1997–2001 to 2007–2011, Delaware's female breast cancer mortality rate decreased 33 percent among African Americans and 21.7 percent among Caucasians. Nationally, breast cancer mortality declined 13.6 percent among African Americans and 17.8 percent among Caucasians.

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## Data

Data, statistics about cancer in our state, is the foundation of our knowledge about how to make changes that can save and improve lives. We continue to forge relationships with facilities and organizations that can provide us with accurate data to expand and enhance our understanding of cancer diagnosed among all the many demographic and geographic regions in our state.



#### MEANINGFUL ACHIEVEMENTS

Used Delaware Cancer Registry data to create maps to target areas with statistically significant late-stage diagnosis of breast and colon cancer to increase education and awareness in those areas.

Updated the regulations for submitting cancer data to the Delaware Cancer Registry.

Continue to produce the Cancer Incidence and Mortality Report in Delaware annually.

Publicized the availability of Delaware Cancer Registry data for research purposes. Wrote and published a "Breast Cancer Time-to-Treat" study, which ensures the time from diagnosis to treatment is within recommended guidelines set by the Centers for Disease Control and Prevention.

In May 2015, the Delaware Cancer Registry received the Centers for Disease Control (CDC)-National Program of Cancer Registries' (NPCR)
Registry of Excellence award, the highest award granted for the annual data submission.
The DCR also received this award in 2014, the year of its inception.

The 2008 diagnosis year data was audited by the National Program of Cancer Registries (NPCR) in 2011 and received an overall data quality score of 95.7 percent, the highest score of the eight registries audited in that cycle.

## Notes

#### DELAWARE CANCER CONSORTIUM ADVISORY COUNCIL MEMBERS

David Bentz Meg Maley, RN, BSN

Ruth Briggs King David McBride

John C. Carney, Jr. Nicholas Petrelli, MD Stephen Grubbs, MD Rishi Sawhney, MD

Bethany Hall-Long, RNC, PhD David Small

Patricia Hoge, RN, PhD James Spellman, MD, FACS, FSSO

Rita Landgraf

## ORGANIZATIONS REPRESENTED BY MEMBERS OF THE DELAWARE CANCER CONSORTIUM

American Cancer Society (ACS)

American Lung Association in Delaware (ALA)

American Society of Clinical Oncology (ASCO)

Bayhealth Medical Center

Beebe Hospital — Tunnel Cancer Center

Boys and Girls Clubs of Delaware

Cancer Care Connection

The Cancer Support Community Delaware

Carrow Associates

Catholic Health East (CHE) — St. Francis Hospital

Christiana Care Health Center

Colon Health Centers of America

Delaware Breast Cancer Coalition (DBCC)

Delaware Center for Health Promotion at

Delaware State University

Delaware Department of Education

Delaware Department of Natural Resources and Environmental Control (DNREC)

Delaware Diamond Chapter of the Oncology

Nursing Society

Delaware Health and Social Services (DHSS)

Delaware House of Representatives

Delaware Senate

Helen F. Graham Cancer Center

Mission Delivery & Medical Affairs,

South Atlantic Division

Nanticoke Health Services

Oncology Care Home Health Specialists, Inc.

Sussex Pulmonary & Endocrine Consultants, PA

U.S. Congress

University of Delaware

#### DIVISION OF PUBLIC HEALTH SUPPORT STAFF

Heather Brown Ciera Lints
Rosemary Doughten Lisa Moore
Lisa Henry Melissa Pryor

Katie Hughes

