

# Turning vision into *Reality* >



Accomplishments  
June 2020

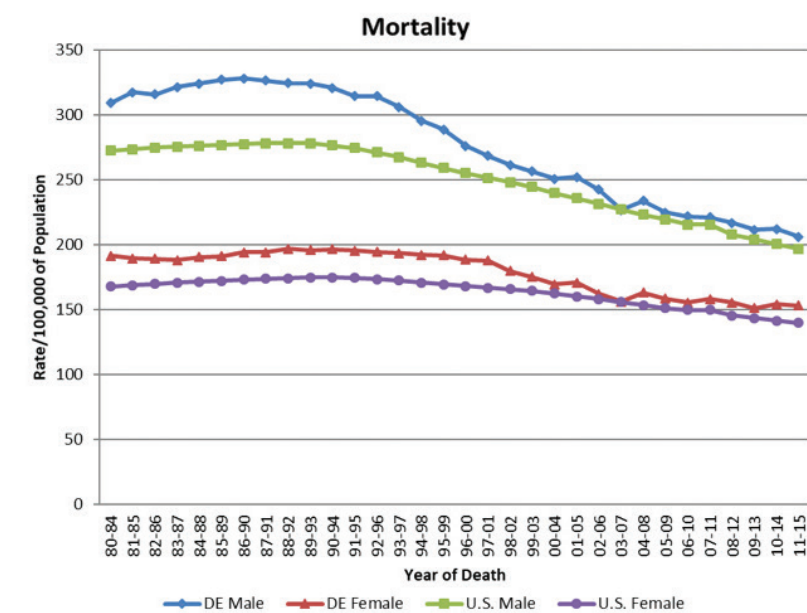
# Progress and promise

This report highlights recent accomplishments of the Delaware Cancer Consortium. Established more than a decade ago, the Consortium continues to have an impact on the mortality rates in our state. We have helped to get more people screened, provided cancer treatment for those who can't afford it, educated Delawareans about health risks and behaviors, and helped thousands of people quit using tobacco. We can be proud of our recent work: increasing the age to buy tobacco products, improving the lives of those receiving treatment to fight cancer, and educating the public that cancer is a chronic disease that people can and do survive.

Together, we continue to move forward, doing all we can to reduce the cancer burden in our state.

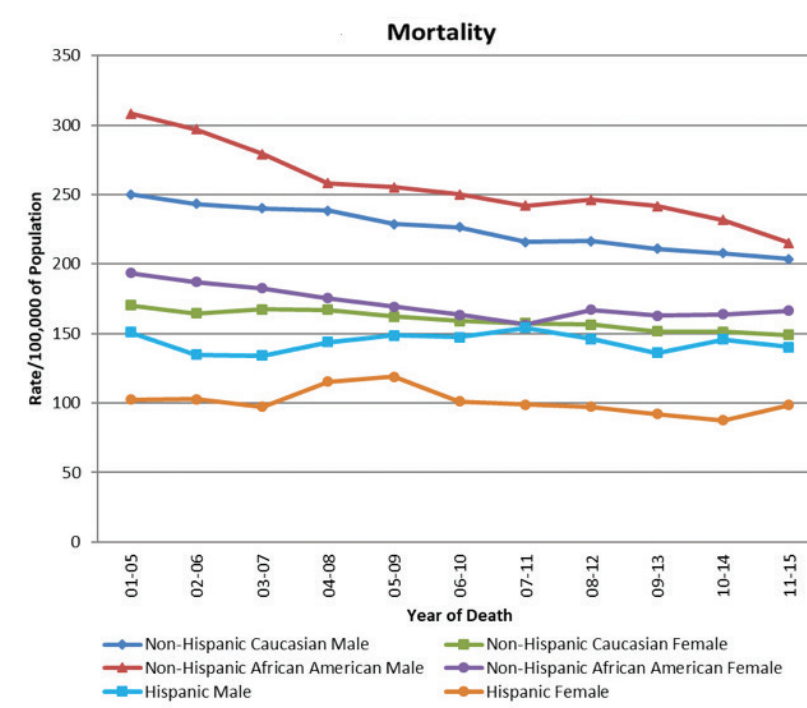
The Delaware Cancer Consortium's work provides all Delawareans with the information and programs they need to lead healthier lives. >

**TRENDS OVER TIME – DELAWARE AND U.S.**  
Five-Year Average Age-Adjusted All-Site Cancer Mortality Rates by Sex; U.S. and Delaware, 1980-2015



**Source (Delaware):** Delaware Health Statistics Center, Delaware Department of Health and Social Services, Division of Public Health, 2018  
**Source (U.S.):** Surveillance, Epidemiology and End Results Program (SEER 18), National Cancer Institute, Nov 2017 Sub  
**Rates** are per 100,000 of population, age-adjusted to the 2000 U.S. standard population.

**TRENDS OVER TIME – DELAWARE**  
Five-Year Average Age-Adjusted All-Site Cancer Mortality Rates by Sex and Race/Ethnicity; Delaware, 2001-2015



**Source:** Delaware Health Statistics Center, Delaware Department of Health and Social Services, Division of Public Health, 2017  
**Rates** are per 100,000 of population, age-adjusted to the 2000 U.S. standard population.

Impassioned, dedicated, and driven, the volunteers and partners who make up the Delaware Cancer Consortium will tell you the work they do is gratifying. Empowering organizations, instilling knowledge, and spearheading policy and legislation changes are just a few of the ways their initiatives have made a difference. The results speak for themselves, as the Consortium and its many partners have helped to significantly reduce cancer mortality rates moving Delaware's mortality rates from second in the nation to 18th.

## 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 in Delaware for cancer prevention, early detection, and treatment through annual reports and HealthyDelaware.org.
- Created and published the 2017-2021 state cancer plan.



## OUR RECENT PROGRESS

FROM 2001-2005 TO 2011-2015, DELAWARE'S  
*cancer death rate*  
**decreased 14%,**  
the same decline seen nationally.

FROM 2001-2005 TO 2011-2015, DELAWARE'S  
*lung cancer mortality rates*  
**decreased 36%**  
among African American men and 25% among African American women.

FROM 1980-1984 TO 2011-2015,  
The percentage of Delaware  
*breast cancers diagnosed at the local stage*  
**increased from 42% to 67%.**

FROM 2011-2015,  
*the colorectal cancer incidence rate*  
among African Americans in Delaware (43.0 per 100,000) was  
**lower than the U.S. rate** (48.7 per 100,000).

IN 2016, DELAWARE RANKED  
*12th highest in the United States*  
**for colorectal cancer screenings.**

FROM 2001-2005 TO 2011-2015, DELAWARE'S  
*colorectal cancer incidence rate*  
**decreased 30%,**  
while the national rate decreased 22%.



## ➤ Early Detection and Prevention

### Preventing cancer is the Delaware Cancer Consortium's primary goal.

The work of the Consortium is centered around helping people understand what they can do to reduce their cancer risk. Living a healthier life and following doctors' recommendations for screenings and tests goes a long way in helping individuals avoid a cancer diagnosis. Cancer screenings continue to be the best intervention for early detection. Spreading the word about the importance of screenings has also created more opportunities for people to be screened through special programs such as Screening for Life.

The addition of a low-dose CT scan as a recommended screening for smokers and former smokers is a newer effort to reduce the troubling lung cancer statistics in Delaware. From 2011-2015, lung cancer accounted for 19% of all newly diagnosed cancer cases and 29% of all cancer deaths in Delaware. This screening has been developed to find cancer when it's most treatable, helping people to survive the disease by finding it at an early stage.

### MEANINGFUL ACHIEVEMENTS

- **Data from the 2016 Behavioral Risk Factor Surveillance System** showed that Delaware ranked fourth highest nationally in the prevalence of females 40 years of age and older who have had a mammogram within the past two years (72%).
- **Developed an academic detailing curriculum** to provide outreach and education to Delaware health care providers on the benefits of the human papillomavirus vaccine.
- Have **patient navigators in place statewide to identify barriers** to obtaining cancer screening and develop programs/services to assist in providing screenings for at-risk populations and underserved communities.
- Due in large part to **effective early-detection messaging and coordinated cancer control efforts**, Delaware's female breast cancer mortality rate has declined over time, while its rate of early-stage diagnoses has increased. Notably, Delaware's 2018 mammogram screening prevalence among females age 50-74 (84.2%) exceeded the Healthy People 2020 target of 81.1%.

**73% of Delawareans age 50 and older reported having had a sigmoidoscopy or colonoscopy**, according to the 2018 Behavioral Risk Factor Surveillance System.

The prostate cancer incidence rate among African American Delawareans continues to be significantly greater than the comparable rate for Caucasians.

**Delaware's 2011-2015 prostate cancer incidence rate was 43.4% higher among African Americans than among Caucasians.** This same trend was observed in the U.S.

### OVER THE PAST 18 YEARS, the

Screening for Life program has provided:

- More than **27,900 women with breast cancer screenings** – more than **51,000 screenings** were performed.
- More than **26,000 women with cervical screenings** – more than 46,500 screenings were performed.
- More than **5,100 colonoscopies** – Delaware is among the top states in the nation for adults ages 50 and over who have had a colonoscopy or sigmoidoscopy.

Direct Mail



screening  
for **life**

Ad Campaign

## MEANINGFUL ACHIEVEMENTS (CONTINUED)

**IN 2015**, the Screening for Life program began covering **lung cancer screenings** – low-dose CT scans – for Delawareans who meet certain qualifications. The screening is available to current and former smokers deemed to be at high risk for lung cancer.

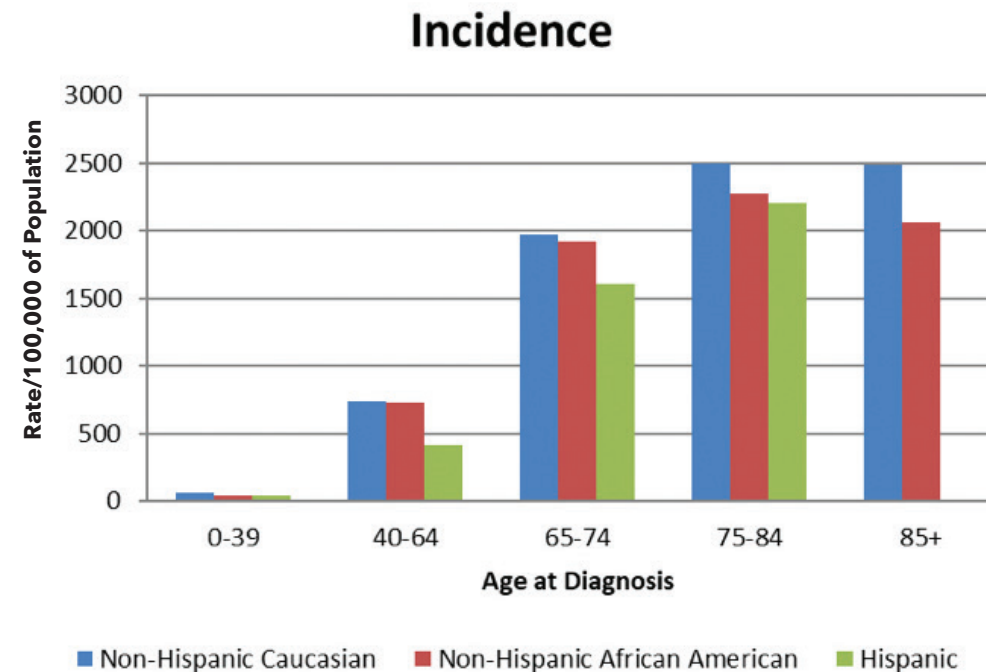
**FROM 2015-2018**, **8,514 low-dose CT screenings** were performed, detecting 121 lung cancers.



Floor Cling

**DURING 2011-2015**, Delaware's ranking for **all-site cancer mortality** dropped from **18% to 16%** and represents continued progress since the 1990s, when Delaware ranked second in the nation.

### Age-Specific All-Site Cancer Incidence Rates by Race/Ethnicity; Delaware, 2011-2015



**Source:** Delaware Cancer Registry, Delaware Department of Health and Social Services, Division of Public Health, 2018

**Rates** are per 100,000 of population, age-adjusted to the 2000 U.S. standard population.

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.

#### IN 2019:

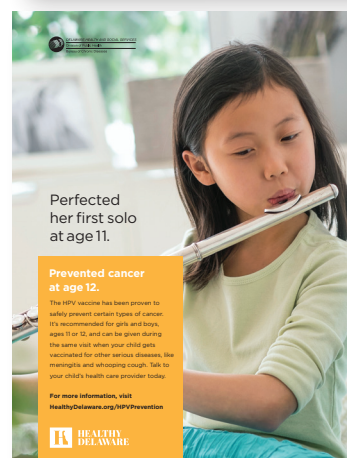
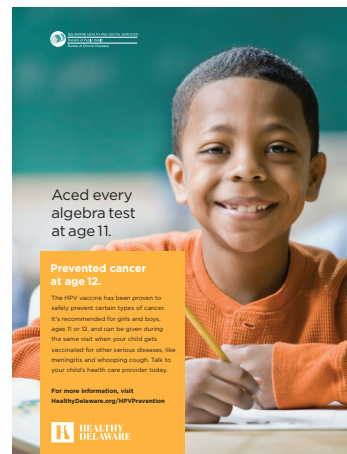
- Strategic media tactics were successfully used to spread broad-scale awareness of the HPV vaccine to parents across Delaware, resulting in more than 6 million impressions and 15,000 website visits.
- A direct mail piece was sent to nearly 24,000 households with children ages 10 to 14.
- Outreach partnerships were conducted at several schools.



Direct Mail



Ad Campaign





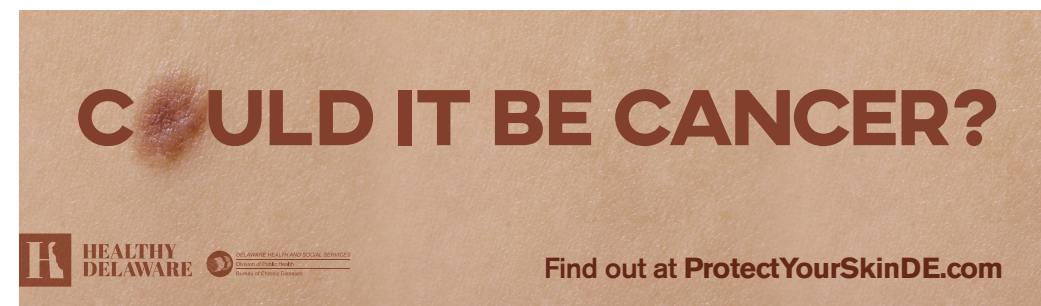
# Cancer Risk Reduction

Reducing cancer risk involves educating vulnerable populations, continued surveillance of emerging behaviors that could threaten the well-being of Delawareans, and responsive policy changes to circumvent risks. Smoking is linked to lung cancer and is the leading cause of preventable death in both the United States and Delaware. Efforts continue to reduce the smoking rates in our state. In 2019, legislation was passed that made Delaware **the 10th state to raise the legal age to buy tobacco products from 18 to 21**. The law includes tobacco and emerging products such as electronic smoking devices, e-cigarettes, and vapes. Prevention efforts continue to target youth who are using e-cigarettes, vapes, and flavored little cigars. Efforts have increased to represent these products as nicotine delivery systems that are just as dangerous as other tobacco products that have caused an epidemic of health-related illnesses. As always, **free smoking cessation services** are available in our state that have already helped thousands of people to stop using tobacco.

Although it's a primary one, tobacco is not our sole focus. We educate and inform people of other risks that could contribute to cancer, including those related to **environmental exposure, sun exposure, poor diet, and obesity**.

Culturally competent campaigns relate to **diverse populations** with messages that resonate within their own communities. Coordinated efforts in **neighborhoods and workplaces** ensure that messages get to everyone in every county throughout the First State.

**Outreach and educational efforts** have been conducted statewide to include schools, state parks, summer camps, and popular events in Delaware, reaching thousands of Delawareans and informing them of the risks of UV exposure and skin cancer.



Billboard

## MEANINGFUL ACHIEVEMENTS

- According to the **2017 Youth Risk Behavior Survey**, the age of high school students "currently smoking" cigarettes is **6.2% – an all-time low**.
- **During 2019**, Delaware passed legislation to raise **the legal age from 18 to 21** for purchasing tobacco and emerging products, including electronic smoking devices, e-cigarettes, and vapes.
- **According to the 2018 BRFSS survey**, adult cigarette smoking prevalence is **down to 16.5%**, from 21.7% in 2011.
- **In 2017**, House Bill 242 was passed, which **increased taxes on cigarettes, other tobacco products, and e-cigarettes**.
- **In 2019**, the **Delaware Quitline celebrated 18 years of service**. Since it began in February 2001, it has served more than **56,000 Delaware adults**. Of those, more than **42,000 received telephone counseling**, and more than **14,000 received face-to-face counseling**. In the fall of 2019, the Delaware Quitline began providing **individuals under the age of 18 with smoking cessation help**.
- **Vending machines** in all state facilities were required to provide a minimum of 40% of healthy option snacks.
- **The Lieutenant Governor's Challenge** featured interventions that focused on emotional well-being, healthy living, chronic disease management, and mother and child health.
- Work continues with the Department of Education on implementing **education and assessments to increase physical activity among youth**.



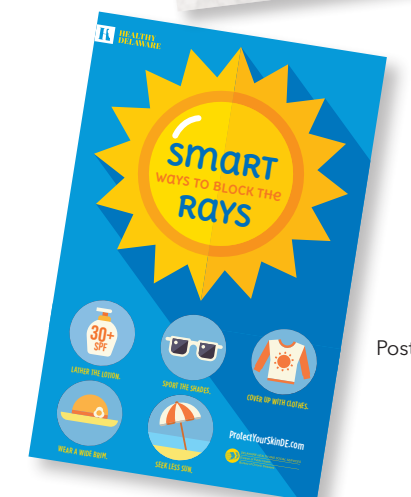
Banner Ad



Facebook



Rack Card



Poster

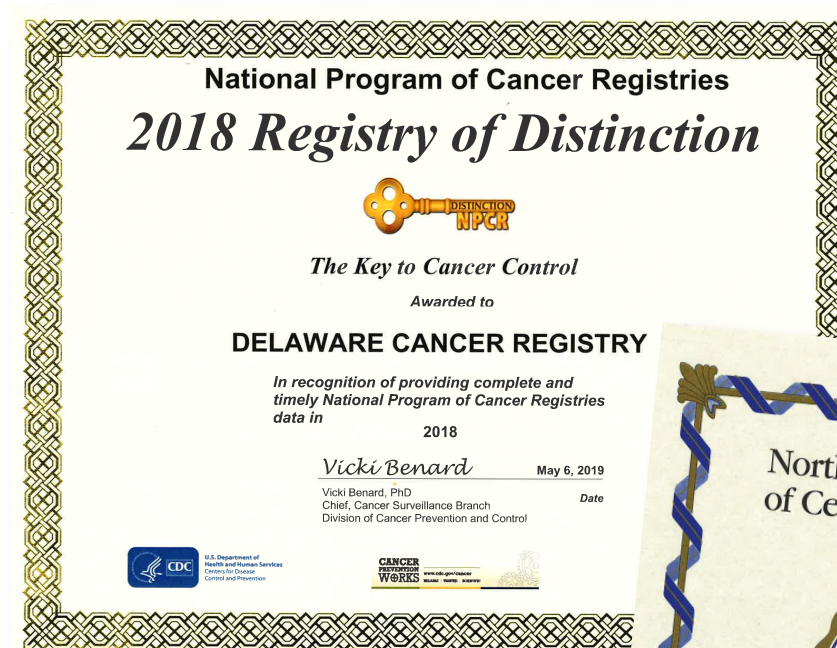
# Delaware Cancer Registry

Statistics about cancer in our state provide knowledge that informs changes that can save and improve lives. **Data is vital in developing strategies on how to combat and control cancer specific to the needs of Delawareans.** It helps to identify and rank priorities that will target and define cancer prevention and intervention needs. Through the development of successful relationships with facilities, providers, and organizations, the Delaware Cancer Registry delivers continuously updated cancer data to expand and enhance our understanding of the disease, both demographically and geographically.

## 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.
- In 2019, 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 14th consecutive year that the Delaware Cancer Registry has received Gold Standard certification.
- The Delaware Cancer Registry met the Centers for Disease Control and Prevention (CDC) National Program of Cancer Registries (NPCR) **Advanced Data Quality Standard for diagnosis year 2016 data, with a completeness rate of 103.82%.**
- Continue to produce the **Cancer Incidence and Mortality Report** in Delaware annually.

- **The Delaware Cancer Registry won an award from the North American Association of Central Cancer Registries (NAACCR)** for collaboration with the Delaware Cancer Consortium, the Delaware Health Information Network, and other organizational and outreach programs that resulted in the fulfilling of more than 25 data requests in 2018.
- Used Delaware Cancer Registry data to **create maps to target areas** with statistically significant late-stage diagnosis of breast and colon cancer, increasing education and awareness in those areas.







## Insurance



## Delaware Cancer Consortium Members & Support Staff



The Delaware Cancer Consortium believes that after receiving a cancer diagnosis, people deserve to focus on their care, not the cost of it.

The Delaware Cancer Treatment Program was created to help those who have financial constraints and could not otherwise afford cancer treatment. The result is lives saved. The program offers free treatment for eligible Delaware residents for up to two years. The program continues to offer not just help but hope to people who have been diagnosed with cancer but have no insurance or whose insurance will not cover all or part of their treatment.

### MEANINGFUL ACHIEVEMENTS

- Provided up to 24 months of free cancer treatment to every eligible Delawarean.
- Provided treatment for more than 1,400 Delawareans through the Delaware Cancer Treatment Program.
- Financial hardship waiver process remains in place for those who are eligible for the program but have insurance with out-of-pocket costs exceeding 15% of their income.



### Advisory Council Members

**Kathleen B. Connolly**  
Chair

**The Honorable Ruth Briggs King**  
Delaware House of Representatives

**Deborah Brown**  
American Lung Association  
of the Mid-Atlantic

**The Honorable John C. Carney Jr.**  
Delaware Governor

**The Honorable Shawn Garvin**  
Secretary of the Department  
of Natural Resources and  
Environmental Control

**Stephen Grubbs, MD**  
American Society of  
Clinical Oncology

**The Honorable Bethany Hall-Long, RNC, PhD**  
Delaware Lt. Governor/University  
of Delaware

**The Honorable Ernesto Lopez**  
Delaware Senate

**Meg Maley, BSN, RN**  
Oncology Care Home Health Specialists, Inc.

**The Honorable David McBride**  
Delaware Senate

**The Honorable Kara Odom Walker, MD, MPH, MSHS**  
Secretary of the Department of Health  
and Social Services

**Nicholas Petrelli, MD**  
Helen F. Graham Cancer Center

**Rishi Sawhney, MD**  
Bayhealth Medical Center

**The Honorable Raymond Seigfried**  
Delaware House of Representatives

**James Spellman, MD, FACS, FSSO**  
Beebe Hospital Tunnell Cancer Center

### Organizations Represented by Members of the Delaware Cancer Consortium

Allied Diagnostic Pathology Consultants, PA  
 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 of Delaware  
 Christiana Care  
 Delaware Breast Cancer Coalition (DBCC)  
 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 Prostate Cancer Coalition  
 Delaware Senate  
 Helen F. Graham Cancer Center  
 Henrietta Johnson Medical Center  
 La Red Health Center  
 Medical Society of Delaware  
 Nanticoke Health Services  
 Office of Governor John Carney  
 Oncology Care Home Health Specialists, Inc.  
 Quality Insights  
 Sussex County Health Coalition  
 Sussex Pulmonary & Endocrine Consultants, PA  
 University of Delaware  
 Westside Family Healthcare

### Division of Public Health Support Staff

Heather Brown  
 Rosemary Doughten  
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 Melissa Keiper  
 Jessica Miles  
 Lisa Moore  
 Wilhelmina Ross

> Turning vision into *Reality* >