



# Overview from the Division of Cancer Prevention and Control

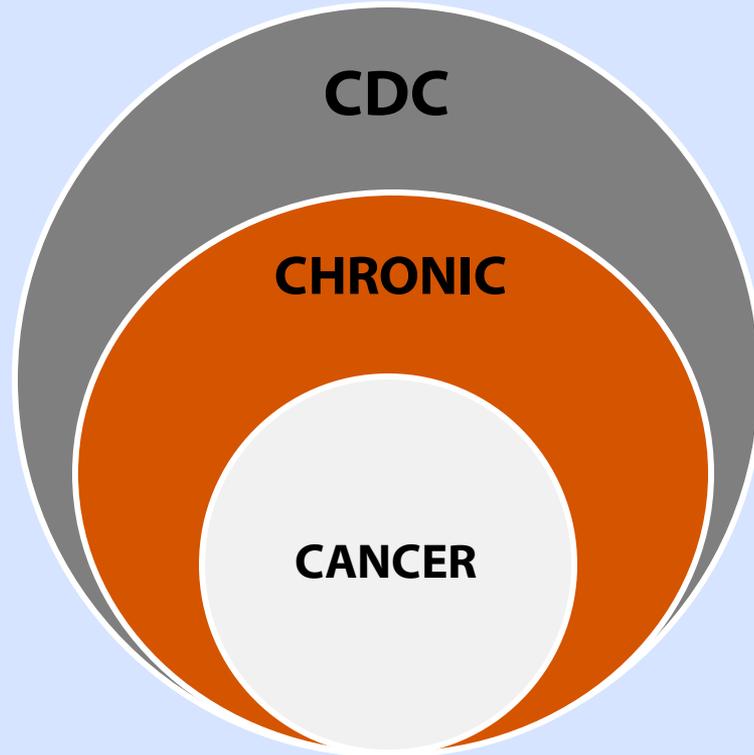
Lisa C. Richardson, MD, MPH  
Director, Division of Cancer Prevention and Control,  
Centers for Disease Control and Prevention (CDC)  
Advisory Committee on Breast Cancer in Young Women Meeting  
January 28, 2016

**Good Morning!**  
**Now that I have had my morning coffee, let's go!**



Source: KuteKritters' Facebook Page

# Where are CDC's Cancer activities housed?

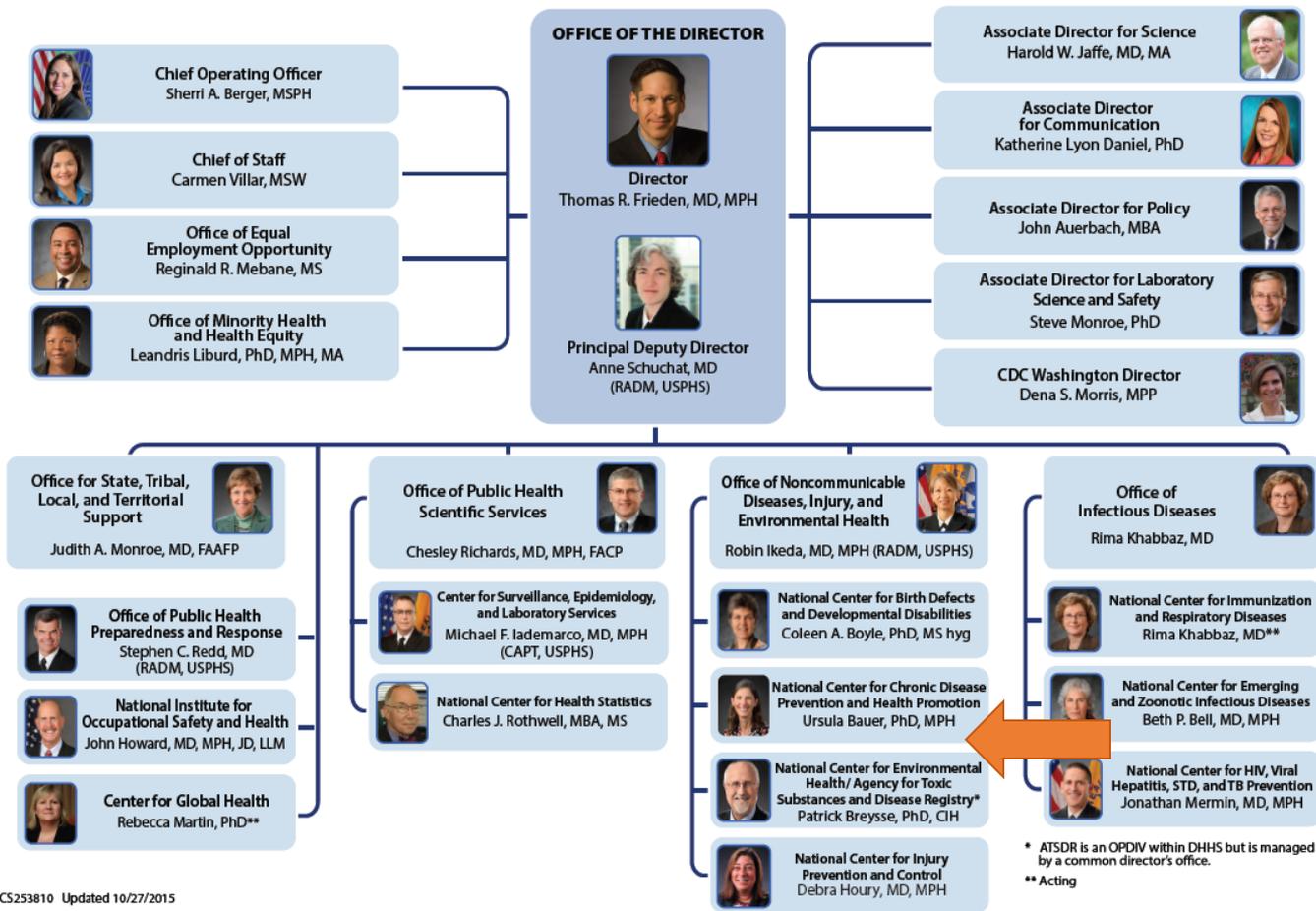


# CDC's Organizational Structure



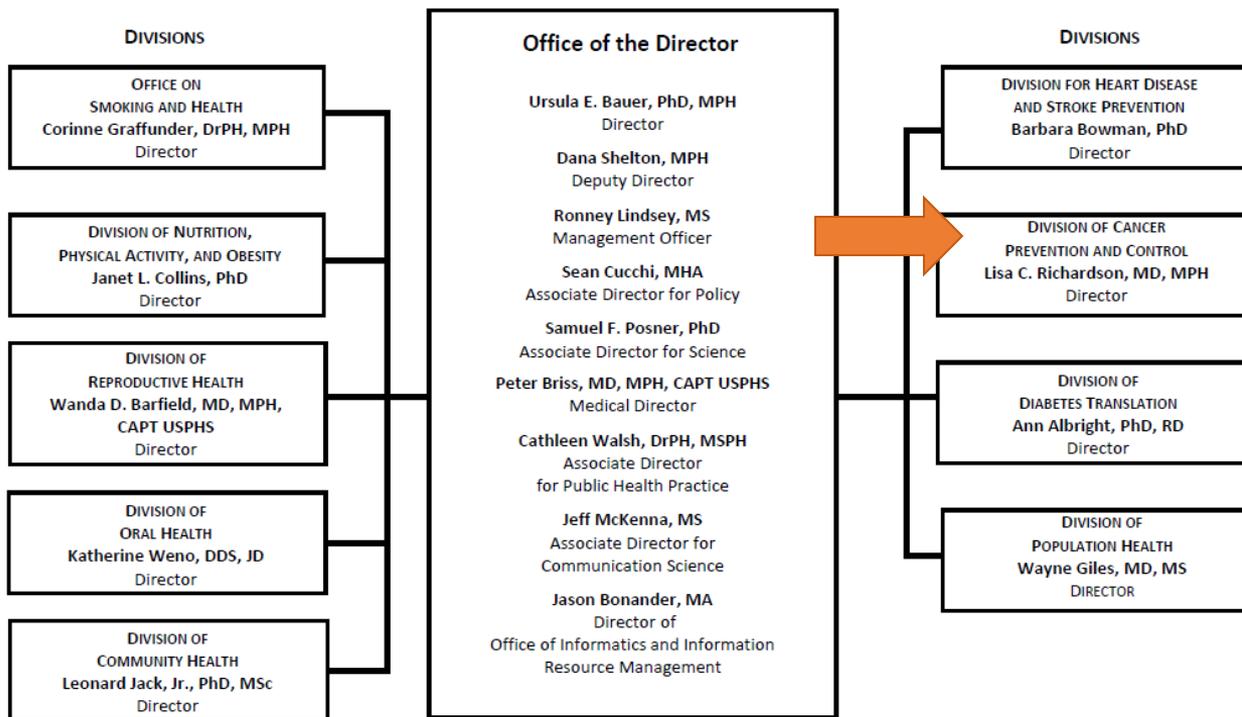
Centers for Disease Control and Prevention  
Office of the Director

## ORGANIZATIONAL CHART

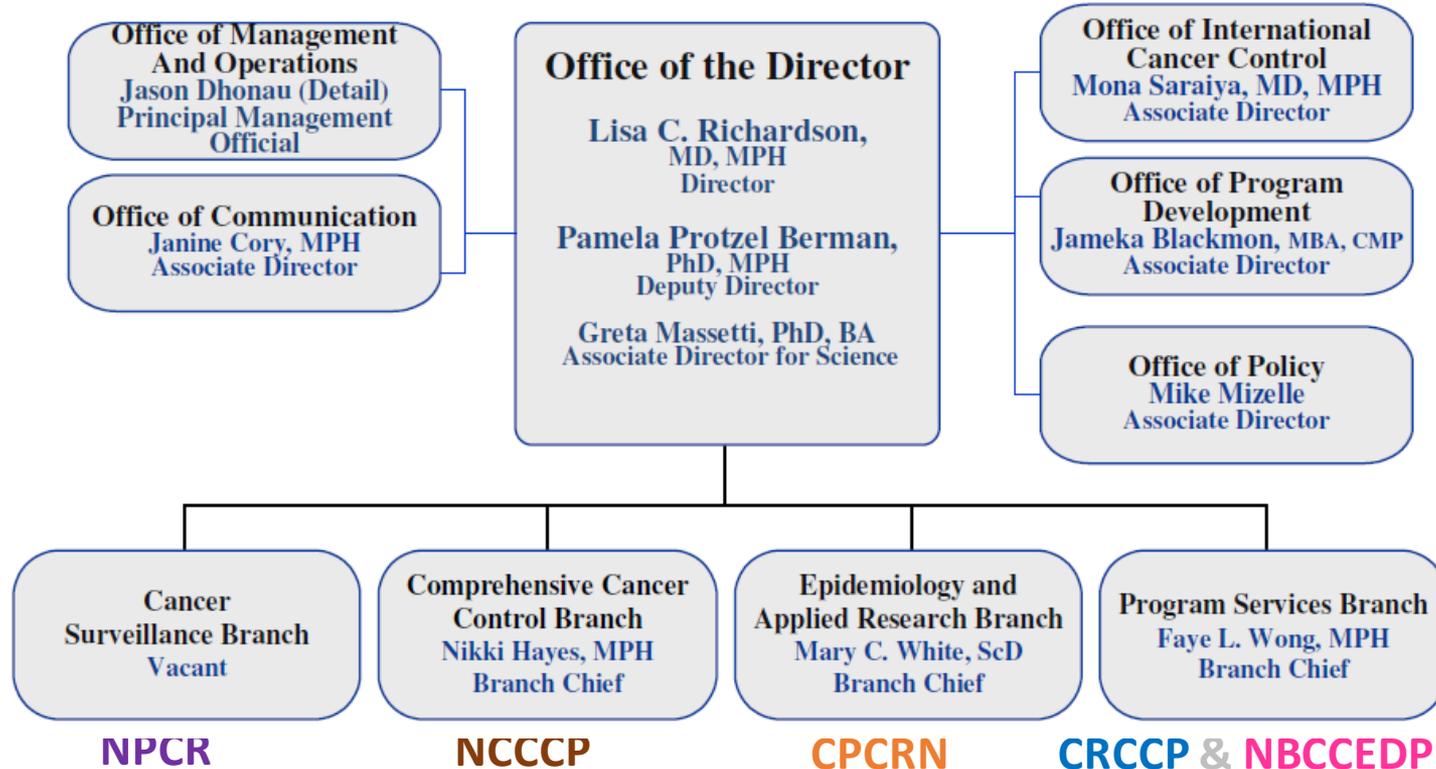




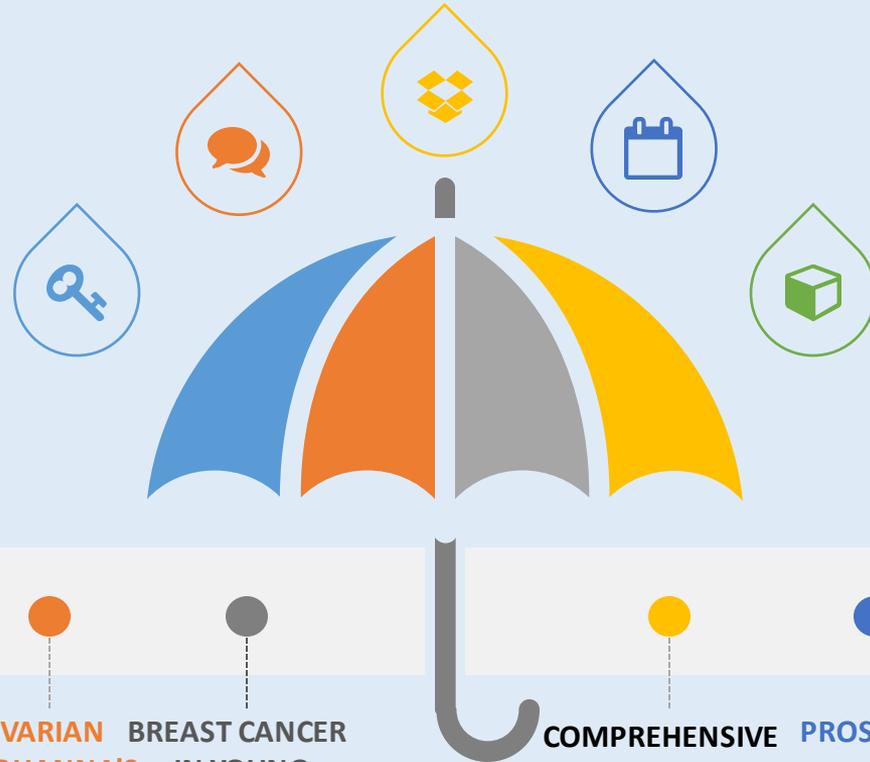
## National Center for Chronic Disease Prevention and Health Promotion



# Division of Cancer Prevention and Control



# Cancer Prevention and Control Appropriations



CANCER SURVIVORSHIP and SKIN CANCER

CANCER REGISTRIES

OVARIAN & JOHANNA'S LAW

BREAST CANCER IN YOUNG WOMEN

COMPREHENSIVE CANCER

PROSTATE

BREAST AND CERVICAL

COLORECTAL



# Breast and Cervical Cancer Screening



The National Breast and Cervical Cancer Early Detection Program began in 1991.



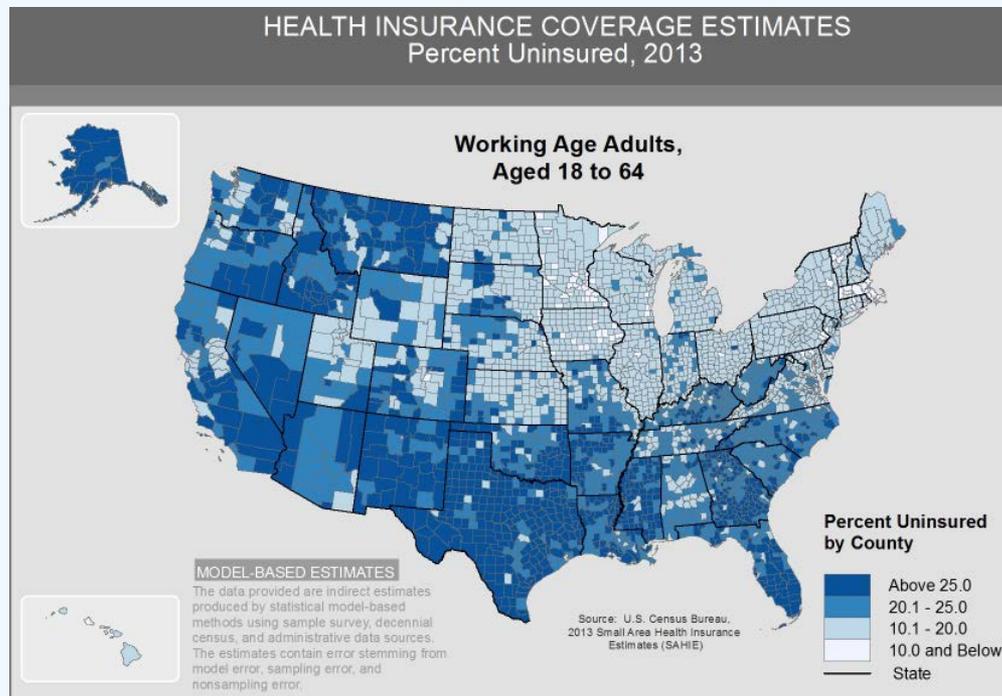
- Important safety net that has provided >12M screening exams
- ACA increases access to screening exams
- Expanding program to meet needs of new public health roles
- *CDC's vision: increase population level screening rates*

# 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*



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

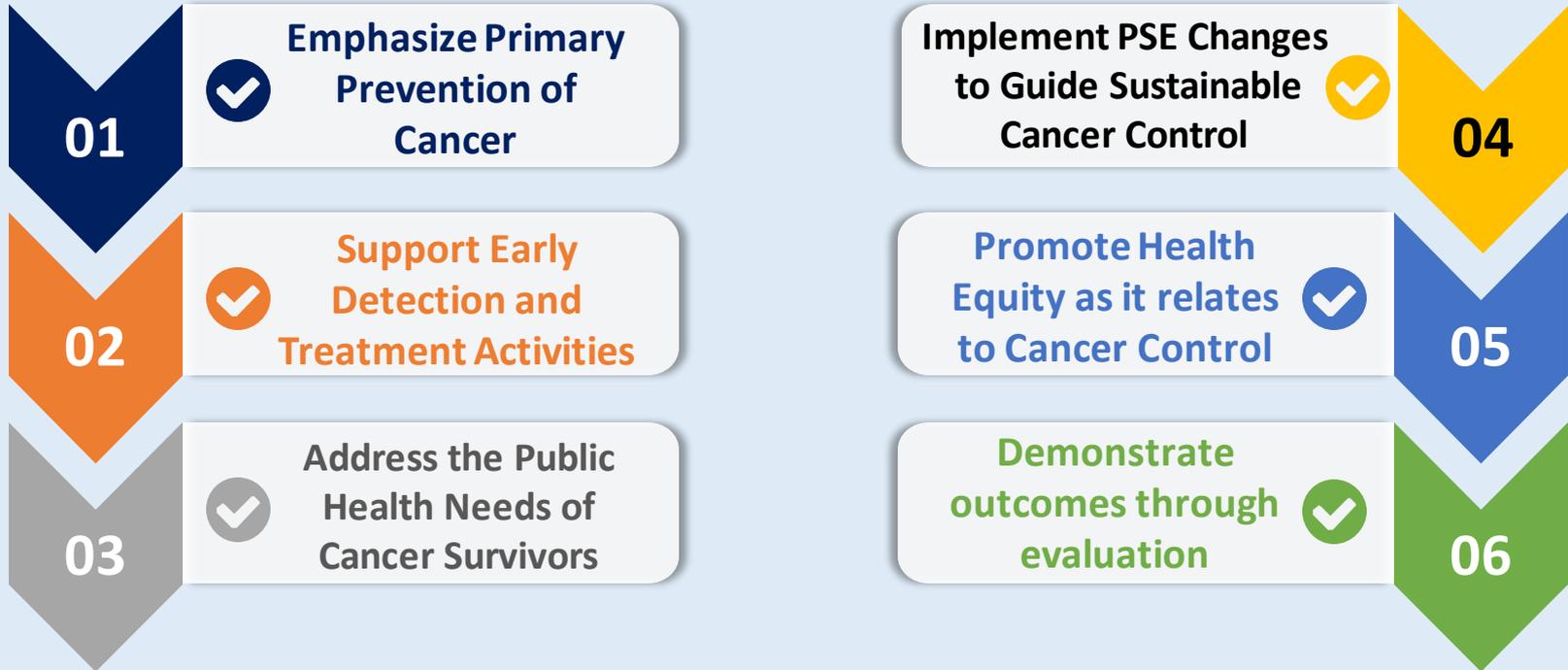


The National Comprehensive Cancer Control Program began in 1998.

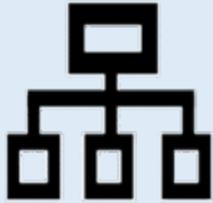


- Supports robust state-, tribal, territorial-wide coalitions
- Addresses public health needs of cancer survivors
- Plans and implements policy, systems, and environmental changes that emphasize primary prevention of cancer and supports early detection and treatment activities
- Promotes health equity

# National Comprehensive Cancer Control Program Program Priorities



# Population-based Cancer Registries



The National Program of Cancer Registries began in 1992.



- 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  
diagnostic  
imaging (eRad)

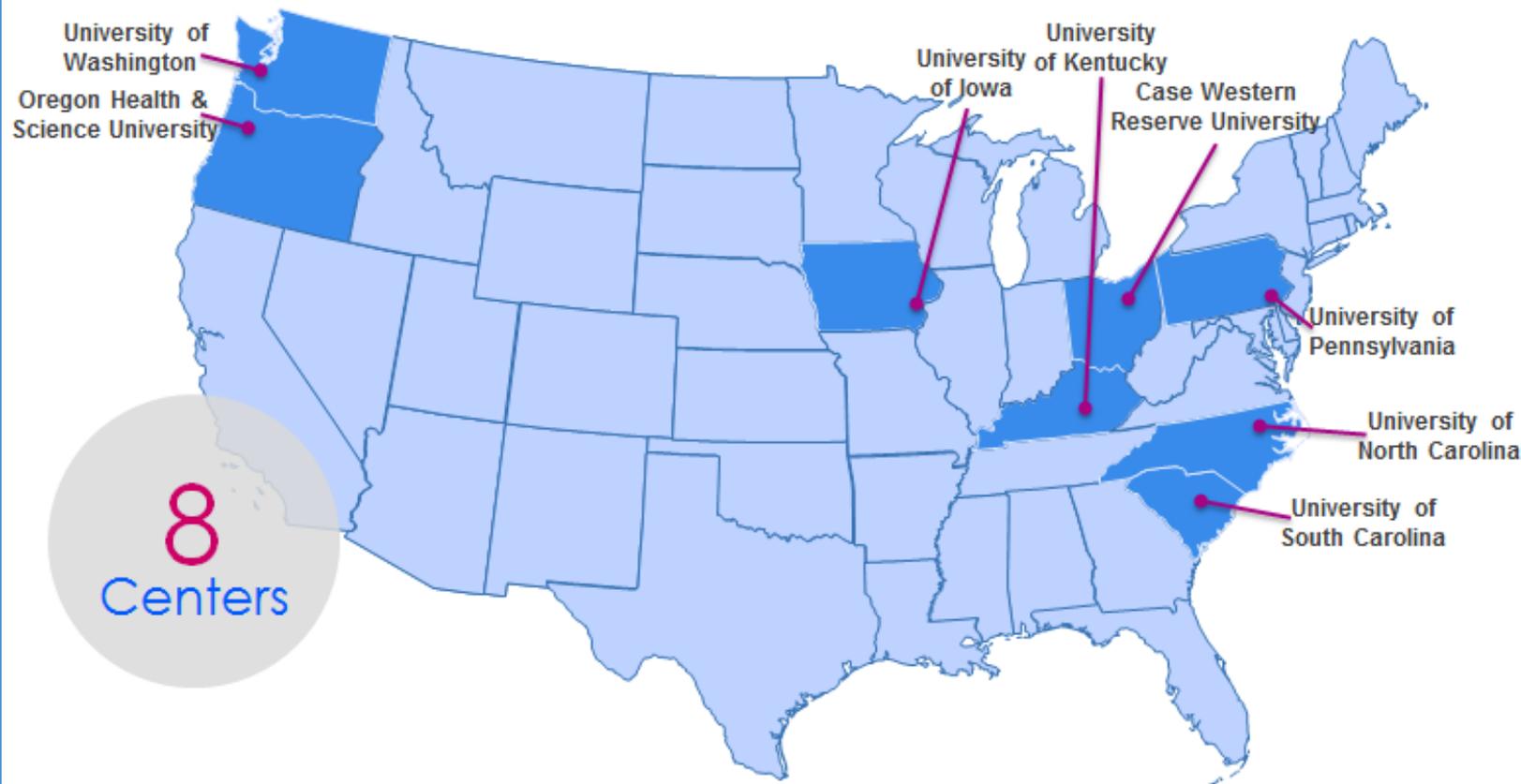


Electronic Health  
Records



Collaboration  
with large  
pediatric  
hospitals

# CANCER PREVENTION AND CONTROL RESEARCH NETWORK



# Research and Practice Efforts

Our work spans the translation continuum



## Tailored communication



- CDC supported the development 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.

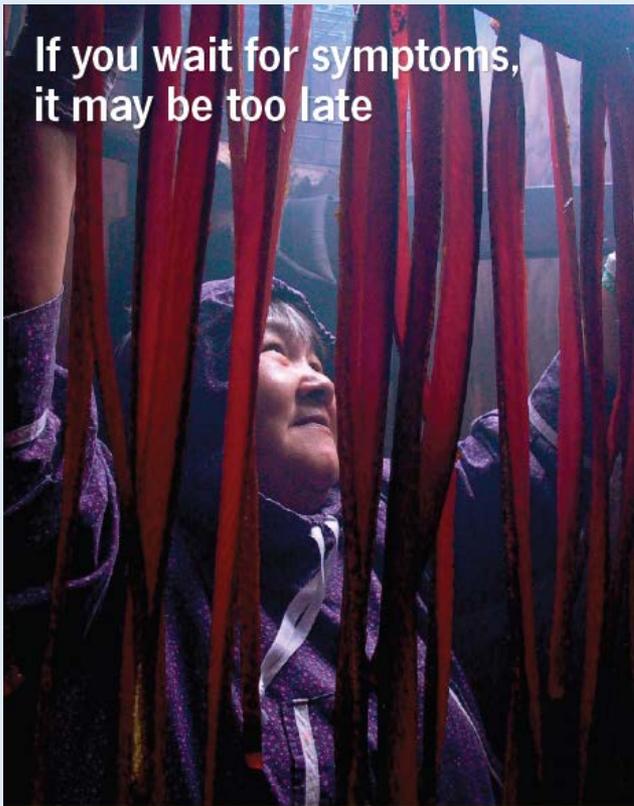


Talk to your doctor about scheduling an appointment to get screened for colon cancer.

**Embarrassed? 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

**If you wait for symptoms, it may be too late**

**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:



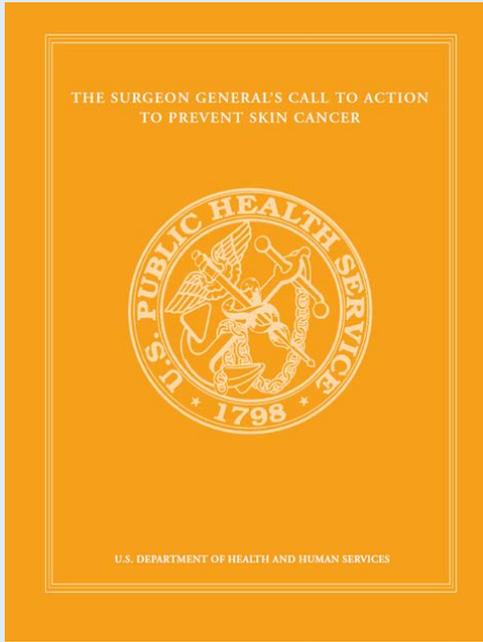
1. Am I at risk for breast cancer?
2. What are the different types of screening?
3. Which screening is right for me?
4. How often should I be screened?



Call 1.888.555.5555 today for more information or visit: [miyoworks.org](http://miyoworks.org)

Printed with funds from Grant #XDKSKDFSLF

# The Surgeon General's Call to Action to Prevent Skin Cancer



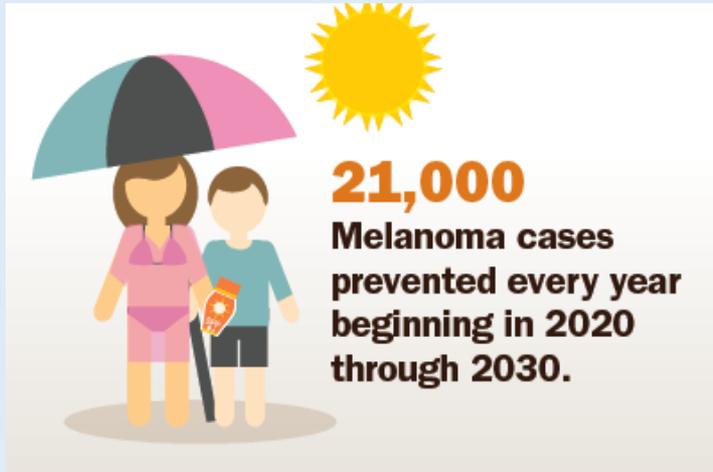
- Developed by CDC's DCPC in collaboration with other federal agencies
- Identifies skin cancer as a serious public health concern
- Presents five strategic goals for skin cancer prevention:
  1. Increase Opportunities for Sun Protection
  2. Provide Information about UV Exposure
  3. Promote Policies 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/](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.





Division of Cancer Prevention and Control

[www.cdc.gov/cancer](http://www.cdc.gov/cancer)

RELIABLE | TRUSTED | SCIENTIFIC

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.

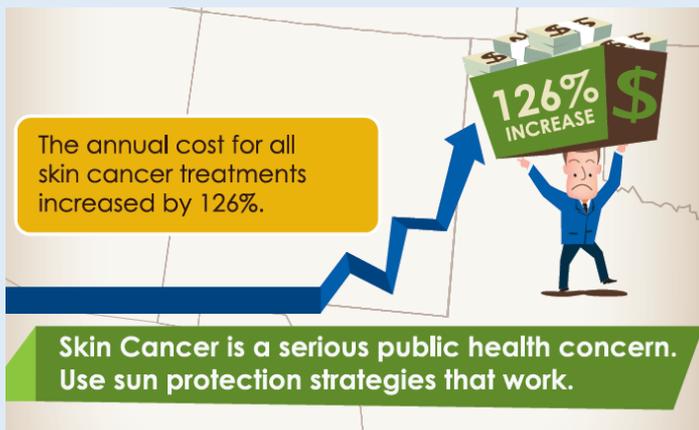


## YouTube



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

A word cloud visualization of terms related to breast cancer in young women. The words are arranged in a roughly triangular shape, with the largest words at the top and smaller words at the bottom. The words are in various shades of gray and pink. The words include: breast, research, risk, family history, cancer, young, Bring Your Brave Women, survivor, genomics, education, campaign, communications, Brave Because, Know BRCA, previvor, and awareness.

breast  
research risk  
family history cancer  
young . Bring Your Brave Women  
survivor genomics education  
campaign communications  
Brave Because  
Know BRCA previvor  
awareness

**For more information please contact Centers for Disease Control and Prevention**

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: [www.cdc.gov](http://www.cdc.gov) | Contact CDC at: 1-800-CDC-INFO or [www.cdc.gov/info](http://www.cdc.gov/info)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Chronic Disease Prevention and Health Promotion

Division of Cancer Prevention and Control

