



Current Center Initiatives

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UNIVERSITY OF
SOUTH CAROLINA
Arnold School of Public Health

This presentation is supported by Cooperative agreement U48 DP005000-01S2 from the Centers for Disease Control and Prevention and the National Cancer Institute. Findings and conclusions do not necessarily represent the official position of funders.

SC-CPCRN Strengths/Focus Areas

Contributor to Statewide Initiatives

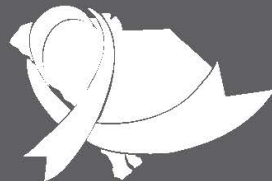
Community and Partner-Engaged Research

Innovative Dissemination and Communication



TOGETHER

WE CAN REDUCE THE IMPACT OF CANCER IN SOUTH CAROLINA



SOUTH CAROLINA
CANCER ALLIANCE

**South Carolina
Cancer Plan
2017-2021**



Objectives

- 3.16** By December 31, 2021, improve the understanding and decision making process for prostate cancer screening and treatment among men aged 40 and older in South Carolina. (Data Source: BRFSS)
- 3.17** By December 31, 2021, have knowledge about the main messages that primary care providers and nurse practitioners across the state are delivering to men ≥ 40 years about prostate cancer prevention, screening, treatment, and survivorship. (Data Source: SCCA)
- 3.18** By December 31, 2021, increase opportunities for dialogue between community members and healthcare providers regarding how to make decisions about prostate cancer screening and treatment. (Data Source: SCCA)
- 3.19** By December 31, 2021, make material progress toward establishing a cohort of Black men to validate a method for using serial PSA measures to detect aggressive prostate cancers that currently represent about 17% of all PrCAs diagnosed and one quarter of PrCAs diagnosed in Black men. (Data Source: SCCA)



SOUTH CAROLINA
CANCER ALLIANCE



SEEKING AFRICAN-AMERICAN MEN TO PARTICIPATE IN DISCUSSIONS ABOUT PROSTATE HEALTH

Who: African-American men 40 years of age and older
(Feel free to bring a spouse, significant other, or family member.)

What: Attend 1 educational session **AND** 1 follow-up forum. Each will be approximately 90 minutes. You will also be asked to complete brief surveys.

When & Where:

Educational sessions (choose one)

- Thursday, **October 6, 2016, at 6 pm**
- Saturday, **October 8, 2016, at 10 am**
- In the Community Room at the Gibbs Cancer Center, 2759 South Highway 14, Greer SC 29650

Community forum

- Saturday, **November 12, 2016, at 10am**
- At the Fellowship Greenville Church, 3161 South Highway 14, Greenville SC 29615

Incentives: You will receive information about prostate health, \$20 after attending one educational session, and another \$25 after attending the community forum.

How to sign up: Call (803) 708-4732 or email choi27@email.sc.edu

Take care and be aware! Help yourself and others in your community by joining us in discussions about nutrition, physical activity, and screening related to a cancer affecting men – young and old!

[@sccancerorg](https://twitter.com/sccancerorg)
www.sccancer.org





J Gen Educ

DOI 10.1007/s13187-017-1205-8

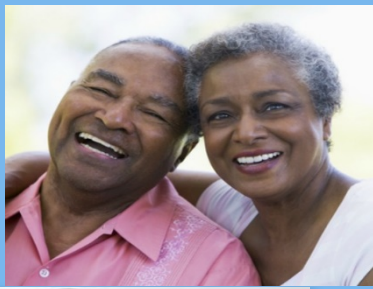


Talking About Your Prostate: Perspectives from Providers and Community Members

**Seul Ki Choi¹ · Jessica S. Seel² · Susan E. Steck^{2,3} · Johnny Payne⁴ ·
Douglas McCormick⁵ · Courtney S. Schrock² · Daniela B. Friedman^{1,2}**



SOUTH CAROLINA
CANCER ALLIANCE



Take care and be aware!

**Help yourself and others in your
community by joining us in
discussions about prostate health,
prostate cancer, and sexual
dysfunction associated with
prostate cancer affecting men
– young and old!**

[@sccancerorg](https://twitter.com/sccancerorg)
www.sccancer.org

SEEKING AFRICAN-AMERICAN MEN TO PARTICIPATE IN DISCUSSIONS ABOUT PROSTATE HEALTH

Who: African-American men 40 years of age and older
Your family members, friends, and significant ones are also welcome.

What: Attend 1 educational session **AND** 1 follow-up forum. Each will be approximately 90 minutes. You will also be asked to complete brief surveys.

When & Where:

Educational sessions (*choose one*)

- Thursday, **June 1, 2017, at 6pm**
- Saturday, **June 3, 2017, at 10am**
- In the meeting room 111 at the Drew Wellness Center

Community forum

- Saturday, **June 17, 2017, at 10am**
- In the main gym at the Drew Wellness Center

Drew Wellness Center

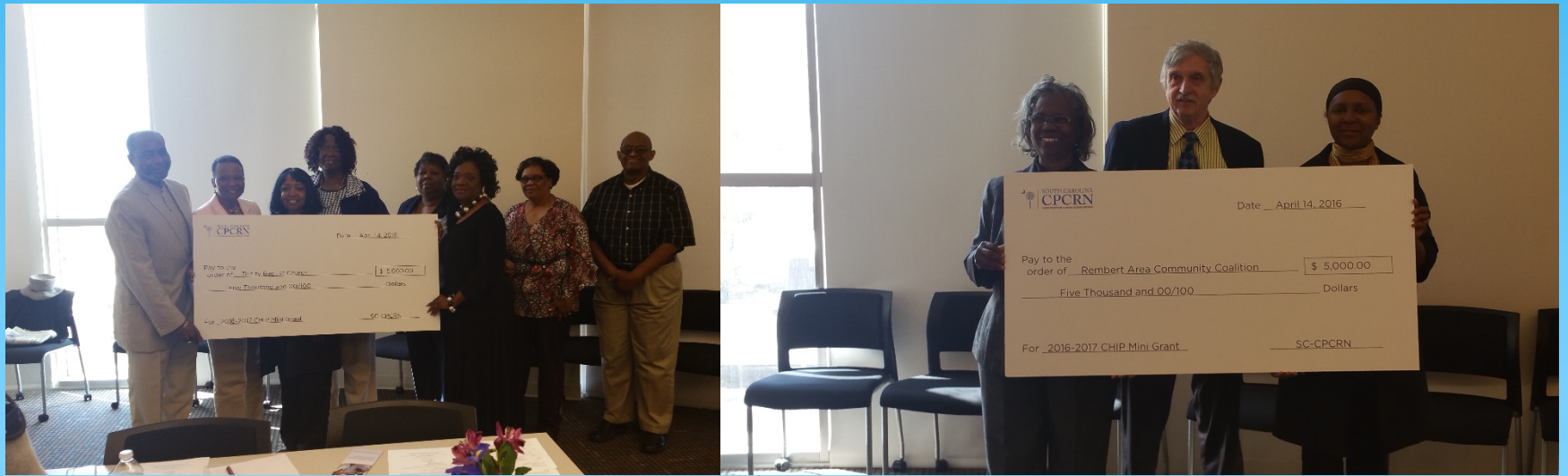
2101 Walker Solomon Way, Columbia, SC 29204

Incentives: You will receive information about prostate health, a \$10 gift card after attending one educational session, and another \$20 gift card after attending the community forum.

* Incentives are only available for African-American men 40 years of age and older.

How to sign up: Call (803) 777-3019 or email iseel@mailbox.sc.edu

Community Health Intervention Program (CHIP) Mini Grants



Eligibility

Eligible organizations must:

- * Partner with a local FQHC or Community Health Center.
- * Have at least five (5) members and must identify a program leader.

Components

- * Organizations required to attend a training workshop prior to submitting their letter of intent and application.
- * Trainings were provided on site and through an online webinar.
- * Technical Assistance provided to grantees on evidence-based interventions.
- * SC-CPCRN liaisons worked with grantees throughout process on implementation and evaluation.
- * Final presentation and report.

Application Questions and Evaluation Criteria

$$R=MC^2$$

Construct	Questions	Evaluation criteria
Motivation		
Relative Advantage	Describe how the program you choose will be advantageous to existing programs and activities in your organization? How will this program better meet the needs of your population compared to similar programs you currently have in place.	Do they currently have programs and practices currently in place? Are their specific needs not being met? Will this program meet their specific needs and will it be better than what they currently have in place?
Compatibility	Explain how the proposed program will align with other programs already in place in your organization. How will new and current programs work together or replace to strengthen existing practices?	How will this program replace current programs or practices or how will align with the programs in place?
Complexity	Discuss any potential barriers you expect and how will they be addressed.	Do they foresee potential barriers and have a sound plan in place to address these barriers?
Observability	How will changes that occur during and after the program be observed? What mechanism will be used to evaluate the success of the program?	Do they have a feasible plan to evaluate each process of the program?

Trinity Baptist Church
Health & Wellness Ministry

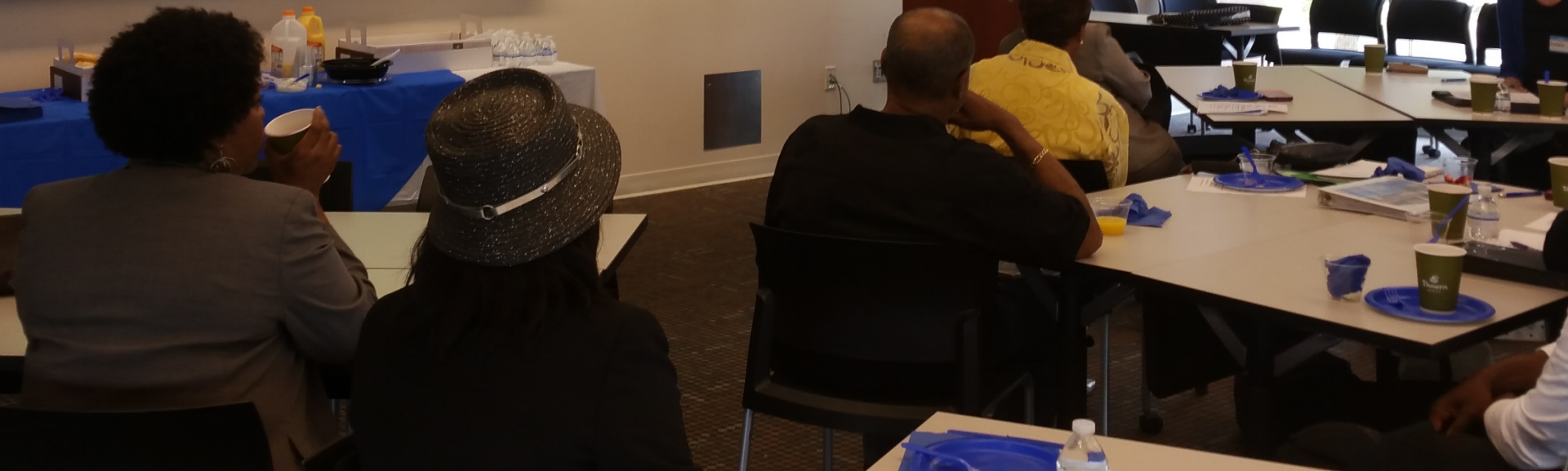
Project Elevate: Moving to Higher Heights to Ensure Our Health

Findings, Lessons Learned, & Next Steps
SC-CPCRN CHIP Mini-Grants



SOUTH CAROLINA
CPCRN
CANCER PREVENTION & CONTROL RESEARCH NETWORK

SOUTH CAROLINA
PRIMARY HEALTH CARE
ASSOCIATION







NT

DIVERTICULITIS

Diverticula are small, bumpy pouches of the inner colon. When these pouches become inflamed or infected, it is called diverticulitis.

N'S

Inflammatory
causes
digestive

ADVANCED COLON
CANCER



SCERC: Strategies for Communicating the Environmental Risks of Cancer

R03 NIEHS

SCERC Team

- We represent 3 departments within Arnold School of Public Health
 - Health Promotion, Education, and Behavior
 - Epidemiology & Biostatistics
 - Environmental Health Sciences
- Key partners:
 - Insights Consulting, Inc.
 - Turning Pages –Columbia Literacy Council
 - Chester County Literacy Council
 - American Cancer Society, South Atlantic Division
 - Second Chance Women’s Cancer Support Group
 - South Carolina Cancer Alliance
 - South Carolina Department of Health and Environmental Control, Division of Cancer Prevention and Control
 - South Carolina Witness Project (Clemson University)
 - Susan G. Komen, Low Country Affiliate



Daniela Friedman



Swann Arp Adams



Heather Brandt



Jamie Lead

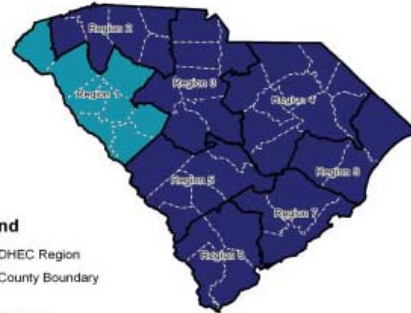
Overall Goal

To contribute scientific evidence for the development of accurate, plain language, and culturally appropriate communication approaches focused on reducing BrCA risk from environmental factors for African-American parents and/or caregivers of African-American girls.

SC Age-Adjusted Female Breast Cancer M:I Ratios for Whites by SC DHEC Region, 2001-2005*



SC Age-Adjusted Female Breast Cancer M:I Ratios for Blacks by SC DHEC Region, 2001-2005*



Legend
 □ DHEC Region
 □ County Boundary

Female Breast Cancer Cutpoints for Showing M:I Ratios

- <= 0.20 (Category 1)
- 0.21 - 0.22 (Category 2)
- 0.23 - 0.24 (Category 3)
- > 0.24 (Category 4)

Rates are per 100,000 persons and are age-adjusted to the 2000 U.S. standard population (18 age groups - Census P25-1130)

* M:I Ratios (MIR) are Mortality to Incidence Ratios

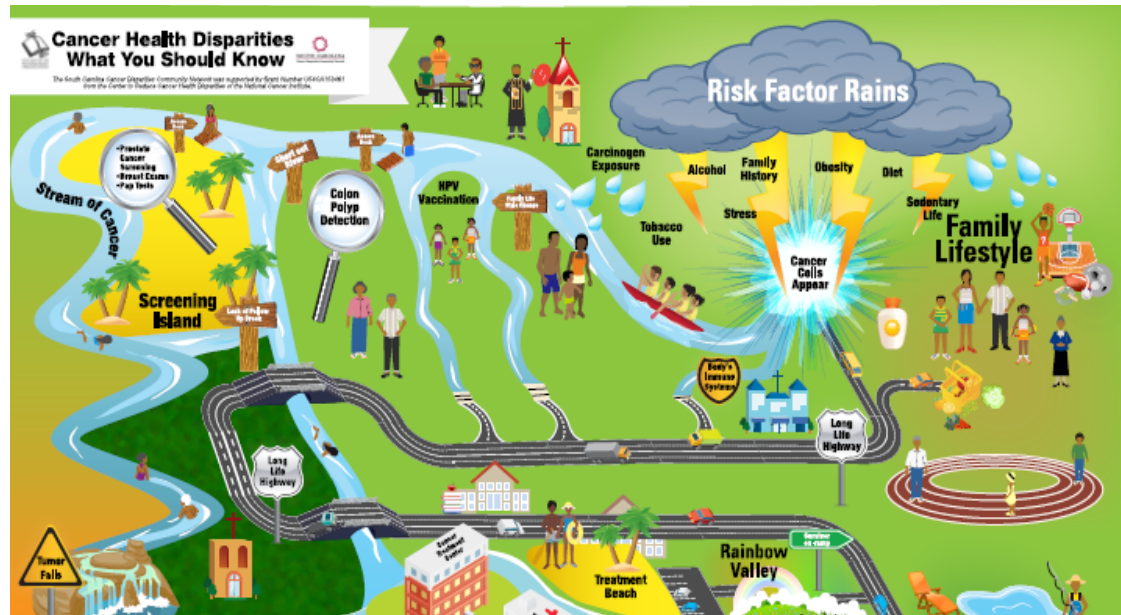
* Incidence data originates from the 1996-2005 Cancer Incidence January 2008 - has not been updated with mortality data - exactly like CDC submission (01.31.08)

* Mortality data originates from the SC 1996-2005 cancer mortality for ACS Report



Data Source:
 Cancer Data: SC Central Cancer Registry, PHISIS, SC DHEC
 Civil Rights US Cancer Statistics Working Group,
 United States Cancer Statistics,
 1999 - 2003 Incidence and Mortality Web-based Report,
 Atlanta, US

Map Source:
 Public Health Information,
 PHISIS, SC DHEC
 10/22/2008



Sample Publications

- * Best A.L., Vamos C., **Choi S.K.**, Thompson E.L., Daley E.L., & **Friedman D.B.** (2017 Mar 8 Epub). Increasing routine cancer screening among underserved populations through effective communication strategies: Application of a health literacy framework. *Journal of Cancer Education*, DOI 10.1007/s13187-017-1194-7.
- * Choi S.K., **Seel J.S.**, Steck S.E., Payne J., McCormick D., Schrock C.S., & **Friedman D.B.** (2017 Mar 7 Epub). Talking about your prostate: Perspectives from providers and community members. *Journal of Cancer Education*, DOI: 10.1007/s13187-017-1205-8.
- * Ribisl, K. M., Fernandez, M. E., **Friedman, D. B.**, Hannon, P. A., Leeman, J., Moore, A., ... & Taylor, V. M. (2017). Impact of the cancer prevention and control research network: Accelerating the translation of research into practice. *American Journal of Preventive Medicine*, 52(3S3), S233-S240.
- * **Brandt, H. M.**, Freedman, D. A., **Friedman, D. B.**, **Choi, S. K.**, **Seel, J. S.**, Guest, M. A., & Khang, L. (2016). Planting healthy roots: Using documentary film to evaluate and disseminate community-based participatory research. *Family & Community Health*, 39(4), 242-250.
- * Wigfall, L. T., & **Friedman, D. B.** (2016). Cancer information seeking and cancer-related health outcomes: A scoping review of the health information national trends survey literature. *Journal of Health Communication*, 21(9), 989-1005.