

# **SF POPULATION HEALTH ASSESSMENT: UNDERSTANDING CANCER COMMUNICATION NEEDS FOR THE DIVERSE COMMUNITIES OF SAN FRANCISCO**

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**PI: Alan Ashworth, PhD**

**Co-Is: Robert Hiatt, MD, PhD**

**Urmimala Sarkar, MD, MPH**

**Helen Diller Family Comprehensive Cancer Center (HDFCC)**

**University of California, San Francisco**

**Population Health Assessment in Cancer Center Catchment Areas**

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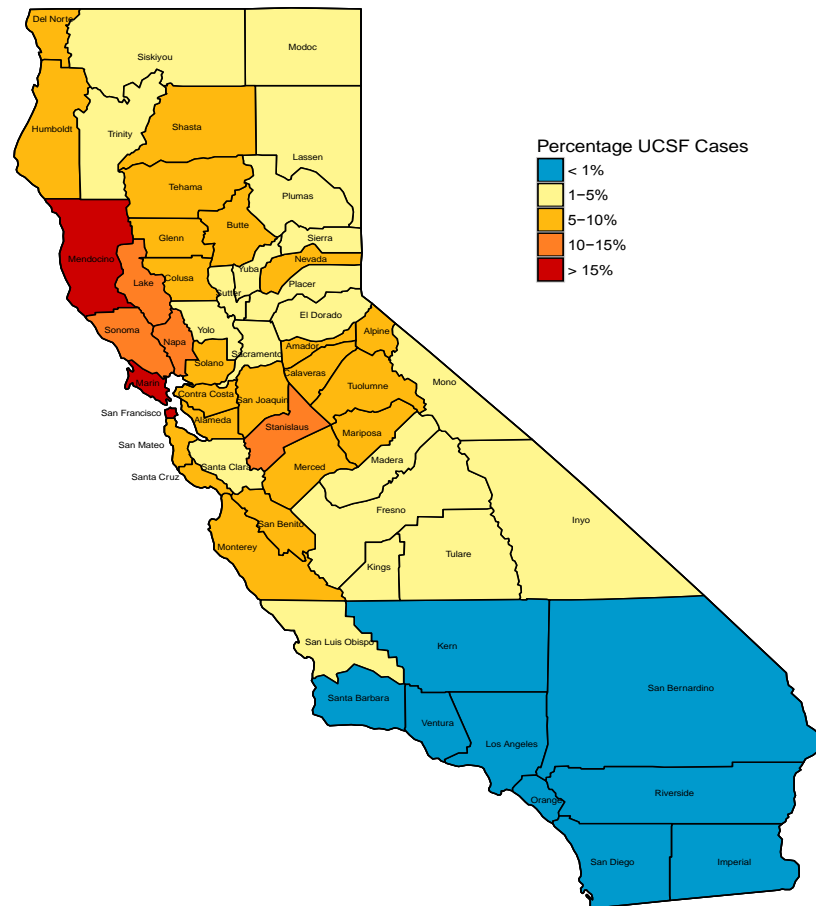
**Columbus, Ohio**

# Overview of Catchment Area

- Based on residences of 95% of UCSF cancer patients
- County counts of new cases as percentage of all cancer from California Cancer Registry (SEER)
- Defined by the 48 counties of Northern California

# UCSF Cancer Cases as a % of all Cancer Cases in a County, 2010-14

UCSF as % of CCR cases, by county, averaged over 2010-2014



# City & County of San Francisco

- The City and County of San Francisco is at the heart of the catchment area defined by the HDFCCC
- Almost 1/3 of UCSF cancer patients reside in SF
- Significant race/ethnic and socio-economic diversity
- Lessons learned from within the city and county will be applicable more broadly to our Northern California catchment area

# SF-CAN

- Documents the Cancer Burden in terms of incidence, mortality, trends, disparities, and cost.
- Localizes the cancer burden and disparities with the help of geospatial technologies.
- Identifies UCSF investigators and the partnerships with past work in San Francisco.
- Creates a partnership for “collective impact”.
- Introduces innovative ideas for interventions and programs to make a measureable difference.
- Evaluates progress.
- Identifies areas for further research.

# What Areas for Initial Concentrated Effort ?

- Tobacco Initiatives – high risk users and policy
- Screening for Colorectal Cancer in vulnerable populations.
- Screening and treatment of Hepatitis C to prevent Liver Cancer
- Risk based screening for AA men and better access and higher quality of care for PSA+ men.
- Improvements in breast cancer screening through access and risk based screening procedures.

# Brief Project Overview

- Purpose: Understand the extent to which populations with limited English proficiency and low health literacy have access to and use health information technology for their health communication needs
- Approach:
  - Enhance our current city-wide cancer control and prevention initiative, SF CAN, with local administration of the HINTS survey
  - Leverage relationships with community-based partners
- Target population (n=1,000):
  - 50% Non-English speaking (4 languages)
    - 250 Chinese (Cantonese and Mandarin)
    - 250 Spanish
  - 50% English-speaking
    - 250 African American
    - 250 low health literacy

# Brief Survey Overview

- IRB Approval: Obtained in December 2016
- Sampling strategy: Non-probability community-based (snowball) sampling
- Survey mode: phone interview using in-house bilingual and bicultural interviewers
- In the field: April – July 2017
- Constructs of interest:
  - Access to and use of health information technology
  - Information seeking, including channel credibility and reliance, internet usage, and social media use
  - Social determinants (social ladder)
  - Health literacy
  - LGBTQ
  - Health care access
  - Screening and treatment attitudes
  - Cancers of interest: prostate, colorectal, breast, lung, liver



# Informing Future Cancer Control and Prevention in our Catchment Area

- Data from the SF HINTS survey will provide data needed to adapt evidence-based interventions to fit the needs of these populations. For example:
  - Adolescent and young adult smokers
  - Asian Americans and others at risk of hepatitis infection and liver cancer
  - African Americans who sustain the worse outcomes for prostate cancer
  - Underserved populations who do not yet take advantage of mammography screening and colorectal screening in our safety net populations

# Questions?

[robert.hiatt@ucsf.edu](mailto:robert.hiatt@ucsf.edu)

[urmimala.sarkar@ucsf.edu](mailto:urmimala.sarkar@ucsf.edu)

[\*\*www.sfcancer.org\*\*](http://www.sfcancer.org)