

Population Health Assessment in Cancer Center Catchment Areas

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THE OHIO STATE UNIVERSITY
COMPREHENSIVE CANCER CENTER



CITIES – Community Initiative Towards Improving Equity and Health Status



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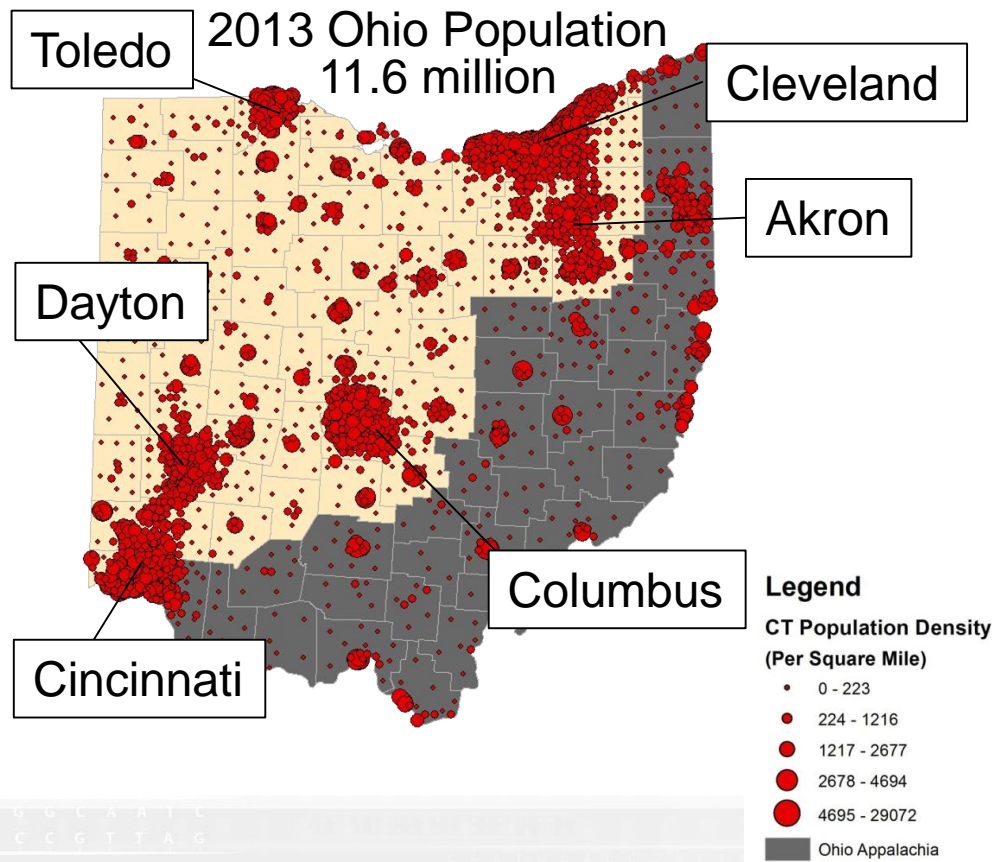


T. Huerta

- **Purpose:**
 - Better understand overall health and risk for cancer and protective behaviors among people living in the OSUCCC catchment area
 - Provide an opportunity to better understand and describe these under-represented populations in order to plan future cancer research to address specific issues identified
 - Enable us to implement strategies to address barriers to the receipt of adequate cancer prevention, screening and treatment modalities, including access to clinical cancer trials
 - Contribute new knowledge to national surveys about cancer prevention attitudes, behaviors, and communication patterns
- **Target Populations:**
 - Approximately 1024 people, age 21 to 74, living in Ohio will participate
 - Appalachian, White and Black Rural, White and Black Urban, Somali, Hispanic and Asian

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Populations Represented



- Urban Populations of Ohio
 - Few large metropolitan areas
 - Cleveland, Akron, Cincinnati, Columbus, Dayton, Toledo
- Rural Populations of Ohio:
 - 2.5 million residents
 - 59% land mass
 - 22% of population
- Appalachia (gray shaded area):
 - 32 county area in East and South
 - Federally-designated HCPS area
 - Socioeconomically distressed
- Rural:
 - NW and SE part of state
 - Similar characteristics

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Sampling Plan

- **Sampling Strategy:** Residents will be randomly selected from a customized list provided by Marketing Systems Group. Spanish and Somali participants will be recruited via community contacts, organizations and events
- **Survey Mode:** Phone-based interviews, in-person interviews or a survey link via the web.
- **Primary Constructs:** Cancer Screenings, Immunizations, Health Behaviors/Co-morbidities, Psychosocial Factors, Health Access, Health Technology and Internet Use

Recruitment Goals									
	Age categories								TOTAL
	21-40		41-50		51-65		66-74		
Race/Ethnicity	M	F	M	F	M	F	M	F	
White Urban	13	13	13	13	13	13	13	13	104
White Rural	13	13	13	13	13	13	13	13	104
Appalachian	25	25	25	25	25	25	25	25	200
African American Rural	13	13	13	13	13	13	13	13	104
African American Urban	25	25	25	25	25	25	25	25	200
Somali	13	13	13	13	13	13	13	13	104
Hispanic	13	13	13	13	13	13	13	13	104
Asian	13	13	13	13	13	13	13	13	104
TOTAL	256		256		256		256		1024

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Dissemination Plan (Plan to use data)

- Share data with OSUCCC researchers in all CCC programs
 - Direct research projects to areas, problems or populations
 - Monitor effects of research and treatment
 - Help understand maps and other data
- Present to other stakeholders:
 - State cancer plan (Ohio Partners for Cancer Control), Komen Columbus, ACS Ohio, and community coalitions, etc.
- Guide Outreach Strategies of the Center for Cancer Health Equity (CCHE)
 - Responsible for Catchment Area Outreach and Education
 - National Outreach Network grant- guide efforts of CCHE's
 - Address gaps in service identified – unmet needs
 - Address deficits in accrual to clinical trials

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Timeline

- IRB approval obtained – *February 14, 2017*
- Hiring/Training additional interview staff – *February 2017*
- Surveys developed/built in REDCap – *February 2017*
- Start recruitment – *March/April 2017*

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Thank You

To learn more about Ohio State's cancer program, please visit **cancer.osu.edu** or follow us in social media:



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