

Population Health in the IUSCC Catchment Area

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- Aims:
- I. Describe *patient knowledge, beliefs, and behaviors* regarding cancer screening and cancer prevention strategies (diet, physical activity, tobacco use)
 - II. Describe patient *cancer information-seeking behaviors* and preferences, sources & technologies (smart phones, apps) used to access health information
 - III. Establish the infrastructure to combine multi-level data:
 - a. Patient surveys
 - b. Longitudinal data/electronic health record (SES, comorbidities, screening)
 - c. Geospatial data (community-level, socioeconomic determinants)

Target Population: 1,000 adults, age 21-75, residing in counties in the IU Cancer Center catchment area (state of Indiana) with high cancer mortality rates

- 36 counties with above average cancer mortality (194.7 to 234.6 per 100K)

Survey Approach: mail surveys to 8,000 - response rate 13% (postcard, 2nd survey)

Vulnerable populations - *Black/African-American (n=500) and Rural (n=500)* - will be oversampled to have adequate power to test for whether there are

- a. **racial disparities** (sampled via IU academic medical system registration)
- b. **urban vs. rural disparities** (sampled via RUCA codes)

Content issues under discussion

Content: Consider **cancer**- vs. **health**-information seeking behavior

Across cancer prevention & screening, should the approach be deep vs. broad?

- questions related to single cancer (e.g., colorectal) vs.
- questions related to multiple cancers (colorectal, lung, breast, cervical, prostate)

Innovation: What are the questions that can be uniquely answered in this survey?

--*NOT novel*: What are health behaviors? (already asked at state-level by BRFSS)

- Understand better how local estimates will be compared to national estimates

--*Novel*: What are new health-information seeking behaviors? (new questions)

--are they differentially associated with:

Knowledge? Health behaviors?

Health care utilization behaviors? (e.g., screening)

--do these relationships differ by group (vulnerable populations)?

How can the information gained in the survey inform State Cancer Control Plan?