# To advance cancer prevention, screening and control



Project Lead
Sanjay Shete, PhD
Biostatistics, Epidemiology,
Population health, Genetics



Sharon Giordano, MD, MPH
Health care delivery and outcomes



Tina Shih, PhD
Cancer economics

Co-Leads



Susan Peterson, MPH, PhD
Surveys, e-Health interventions



Lorna McNeill, MPH, PhD
Disparities, community-based
research



**Lewis Foxhall, MD**Health policy



Sonia Cunningham, PhD
Research planning/development



Ernest Hawk, MD, MPH
Cancer prevention, control, early
detection

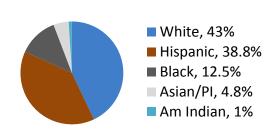


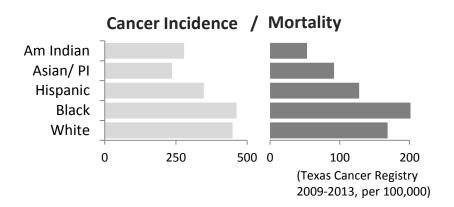
### **MD Anderson's Catchment Area**

State of Texas: Population rank, 2 (27,862, 596)

#### 254 counties

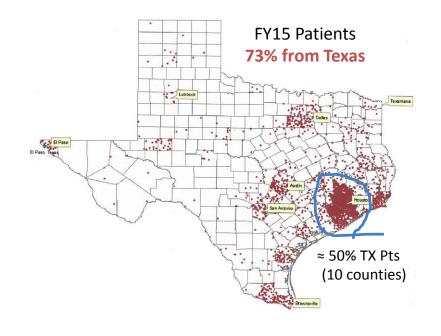
77 metro 177 rural 32 border 64 frontier





#### **Top 5 cancers in Texas\***

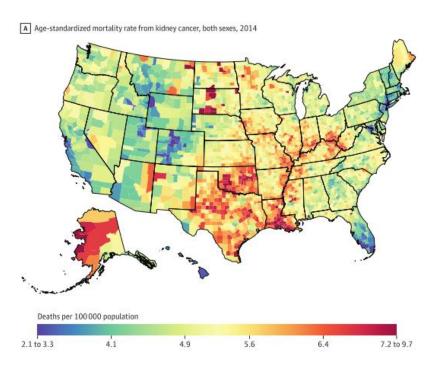
#### Incidence Prostate, 24% Breast, 29% Lung, 13% Lung, 12% Colon, 7% Colon, 6% Kidney, 6% Uterine, 5% Bladder, 5% Thyroid, 5% Mortality 对 Lung, 28% Lung, 24% Prostate, 8% Breast, 15% Colon, 8% Colon, 8% Liver, 7% Ovary, 5% Leukemia & Liver, 4% Pancreas, 6%



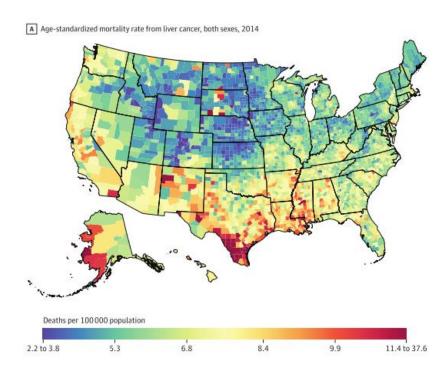
<sup>\*</sup>Texas Cancer Registry, estimated 2015

# **MD Anderson's Catchment Area**

# County-level Mortality Kidney Cancer



# County-level Mortality Liver Cancer



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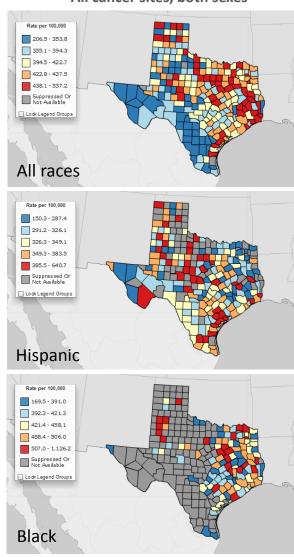
#### **Texas Cancer Plan Priorities**

- 1. Smoking-adults and youth
- Screening breast, cervical, colorectal
- 3. Supportive & palliative care
- 4. Cancer health disparities
- 5. Clinical trials participation

#### **Critical Issues in Texas, examples**

- 1. Under and un-insurance rates one of highest in nation
- 2. 41st /50 states for compliance with USPSTF guidelines for CRC screening
- 3. 4-fold ↑ incidence of HCC in Hispanics vs non-Hispanic whites in South Texas
- 4. HPV-associated cancers projected to increase
- 5. Substantial health/cancer disparities in Northeast Texas

Age-adjusted incidence rates, 2008-2012
All cancer sites, both sexes



https://gis.cancer.gov/geoviewer/app/

# Why state of Texas as our catchment area?

- 3/4<sup>th</sup> of our patients are from the state of Texas
- We are a state institution, so it was felt logical for us to serve the state of Texas as the leading cancer center

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#### **Survey Design**

- Urban and rural strata
- 2. Ethnic/Racial strata

#### **Probability Sampling**

- 1. Qualtrics (panels)
- 2. Marketing Systems Group

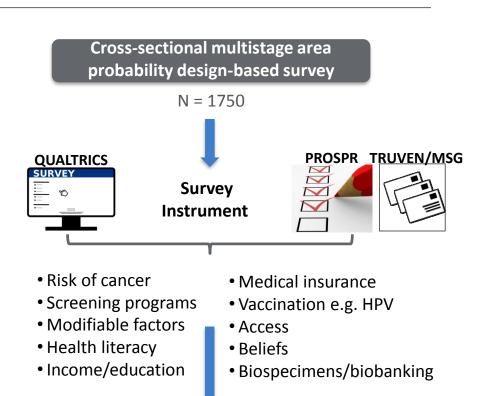
#### **Non-Probability Sampling**

- 1. Lower Rio Grande Valley
  - Partner: UT Brownsville
- 2. North East Texas, rural
  - Partner: UT Tyler FQHCs
- 3. Urban/suburban Houston

Partner: Mexican American Cohort

#### **Survey Instruments**

- 1. Common constructs
- 2. HINTS, BRFSS, NHIS
- 3. Rural area questions
- 4. Houston Health Survey
- 5. BANKs
- 6. English and Spanish



Analyze catchment area data

**INFORM** 

- 1. Research
- 2. Screening / Interventions
- 3. Service Programs / Public Education
- 4. Texas Cancer Control Plan
- 5. Healthy Community Initiative

# Online versus mail-in surveys

- Collecting data using both online and mail-in surveys will
- ➤ allow us to compare the quality and representativeness of these two approaches
- determine the pros and cons of each method, and adjust for associated biases

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#### **Questionnaire Sections**

- Core Questions
- Prevention and screening
  - Cervical cancer pap, HPV
  - Skin cancer sun screen, skin survey
  - Prostate cancer PSA
  - Lung cancer CT scan
  - o Oral health
  - Health promotion programs
- Women's health
- Predisposing e.g.
  - Hepatitis
  - Obesity
  - Diabetes

- Immunization, HPV, HBV
- Nutrition
- Physical Activity
- Community exposures
- Work schedule / sleep
- Patient Navigation
- Biospecimen / research
- ZIP code (for online)

# How data will be used

- The data that will be collected will be able to provide us with a better understanding of the needs and opportunities of our vast catchment area.
- Analyses will help tailor the existing cancer control initiatives
- The data will help:
  - provide local estimates related to cancer disparities
  - inform areas of focus for cancer screening and improvements in screening delivery
  - highlight opportunities to reduce risk factors and address missed cancer control opportunities
  - identify opportunities to improve access to quality supportive or palliative care
  - outline opportunities to enhance health literacy, particularly in rural or frontier settings
  - guide evidence-based actions in relevant areas of public policy
  - assess the impact of cancer-relevant policies

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#### Inform Outreach and Interventions

#### **Texas Cancer Plan**



#### MD Anderson Moonshot Cancer Control Platform



Sustainable partnerships, programs in prevention

Mexican American Cohort



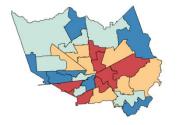
# **UT System System-wide Population Health Plan**

CANCER PRIVINTION & RESEARCH



# **UT School of Public Health Institute for Health Policy**





# TX Primary Care Physicians Network Initiative

- DFI-funded
- PCP survey
- Joint analysis
- Educational programs
- Research projects

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#### **IRB**

- 1. Protocol PA16-0724: Approved with contingencies (09/19/2016)
- 2. Authorization of participation Spanish translation, in progress
- 3. Awaiting full survey prior to activation

#### **Project Timeline**

