

Population Health Assessment for the Roswell Park Cancer Institute Catchment Area: Characterizing the Experiences of the Overall Population and Underserved Groups

Elizabeth Gage-Bouchard, PhD, *Department of Cancer Prevention and Control*

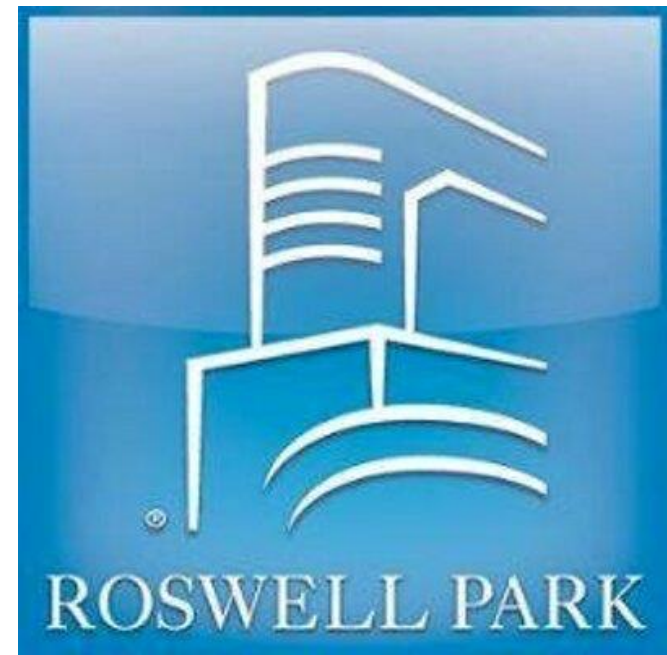
Deborah Erwin, PhD, *Office of Cancer Health Disparities*

Elisa Rodriguez, PhD, *Office of Cancer Health Disparities*

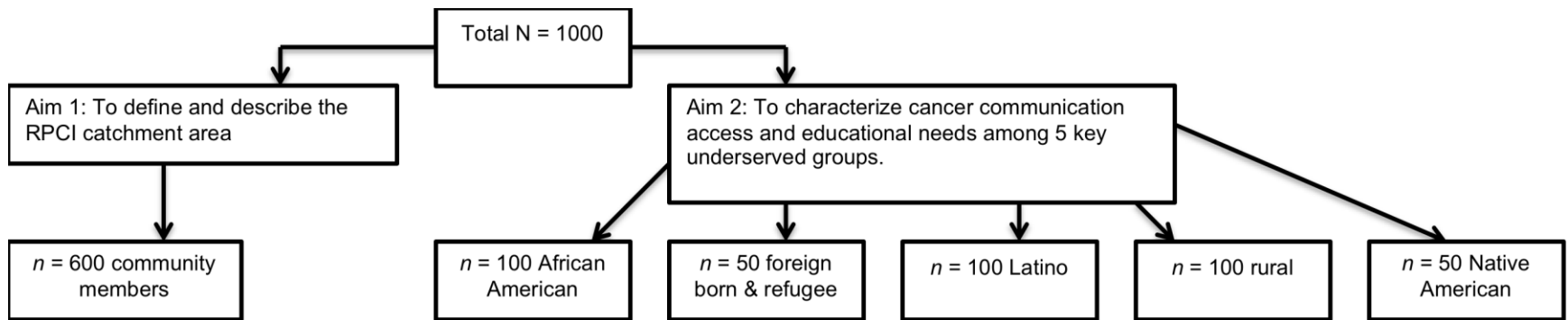
Rodney Haring, PhD, *Office of Cancer Health Disparities*

Austin Miller, PhD, *Department of Biostatistics and Bioinformatics*

Christy Widman, BA, *Office of Cancer Health Disparities*



Study Design



**Aim 1. To define and describe the full RPCI catchment area,
focusing on needs related to areas important to cancer
prevention and control.**

$N = 600$

Web-based survey

Qualtrics opt-in web panel of the zip codes that constitute our
catchment area

Aim 2. To characterize cancer-relevant knowledge, attitudes, cancer communication access and information-seeking practices among 5 medically underserved groups

$N = 400$

African American ($n = 100$)

foreign-born and refugee ($n = 50$)

Latino ($n = 100$)

rural ($n = 100$)

Native American ($n = 50$)

Community-based targeted sampling in collaboration with our Office of Cancer Health Disparities

Telephone and in-person surveys

Key Constructs

1. Cancer-related Beliefs
1. Cancer-related Attitudes
1. Health Information Access
1. Health Information Seeking
1. Perceived trust in information sources
1. Community-level barriers and facilitators for cancer control behavior
1. Breast, Colorectal, Prostate, and Lung Cancer Screening
1. Community-level barriers and facilitators for cancer control behavior
1. Community-level barriers and facilitators for cancer communication