

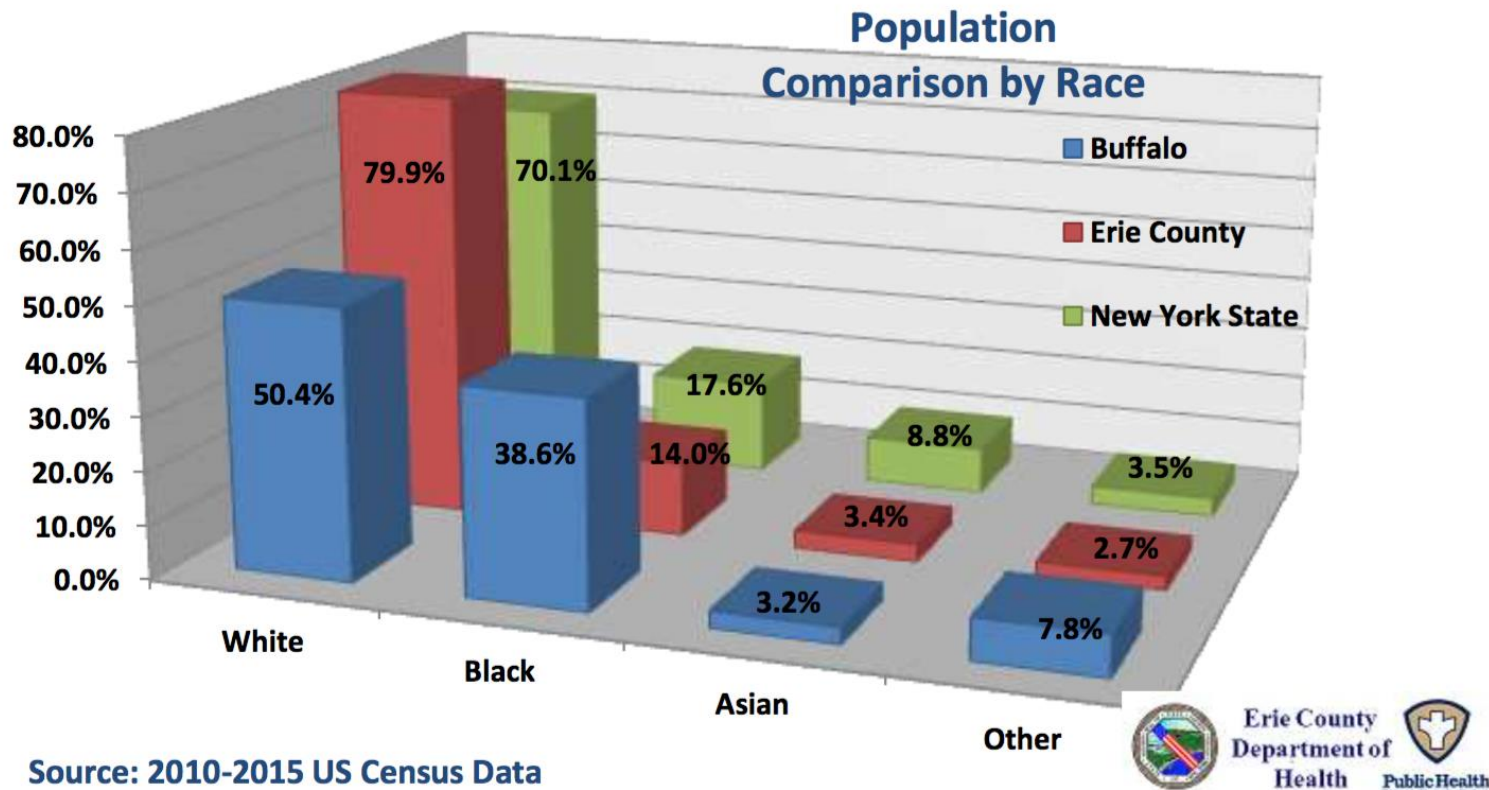
RPCI Catchment Area

- 8 Counties (Erie, Niagara, Genesee, Wyoming, Orleans, Allegheny, Cattaraugus, Chautauqua)
- 1.5 million people
- Approximately 60% of people in our catchment area reside in Erie County.
- White – 80.9%
- African American – 9.6%
- Hispanic – 4%
- Asian – 1.8 %
- Native American – 0.7%
- Other – 3%

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Racial Segregation in Erie County



Source: Erie County New York Community Health Assessment, 2016, Poloncarz & Burstein

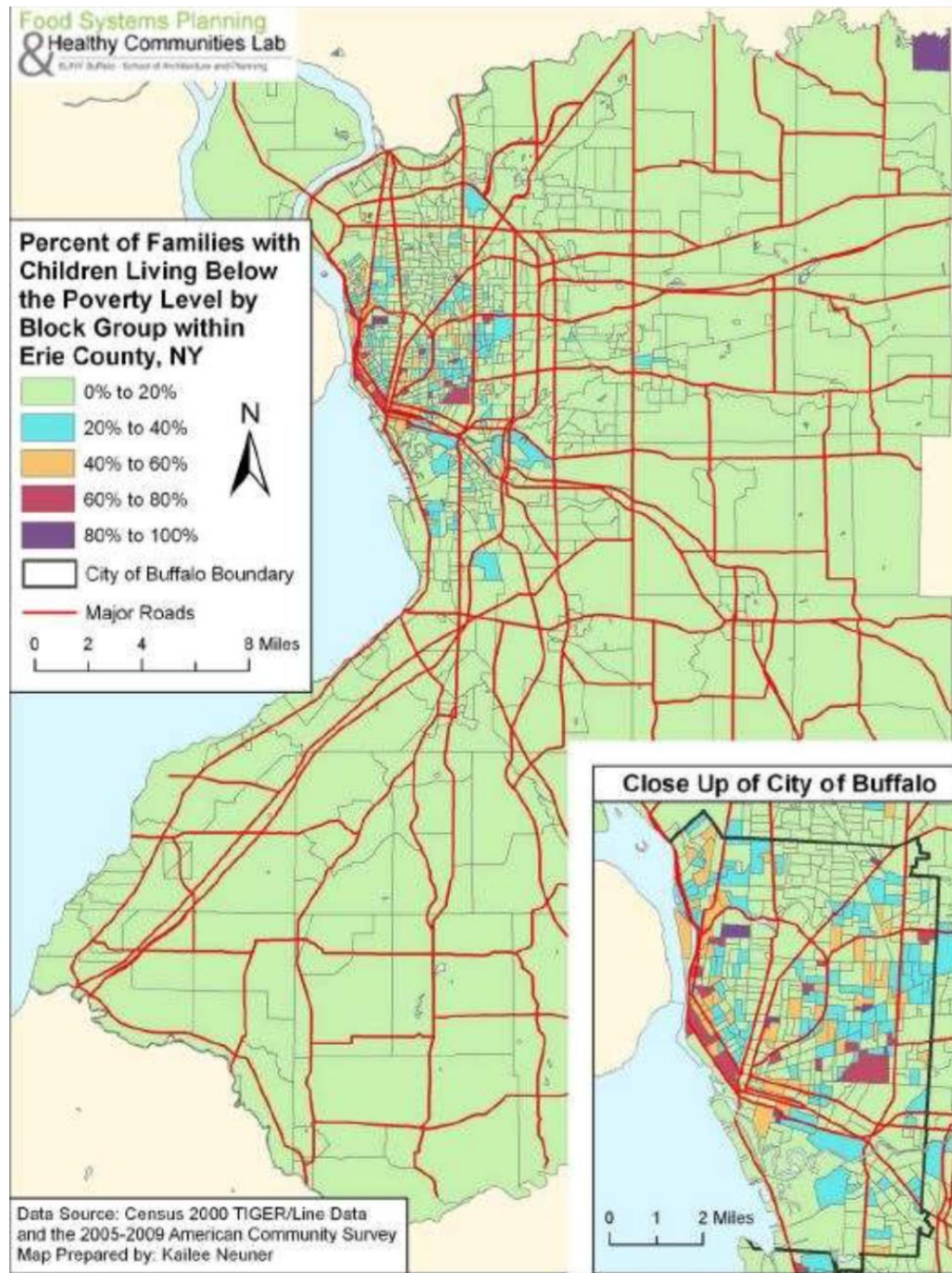
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Poverty

- Buffalo is the 3rd poorest city in the US.
- Over 30% of people in Buffalo live at or below the poverty level.

Source: Erie County New York Community Health Assessment, 2016, Poloncarz & Burstein



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Educational Attainment

**Educational Achievement in NYS, Erie
County, & Buffalo among residents > 25yrs
Census Data 2011-2015**

Demographics and Educational Level of Residents	NYS	Erie County	Buffalo
High School Graduates	85.6%	90.4%	82.7%
Bachelor's Degree or Higher	34.2%	31.6%	24.6%

Source: Erie County New York Community Health Assessment, 2016, Poloncarz & Burstein

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Gender Disparities in Erie County

- Among those employed full time, median earnings:
 - Males = \$50,062
 - Females = \$37,639 (25% less than male counterparts)
- 63% of families living in poverty have women as head of household.

Source: Erie County New York Community Health Assessment, 2016, Poloncarz & Burstein

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

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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
- Opt-in web panel of the zip codes that constitute our catchment area
- Census-matched sample parameters

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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.

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Key Constructs

1. Cancer-related Beliefs
1. Cancer-related Attitudes
1. Health-care Barriers
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

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Timeline

- Survey finalization February 2017.
- IRB amendment for updated survey March 2017.
- Data collection April-August 2017.

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