Adams County Cancer Awareness Team (ACCAT)
Rick Strickland, Cancer Health Disparities Initiative (CHDI) Outreach Director
Rebecca Linskens, CHDI Community Health Educator
This project is supported by Award No. 3P30CA014520-38S2 from the National Cancer Institute.

The content of this presentation is solely the responsibility of the authors and does not necessarily represent the official views of the National Cancer Institute or the National Institutes of Health.
Outline of Presentation

• Background:
  – University of Wisconsin Carbone Cancer Center (UWCCC)
  – Cancer Health Disparities Initiative (CHDI)

• Rural Disparities Project

• Needs Assessment and Adams County Results

• Adams County Cancer Awareness Team (ACCAT)
  – ACCAT Project Objectives
  – Project Status and Future Plans
Reduce Cancer Health Disparities

Promote Health
Prevent Disease
Improve Cancer Outcomes

Engage Local Communities
Cancer Health Disparities Initiative (CHDI)

CHDI’s mission is to reduce inequities in cancer burden through research, education and service.

Project Examples

Rural Disparities Project

Dane County Disparities Project
Rural Cancer Disparities Project Objectives 2011-2012

- Conduct Adams County pilot project
  - Adapt and test evidence-based educational resource
  - Content selected by ACCAT: cancer basics, prevention and screening
- Develop Rural Cancer Network (RCaN) in 7 counties in south central Wisconsin
- Partner with rural health organizations
- Participate in NCI National Outreach Network
UWCCC South Central Wisconsin Catchment Area
Cancer Incidence and Mortality, 2002-2006

Cancer incidence rate is above the state average
Cancer mortality rate is above the state average
Cancer incidence and mortality rates are above the state average

Wisconsin Cancer Reporting System, 2010
UWCCC Rural Cancer Disparities Project

Adams County Profile

Cancer Incidence & Mortality, Major Sites

<table>
<thead>
<tr>
<th></th>
<th>All Sites</th>
<th>Colon &amp; Rectum</th>
<th>Lung &amp; Bronchus</th>
<th>Female Breast</th>
<th>Prostate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Incidences</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cases</td>
<td>577</td>
<td>56</td>
<td>125</td>
<td>50</td>
<td>60</td>
</tr>
<tr>
<td>Rate</td>
<td>891.0*</td>
<td>35.8</td>
<td>81.4*</td>
<td>74.0*</td>
<td>77.6*</td>
</tr>
<tr>
<td>State rate</td>
<td>473.3</td>
<td>47.6</td>
<td>63.3</td>
<td>121.7</td>
<td>148.2</td>
</tr>
<tr>
<td><strong>Mortalities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deaths</td>
<td>343</td>
<td>28</td>
<td>106</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Rate</td>
<td>228.2*</td>
<td>18.3</td>
<td>66.3*</td>
<td>20.0</td>
<td>35.2</td>
</tr>
<tr>
<td>State rate</td>
<td>182.0</td>
<td>16.5</td>
<td>48.5</td>
<td>22.6</td>
<td>27.1</td>
</tr>
</tbody>
</table>

* significantly different from state rate

Cancer Risk Factors

<table>
<thead>
<tr>
<th></th>
<th>Adams</th>
<th>State of WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Obesity</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Physical inactivity</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Excessive drinking</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Other Health Factors

<table>
<thead>
<tr>
<th></th>
<th>Adams</th>
<th>State of WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>County health ranking</td>
<td>71</td>
<td>--</td>
</tr>
<tr>
<td>Uninsured adults</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Ratio of population to primary care providers</td>
<td>2536:1</td>
<td>744:1</td>
</tr>
<tr>
<td>Hospitals</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>Access to healthy foods</td>
<td>25%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Cancer Screening*

Female Medicare enrollees 65-69 with at least one mammogram over 2 year period
* only available data

Socio-Economic Conditions

<table>
<thead>
<tr>
<th></th>
<th>Adams</th>
<th>State of WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>100%</td>
<td>32%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Median income</td>
<td>$38,166</td>
<td>$52,103</td>
</tr>
<tr>
<td>Children in poverty</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>High school graduation</td>
<td>85%</td>
<td>89%</td>
</tr>
<tr>
<td>Postsecondary education</td>
<td>45%</td>
<td>63%</td>
</tr>
<tr>
<td>Population over 65</td>
<td>22%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Top Industries

1. Accommodation
2. Crop production
3. Justice, public order and safety activities
4. Food services and drinking places
5. Executive, legislative and general government

For more information:
UWCCC Cancer Health Disparities Initiative
chdi@wcarbone.wisc.edu

v. July 2011
Needs Assessment Results*

- The Adams County cancer mortality rate is:
  - 25.3% higher for all cancer sites
  - 36.7% higher for lung cancer.
  - 10.9% higher for colorectal cancer.
  - 22.5% higher for prostate cancer.

*Compared to the Wisconsin state average. The rates presented are age-adjusted. Mortality represents cancer deaths.
Adams County Concerns

- Limited chronic disease prevention behaviors (especially concerning alcohol and tobacco use)
- Emphasis on seeking medical intervention versus practicing disease prevention behaviors
- Need for a simple interpretation of cancer screening information and recommendations
- Limited access to primary, mental and dental health care
- Low socioeconomic conditions
Adams County Assets

- Close knit community
- Strong land ethic
- Existing collaborative relationships
- Established and active community groups
- Proven ability to leverage resource by finding common goals
- Passionate community leaders
Adams County’s Response

• In order to make a long-term impact on the health and well-being of Adams County residents, these organizations:
  • Adams County Aging Unit
  • Adams County Public Health
  • Moundview Memorial Hospital and Clinics
  • University of Wisconsin Extension – Adams County

joined with the UWCCC to form the Adams County Cancer Awareness Team (ACCAT).

• ACCAT will address cancer and chronic disease prevention.
The Leading Causes of Death in Wisconsin, 2008

- Heart Disease - 24%
- Cancer - 24%
- Stroke - 6%
- Chronic Respiratory Disease - 5%
- Alzheimer’s Disease - 4%
- Diabetes - 3%
- Kidney Disease - 2%
- Unintentional Injuries - 5%
- Influenza and Pneumonia - 2%
- Suicide - 2%
- Other Causes - 23%

Wisconsin Department of Health Services, 2011
The good news...

- Chronic diseases are among the most preventable.
- A small set of common modifiable risk factors are responsible for most of the leading chronic diseases:
  - Unhealthy diet
  - Insufficient physical activity
  - Tobacco use and secondhand smoke exposure
  - Excessive alcohol use

Wisconsin Department of Health Services, 2011
Cancer Risk Factors with Percentages

- **Diet:** 30-35%
- **Tobacco:** 30-32%
- **Viruses & Infection:** 10%
- **Sexual Practices:** 7%
- **Unknown:** +5%
- **Alcohol:** 3-4%
- **Industrial Occupations:** 4%
- **Environmental Pollution:** 2%
- **Family History:** 2%
- **Food Additives:** 1%
- **Radiation (environmental & medical):** 1%
- **Sunlight (ultraviolet):** 1%
ACCAT Project Objectives

• Impact the health and well-being of Adams County residents by promoting chronic disease prevention.
• Increase chronic disease prevention knowledge and decision-making capacity of county residents.
• Expand early detection of cancer and increase access to quality care.
• Develop tailored educational materials on cancer basics, prevention and screening for the residents of Adams County.
• Access UWCCC resources and knowledge to address Adams County’s cancer-related needs.
• Represent Adams County positively within the region.
Program to address high cancer deaths in Adams County

Fewer Adams County residents may get cancer than others in the state, but if they do develop it, they are more likely to die than the state’s residents as a whole.

A UW Carbone Cancer Center project that assessed cancer-related needs in south central Wisconsin found that the cancer death rate of 208.2 per 100,000 in Adams County was more than 28.3 percent higher than the state average of 162 per 100,000. The incidence of cancer in Adams County is 391 per 100,000 while the incidence in the state as a whole is 473.9.

The assessment, by UWCCC outreach specialist Rebecca Linskens, included deaths from all types of cancer.

UW cancer study shows high death rate in Adams Co.

MADISON (WXOW) – Surprising facts about cancer deaths in Adams County have sparked a county-wide outreach effort to save lives.
Educational Materials

ACCAT and UWCCC are collaborating to develop tailored educational materials.

These materials:

– Target three cancer-related topics:
  • Understanding Cancer Basics
  • Cancer Prevention
  • Cancer Screening

– Are Adams County specific.

– Give residents the knowledge and tools necessary to make healthy decisions and be active in their care.
Current Project Status

• Developed rural adaptation of evidence-based educational resource
  – Testing adapted resource
• Conducting community driven evaluation
• Presenting needs assessment results and project objectives to multi-sector community stakeholders
Future Plans

- Develop and execute county cancer education plan
- Integrate cancer education efforts into county Community Health Improvement Plan (CHIP)
- Develop Rural Cancer Network (RCaN) in south central Wisconsin
- Assess interest in implementing the new educational resource among additional rural counties
**Maureen Bruce**  
Moundview Memorial Hospital and Clinics  
mbruce@moundview.org

**Sarah Grosshuesch**  
Adams County Health and Human Services  
Sarah.Grosshuesch@co.adams.wi.us

**Mary Ann Schilling**  
UW Extension – Adams County  
MaryAnn.Schilling@co.adams.wi.us

**Rick Strickland**  
UW Carbone Cancer Center  
rastrickland@uwcarbone.wisc.edu

**Tammy Lowrey**  
Moundview Memorial Hospital and Clinics  
tlowrey@moundview.org

**Carol Johnson**  
Adams County Health and Human Services  
cjohnson@co.adams.wi.us

**Rebecca Linskens**  
UW Carbone Cancer Center  
rjlinskens@uwcarbone.wisc.edu
Thank you!
Sources


