Addressing Cancer Disparities

Translational & Multidisciplinary Research

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African Americans (red line) and Whites (blue line)

- Mostly Amenable
- Partly Amenable
- Non-Amenable

Examples:
- Bladder, breast, prostate
- Liver, pancreatic, esophageal
Obstacles in health-disparity research on behavior change

1. Failure to translate scientific advances to communities so as to positively affect individual health behavior.
2. Lack of theoretical model
3. Lack of minority recruitment and retention
4. Stigma that disease is the fault of the patient
Background

• Vulnerable segments of society experience disproportionate burdens of head and neck cancer

• “Vulnerable populations”:
  • Racial and ethnic minorities
  • Geographic regions
  • Low income groups
  • Persons with special needs
Head and Neck Cancer

• In 2012 approximately 52,100 individuals in the US will be diagnosed with HNC
• 11,460 will die
• HNC is among the top 10 leading causes of death in African American men
• 5-year survival rate is about 50% and for Black men the survival rate is lower than for White men
Head and Neck Cancer

- Poor prognosis when detected late
- African American males are at increased risk for late diagnosis
- Rates of HNC are considerably higher in some rural regions for both men and women
- Risk factors include tobacco, alcohol, HPV
Community Engagement

• Key partners provide substantial input and collaborate with the research team throughout the process.
• Community Advisory Committee (CAC) is an integral component of the Center and participates in the full range of activities. (1st meeting was Nov 19, 2008)
• Identifying appropriate tasks for the community members.
Overall Goal

- Identify lesions at an earlier stage through increased screening for oral and pharyngeal cancer.
Theoretically-driven Media Campaign Intervention

- Pamphlets
- Posters
- Car Magnets
- Hand held fans
Extended Parallel Process Model

Message Components
- Self-efficacy
- Response-efficacy
- Susceptibility
- Severity

Perceived Efficacy
- No threat perceived
- No response

Perceived Threat

FEAR

Danger Control Process
- Protection Motivation
- Adaptive Changes

Fear Control Process
- Defense Motivation
- Maladaptive Changes

Mouth and Throat Cancer

- The 4th leading cancer among African American men.
- Mouth and Throat cancer kills 1 person per hour.
- African American men are twice as likely to die.
- Have an exam today.

Take control and PREVENT

"Man, what you don't know can kill you."

For more information, call 1-866-295-5640 or visit www.dental.ufl.edu/takeethebite
Mouth and Throat Cancer

The 4th most common cancer among African American men.

Get an exam.
Do it for your family.

Take control and LIVE

For more information, call 1-866-295-5640 or visit www.dental.ufl.edu/takethebite
Pamphlets

• Screening can make a difference
• See your dentist today.
Clinic Locations and Outreach Programs

ACORN Clinic

- Target area

**Rural census tracts**
- All Bradford (4)
- All Union (4)
- Alachua (3)
- Columbia and Putman

Leon County Health Dental Clinic

**Rural census tracts**
- All Jefferson (2)
- Leon (12 rural)
- Gadsden (2)
RESULTS
Key Findings

Message
• Blacks reported more message exposure
• Seeing more messages heightened concern/threat especially among Blacks

Got Exam for First Time
• Men reporting greater message exposure AND heightened concern were more likely to get exam for first time.*

• *controlling for age, SES, race
Lessons

• Tailoring messages to translate important information to a vulnerable group work!!
• Others also see the messages and are also motivated to act.
Add strong theoretical work that builds on previous scholarship and a Marriage of Excellence and Relevance is Possible.

Uncovering New Knowledge that Leads to Better Health for ALL
Multi-disciplinary Thoracic Cancer Center
University of Florida at Shands

Scoring between ‘NICE TO HAVE’ and ‘NEED TO HAVE’

Mean Service Importance Scores

Top three ranking services

<table>
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<th>Service</th>
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Oncology Roundtable 2007 Patient Experience Survey
n=750 patients surveyed
- Delay in the initial treatment plan
- Poor communication among specialists and patient
Goal: Improve patient care

- shorten the time from diagnosis to initiation of the treatment plan
- improve communication with specialists, patients, and referring physicians
- help the patient and family navigate through the diagnosis, treatment, and recovery phase
- offer important ancillary services
- advance the clinical and translational research program
Multi-disciplinary Lung Cancer Program at University of Florida

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Thoracic Surgery

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Medical Oncology

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Medical Oncology

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