



*Regional Cancer Coalitions:
Georgia Department of Public Health's
Investment in Our Communities*

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Overview: Regional Cancer Coalitions (RCCs)

- Five community-based, nonprofit organizations
- Serve 110 counties
 - Central GA Cancer Coalition
 - East GA Cancer Coalition
 - Northwest GA Regional Cancer Coalition
 - Cancer Coalition of South GA
 - West Central GA Cancer Coalition
- Serve vulnerable, uninsured/underinsured and medically underserved populations



RCCs Overview (continued)

- Enhance existing care and fill gaps in services
- Provide:
 - Patient navigation and cancer screening
 - Education
 - Research
 - Tobacco control
 - Community outreach
 - Healthcare workforce development
 - Advocacy for the medically underserved
 - Health promotion and disease prevention programs/services (value-added to DPH services)



A Logical “Home” in Georgia DPH

- **Common mission of RCCs:**
To improve health, lower cancer incidence and mortality, and reduce health disparities across Georgia
- ***Well-aligned with the GA DPH mission:***
To prevent disease ...and disability;
promote health and well being...

Thank you for supporting our work!



RCCs' Work with DPH

- **Comprehensive Cancer Control Program**
 - Statewide colorectal cancer screening
 - Development and implementation of the Georgia Cancer Control Plan
 - Community education specific to colorectal, prostate and cervical cancer and survivorship
- **Breast and Cervical Cancer Program**
 - Partnered with local public health districts
- **Tobacco Use Prevention Program**
 - 100% Tobacco Free Schools
 - Promotion of and referral to GA Tobacco QuitLine



Selected FY13 Accomplishments (with Non-DPH Funds)

I. Health/Wellness Promotion and Disease Prevention

Nearly 60 **community outreach and education events**

- Collective direct reach to tens of thousands of Georgians, with mass media reaching hundreds of thousands, including Spanish speakers



Topics included:

- Obesity prevention
- HPV vaccines; cervical cancer
- Healthy lifestyle choices; risk reduction; nutrition; physical activity
- Tobacco cessation; secondhand smoke
- Breast cancer; colorectal cancer; prostate cancer; testicular cancer; lung cancer
- Policy change in collaboration with >100 churches (e.g., tobacco-free; healthy eating)
- Women's health; men's health
- Survivorship
- Palliative care, end-of-life and hospice



Accomplishments (continued)

Health/Wellness Promotion and Disease Prevention

- Groundbreaking research with Emory University
 - 353 families. Health coaches addressed obesity and “super sedentary state”
 - **Published in major journals**, including JAMA Internal Medicine, and presented at national meetings
- “Farm 2 School” Obesity Prevention Program
 - Initiated in schools and Boys and Girls Clubs



Accomplishments (continued)

Health/Wellness Promotion and Disease Prevention

- More than 50 additional lay **Community Health Advocates/Advisors**

- Trained and serving in local communities
- Educate peers about healthy lifestyles



- **100% Tobacco-Free policies**

- Newly established in 6 more school districts, at least 5 more colleges, 2 more local governments and countless more businesses/worksites

Accomplishments (continued)

II. Cancer Prevention, Screening and Early Detection

- More than 2,650 cancer screenings for underserved Georgians (breast, cervical, colorectal and prostate)
- Hired 9 additional Patient Navigators, including 5 Promotoras de Salud to serve the Hispanic population

Accomplishments (continued)

Cancer Prevention, Screening and Early Detection

- Successful navigation/screening model **published in 2 major journals: Cancer and CA- A Cancer Journal for Clinicians**
- Supplemented DPH Breast and Cervical Cancer Program to provide **more than 250 additional mammograms** for indigent women



Accomplishments (continued)

III. Quality of Care and Patient/Survivor Support

- One of 10 national awards for health information pilot project, in collaboration with Georgia Tech



- Provides patients with tablet computers to access their health records
- Cutting-edge technology to enhance patient-provider communication

- Continuation of Rapid Quality Reporting System in more than 30 Georgia hospitals

- Has allowed Georgia to become a national leader in near real-time indicators of quality of cancer care



Accomplishments (continued)

Quality of Care and Patient/Survivor Support

- **Health IT technical assistance to more than 700 primary care providers**
 - Provider reminders and office workflow redesign to increase cancer screenings and address tobacco use
 - Provision of clinical and reimbursement guidelines

- **More than \$30,000 of assistance with patients' out-of-pocket costs**
(transportation, medications and other needs)



Accomplishments (continued)

Quality of Care and Patient/Survivor Support

- Educated more than 100 healthcare professionals
- Directly contributed to **Georgia hospitals' compliance with 6 national cancer care standards** (Commission on Cancer)

Relevant Standards:

- Prevention
- Screening
- Patient navigation
- Community outreach
- Clinical trial accrual
- Public reporting of outcomes



Regional Cancer Coalitions: A Wise Investment!

We **SAVE LIVES** and
SAVE HEALTHCARE COSTS for the state
by prevention, health promotion, education,
screening/early detection and enhanced
quality of care.



The Regional Cancer Coalitions have worked successfully with state and local public health for more than 10 years, extending the reach and effectiveness of public health services.



We have developed **successful – and replicable –**
models of care.

We have wide and productive **community**
networks and partnerships and we serve as **vital**
connections to the grassroots communities.



Our work is **evidence-based**
and measurable.



The Regional Cancer Coalitions are **stable organizations that leverage state dollars** to attract federal and private funds – thus bringing more resources to Georgia.



We bring our local populations to participate in research and innovative models of care.



We hold ourselves accountable to the State and other funders (See Logic Model).



For more information, please contact:

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Thank you for your support!

Ongoing and increased funding will *equip the Regional Cancer Coalitions* to further *fulfill our common mission with the Georgia DPH...*

eliminating health disparities and helping Georgia become a national leader in health promotion and disease prevention.

