



# Advancing Health Equity

Lisa Richardson, MD, MPH  
*Director, Division of Cancer Prevention and Control*

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# All People Free of Cancer

## Aspirations


**PREVENTION**

Eliminate preventable cancers 

**SCREENING**

All people get the right screening at the right time for the best outcome 

**CANCER SURVIVORS**

Cancer Survivors live longer, healthier lives 

## Strategic Priorities

Reduce risk of cancer

Scale best practices to increase screening outcomes

Improve health and wellbeing for cancer survivors

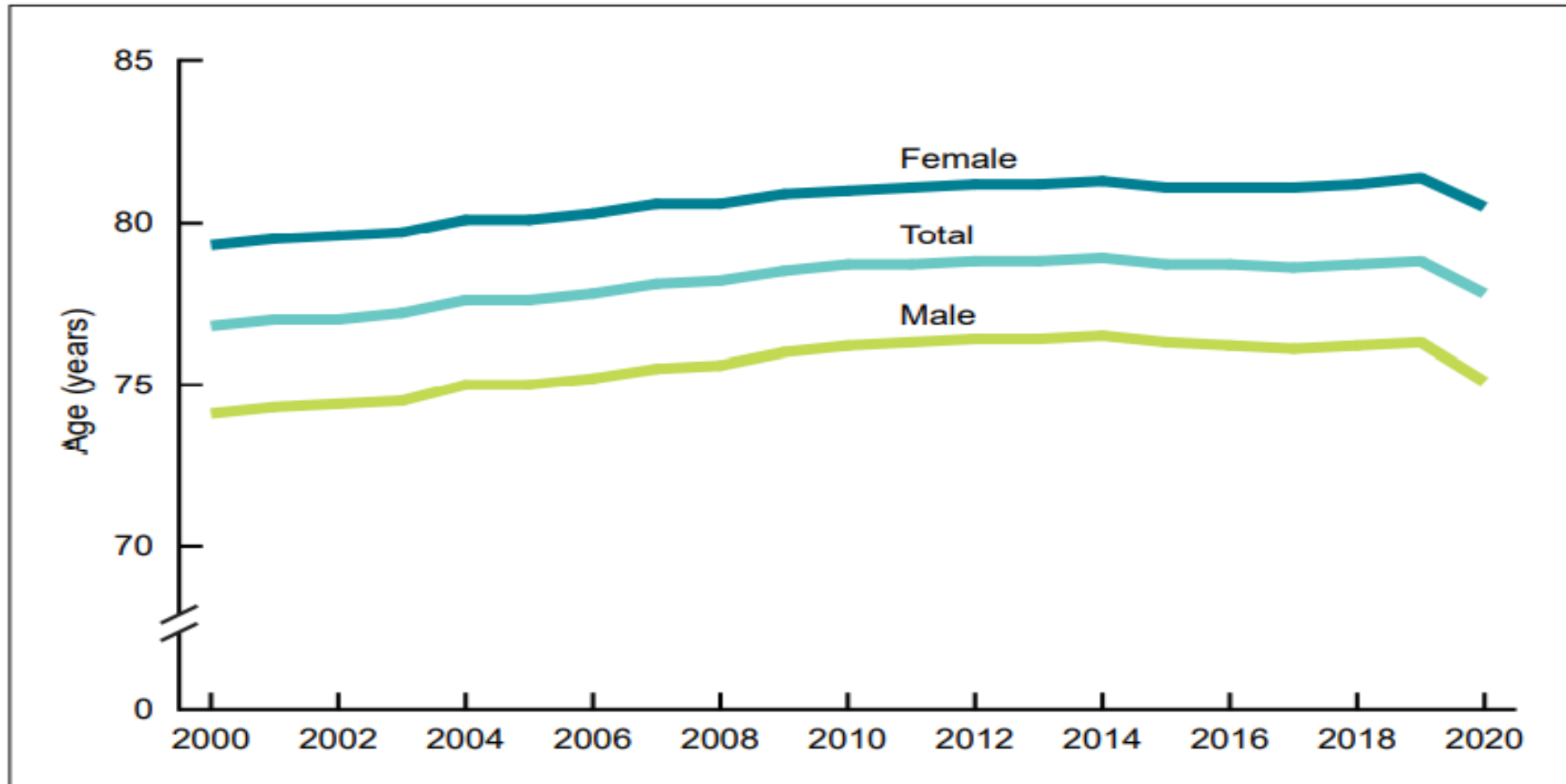
## Guiding Principles

|               |                                   |                      |                                |
|---------------|-----------------------------------|----------------------|--------------------------------|
| <i>Equity</i> | <i>Begin with the End in Mind</i> | <i>Collaboration</i> | <i>Targeted Communications</i> |
|---------------|-----------------------------------|----------------------|--------------------------------|

## Strengths

|             |                                     |                    |
|-------------|-------------------------------------|--------------------|
| <i>Data</i> | <i>Translation &amp; Evaluation</i> | <i>Partnership</i> |
|-------------|-------------------------------------|--------------------|

# Life Expectancy at Birth by Sex: United States 2000-2020

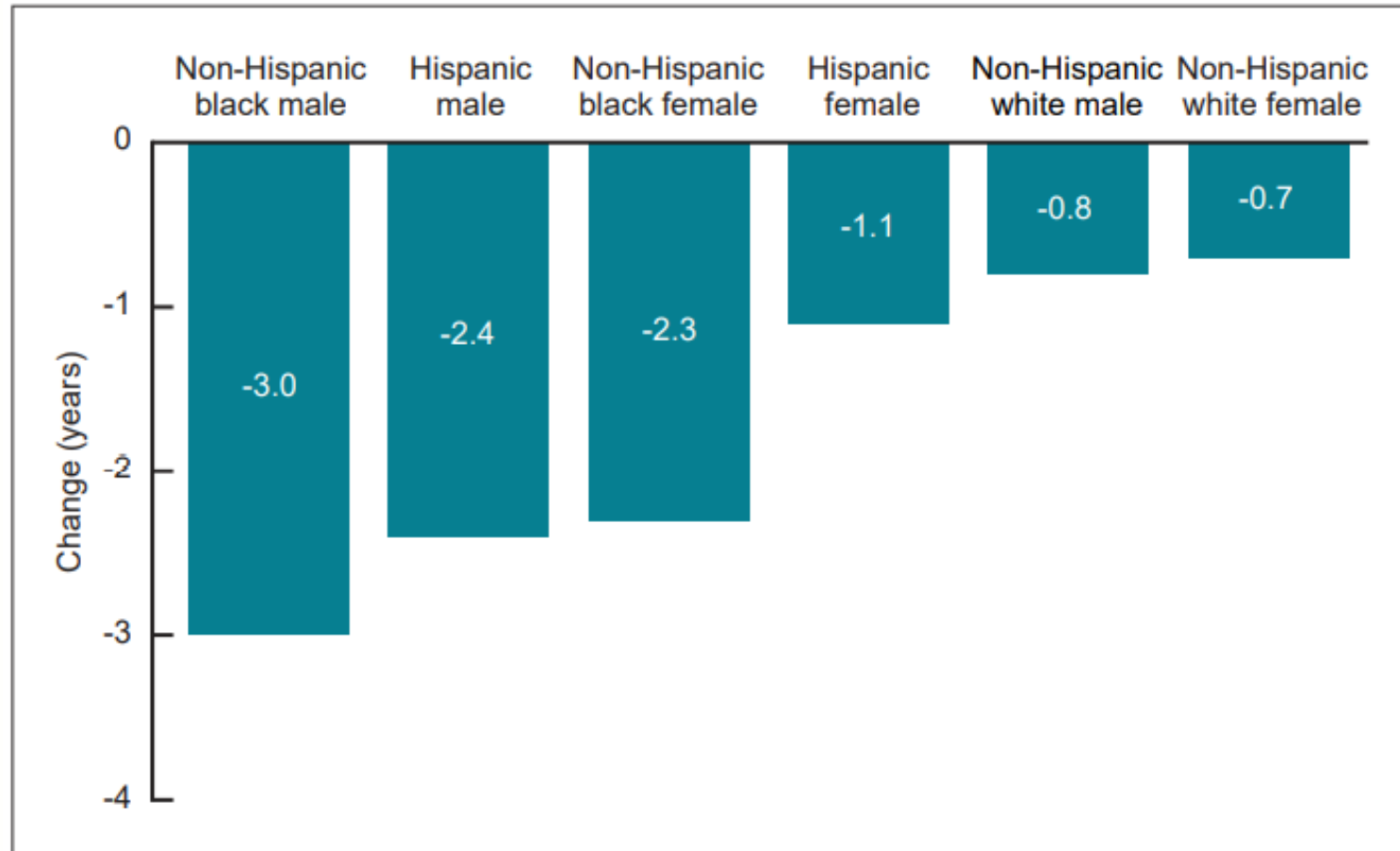


NOTES: Life expectancies for 2019 by Hispanic origin and race are not final estimates; see Technical Notes. Estimates are based on provisional data from January 2020 through June 2020.

SOURCE: National Center for Health Statistics, National Vital Statistics System, Mortality data.

[cdc.gov/nchs/data/vsrr/VSRR10-508.pdf](https://www.cdc.gov/nchs/data/vsrr/VSRR10-508.pdf)

# Change in life expectancy at birth, Hispanic origin, race, and Sex: United States, 2019 and 2020



NOTES: Life expectancies for 2019 by Hispanic origin and race are not final estimates; see Technical Notes. Estimates are based on provisional data from January 2020 through June 2020.

SOURCE: National Center for Health Statistics, National Vital Statistics System, Mortality data.

[cdc.gov/nchs/data/vsrr/VSRR10-508.pdf](https://cdc.gov/nchs/data/vsrr/VSRR10-508.pdf)

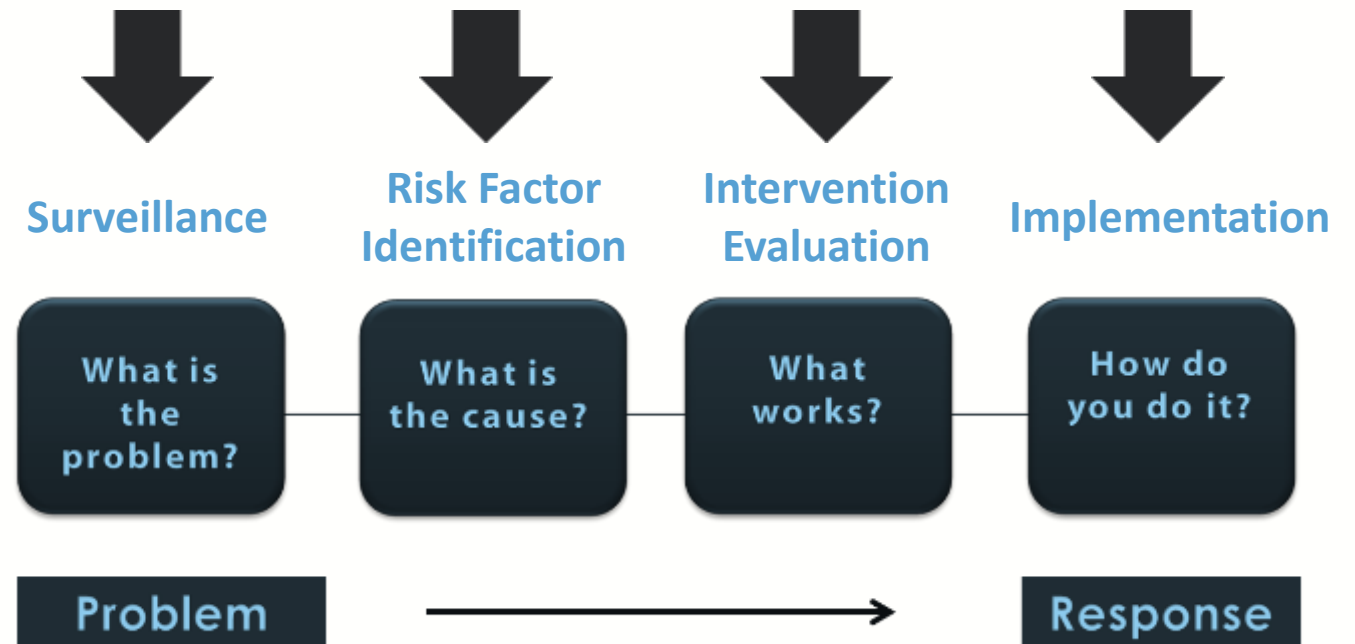


# Public Health's Role in Addressing Disparities

## Ten Essential Roles of Public Health



## Public Health Approach



[CDC - 10 Essential Public Health Services - CSTLTS](#)

# Despite Progress, Disparities Persist



## Breast Cancer

African American women  
**2x** as likely as white  
women to be diagnosed  
with and die from triple  
negative breast cancer



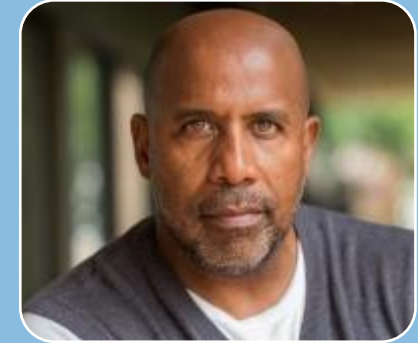
## Cervical Cancer

Women in rural areas have  
higher incidence and death  
from cervical cancer than  
women in metro areas



## Liver Cancer

American Indian/Alaska  
Natives rates of liver cancer  
are higher than any other  
racial/ethnic group

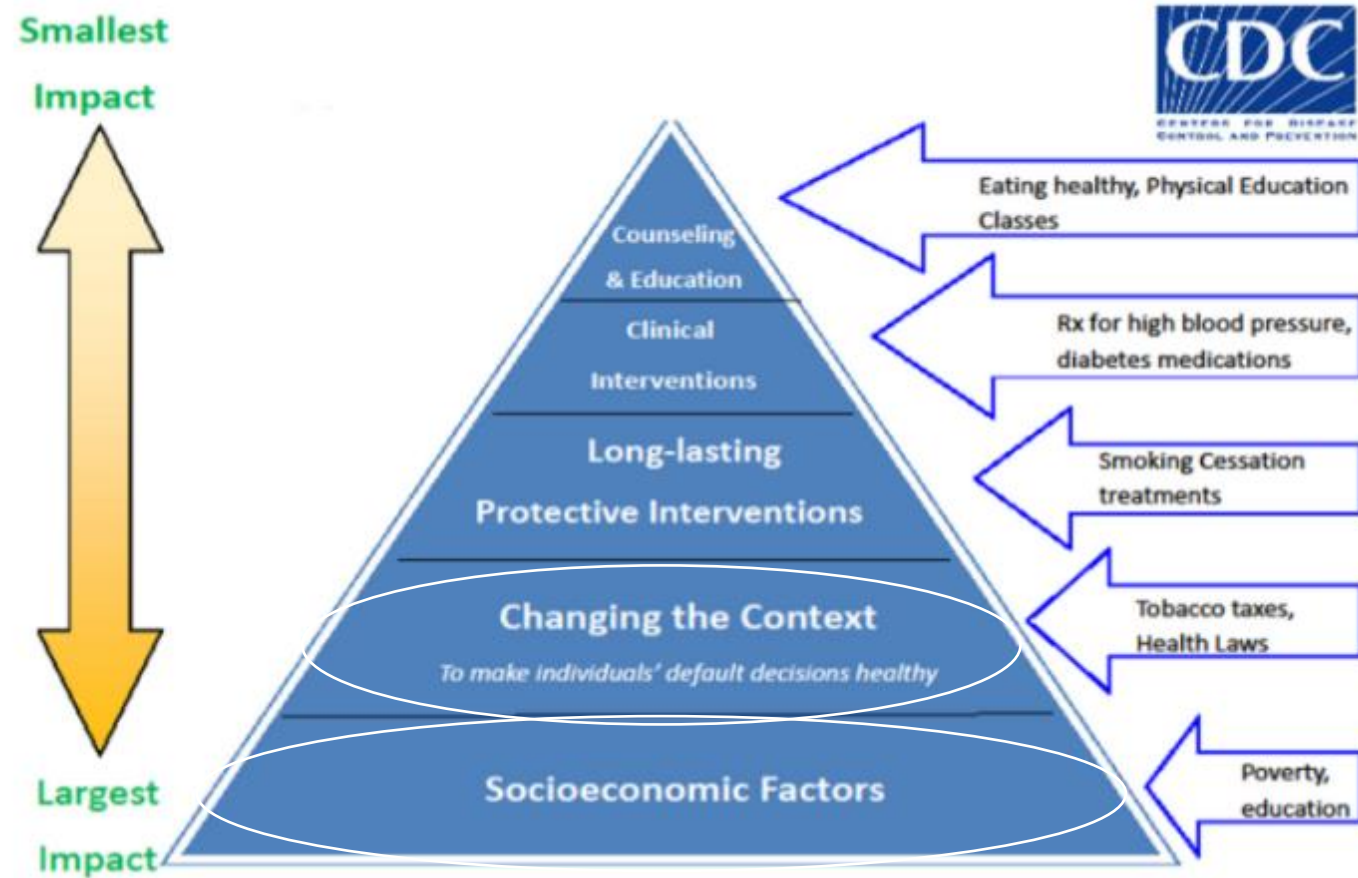


## Prostate Cancer

African American men die  
more often from prostate  
cancer than any other  
racial/ethnic group

# CDC Health Impact Pyramid

Factors that Shape Health



Source: Frieden TR. A framework for public health action: the health impact pyramid. Am J Public Health. 2010 Apr;100(4):590-5. doi: 10.2105/AJPH.2009.185652.Epub 2010 Feb 18.



# CDC's Health Equity Approach



[Paving the Road to Health Equity - OMHHE - CDC](#)

# Risk Factors Associated with Cancer Disparities

## Social Determinants of Health

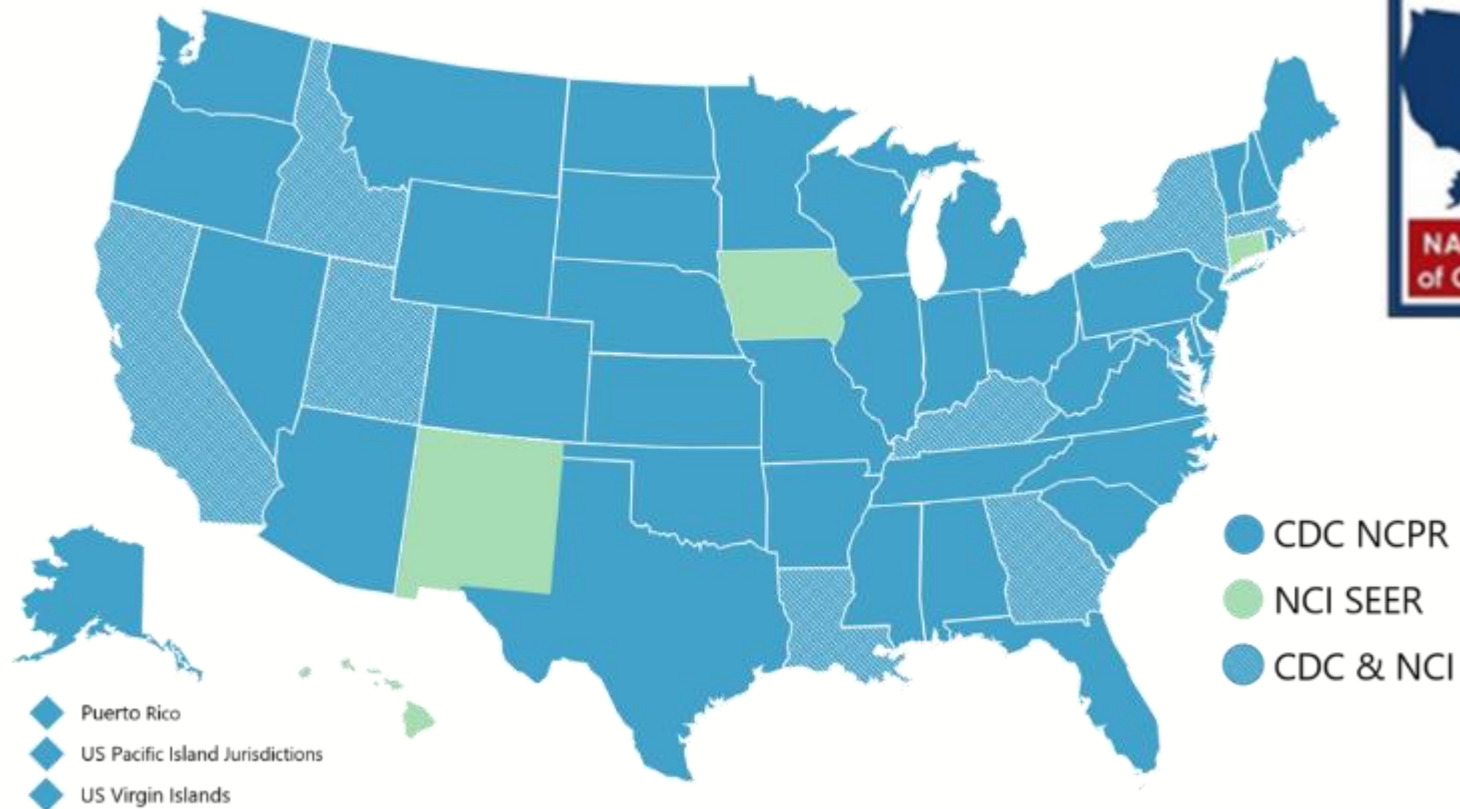


Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

# Data for Cancer Planning

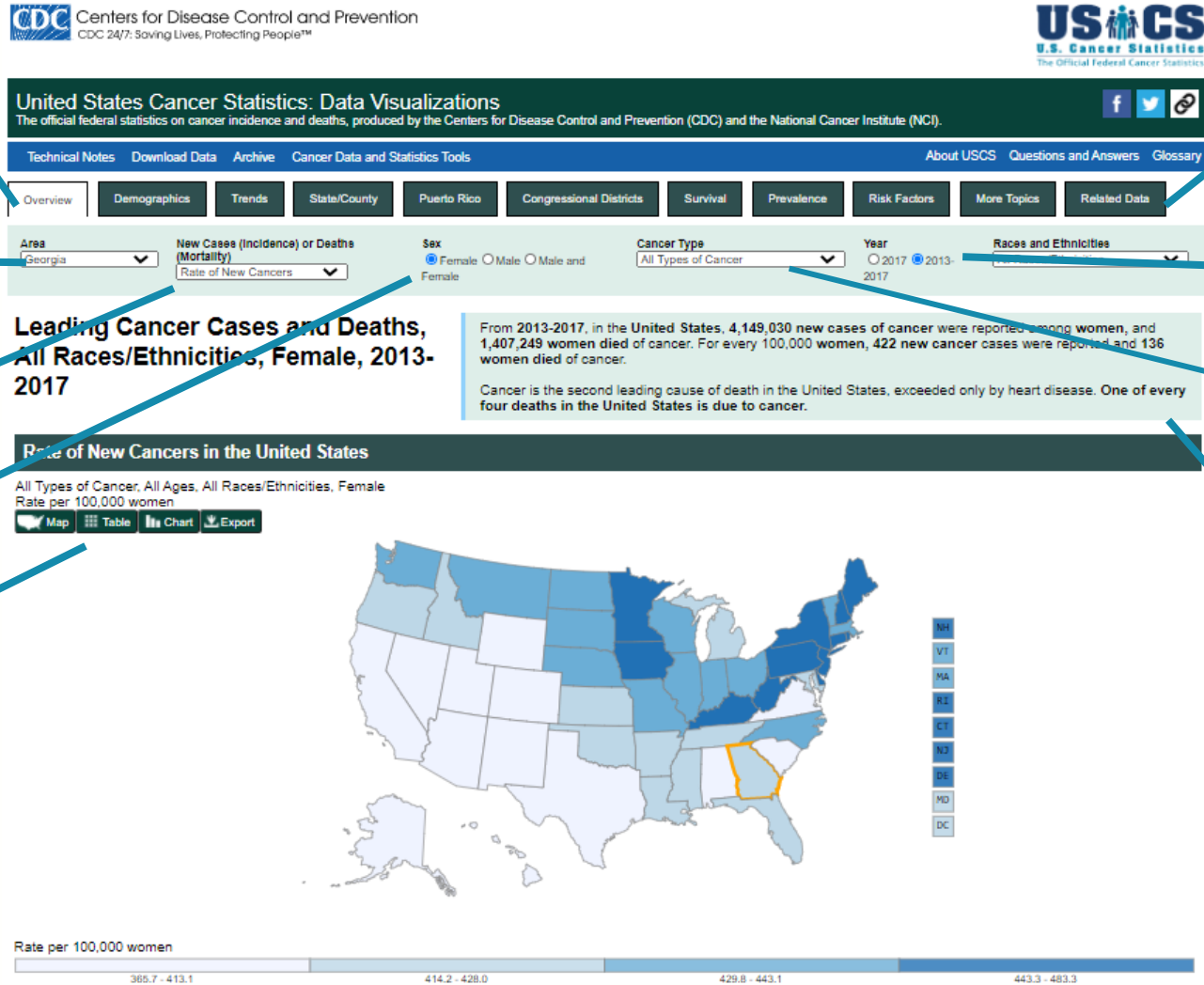


# NPCR & SEER – USCS Public Use Databases



[www.cdc.gov/cancer/public-use](http://www.cdc.gov/cancer/public-use)

# Making Data Usable and Accessible



Tabs – different statistics

Area (US or by state)

Measure (incidence or mortality; rates or counts)

Sex (female, male, or combined)

Format (map, table, chart, export)

Banner – links to more information

Year (single or 5-year aggregate)

Cancer type

Interpretive text

Source: [cdc.gov/cancer/dataviz](http://cdc.gov/cancer/dataviz)

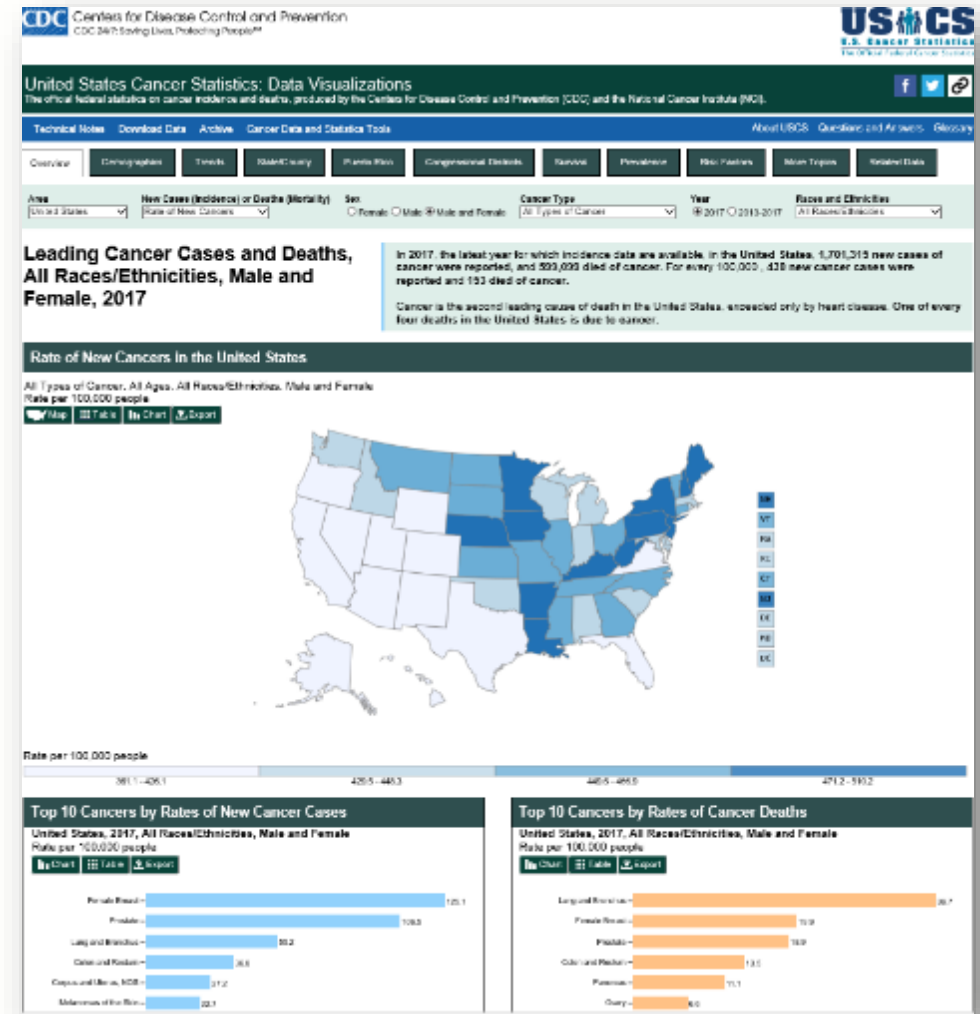


# Data Available

Recent release | June 2020

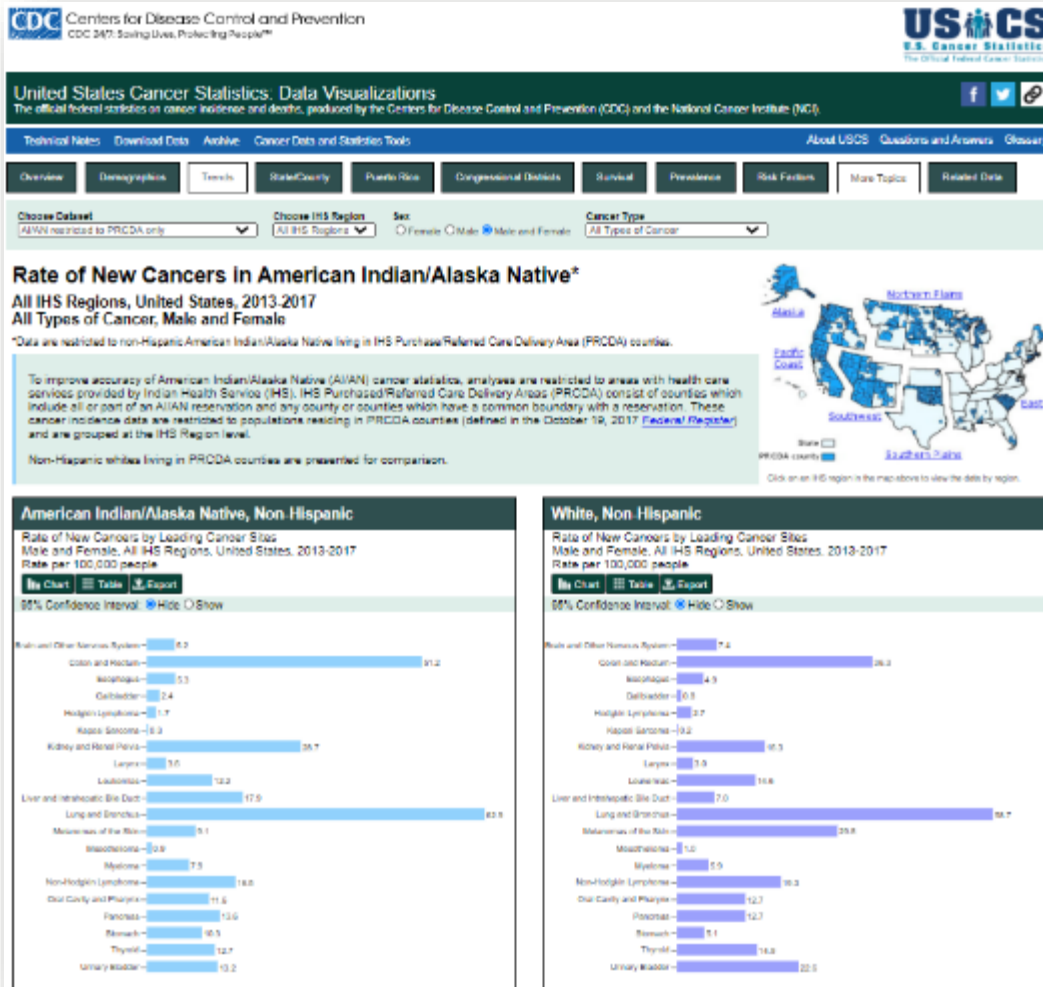
## Sections –

- Overview
- Demographics
- Trends
- State/County
- Puerto Rico
- Congressional Districts
- Survival
- Prevalence
- Risk Factors
- More Topics



[www.cdc.gov/cancer/dataviz](http://www.cdc.gov/cancer/dataviz)

# Special Data Available for Cancer Control Planning

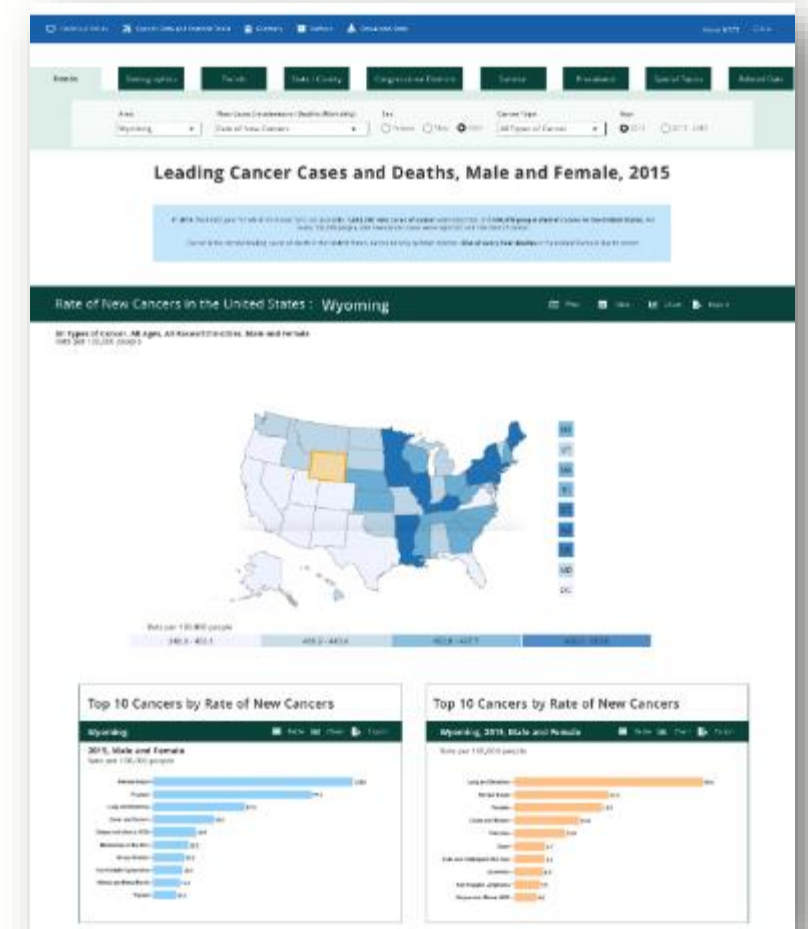


- Risk Factor-Associated Cancers:
  - Alcohol,
  - Tobacco,
  - HPV, obesity, and
  - Physical inactivity
- Childhood Cancers
- Brain Cancers
- AI/AN incidence (PRCDA counties)

# Future Enhancements

## U.S. Cancer Statistics Data Visualizations Tool

- Additional data
  - Staging data
  - Survival by state
  - Survival by stage
  - BRFSS data
  - HPV data
  - County Attributes
- More data visualizations
- Refresh layout based on user testing



[www.cdc.gov/cancer/dataviz](http://www.cdc.gov/cancer/dataviz)

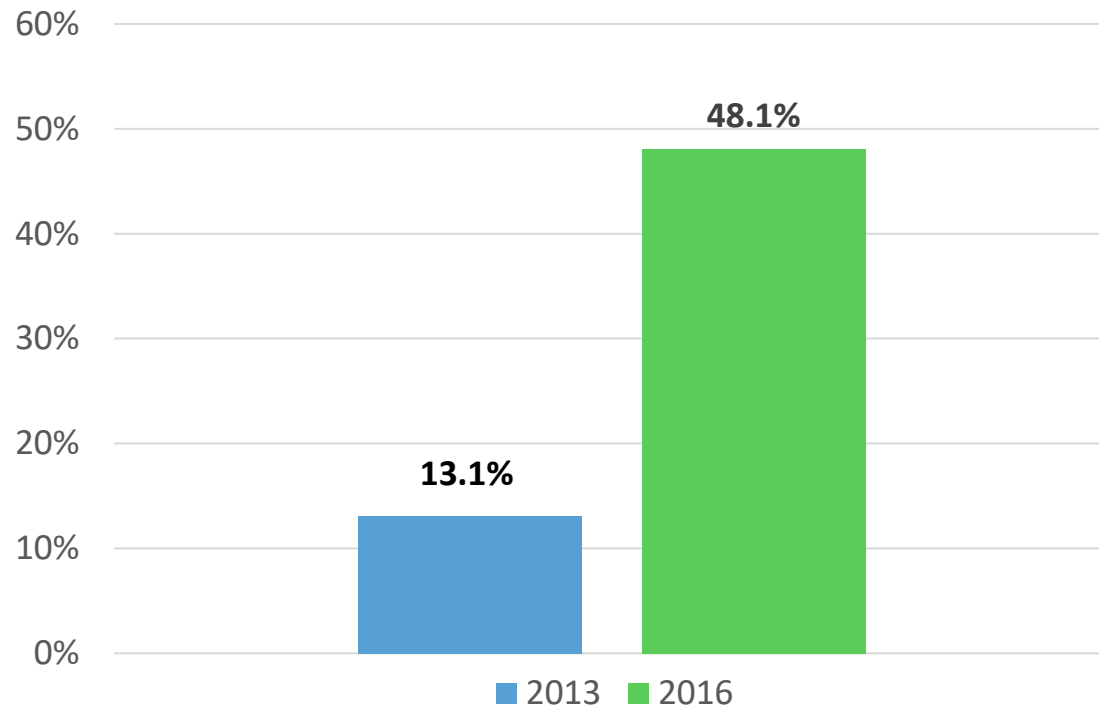
# Primary Prevention



# North Dakota Rural HPV Vaccination Program

Reducing the Risk of Preventable Cancers

### Walsh County Vaccination Rates for youth ages 11 to 18



Source:  
[cdc.gov/cancer/ncccp/success-stories/more.htm](https://cdc.gov/cancer/ncccp/success-stories/more.htm)



# Addressing Cancer Risk Factors in Underserved Populations

Community Action Program of Central Arkansas (CAPCA) Head Start Program Educates Parents and Protects from Harms of Tobacco



## CAPCA Head Start 15 Centers in 7 counties :

- 27% of Head Start parents were tobacco users.
- Only 16% of smoking parents were enrolled in the Arkansas Tobacco Quitline.
- 78% of parents pledged to keep their homes and cars smoke-free.

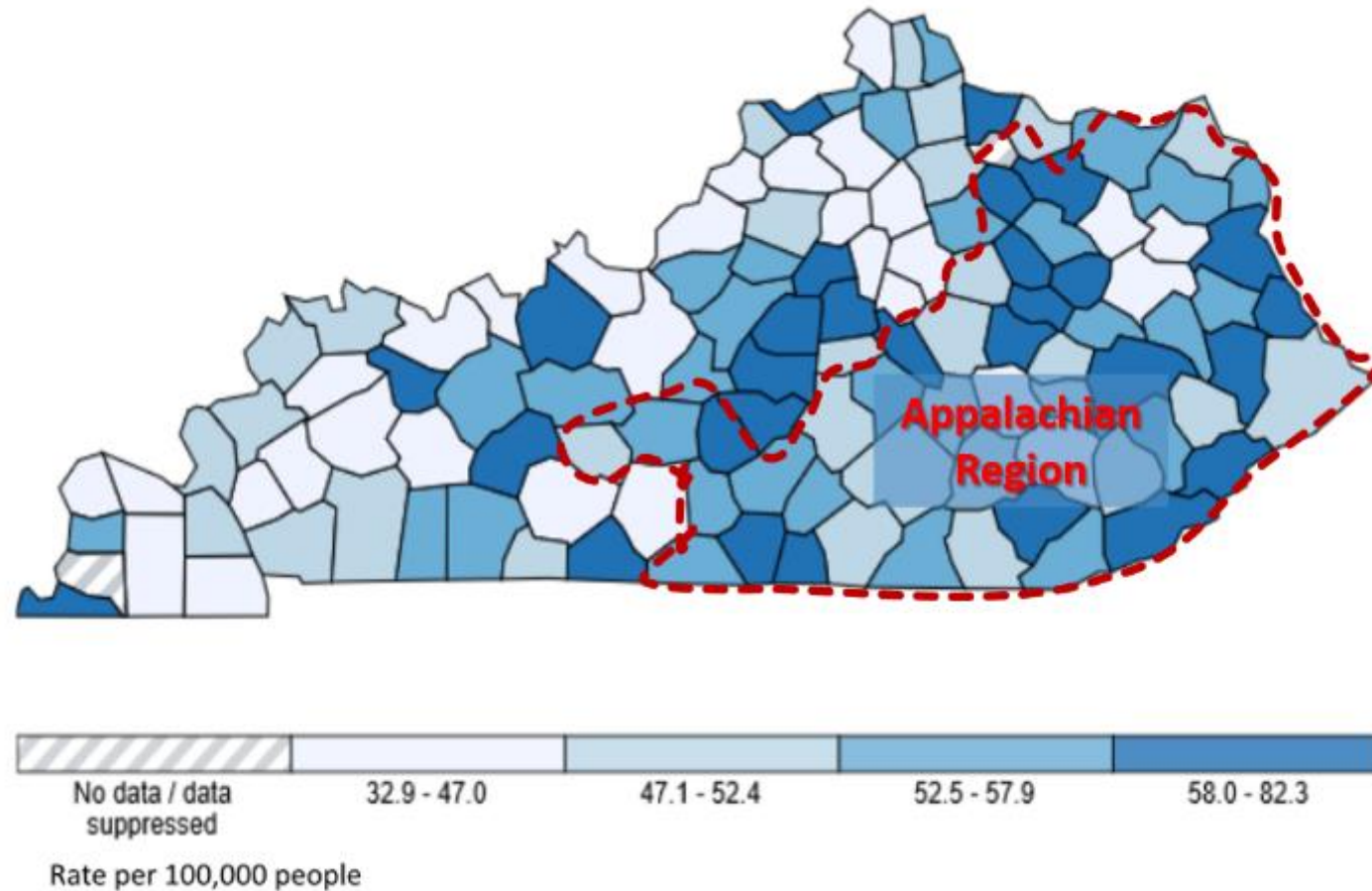
Source: [cdc.gov/cancer/ncccp/success-stories/more.htm](https://cdc.gov/cancer/ncccp/success-stories/more.htm)

# Screening and Early Detection



# Colorectal Cancer Screening in Kentucky

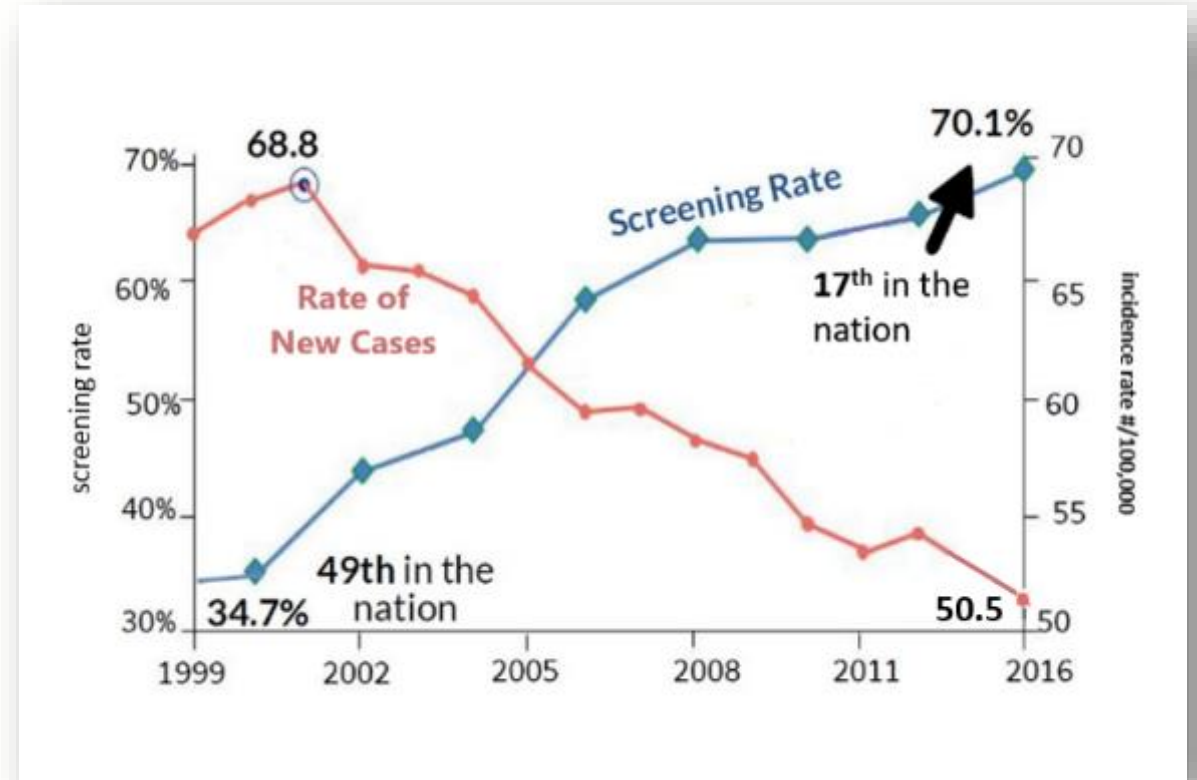
Rate of New Colorectal Cancers, All Ages, All Races/Ethnicities, Male/Female, 2012-2016



# Pathway to 80 Percent

Kentucky Raises CRC Screening; lowers cases and deaths

- 26% decline in CRC cases = 390 fewer Kentuckians diagnosed with CRC
- 33% decline in CRC deaths = 240+ no longer die from CRC each year



Source: Kentucky Cancer Registry;  
Kentucky Cancer Consortium

# Survivor Health and Wellness





# Empowering the Public, Providers and Survivors



**Talk to Someone** ANXIETY & DISTRESS

**Talk to Someone** TOBACCO

**Talk to Someone** PHYSICAL ACTIVITY & NUTRITION

**Talk to Someone** ALCOHOL

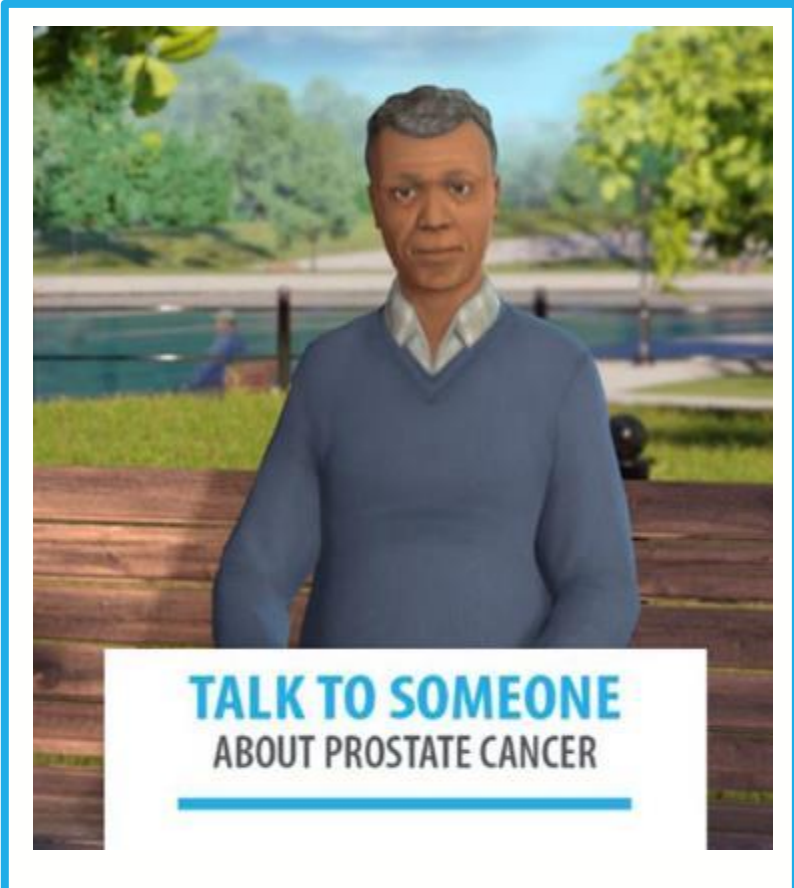
Supporting Healthy Habits in Cancer Survivors



**3 STEPS TOWARD**  
Preventing Infections During Cancer Treatment  
PREPARE • PREVENT • PROTECT

**TINA**  
Talking about Infection & Neutropenia Awareness

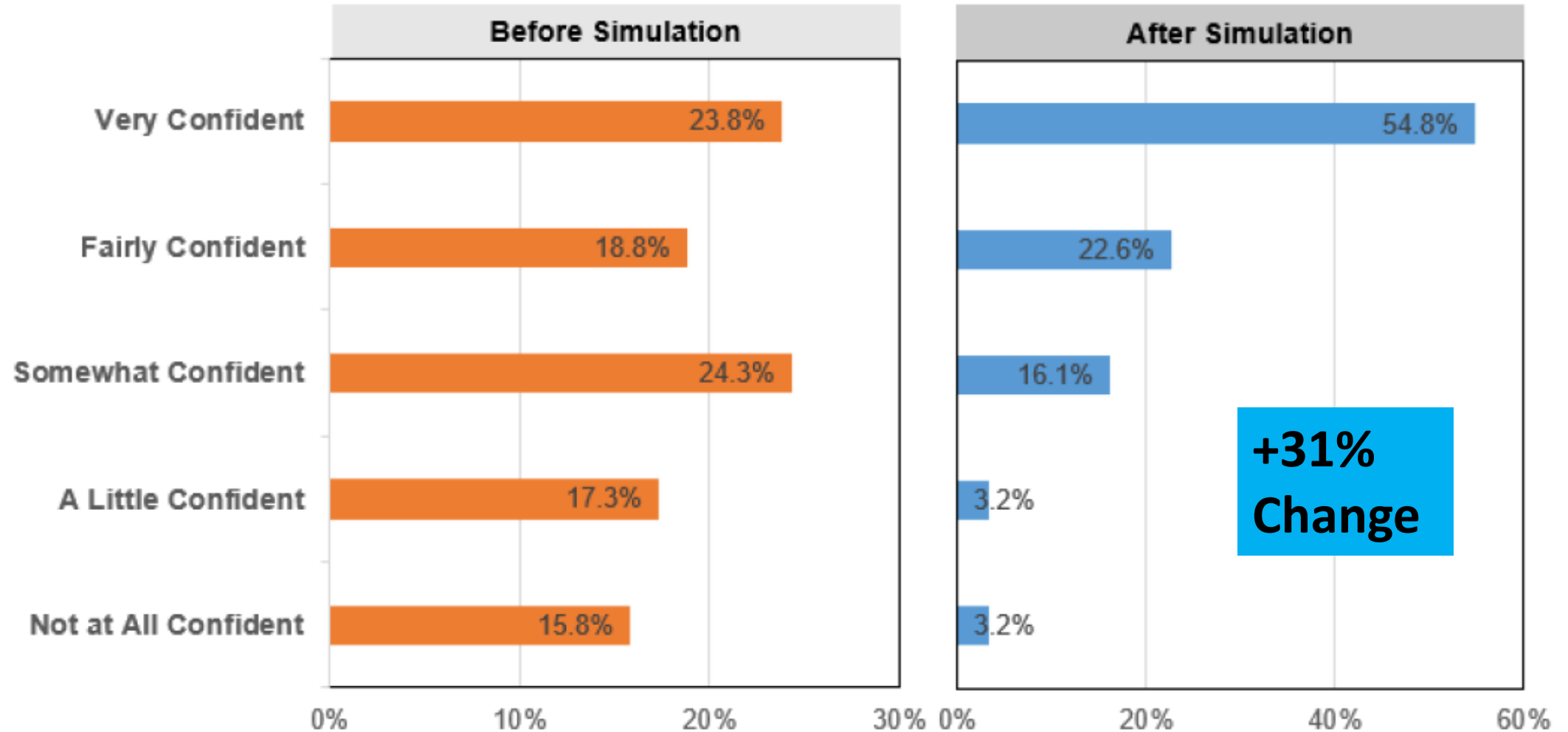
Reducing Infection Risk During Chemo



**TALK TO SOMEONE**  
ABOUT PROSTATE CANCER

Prostate Cancer Awareness for Screening and Treatment

# Changes in Knowledge, Attitudes and Behavior Intent Using Nathan Bennet Simulation for Prostate Cancer

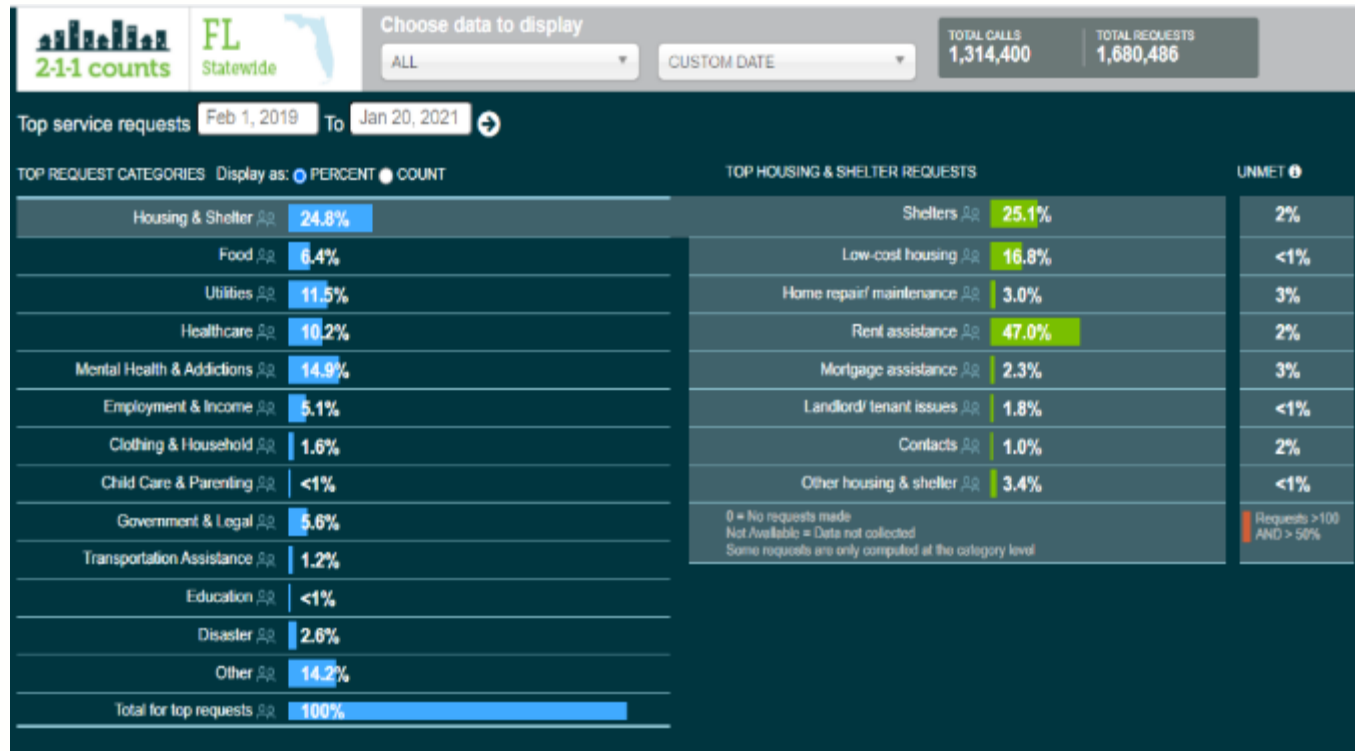


# Other Resources



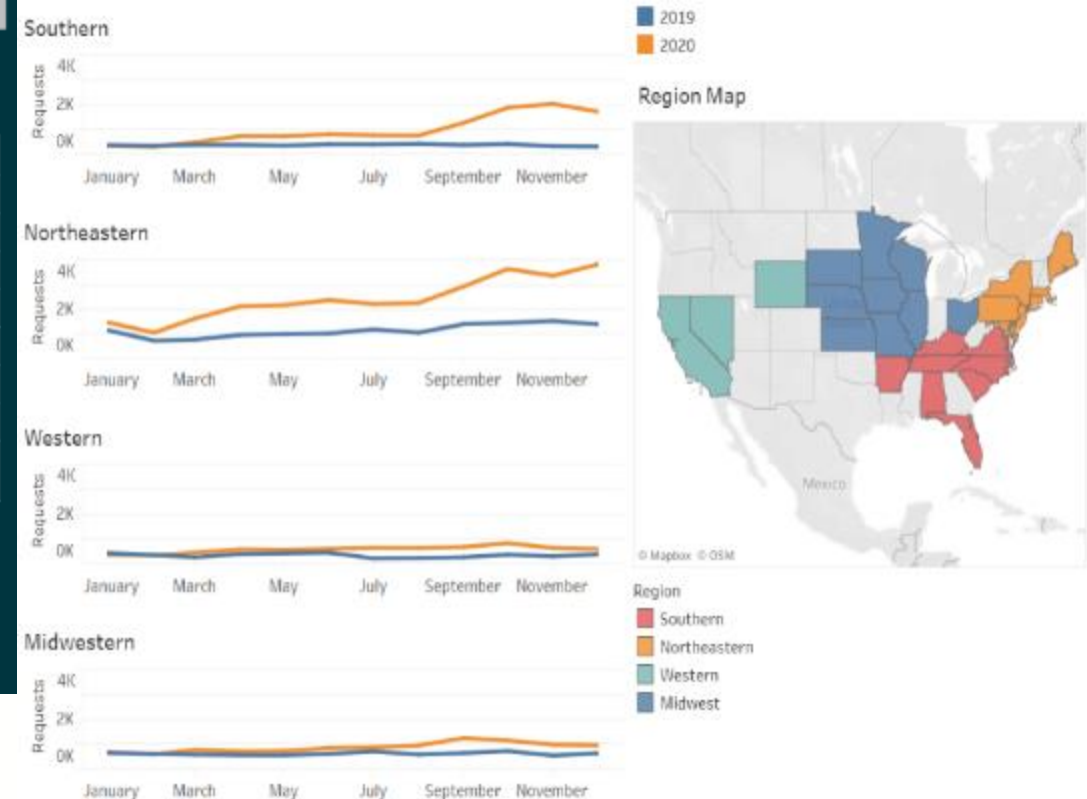
# Understanding and Addressing Community Needs

Former DCPC grantee leverages United Way 211 network to address health and social disparities



Source: 211counts.org

## Landlord-tenant issues greatest in South, Northeast



Source: Health Communication Research Laboratory, FOCUS-19  
[hcr.l.wustl.edu/1088-2/](http://hcr.l.wustl.edu/1088-2/)

# Population Level Analysis and Community Estimates (PLACES)

## By the Numbers

- 27 Health Measures
  - 5 unhealthy behaviors
  - 9 prevention practices
  - 13 Health outcomes



**PLACES**  
LOCAL DATA FOR BETTER HEALTH

[www.cdc.gov/places/](http://www.cdc.gov/places/)

**3,142**  
**Counties**

**28,424**  
**Places**  
(inc. and census-designated)

**72,337**  
**Census Tracts**

**32,409**  
ZIP Code Tabulation  
Areas (ZCTAs)

# Thank you!

Go to the official federal source of cancer prevention information:  
[www.cdc.gov/cancer](http://www.cdc.gov/cancer)

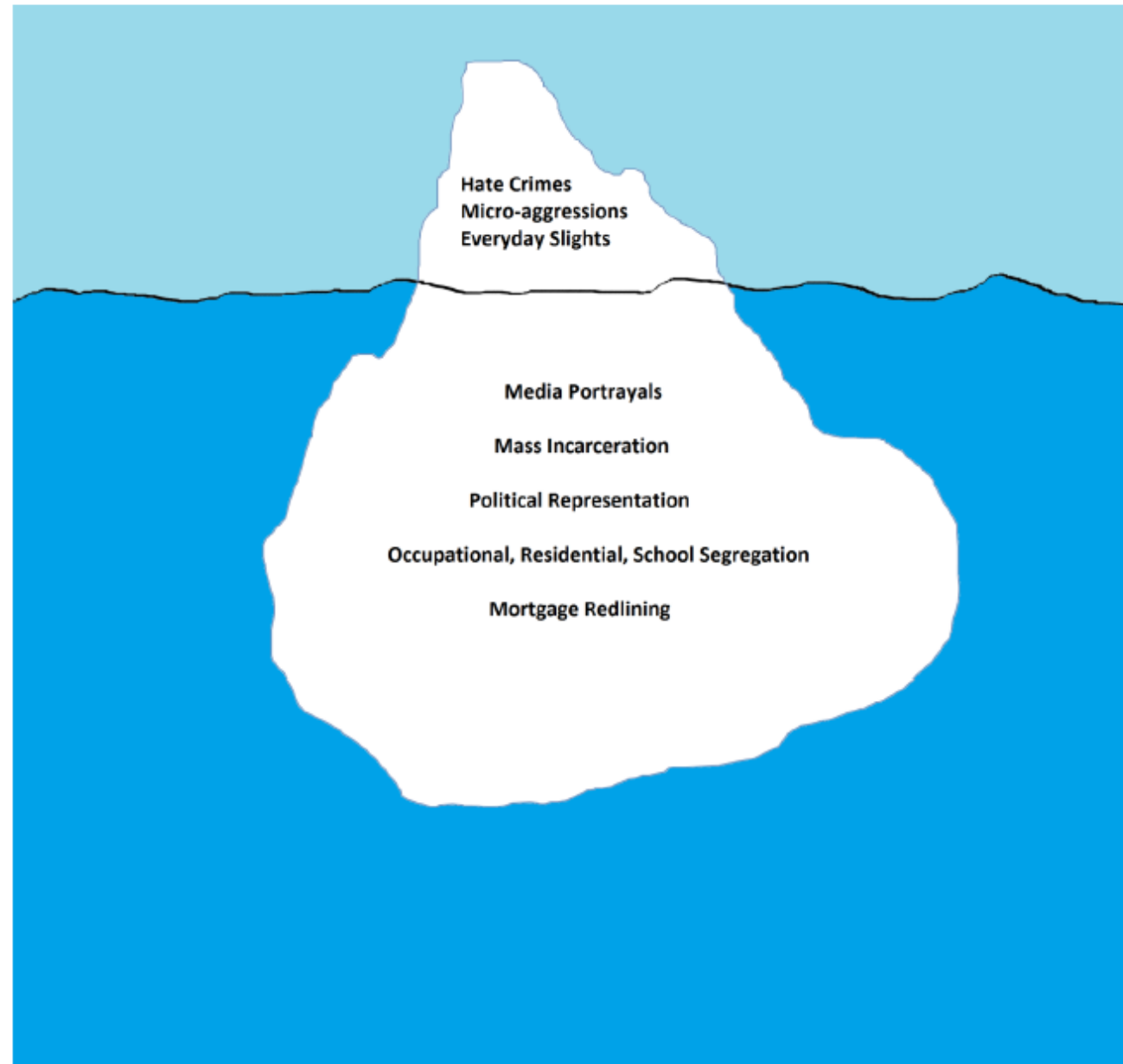


Division of Cancer Prevention and Control  
Reliable. Trusted. Scientific.

*The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*



Figure 1. The Racism Iceberg (adapted from Gee, et al., 2007).



Gee GC, Spencer M, Chen J, Yip T, Takeuchi DT. The association between self-reported racial discrimination and 12-month DSM-IV mental disorders among Asian Americans nationwide. *Soc SciMed* 2007;64(10):1984-96.