

# Using Data to Drive Decisions: The WV Model

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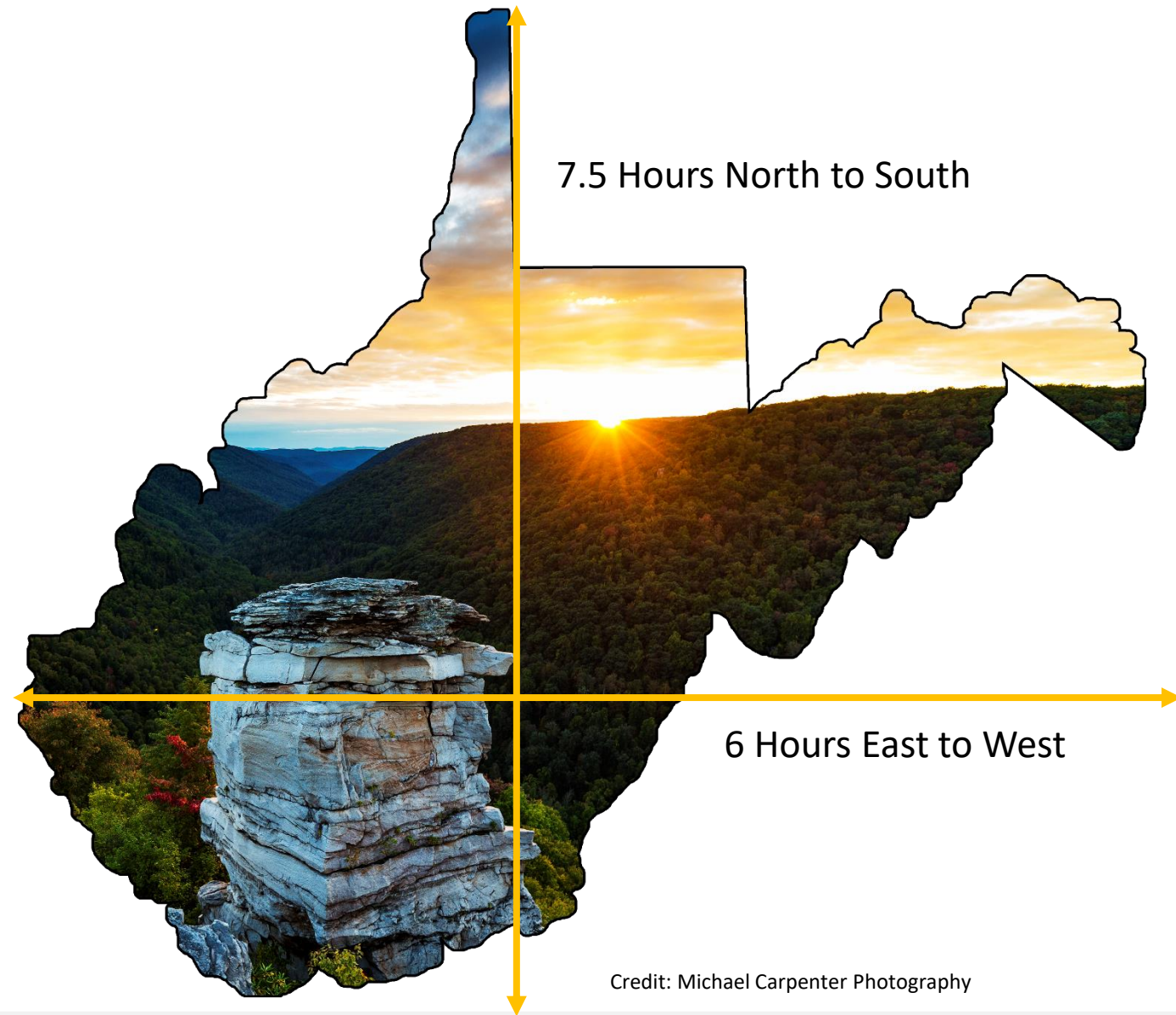
WVU Cancer Institute

February 23, 2021

# West Virginia

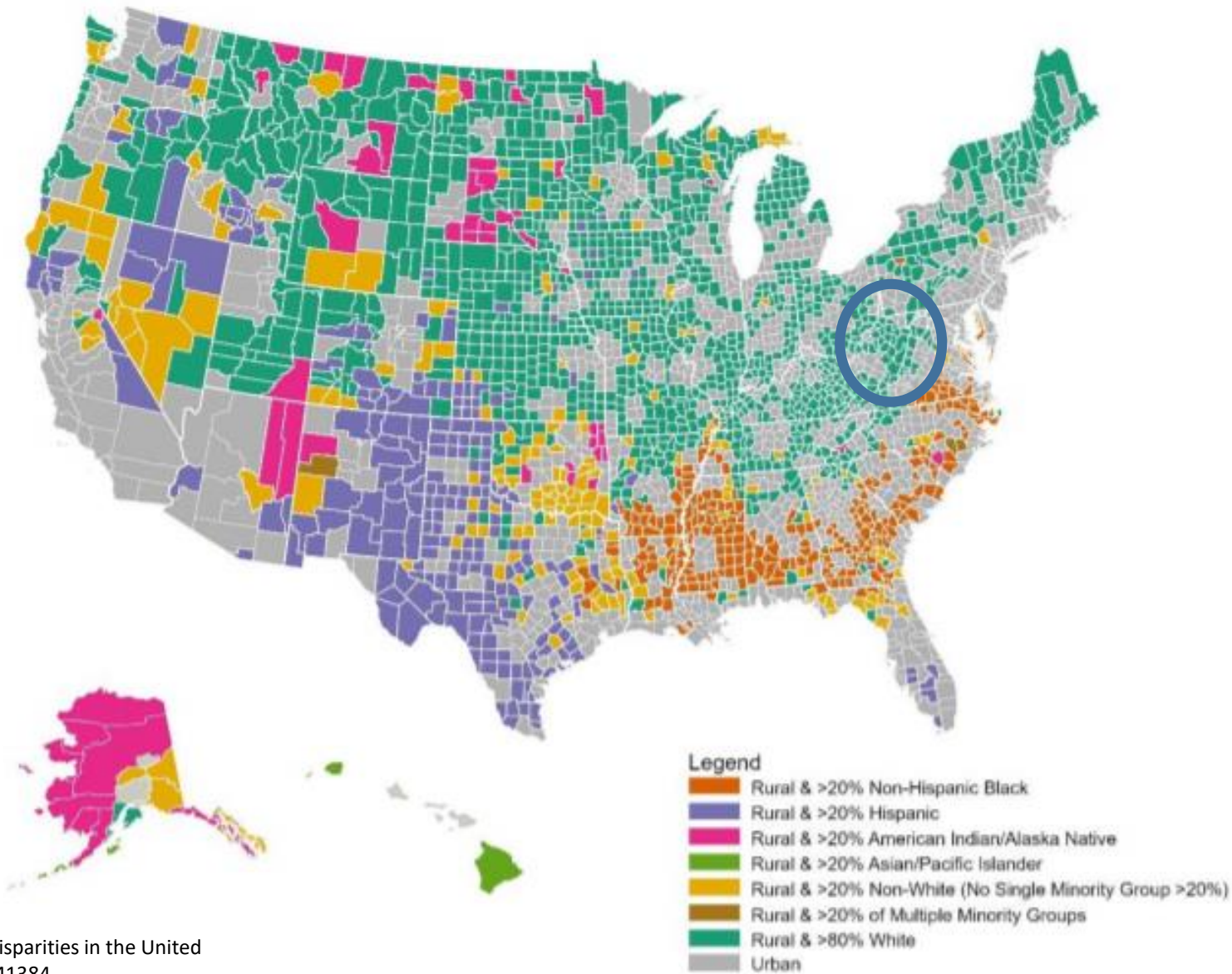
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- Small
- Rural
- Appalachian
- Community oriented
- Values – family, individual freedom, faith, love of place

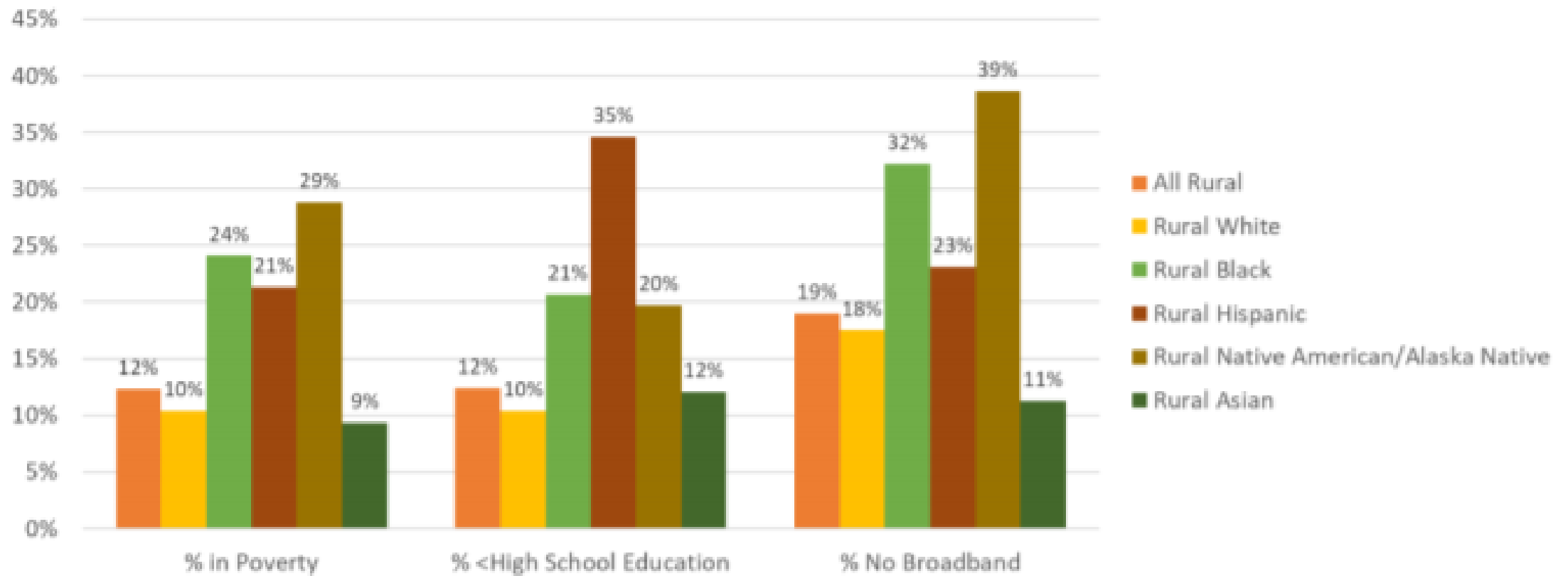


Credit: Michael Carpenter Photography

# Racial/ethnic composition across rural counties, 2018



Zahnd, W., et al. The Intersection of Rural Residence and Minority Race/Ethnicity in Cancer Disparities in the United States. *Int. J. Environ. Res. Public Health* 2021, 18, 1384. <https://doi.org/10.3390/ijerph18041384>



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# Coalition Examples

- Lung Cancer
  - MOH member leveraging support through grant acquisition – Patient Advocate Foundation partnership
  - WVUCI building statewide infrastructure
  - Lung Cancer Screening Outreach – education and outreach, white button pledge, CME practitioner webinar, PSAs aimed to drive patient request, multi-component lung cancer screening project that resulted in a 26% increase in lung cancer screening rates at participating LDCT sites
- Prostate Cancer



# Networking2Save

CDC National Network  
Approach to Preventing  
and Controlling Tobacco-  
related cancers in Special  
populations

National Network	Population of Focus	Awardee
ASPIRE Network	Asian American/Native Hawaiian/Pacific Islander	Asian Pacific Partners for Empowerment, Advocacy, & Leadership (APPEAL)
Geographically Health Equity Alliance	Geographically focused	Community Anti-Drug Coalitions of America (CADCA)
National African American Tobacco Prevention Network	African American	National African American Tobacco Prevention Network (NAATPN), Inc.
National Behavioral Health Network for Tobacco and Cancer Control	Mental or substance use disorders	National Council for Behavioral Health
National LGBT Tobacco-Related Cancer Network	Lesbian, gay, bisexual, and transgender (LGBT)	National LGBT Cancer Network
National Native Network (Keep It Sacred)	American Indian and Alaska Native	Inter-Tribal Council of Michigan, Inc.
Nuestras Voces (Our Voices)	Hispanic/Latino	National Alliance for Hispanic Health
Self-Made Health Network	Low Socioeconomic Status	Patient Advocate Foundation

# Thank You!



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