

# An Introduction to the American Cancer Society & Primary Care Systems Work

Presented by:

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# Who We Are

## Mission Statement:

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to **eliminating cancer** as a major health problem by **preventing cancer**, saving lives, and diminishing suffering from cancer, through research, **education**, advocacy, and service.

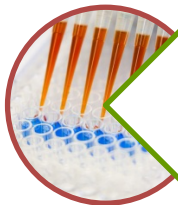
# ACS Helps People:



Stay Well



Get Well

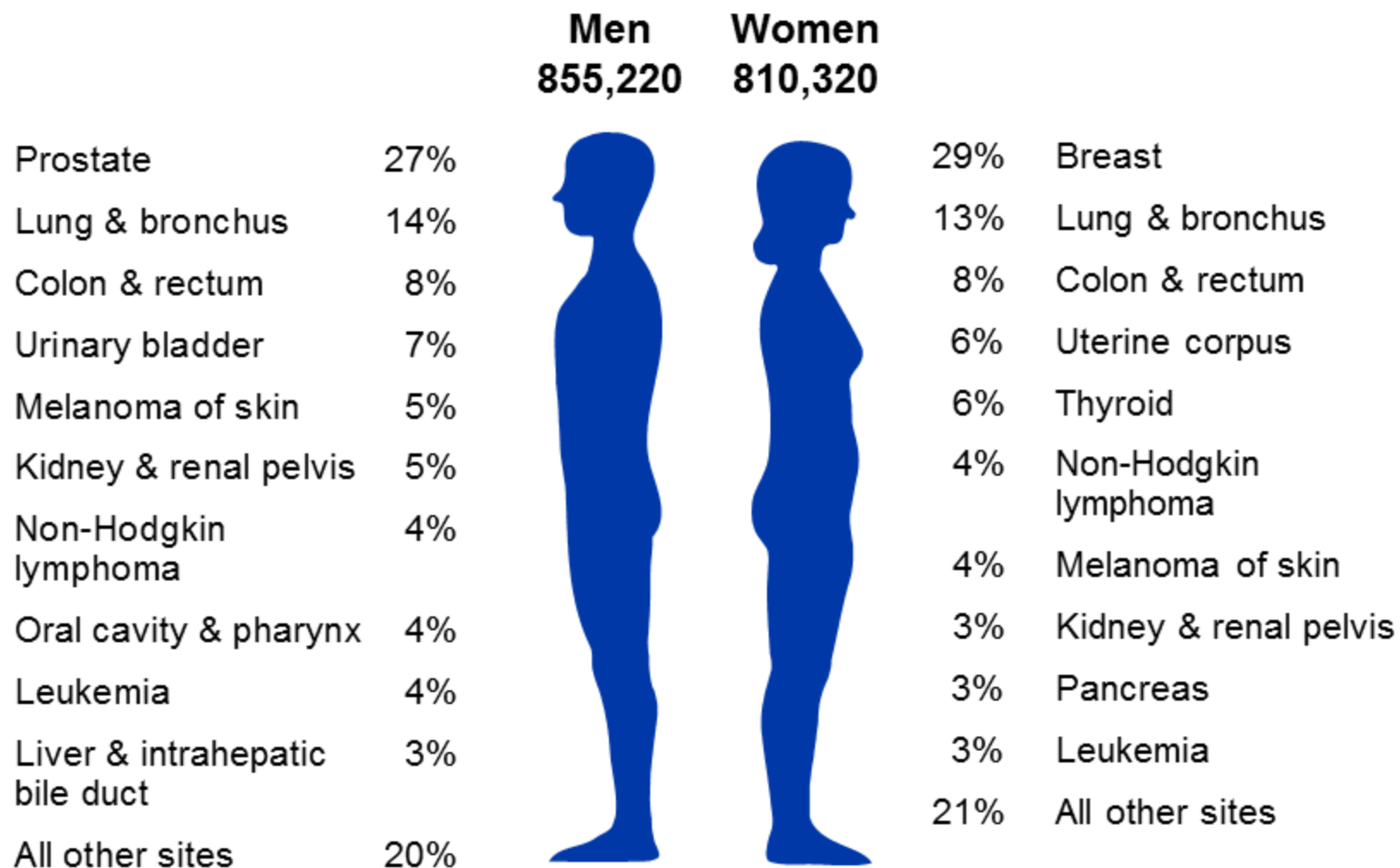


Find Cures



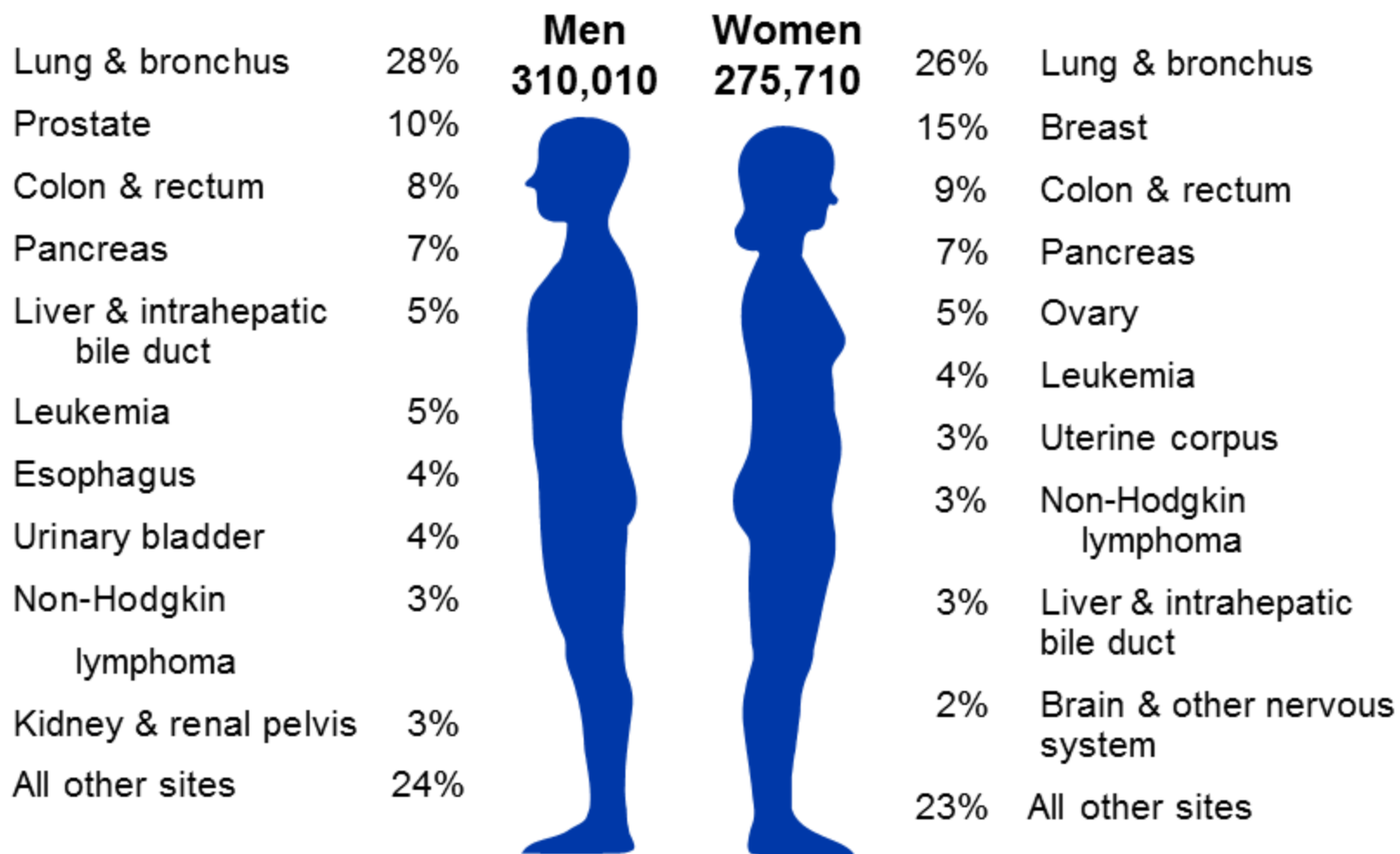
Fight Back

## Estimated New Cancer Cases\* in the US in 2014

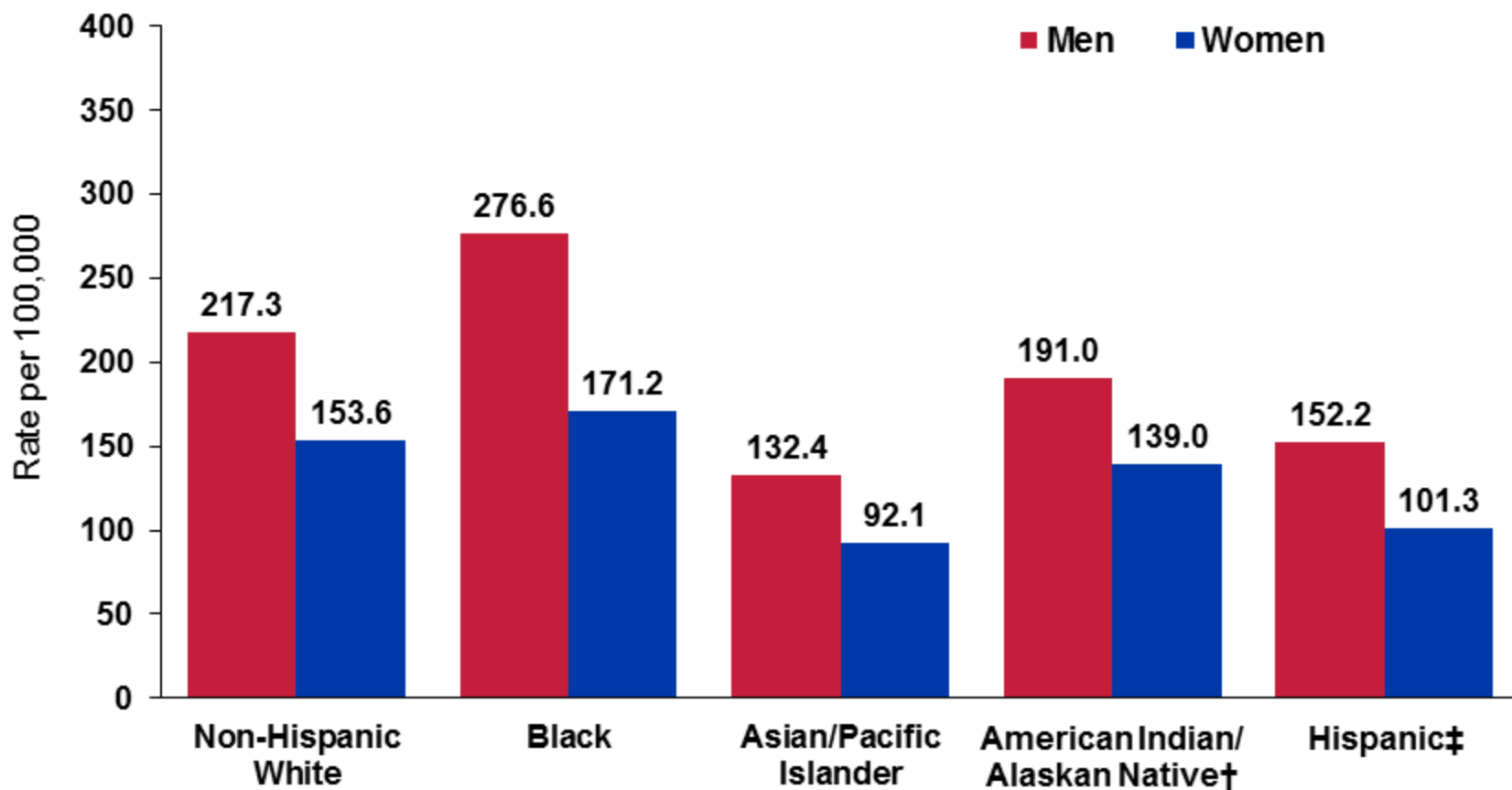


\*Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.

## Estimated Cancer Deaths in the US in 2014



## Cancer Death Rates\* by Race and Ethnicity, US, 2006-2010



\*Per 100,000, age-adjusted to the 2000 US standard population.

†Data based on Indian Health Service Contract Health Service Delivery Areas.

‡Persons of Hispanic origin may be of any race.

Sources: National Center for Health Statistics, Centers for Disease Control and Prevention, 2013.

## The Lifetime Probability of Developing Cancer for Men, 2008-2010\*

Site	Risk
All sites†	1 in 2
Prostate	1 in 7
Lung & bronchus	1 in 13
Colon & rectum	1 in 20
Urinary bladder‡	1 in 26
Melanoma of the skin§	1 in 34
Non-Hodgkin lymphoma	1 in 42
Kidney & renal pelvis	1 in 49
Leukemia	1 in 60
Oral cavity & pharynx	1 in 66
Liver & intrahepatic bile duct	1 in 82

\* For those free of cancer at beginning of age interval.

† All sites exclude basal cell and squamous cell skin cancers and in situ cancers except urinary bladder.

‡ Includes invasive and in situ cancer cases

§ Statistic for white men.

Source: DevCan: Probability of Developing or Dying of Cancer Software, Version 6.7.0 Statistical Research and Applications Branch, National Cancer Institute, 2013.

## The Lifetime Probability of Developing Cancer for Women, 2008-2010\*

Site	Risk
All sites†	1 in 3
Breast	1 in 8
Lung & bronchus	1 in 16
Colon & rectum	1 in 22
Uterine corpus	1 in 37
Non-Hodgkin lymphoma	1 in 52
Thyroid	1 in 62
Melanoma of the skin‡	1 in 53
Pancreas	1 in 68
Kidney & renal pelvis	1 in 83
Leukemia	1 in 86

\* For those free of cancer at beginning of age interval.

† All sites exclude basal cell and squamous cell skin cancers and in situ cancers except urinary bladder.

‡ Statistic for white women.

Source: DevCan: Probability of Developing or Dying of Cancer Software, Version 6.7.0 Statistical Research and Applications Branch, National Cancer Institute, 2013.



# The Cancer Burden: California Perspective

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# California: New Cancer Cases

## Combined

<b>Prostate</b>	23,010
<b>Female Breast</b>	26,130
<b>Lung</b>	18,780
<b>Colorectal</b>	13,930

**171,730 TOTAL CASES**

*Source: American Cancer Society, Cancer Facts and Figures 2014  
Excludes basal and squamous cell skin cancer and in situ carcinoma except urinary bladder.*

# California: Cancer Deaths

<b>Combined</b>	
<b>Lung</b>	12,590
<b>Colorectal</b>	5,150
<b>Breast</b>	4,270
<b>Prostate</b>	3,380
<b>57,950 TOTAL Deaths</b>	

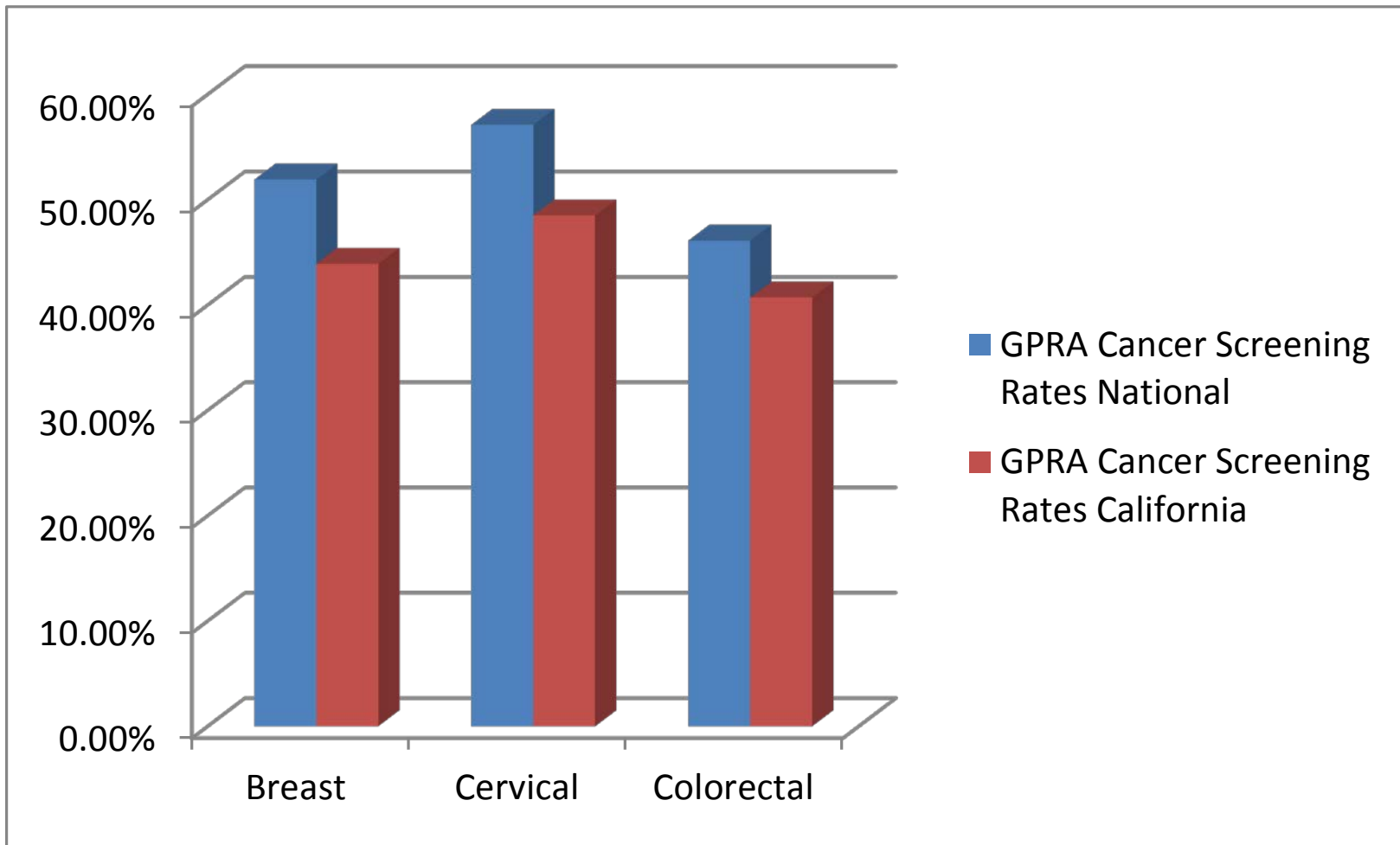
*Source: American Cancer Society, Cancer Facts and Figures 2014  
Excludes basal and squamous cell skin cancer and in situ carcinoma except urinary bladder.*



## Applying What We Know

- At least half of all new cancers cases can be prevented or detected earlier by screening
- 77% of all cancers are diagnosed in persons 55 years and older
- Approximately 13.7 million Americans with a history of cancer were alive in 2012

# 2012 GPRA Screening Rates



Source: GPRA CA Area Report, 2012



“I Never Got Screened Because...”

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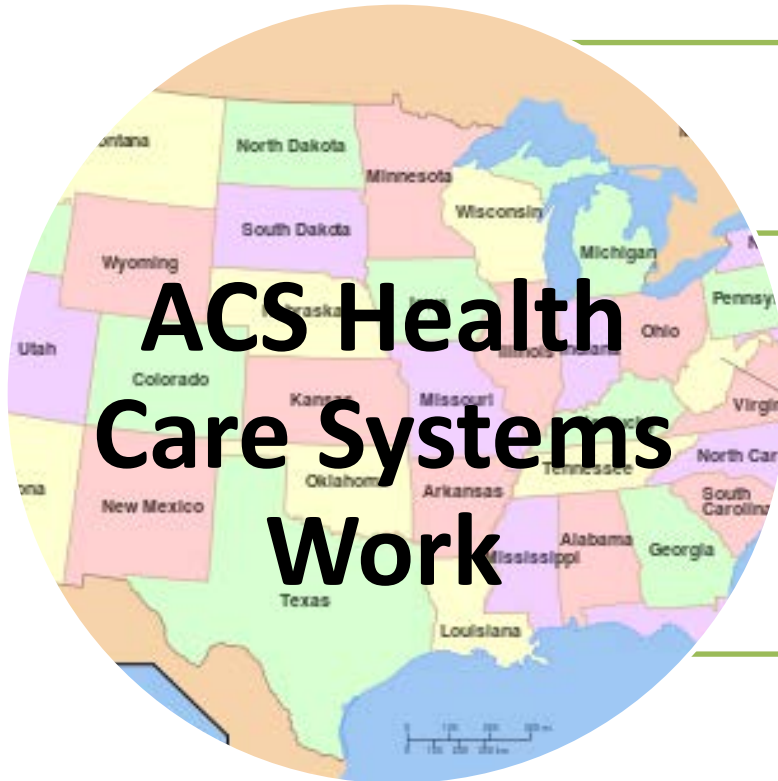
**“My doctor never talked  
to me about it!”**

# Primary Care Systems

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# New Structure



**Hospitals**



**State Health Systems**



**Patient Programs**



**Primary Care--IHS**

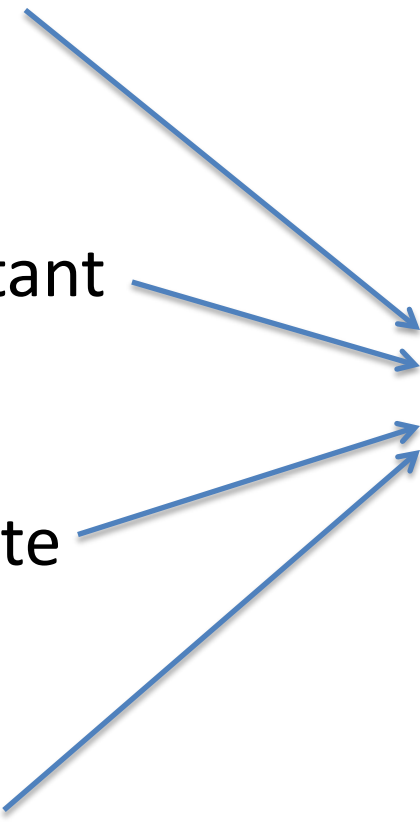


# Partnership: ACS & Clinics

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# How Can We Help You?

1. Partner
  2. Consultant
  3. Advocate
  4. Liaison
- 
- Four blue arrows originate from the right side of each list item and point towards the center of the red 'no cancer' sign.



# Partnership

*As a **Partner**, we will help you with the work you're already doing:*

1. Fulfill applicable PCMH standards
2. Enhance QI through evidenced-based interventions & tools
3. Improve screening rates
4. Promote chronic disease prevention
5. Enhance tobacco cessation and nutrition/physical activity efforts



# Primary Care Tools We Offer

- Health Card kits
- Branded screening reminder cards/letters
- Screening algorithms
- Phone scripts
- Screening guidelines
- Patient education materials

**American Cancer Society**  
**Tests to Find Cancer Early**  
*Ask your doctor or nurse about these tests.*

Cancer Type	Who	When	What	How Often
Breast cancer	Women*	Starting at age 20	<ul style="list-style-type: none"> <li>If you notice any change in your breasts such as a lump, tell your doctor or nurse right away. You may choose to do BRE (Breast self-exam) to find breast changes.</li> <li>Have an exam of your breast by a doctor or nurse.</li> </ul>	Every year
		Starting at age 40 and older	<ul style="list-style-type: none"> <li>Have a mammogram (exam) of your breasts and</li> <li>An exam of your breast by a doctor or nurse.</li> </ul>	Every year
Cervical cancer	Women**	Starting about 3 years after you start having sex but no later than age 21	<ul style="list-style-type: none"> <li>Have ONE of the following:                             <ul style="list-style-type: none"> <li>The regular Pap test OR</li> <li>The newer Liquid Pap test</li> </ul> </li> </ul>	Every 2 years
		Starting at age 30	<ul style="list-style-type: none"> <li>If you have had 3 normal Pap tests in a row, you may have:                             <ul style="list-style-type: none"> <li>The regular or Liquid Pap test OR</li> <li>Pap test with the new HPV test.</li> </ul> </li> <li>If you have NOT had 3 normal Pap tests in a row, then continue with your Pap tests every 1 or 2 years.</li> </ul>	Every 2 to 3 years Every 3 years
Prostate cancer	African American men OR men with a close family member with prostate cancer before age 65	Starting at age 45	<ul style="list-style-type: none"> <li>Have a blood test to check your PSA (prostate-specific antigen) and a rectal exam to check your prostate gland.</li> </ul>	Every year
	All other men	Starting at age 50	<ul style="list-style-type: none"> <li>Your doctor should offer you a blood test to check the PSA in your blood and a rectal exam to check your prostate gland. Your doctor should talk to you about how you might or might not benefit from prostate cancer testing so you can decide if you want to be tested or not.</li> </ul>	Every year
Colon cancer	Men and women*	Starting at age 50	<ul style="list-style-type: none"> <li>Have ONE of these tests:                             <ul style="list-style-type: none"> <li>Test to check for blood in your stool OR</li> <li>Sigmoidoscopy OR lower part of the colon (flexible sigmoidoscopy) OR</li> <li>Test to check for blood in your stool each year and a flexible sigmoidoscopy OR</li> <li>An X-ray of the colon (Barium enema) OR</li> <li>A test to look into the entire colon (colonoscopy)</li> </ul> </li> <li>Your doctor or nurse will help you decide which of these tests are best for you.</li> </ul>	Every year Every 3 years Every 5 years Every 10 years
Other cancers	Women	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and ovaries.	Whenever you have your regular check-up
Other cancers	Men	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and testicles.	Whenever you have your regular check-up

\*You may need to begin testing for colon cancer or breast cancer earlier or be tested more often if you or a close family member or other people you know have had these cancers. Talk to your doctor about this.

\*\*If you have had a hysterectomy (your uterus and cervix has been removed), you may choose to skip having the Pap test, unless the surgery was for cancer. If you are 35 or older and have had at least one type of sexual contact (vaginal or anal) or someone in your family has had this type of cancer, then you may need to be tested each year for cancer of the endometrium (lining of the uterus). This testing is done with a biopsy.

Be sure to tell your doctor or nurse if you have had any type of cancer or if your mother, father, brother, sister, or children have had cancer.

Don't use tobacco. If you do, ask your doctor or nurse about quitting.

Get at least 30 minutes of physical activity on 5 or more days of the week.

Eat a healthy diet with plenty of fruits and vegetables.

Maintain a healthy weight.

Drink less alcohol, if you drink at all.

Protect yourself from the sun with an SPF Sun protection factor of 15 or higher.

1-800-ACT-2-USE  
www.cancer.org  
Hope Progress. America's

# Advocates

*As an **Advocate**, we will :*

1. Seek grant opportunities from our national office
2. Share national best practices and elevate your challenges to national leadership
3. Invite you to join us in ACS CAN efforts



# Liaison



*As a **Liaison**, we are your link to the nation's cancer leader—ACS, and we can:*

1. Help you access ACS services and programs
2. Link you to current news from our cancer experts
3. Supply client and provider educational materials

# American Cancer Society Resources

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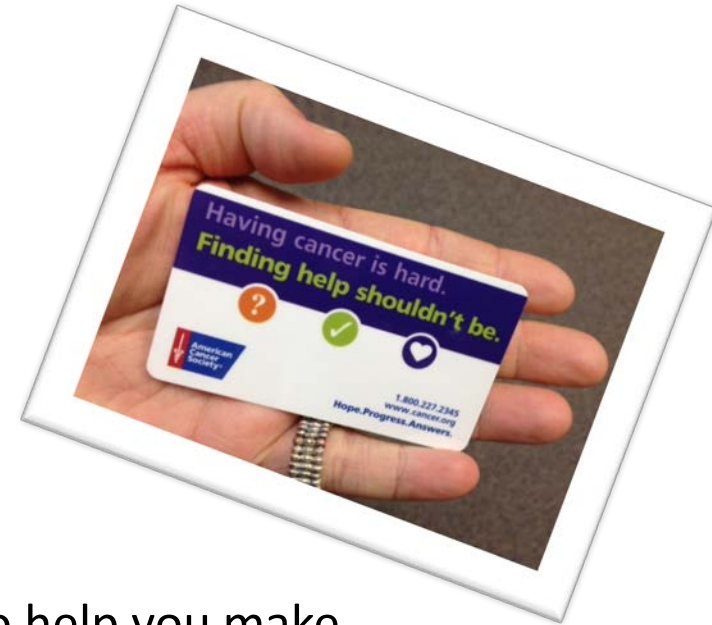
# Your #1 Resource: Primary Care Staff Partner





# Cancer Resource Network

The American Cancer Society is available **24 hours a day, 7 days a week**, to help guide you through every step of a cancer experience.



Easy to understand information to help you make decisions about your care.

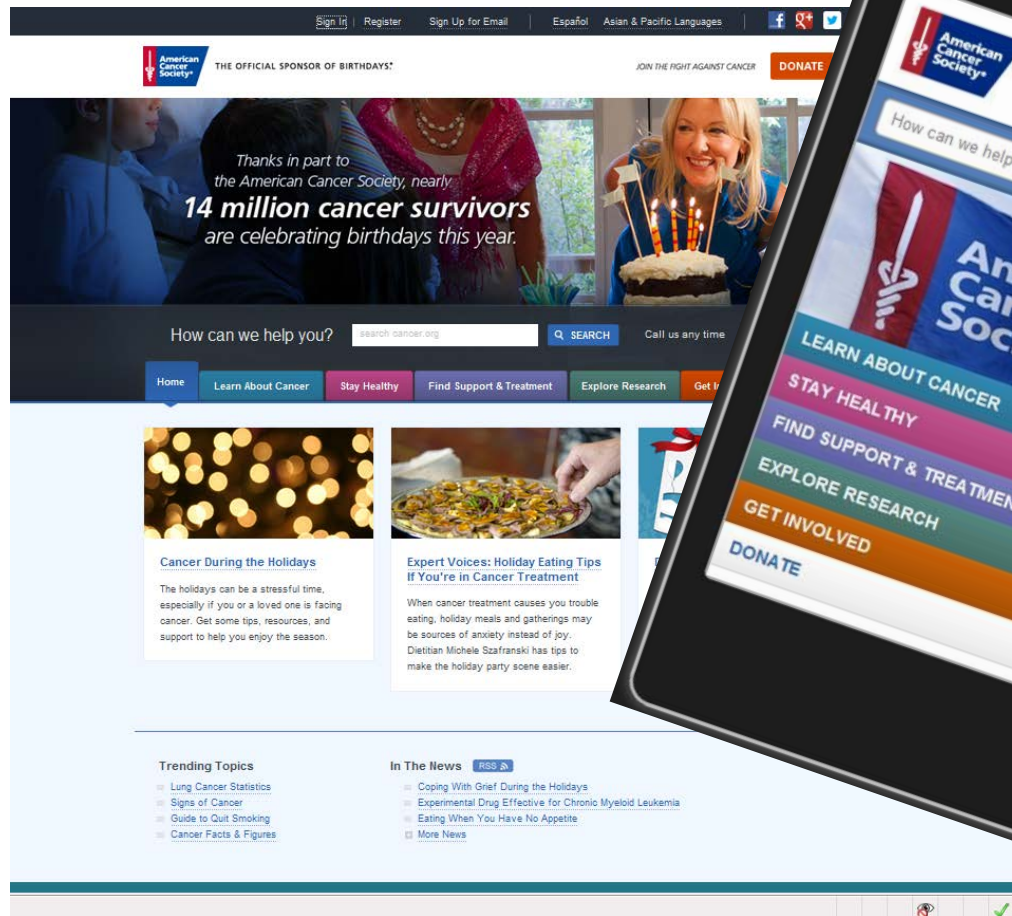


Referral for day-to-day questions such as financial, insurance, transportation, and lodging.



Connection to others who have been there for emotional support.

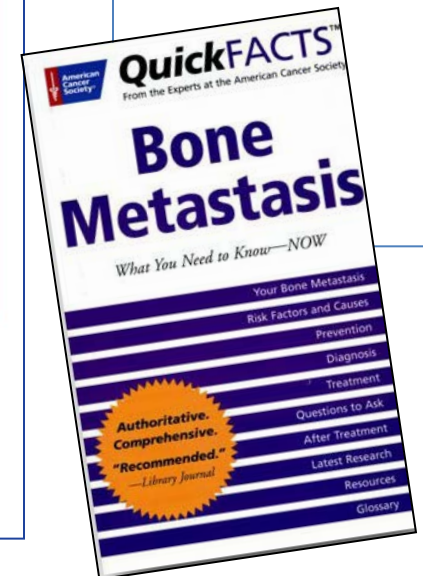
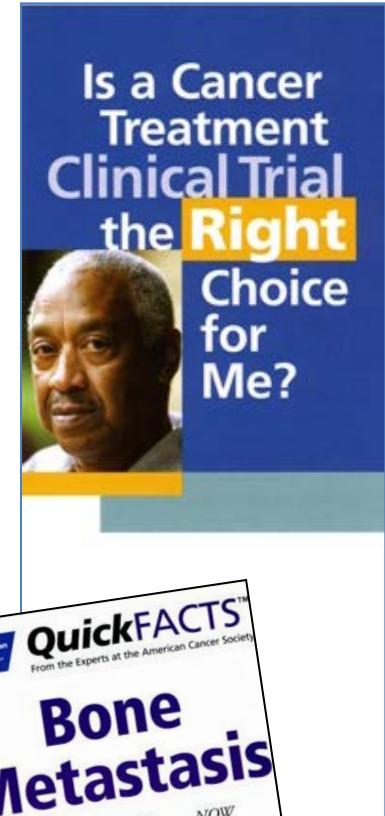
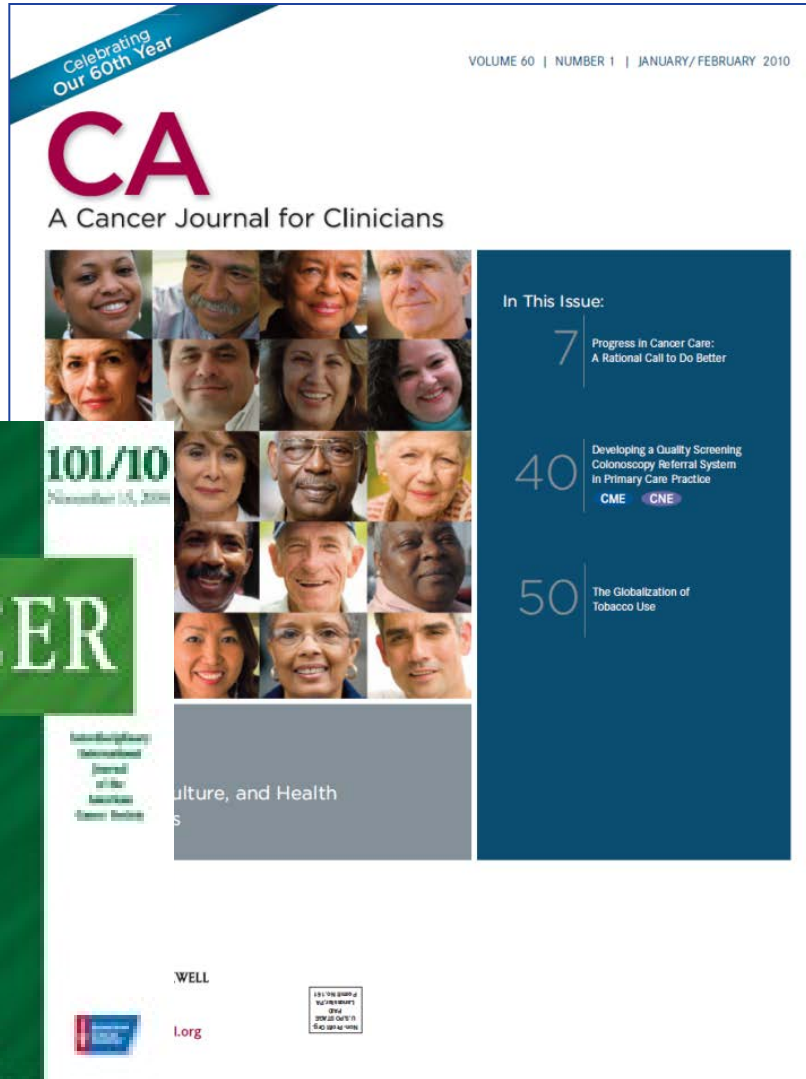
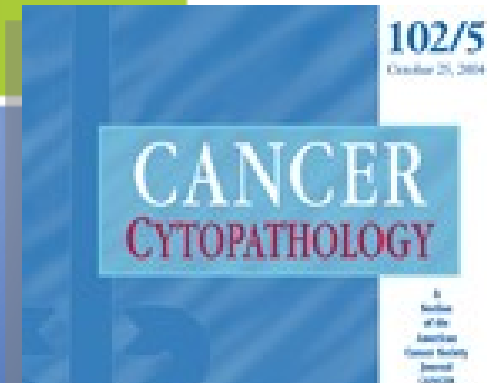
# American Cancer Society Website: [www.cancer.org/professionals](http://www.cancer.org/professionals)



# Educational Materials for Providers



Information



# Patient Education/Cue to Action

American Cancer Society

## Tests to Find Cancer Early

Ask your doctor or nurse about these tests.

Cancer Type	Who	When	What	How Often
Breast cancer	Women*	Starting at age 20	<ul style="list-style-type: none"> <li>If you notice any change in your breasts such as a lump, tell your doctor or nurse right away. You may choose to do BSE (breast self-exam) to find breast changes.</li> <li>Have an exam of your breast by a doctor or nurse</li> </ul>	Every year Every 3 years
		Starting at age 40 and older	<ul style="list-style-type: none"> <li>Have a mammogram (x-ray) of your breasts and</li> <li>An exam of your breast by a doctor or nurse</li> </ul>	Every year
Cervical cancer	Women**	Starting about 3 years after you start having sex but no later than age 21	Have ONE of the following: <ul style="list-style-type: none"> <li>The regular Pap test OR</li> <li>The newer liquid Pap test</li> </ul>	Every year Every 2 years
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Prostate cancer	African American men OR men with a close family member with prostate cancer before age 65  All other men	Starting at age 45	<ul style="list-style-type: none"> <li>Have a blood test to check your PSA (prostate-specific antigen) and a rectal exam to check your prostate gland</li> </ul>	Every year
		Starting at age 50	Your doctor should offer you a blood test to check the PSA in your blood and a rectal exam to check your prostate gland. Your doctor should talk to you about how you might or might not benefit from prostate cancer testing so you can decide if you want to be tested or not.	Every year
Colon cancer	Men and women*	Starting at age 50	Have ONE of these tests: <ul style="list-style-type: none"> <li>Test to check for blood in your stool OR</li> <li>Test to look into the lower part of the colon (flexible sigmoidoscopy) OR</li> <li>Test to check for blood in your stool each year and a flexible sigmoidoscopy OR</li> <li>An x-ray of the colon (barium enema) OR</li> <li>A test to look into the entire colon (colonoscopy)</li> </ul> Your doctor or nurse will help you decide which of these tests are best for you.	Every year Every 5 years Every 5 years Every 5 years Every 10 years
Other cancers	Women	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and ovaries.	Whenever you have your regular check-up
Other cancers	Men	Starting at age 20	Your doctor or nurse should check your thyroid gland, mouth, skin, lymph nodes, and testicles.	Whenever you have your regular check-up.

\*You may need to begin testing for colon cancer or breast cancer earlier or be tested more often if you are more likely than other people to have these cancers. Talk to your doctor about this.

\*\*If you have had a hysterectomy (your uterus and cervix has been removed), you may choose to stop having the Pap test, unless the surgery was for cancer. If you are 35 or older and have had an inherited type of colon cancer called HNPCC or someone in your family has had this type of cancer, then you may need to be tested each year for cancer of the endometrium (lining of the uterus). This testing is done with a biopsy.

Be sure to tell your doctor or nurse if you have had any type of cancer or if your mother, father, brother, sister, or children have had cancer.



Don't use tobacco. If you do, ask your doctor or nurse about quitting.



Get at least 30 minutes of physical activity on 5 or more days of the week.



Eat a healthy diet with plenty of fruits and vegetables.



Maintain a healthy weight.



Drink less alcohol, if you drink at all.



Protect yourself from the sun with an SPF (sun protection factor) of 15 or higher.

1-800-ACS-2345  
www.cancer.org  
Hope. Progress. Answers.®



- Screening guidelines for Breast, Cervical, Colon, Prostate and other cancers
- General lifestyle/prevention
  - Tobacco cessation
  - Healthy diet
  - Weight
- English and Spanish

# Health Card Kit

The American Cancer Society, the American Diabetes Association, and the American Heart Association have designed a health card to be used in a clinical setting to encourage communication between a patient and a provider to increase:

- A patient's knowledge of appropriate screenings
- The public's understanding about the clinical role for prevention
- The number of people being screened





# Patient Education



If you're 50 or older, you need to get tested for colon cancer. **No matter how good your excuse is...**



Ellos saben cómo prevenir el cáncer de colon. **Usted también puede saberlo: descubra cómo.**

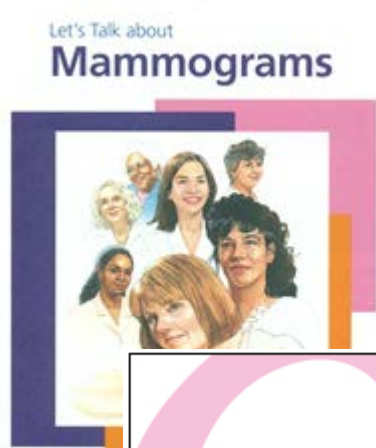


## Get Tested For Colon Cancer: Here's How.

An 7-minute video reviewing options for colorectal cancer screening tests, including test preparation.



They Know How to Prevent Colon Cancer



American Cancer Society Circle Of Life™  
Walk with us into the Circle Of Life - the journey continues.

## ABCs of Breast Cancer Early Detection

Set a personal action plan



American Cancer Society Circle Of Life™  
Cancer Education and Wellness for American Indian and Alaska Native Communities.

¿Ya es el momento para su mamograma anual?



Is it time for your yearly mammogram?

10 consejos para hacerse un mamograma

10 Tips for Getting a Mammogram

Calendar Journal

QUE CUMPLAS MUCHOS MÁS.™





## Next Steps?

- Assessing your screening practices?
- Discussing what might work best to meet your needs
- What would be most helpful to you?
- If you have any questions, please contact Jessica Jamison,  
[jessica.jamison@cancer.org](mailto:jessica.jamison@cancer.org),  
510.464.8202



We **save lives** and create more birthdays  
by helping you stay well, helping you get well,  
by finding cures, and by fighting back.

[cancer.org](http://cancer.org) | 1.800.227.2345