

Program Priorities

- ▶ Almost **60,000** people enrolled and screened in 6-year grant cycle Colorectal Cancer Control Program (CRCCP)
- ▶ **9,351** adenomas and **179** colorectal cancers detected
- ▶ **31** grantees are expanding to support health care providers in adopting practices proven to increase colorectal cancer screening
- ▶ **179,533** women screened for cervical cancer National Breast and Cervical Cancer Early Detection Program (NBCCEDP)
- ▶ **3,220** cervical cancers and high-grade premalignant lesions detected
- ▶ **298,726** women screened for breast cancer
- ▶ **5,312** breast cancers detected

Spotlight on Survivorship

“Addressing Cancer Survivorship through Public Health Research, Surveillance, and Programs” (*American Journal of Preventive Medicine*). The 12 articles highlight research, surveillance, education campaigns, and partnerships, addressing the role of public health programs in survivorship.

Journal of Cancer Survivorship: an evaluation of cancer survivorship activities across the National Comprehensive Cancer Control Program (NCCCP).

New and Next



1.5 million

cancer cases-- National Program of Cancer registries collected data.



7

state cancer registries continue to shorten the reporting time for childhood and young adult cancers, providing crucial data for childhood cancer control.



23

national/regional pathology laboratories successfully transmitted data electronically to more than 42 central cancer registries.



16

central cancer registries are receiving data electronically from physician offices.

Cooperation and Collaboration

- ▶ 11 state teams participated in the **80% by 2018 training forum to get targeted support** to increase their states' colorectal cancer screening percentage to 80% by 2018.
- ▶ Working with the Office of Smoking and Health (OSH) through the Consortium of National Networks to Impact Tobacco and Cancer-Related Disparities, grantees focus on cancer prevention addressing populations **at risk for high tobacco use**.
- ▶ State comprehensive cancer control grantees are working with community-based organizations to prevent cervical cancer by **promoting HPV vaccination**.
- ▶ Comprehensive cancer control partnerships were highlighted with **success stories** from Indiana, Iowa, Louisiana and Wyoming.
- ▶ 12 registries in 5 countries piloted an International Cancer Registry Cost Assessment Tool, helping assess the global burden of cancer and understand the **most efficient ways** to collect cancer data.
- ▶ Launched: a cancer control course that creates **capacity building** for global comprehensive cancer control.



Press and Publications

- ▶ Melanoma rates doubled between 1982 and 2011 but **comprehensive skin cancer prevention programs** could prevent 20% of new cases between 2020 and 2030. (*MMWR Vital Signs*)
- ▶ The rates of people screened for breast and colorectal cancer **did not change** from 2010 to 2013 and **declined** for cervical cancer from 2000 to 2013, according to recent data from the National Health Interview Survey. (*MMWR*)
- ▶ HPV DNA was detected in anywhere from **31% to 91%** of cancers that are commonly associated with human papillomavirus. (*Journal of the National Cancer Institute*)
- ▶ Sunscreen use among the majority of Americans is **not consistent or as recommended**. (*Journal of the American Academy of Dermatology*)
- ▶ The rate of cancer deaths is **expected to decrease** between 2007 and the year 2020, particularly for cancers of the oral cavity and pharynx, prostate, colon and rectum, lung, female breast and cervix, and melanoma. (*Preventing Chronic Disease*)
- ▶ While rates of new cancer cases are expected to stabilize for most of the population, the number of cancer cases is expected to **rise 20% or more** by 2020 due to an aging and growing population. (*Cancer*)
- ▶ **Gallbladder cancer** is a rare and deadly disease, more common among women and especially among American Indian and Alaska Natives. (*Cancer Epidemiology, Biomarkers, and Prevention*)
- ▶ The **reach and health impacts** of the National Breast and Cervical Cancer Early Detection Program were highlighted in a 17-article special issue of *Cancer Causes and Control*.

A partnership with the Appalachian Regional Commission has created a training program for cancer patient navigators in Appalachia to standardize patient navigation trainings for people living in the Appalachian region and improve coordination of these programs across the area.

Campaign Communications

- ▶ *Inside Knowledge: Get the Facts about Gynecologic Cancer Campaign* released new print, broadcast and digital public service announcements (PSAs) – in English and Spanish – including PSAs featuring former “NCIS” actress Cote de Pablo. The campaign’s PSAs have garnered nearly 5 billion audience impressions (the number of times they were seen or heard) worth more than \$142 million in donated placements.
- ▶ *Screen for Life: National Colorectal Cancer Action Campaign* released new print and digital PSAs featuring Katie Couric. The campaign’s materials consistently rank in the top 2% of campaigns monitored by Nielsen, and have generated nearly 17 billion audience impressions worth more than \$221 million in donated placements.
- ▶ Since its launch, the *Know:BRCA* tool has had more than 35,000 unique users from 162 different countries.

The **Bring Your Brave** public health education campaign uses personal stories to educate young women about breast cancer. It is the first breast cancer initiative to focus on women younger than 45 years. **Bring Your Brave** has already generated more than 46 million impressions on several digital platforms, including news outlets, blogs, Facebook, Twitter, and Pinterest.

DCPC’s Twitter account, **@CDC_cancer**, has nearly **80,000 followers**. The DCPC home page was viewed more than **7.7 million times in English**, and **2.2 million times in Spanish** between January and December, 2015.



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