

The Diverse Cancer Communities Working Group

Our Diverse Cancer Communities Working Group (CWG) is a three-year initiative (2017-2020) inspired by the Cancer Moonshot and the Biden Cancer Initiative. The CWG will deliver a sustainable set of solutions and innovations to optimize cancer screening, access to care, treatment and clinical trial inclusion for underserved populations and ethnic minorities in the United States. There continues to be disparities in early cancer screening, treatment, clinical trial inclusion and outcomes which reflects later stage disease than other communities. This is amplified by differences in prevalence, and cancer outcomes by zip code for ethnic minorities for notable cancer conditions. This challenge is both notable and critical as the US is last out of 11 countries in health equity, *Mirror, Mirror*, The Commonwealth Report, July 2017.

Our Call to Action: Spotlight existing inequities in order to identify and deliver solutions and innovations in cancer screening, referral, access to treatment, care, support and inclusive research for all.

Cancers that disproportionately affect ethnic minorities (examples):

- Higher incidence of **triple negative breast cancer** among African American women than women of other racial/ethnic groups;
- **Lung Cancer** is the leading cause of cancer deaths in African Americans in both men and women
- Substantially higher rates of **prostate cancer** incidence and death among African American men than men of other racial/ethnic groups;
- Higher rates of **cervical cancer** incidence and death among Hispanic and African American women than women of other racial/ethnic groups;
- **Colorectal Cancer** is the third most common cancer in both African American men and women and there is a higher incidence of death documented amongst non-whites.

Our Key Deliverables:

Goal 1: Establish a Cancer Index - Our goals hinge on the creation of in-depth cancer indices, that not only map at the zip code level the incidence and prevalence of specific cancers by race and ethnicity, but reveal care patterns, patient characteristics, providers, and costs at the community level. With this level of detail and working with other groups with robust data sets, the Working Group and other partners will be able to hone in on the locations where screening, access to care and clinical research recruitment will be most fruitful with targeted strategies for assisting providers, patients, and community leaders based on their current need and strengths. Baseline data are key for establishing a metric for progress over the course of the program. Cancers that will be mapped include: breast, cervical, colorectal, kidney, liver, lung, multiple myeloma, oral, prostate, and stomach.

Goal 2: Help Clinicians Increase Cancer Screening, Prevention Counseling, and Specialist Referral – Once the patient populations and providers are identified with gaps in cancer prevention, screening, referral and treatment, the Working Group will support the development and implementation of targeted educational and performance improvement programs that can help clinicians better recognize the problem and implement strategies that can lead to better processes and outcomes for their patients.

Goal 3: Promote Patient and Community Understanding and Action – Coupled with goals 2 and 3, is engaging community leaders in understanding the importance of research and prevention/screening/referral. The Working Group will support community training and action in parallel with the provider training and support, so they can assist with getting the message out in their community while impacting behavior and engagement with sustainability.

Goal 4: Better Understand and Increase Diversity in Cancer Clinical Research - The Sub team (ST) is committed to bringing the benefits of precision medicine and cancer immunotherapy to all patients in the U.S. Currently, most clinical trials fail to include people of color or poor populations, given the geographic, cultural, and health literacy divide between research and many patient populations. Indeed, the trust chasm that separates some patient groups such as African Americans from the research elite can appear unbridgeable. The ST will seek first to understand the participation of diverse patient populations in research trials and drive a call to action. The ST will seek to promote increased participation through professional and public educational efforts, using the tools of **I'm In**, a branded communications and advocacy tool developed by NMQF to promote research equity.

Our Work Defined:

Four Sub teams:

- **The Cancer Index:** Co-Chairs: Ryan McCabe, PhD, American College of Surgeons, Gary Puckerin, PhD, NMQF
- **Diversity in Cancer Research:** Chair: Coleman K. Obasaju, MD, PhD, Eli Lilly and Company >
- **Community and Patient Engagement:** Co- Chairs: Ellen Sonet, JD, MBA, CancerCare; Michelle Vichnin, MD, FACOG, Merck & Co., Inc.
- **Physician Education and Quality Improvement (QI)** Co-Chairs: Christopher M. Dezii, RN, MBA, CPHQ, Bristol-Myers Squibb Company; Laura Lee Hall, PhD, Sustainable Healthy Communities, LLC

Sustainable Healthy Communities and National Minority Quality Forum Staff

- Bernard M. Rosof, MD, MACP, President and CEO, SHC, LLC
- Gary A. Puckrein, PhD, Founder and CEO, National Minority Quality Forum, SHC, LLC
- Laura Lee Hall, PhD, Chief Operating Officer and Executive Vice President, SHC, LLC
- J’Aimee A. Louis, MPH, Healthcare Marketing Coordinator, SHC, LLC
- Jeanne M. Regnante, Sr. VP, Community Educational Programs, Chair, Diverse Cancer Communities Working group, SHC, LLC
- Liou Xu, PhD, Senior Statistician, National Minority Quality Forum

Our Current Partners:

Merck & Co.
Amgen, Inc.
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Eli Lilly and Company
CancerCare
American College of Surgeons
University of Kentucky Healthcare
Genentech, Inc.
American Society of Clinical Oncology
Biden Cancer Initiative
Horizon Blue Cross Blue Shield of New Jersey

For interest in joining us, please contact: Jeanne M. Regnante, Chair, Sustainable Communities Working Group, jregnante@shcllc.info

About Sustainable Healthy Communities, LLC

A wholly owned subsidiary of the National Minority Quality Forum, the SHC is a pioneering healthcare information company that measures population health, provides actionable analysis to clinicians, health care systems, researchers, corporations and policy makers as well as patients, their caregivers and community leaders. www.shcllc.info



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