

Creating data reports using cancer registry data for community cancer control initiatives

Amanda Kahl, MPH; Suzanne Bentler, PhD; Sarah Nash, MPH, PhD; & Mary Charlton, PhD

1) Iowa Cancer Registry, 2) Holden Comprehensive Cancer Center, University of Iowa

Introduction

Iowa has the second highest cancer incidence rate in the US. Many people across the state are concerned about why Iowa has such a high incidence and want to know more about the cancer rates and risk factors in their communities.

Cancer registries are a unique data resource with expertise that can help communities understand their cancer control and prevention needs.

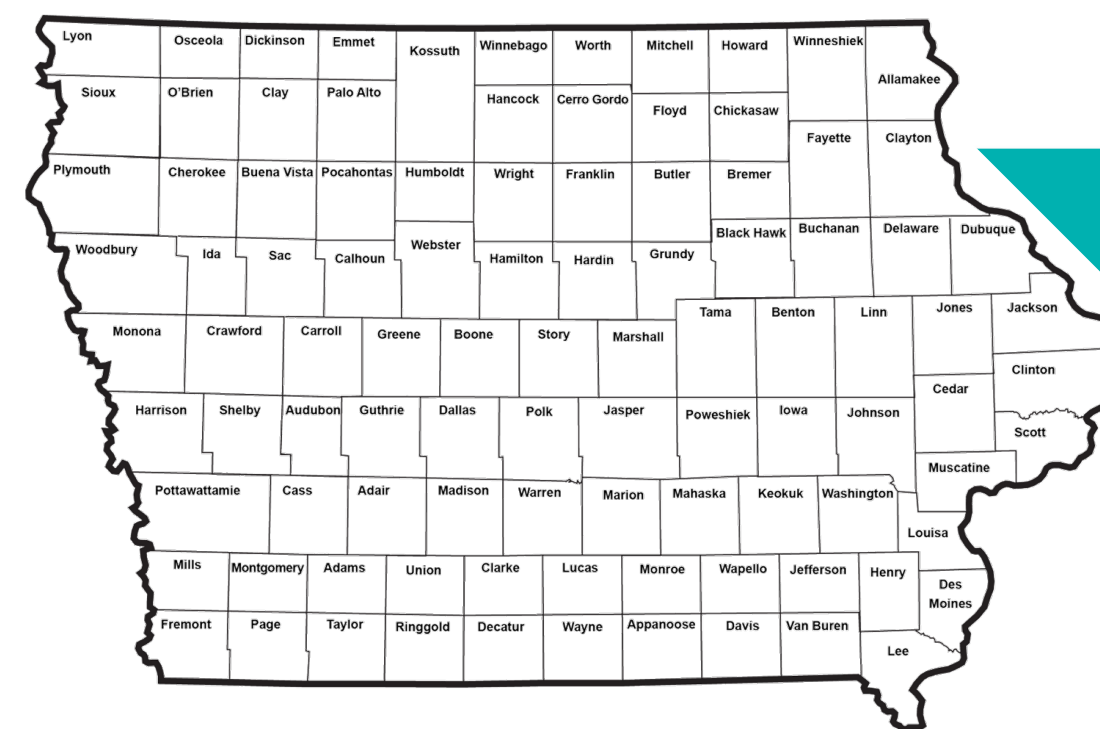
Goal: Create community cancer profiles for each of Iowa's 99 counties.

Original Community Cancer Profiles

The Iowa Cancer Registry developed a Community Cancer Profile Report which provides publicly available cancer statistics by county. This report was initially created to provide curated information to hospital representatives about patients in their catchment areas.

Between 2019 and 2024, 33 community reports were created for 23 unique requestors. These requestors were from facilities that ranged from small Critical Access Hospitals to large hospitals with cancer programs accredited by the Commission on Cancer (CoC).

The report includes publicly available information on the most common cancer sites diagnosed, incidence and incidence trends, mortality, stage distributions, patient demographics, and county-level estimates for cancer screening and health behavior data.



The original Community Cancer Profiles have evolved into

Cancer in Iowa: 99 Counties Project



Data

Data was compiled from publicly available sources

- Cancer data from SEER*Stat
 - Trends calculated in Joinpoint
- Cancer Screening & Risk Factors
 - BRFSS, CDC Places
 - Model-Based Small Area Estimates of Cancer Risk Factors & Screening Behaviors from NCI
- Iowa Health and Human Services

Create

- Compiling data from original Community Cancer Reports
- We consulted One Health Insights for creation of templates and feedback on content and data visualizations
- Utilizing Tableau to efficiently create:
 - Flyers to advertise presentations
 - County Cancer Profile Reports
 - County Cancer Profile Presentations
 - Media handouts to help reporters covering the presentations

The aim of this project is to enhance community engagement and education around cancer prevention and control across all of Iowa's 99 counties.

Our team is led by members of the Iowa Cancer Registry, Holden Comprehensive Cancer Center, Iowa Cancer Consortium, and the Iowa Rural Health Association.

The original Community Cancer Profiles were created for healthcare providers and administrators. These reports were developed into presentations for a general audience after receiving feedback from a variety of stakeholders.

Engage

Presented project to Iowa county public health directors and sent survey to gauge interest for meetings

Setting up 30-minute planning meetings with public health directors to discuss the audience and venue for presentation and any questions or concerns they have

Creating a frequently asked questions document to better prepare speakers/participants

A portion of the county presentation will be dedicated to an open discussion

- This will be an opportunity to listen to community concerns, ideas and questions, and gather feedback that can inform future cancer control efforts
- Collecting questions asked during presentations to document which topics are being asked and by who
- Presenters attended Community Engagement Training to prepare for difficult questions

Lessons Learned

- Need to take time to introduce and explain the purpose of the Iowa Cancer Registry
- Environmental risk factors are a major concern for Iowans
 - Created list of resources for environmental factors
 - Communities want us to test their water and houses for chemicals and radon
- Need to be prepared with organizations that communities can connect with for support/guidance/funding
- Need to have solutions ready to share
 - What can communities do?
 - Where can they go?
- Local healthcare providers have expressed concern that the public will blame them for high cancer rates and want to be prepared with solutions to present
- Utilizing Office of Community Engagement to prepare for how to effectively answer the public's questions

Future Directions

Create a community cancer profile for every county in Iowa and share the data back with key stakeholders from each county.

Acknowledgments

99 counties team:

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Flyers to Advertise Presentations

Provide:

- Average number of cancer diagnoses and deaths per year
- Overall county incidence and mortality rate ranks
- Top cancers in county
- Invitation to listen to experts present cancer-related data on your county
- Date and location of presentation

County-Specific Cancer Profile Reports

Reports will include:

- Rankings and trends in incidence and mortality by cancer type
- Risk factors and prevention/screening behaviors for each county
- Comparison with state and national data
- Recommendations and resources on cancer prevention and control priorities for their community

Reports will be posted to the Registry website after they are presented

County Cancer-Related Presentations

Present highlights of report findings in each county through 60 minutes in-person or virtual meetings

- Top county-specific cancer incidence, mortality, risk factors, and prevention strategies
- Introduce organizations and provide resources (e.g. Iowa Cancer Plan) to help reduce the burden of cancer
- Meetings are open to local policymakers, public health officials, community leaders, and interested residents

Media Handouts

Developing media handouts for local reporters who cover a presentation. This handout will include statistics presented, so reporters can include accurate data in their articles.

