

Comprehensive Cancer Control: Success Stories from Local Health Departments



Background

The National Association of County and City Health Officials (NACCHO) works with local health departments (LHDs) to build capacity, implement, and highlight model practices of community-level Comprehensive Cancer Control (CCC) efforts. Comprehensive Cancer Control brings various stakeholders together including state and local health departments, state, local and community organizations, researchers, health care providers, cancer survivors, and others to reduce the burden of cancer in communities. There are many effective and evidence-based strategies directed towards cancer prevention ranging from medical, such as screening or vaccination, to environmental that improve healthy behaviors, such as quitting tobacco products or increasing physical activity.

In 2018, NACCHO, in partnership with American Cancer Society, conducted a survey of local health department officials to document the national landscape of local cancer prevention, education, screening, and control activities and share successful strategies and stories from the field. The following two LHD stories highlight successes in Human papillomavirus (HPV) vaccination education and community tobacco cessation classes.

Communities Featured

- Florida Department of Health in Pinellas, St. Petersburg, FL
- Oneida County Health Department, Utica, NY

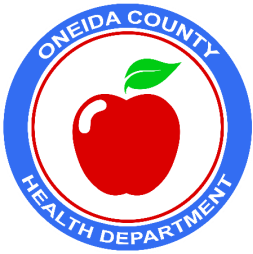
What is Comprehensive Cancer Control (CCC)?

Comprehensive Cancer Control consists of collaborative strategies to leverage community resources for cancer prevention, early detection, and treatment. Common CCC activities include implementation of strategies designed to reduce cancer risk, promote healthy lifestyles, ensure access to screenings and diagnostic technologies, and improve the treatment and support services to enhance survivorship.

NACCHO has developed several resources such as webinars, factsheets, and toolkits that can help local health departments implement a variety of Comprehensive Cancer Control strategies. For additional resources on implementing CCC efforts, visit NACCHO's [Cancer](#), [Tobacco](#), and [Immunization](#) homepages.

Oneida County Health Department: Leveraging Community Resources to Promote Cessation

September 2018



Synopsis

Through a unique community partnership, Oneida County Health Department sustained tobacco cessation programming for residents in their community after state funding was cut. The health department in partnership with Rome Memorial

Hospital and Mohawk Valley Health System, and Mohawk Valley Community College Respiratory Care Program strategized to improve access to health care services and reduce barriers to care by offering smoking cessation classes throughout the year.

Challenge

Due to funding cuts from New York State, Tri-County Quits ended July 1, 2014. The program provided the public with cessation classes and counseling for quitting smoking. After the loss of Tri-County Quits, Oneida County was without smoking cessation classes for over a year. While the community was still interested in cessation classes, there wasn't staff available to lead the classes. Data from the BRFSS (2013-2014) showed that there were 22% of adults in Oneida County who smoked. This rate has since declined, with 14.6% of adults identifying as smokers (BRFSS, 2016). Oneida County has made significant progress in reducing tobacco use over the past few years through various tobacco control efforts and wanted to ensure that the community members still had the resources needed to quit. As organizations, workplaces, and municipal housing locations adopt smoke-free policies, cessation options become that much more valuable to the community.

Solution

As part of the Oneida County Community Health Assessment and Community Health Improvement Plan, a Tobacco Workgroup was established. The Workgroup identified this gap of services and developed a plan to reestablish cessation classes. Using the American Cancer Society's Freshstart Cessation Program, Oneida County Health Department created a Train-the-Trainer

program to train Respiratory Therapy students at Mohawk Valley Community College, and Respiratory Therapists from area hospitals to facilitate Freshstart Cessation classes in the community.

Cessation classes started being offered to the public in the fall of 2015 and are free and open to the public. Oneida County Health Department serves as the coordinator of this program and creates a yearly schedule that has up to five, 3-week classes each year. Classes are now conducted in area hospitals and have been provided to senior municipal housing residents in Rome, NY. Funding from a small Population Health Improvement Plan grant allows for an incentive for participants to earn a \$25 grocery gift card for completion of the 3-class series. Classes are advertised through the local newspapers and press releases. Flyers are also shared through health providers in the community.



Results

Cessation classes have gained popularity over the past few years, and approximately 80 people have graduated the cessation class series since winter 2016. The goal of the classes is to help people make a quit attempt, and at the end of 3 sessions, participants are asked to fill out a survey, with questions on

whether they plan to make a quit attempt, and the most useful and least useful parts of the classes. The survey also asks participants to provide contact information for follow up at a later time.

“From a non-smoker and a smoker’s perspective, the class was excellent. The trainers were great and personable and truly helped my husband and me to see a light at the end of the tunnel for quitting. We are so extremely appreciative for this class, and if a support group created in the future, we’d love to attend.”

The following are highlights from participants in 2016:

- Out of the 31 people that were contacted, 17 people answered, called back, or emailed back.
- 82% of people who responded to follow-up (14/17) indicated that they were able to make a quit attempt from the classes.
- 50% of people who responded to follow-up indicated that they have been smoke-free for 5 months or more.
- The health department followed up with those that indicated that they were smoke-free for a length of time after taking classes in 2016, and out of the 5 that were reached, 4 participants are still smoke-free after 2 years.
- The program received positive feedback from participants, and many ask if there is additional support once the classes end. Mohawk Valley Health System is hoping to launch a support group soon to allow another means of support for people that are trying to quit.

The following are highlights from participants in 2017:

- 16 people were contacted either by phone or email; 5 out of the 16 answered, called back or emailed back.
- Everyone who responded to follow up indicated that they were able to make a quit attempt from the classes.
- 80% (or 4:5) of people who responded indicated that they have been smoke-free for 6 months or greater.

Lessons Learned

Community Collaboration and Resources — Oneida County Health Department attributes the success of this program to the strong community collaborations. It required work from multiple partners in order to be successful, as well as ongoing training to make sure staff were prepared, willing, able, and comfortable leading classes. Two years into the program, ongoing technical assistance is still required to help schedule classes, make sure staff have

the needed resources, help with room set up and to ensure that follow up is completed. Follow up is conducted by phone or e-mail by health department summer intern staff.

Another lesson that informed this project was being able to use the Tobacco Workgroup’s inventory of the community’s resources to help come up with a solution that worked. In this case, they tapped a diverse set of community stakeholders to make the classes happen including colleges and students, the respiratory staff at hospitals, and the local health department. Partners in this effort are involved in Oneida County’s Community Health Improvement Plan (CHIP) Tobacco Workgroup, which is a workgroup established by the Community Health Assessment in Oneida County. Other partners on the workgroup included representatives from the local chapter of the American Cancer Society, BRiDGES Tobacco Prevention Program, St. Joseph’s Hospital, and Utica Community Health Center.

Participant Recruitment Tactics — It took time to build the reputation of the classes and address the challenge of getting people to show up and participate in the classes. The LHD enlisted support from all partners to promote the classes to the community. Rome Hospital and Mohawk Valley Health System marketing departments assisted with marketing the classes to the public through press releases, social media posts, and direct mailings to households. Even though people expressed interest in the classes, ongoing attendance is something that the team continuously monitored and tried to address. Though a small grant, the program was able to offer grocery gift cards to those who completed the series of 3 classes, which helped boost attendance and retention.

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Florida Department of Health's HPV Ambassador Program

September 2018



Synopsis

The Human Papillomavirus (HPV) Ambassador Program trains members of the community and healthcare professionals to educate others on the importance of the HPV vaccine. Ambassadors are committed to the cause of protecting people against HPV and other vaccine-preventable diseases.

Challenge

The Florida Department of Health started to focus on the HPV vaccination rate in 2012 after the state was ranked lowest in HPV vaccination rates; only 39.4% of females ages 13 to 17 years old received greater than or equal to one dose of HPV Vaccination. The state also had the second highest HPV-Associated Cancers Rate (14.27) in the United States between 2011 and 2015 (Source: <https://www.cdc.gov/cancer/hpv/statistics/state/index.htm>).

Because of the lack of education or miseducation about HPV, several barriers exist related to HPV vaccinations. Common barriers include:

- Parents declining the vaccine for their children due to lack of knowledge about the vaccine/disease and not receiving a strong recommendation from their family doctor; and
- Healthcare professionals, nurses, nurse practitioners, and physicians not educating or recommending the HPV vaccine to patients during routine adolescent health check-ups.

Solution

The Florida Departments of Health and PITCH – Partners Immunizing Towards Community Health, started the HPV Ambassador Program – Ask Me About HPV! to train and educate about the importance of the vaccine. The program trains

within the State of Florida with a focus in Pinellas, Hillsborough and Pasco Counties. PITCH is made up of nine Florida counties altogether.

There are three versions of the HPV Ambassador program:

1. **Healthcare professionals** are trained to educate parents and patients on the importance of the HPV vaccine in preventing related cancers and diseases. This Healthcare professional will commit to utilizing the method of SAME DAY/SAME WAY* when giving a strong recommendation on receiving all adolescent vaccines. These in-person trainings utilize The CDC's You Are the Key to HPV Cancer Prevention – Train the Trainer methods (YRTK). (<https://www.cdc.gov/vaccines/ed/hpv/you-are-key.html>)

* SAME DAY/SAME WAY is a brief, interactive role-play simulation designed to enhance healthcare providers' ability to introduce the HPV vaccine and address hesitant parents' concerns, along with other practices that have sent participants to the training.

2. **Community members** are educated on what cancers and diseases are caused by the HPV virus, the age range that the vaccine is offered, and where they can go to get further education and start the series. The 2.5-hour educational classes are in-person and utilize multiple resources such as the CDC's YRTK, Someone You Love and several local HPV information sheets. The trainings are conducted in community locations including local churches, hospitals, community health departments, and a local training facility.

3. **Middle, High School, and College Students** – In early 2019 the HPV Jr. Ambassador program will launch using the peer to peer education model. Selected students will receive special training on HPV related cancers and how to prevent possible life threatening cancers later in life. Peer educators in the college will also participate in campus-wide education/vaccination days at their colleges and universities. The Jr. Ambassador program uses Students Working Against Tobacco (SWAT) as a model where students will be educated through after-school programs and community-based youth programs. Starting in September 2018, Pinellas County is working with the NAACP

Youth Council to conduct a pilot to train a group on peer to peer techniques, the importance of a positive messages, HPV and how to talk/handle anti-vaxxers. In year 2, they hope to bring the trained groups together to host a Youth Health Summit for students between 12 and 18.

For the college students, the program is working with local colleges to educate medical and public health undergraduate and graduate students on the importance of the HPV vaccine and completion of the series. After the training, each school will host an HPV Health Awareness Day for the entire campus that includes health screenings and HPV vaccines.

Results

Between January and June 2018, 625 HPV Ambassadors were trained in Florida. Many of those trained in the first 6 months of the program were healthcare professionals and medical students many of whom also work outside of the state of Florida thus expanding the programs reach. School nurses in the Pasco County School District have also completed the training and are now educating parents and students on the importance of the vaccine. Because of trained educators having one on one sessions with parents, during the 2018 back to school summer rush, 8 out of 10 parents started their child on the HPV series. The program is also working with Healthy Start and Healthy Families Pinellas to train staff as HPV Ambassadors. On average, each Family Support Worker can have 15 to 20 families on their caseload at a time which will potentially be very impactful. Plans to collect baseline vaccination rate data are in the works and the LHD is working towards collecting measurable data for these aspects of the program soon.



The HPV Ambassador program is now part of an initiative to help increase the 1st dose completion rate within Pinellas County and the State. In the beginning, the program only focused on the 1st dose as a state. Pinellas County is now starting to focus on completion of the series through several initiatives including working with teens seen in their family planning and STI clinics, and providing education on the vaccine, and scheduling a return date for the next in the series. The program has also launched the DOH Pinellas [HPV Education webpage](#)

Pinellas County also provides a TDAP Clinic in local Middle Schools for all 6th-grade students. These clinics have now expanded to provide all adolescent vaccines at no cost to the student.

Initial data shows that Pinellas County is making progress in improving their HPV vaccination rates. Data from the seventh consecutive quarter of the HPV Partnership shows there has been a 45.61 percent increase (29.05% to 42.3%) in the HPV immunization rate in Pinellas County. The age group that experienced the most change since the first quarter is the 14 to an 18-year-old group which increased from 38.2 percent to 58.0 percent (51.83% change).

Lessons Learned

At the beginning of the program, the target focused on the lay community but later expanded the focus to educating healthcare professionals and medical students to have a larger impact not just in Florida throughout the country.

The program takes great care to make sure each participant feels as if they get a personal one on one training including materials that will help them in educating others. During the interactive training seminar, each Ambassador receives an HPV Toolkit that provides all the information they need to give informed answers to HPV questions. Ambassadors also learn the importance of recognizing possible cultural barriers to convincing parents about the importance of getting their child(ren) vaccinated against HPV. Participants have shared that after attending the training it is easier to convey correct, up to date information with parents and patients.

To keep the program relevant and up to date, program staff plan to develop an online refresher course to aid in keeping all HPV Ambassador up to date with the latest HPV data and news about adolescent vaccines. A Train the Trainer session is being developed that will allow key health professionals to go out in the community to train additional HPV Ambassadors.

A key to the success of this program is having dedicated health department staff to help implement and grow the program. Key staff includes a Community Immunizations Liaison, HPV Ambassador Program Consultant, Immunizations Program Manager, and the Disease Control Division Director and a Vaccine Administrator.

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