



Successful Strategies for Building and Sustaining Community-Based Oral Cancer Prevention and Early Detection Programs: The Illinois Model



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Background: Annual Incidence and Deaths

- U.S. Incidence • ~35,310
- U.S. Incidence Men • ~25,310
- U.S. Incidence Women • ~10,000
- U.S. Deaths • ~7,590
- U.S. Deaths Men • ~5,210
- U.S. Deaths Women • ~2,380

Source: American Cancer Society 2008 Estimates

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Oral Cancer Disparities in White and Black Men

- Incidence Rate White • 15.7
- Incidence Rate Black • 17.2
- Death Rate White • 3.8
- Death Rate Black • 6.7

Source: Ries et al. SEER, 2008
Rates are age-adjusted per 100,000 population

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Most Common Sites for Oral Cavity Cancers

- Tongue • ~20-25%
- Floor of Mouth • ~15%
- Lip • ~10-15%
- Minor Salivary Glands • ~10-15%

Source: American Cancer Society

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Major Risk Factors for Oral Cancers

- » Tobacco
- » Alcohol
- » Age
- » Sunshine
- » HPV

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Survival & Early Detection All Races Both Genders

- Stage
 - Localized • Survival Rate – 82%
 - Regional – 52%
 - Distant – 27%

Source: American Cancer Society
5-year survival rates, 1996-2003

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Components of Oral Cancer Prevention and Early Detection Programs

- Provider Training
 - Prevention
 - Early Detection
- Provider Vigilance
- Public Health Education
- Promote Healthy Behaviors
 - Risk Reduction
 - Early Detection

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Community-Based Strategies

- Build Consensus
 - Whether action is required
 - What action is required
- Achieve Commitment
- Establish Norms
- Build Sustainability

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Two Communities of Interest

- Providers
 - Dentists
 - Dental Hygienists
 - Medical Providers
- Populations
 - At-risk groups targeted
 - General public
 - Associations, friends, and family

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Advantages of Basing Community Oral Cancer Programs in Local Health Departments

- Institutions
 - Consistent funding/strong resource base
 - Knowledge of community
 - Existing partnerships and linkages
- Resources
 - Dedicated coordinator (essential)
 - Other staff and support
 - Health educators
 - Institutional knowledge
- Complementary Programs (natural allies)
 - Chronic disease/cancer control
 - Tobacco control
 - STD

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Intermediate Goals

- Linkages
 - Internal
 - External
- Leverage Resources
 - Internal
 - External

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The Illinois Model

- State/Federal Funding (flow through)
 - Tobacco settlement
 - CDC Preventive services
 - Other
- Lead Health Department
 - Coordinates partnership
 - Fiscal agent
 - Expertise
 - Interact with state and evaluator

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Accomplishments to Date

- Partnership formation
 - 18 Health Departments
 - Hundreds of organizations
- Public Health Education
 - ~50,000,000 materials distributed
- Provider Training
 - >500,000 people reached
 - 707 Providers and staff
- Screening
 - 1,770 Screened
 - 83 Referred (1/21)

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- For more information, go to www.ihrp.uic.edu.