

AU Cancer Center's c-Care Initiative

Reducing the Burden of Cancer Among Minority and Medically-Underserved Communities

The c-CARE (cancer-Community Awareness Access Research and Education) Initiative seeks to reduce the burden of cancer among minority and underserved populations in the Central Savannah River Area (CSRA), Georgia and nationally through awareness and education; improved cancer prevention and early detection behaviors; and navigation to proper care.

Within the initiative, c-CARE modules will be created to concentrate on one or more cancers that are either preventable or may be detected early enough to improve outcomes (e.g. lung, breast, cervical, colon). Each module will use trained community health workers to deliver evidence-based, culturally appropriate cancer education. Short-term, c-CARE is designed to increase compliance with prevention and early detection recommendations and ensure access to needed services. The long-term goal is to reduce new cases and deaths from largely preventable cancers.

The initial module will focus on increasing community awareness of lung cancer, preventive behaviors and lung cancer screening.

Lung cancer is particularly lethal, causing more deaths than any other cancer among men and women of all races and ethnicities throughout the nation. The American Cancer Society estimates that 4,640 Georgians will die of lung cancer in 2015, more than the combined deaths from breast, colorectal, pancreatic and prostate cancers. The National Lung Screening Trial confirmed that screening individuals at high risk of lung cancer with an annual low-dose computed tomography reduced lung cancer mortality by 20% among high-risk individuals. The US Preventive Services Task Force recommends annual lung cancer screening for asymptomatic adults aged 55-80 who have occupational exposure to carcinogens or who have a 30 pack-year smoking history and currently smoke or have quit within the past 15 years.

Strategy Rationale and Background

Georgians are diagnosed with lung cancer 9% more often than all Americans and die of lung cancer 7% more often. Richmond County residents experience a lung cancer diagnosis 13% more often than all Georgians and 24% more often than all Americans; the lung cancer death rate in Richmond County is 18% above that of GA and 26% above that of the US.

About the GRU Cancer Center

The GRU Cancer Center is a multi-disciplinary academic cancer center whose mission is to reduce the burden of cancer in Georgia and across the globe through superior care, innovation and

Initial c-Care Module

- Will focus on increasing community awareness of lung cancer, preventive behaviors and lung cancer screening
- Will utilize a train-the-trainer approach to equip community health workers who are indigenous to the sites to teach the module content. Training the trainers increases post-intervention sustainability and expandability
- Will enroll 500 participants
- Will navigate high-risk participants to lung cancer screening and tobacco cessation services.
- Will facilitate a tobacco-free policy change at each site



education. Its patient-centered approach includes first-in-the-nation treatment protocols, an experimental therapeutics program and specialized clinics for Phase I trials and immunotherapy.

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