

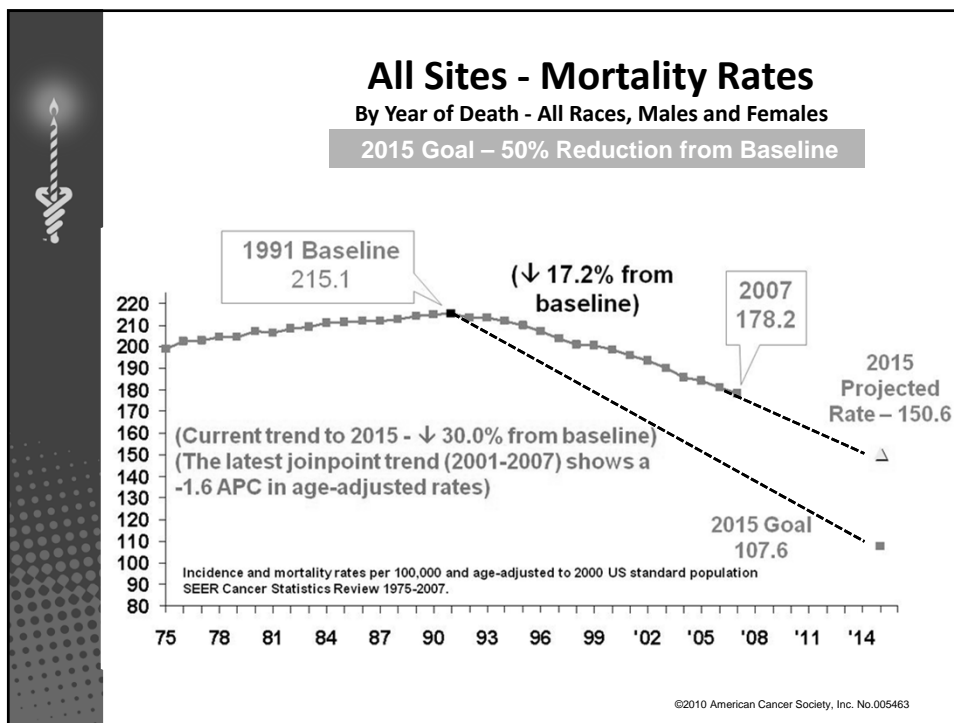


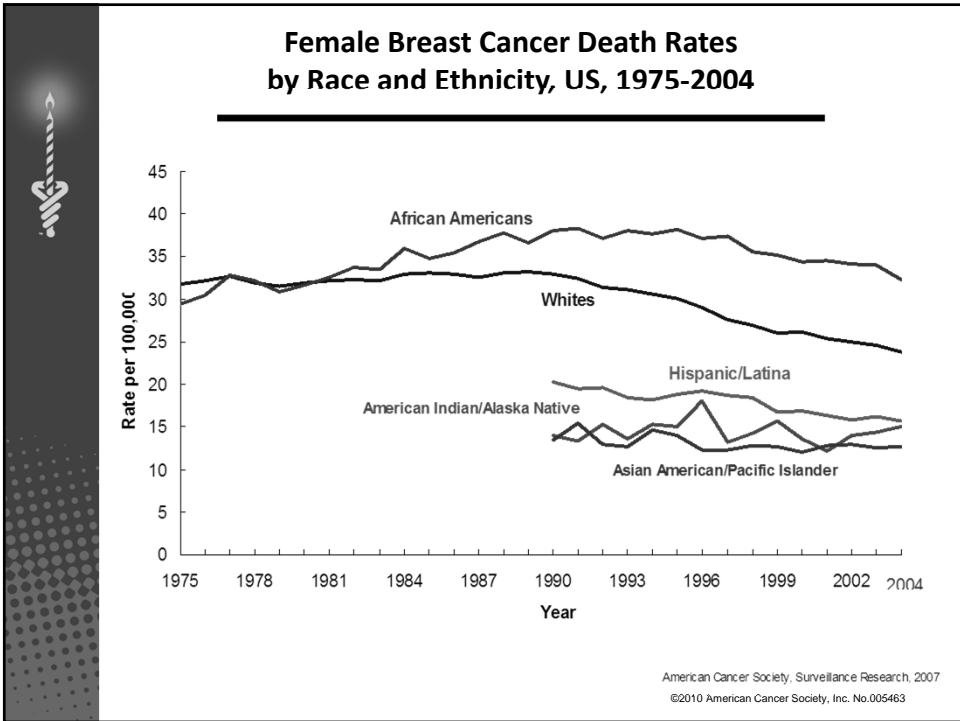
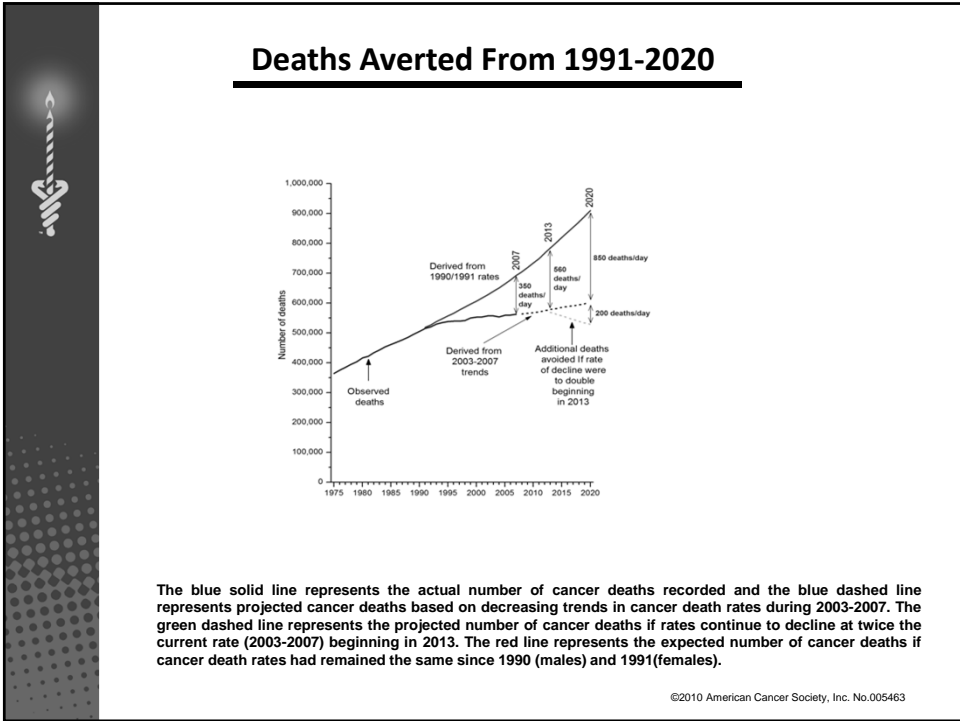
THE ROAD TO MORE BIRTHDAYS 

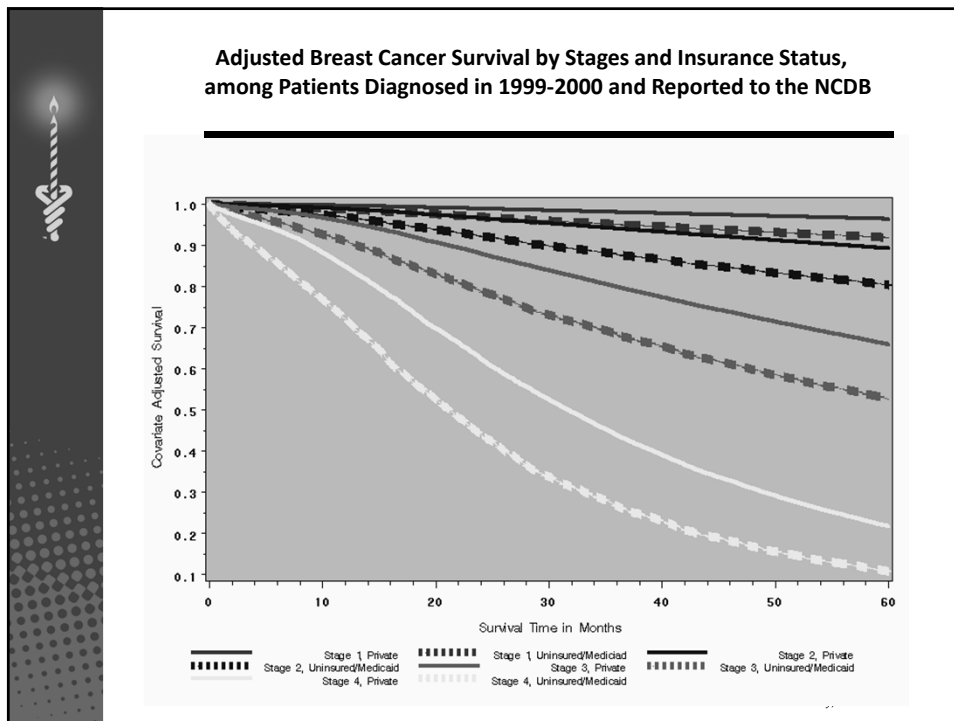
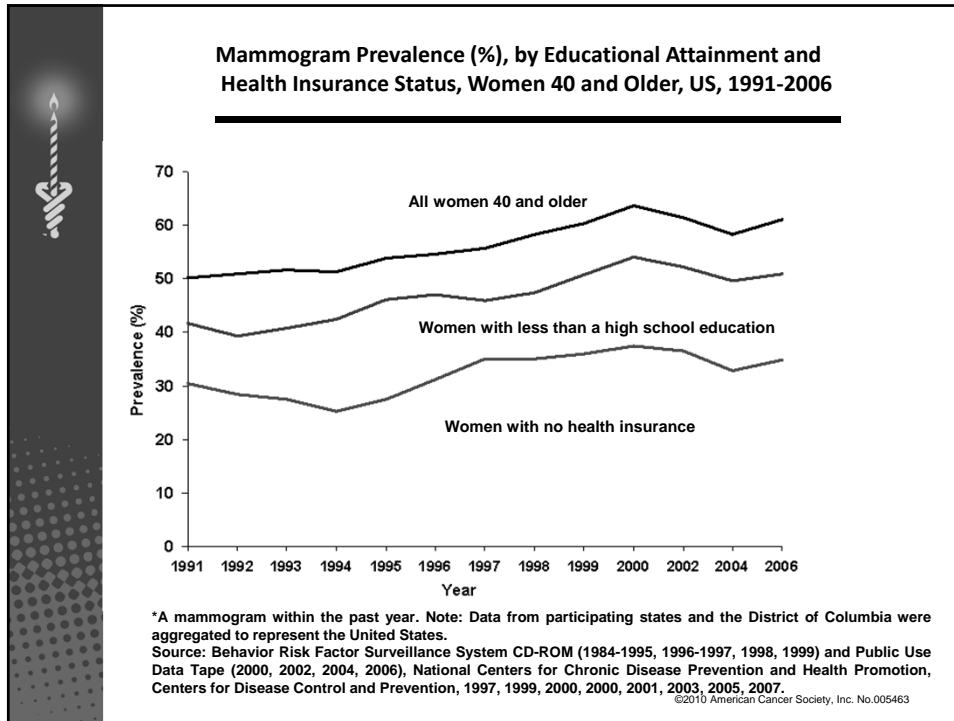
## 650, Our Failure to Deliver

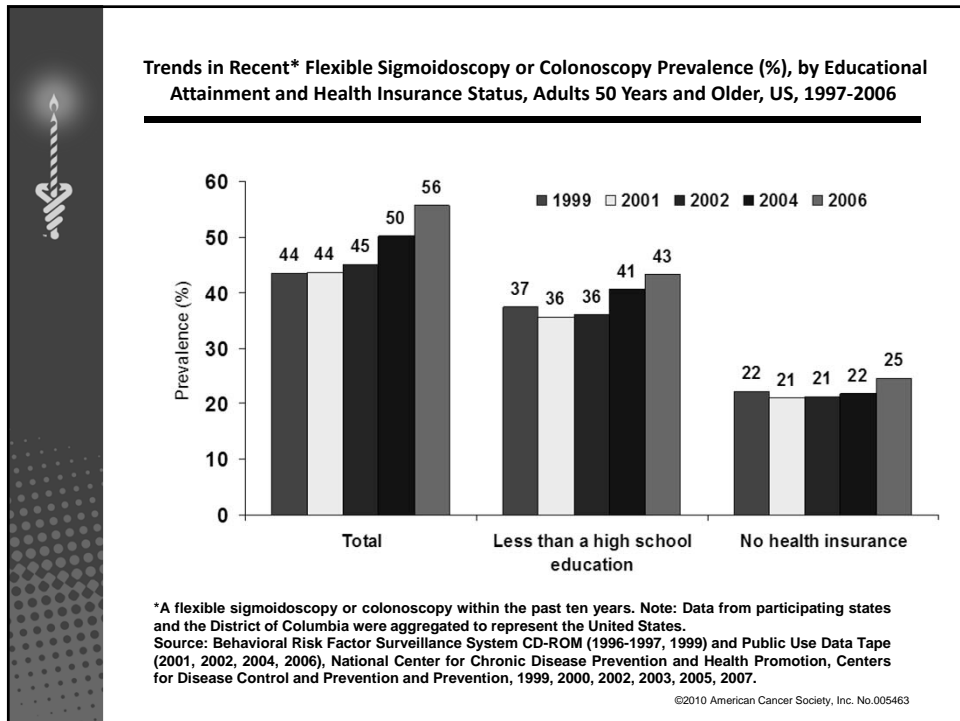
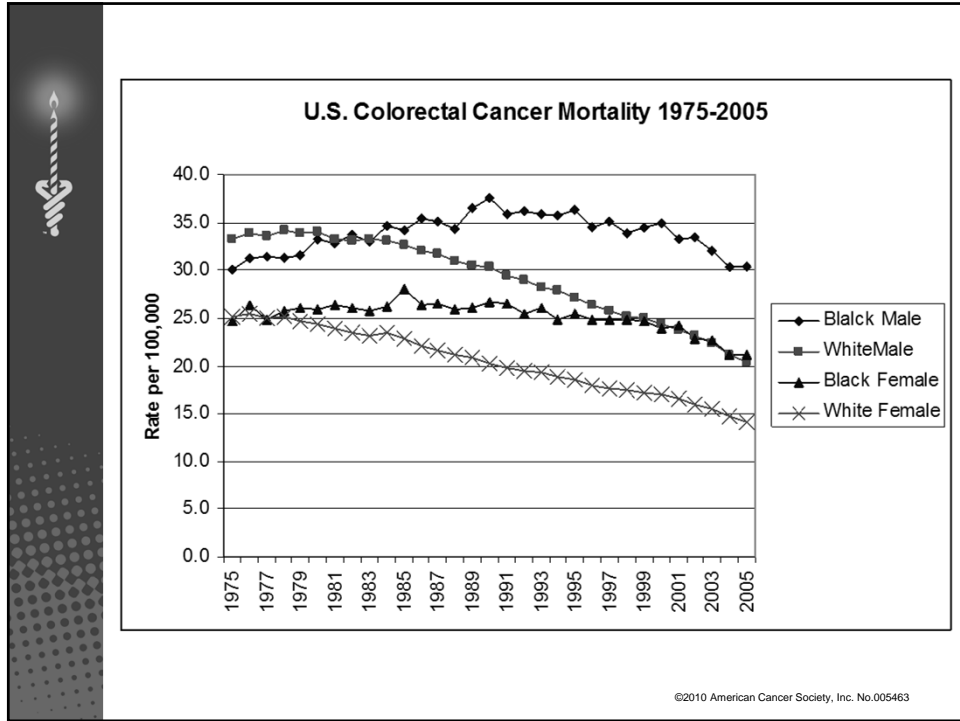
**Edward E. Partridge, MD, Director  
UAB Comprehensive Cancer Center  
Professor of Gynecologic Oncology  
*Evalina B. Spencer Chair in Oncology*  
President, American Cancer Society**

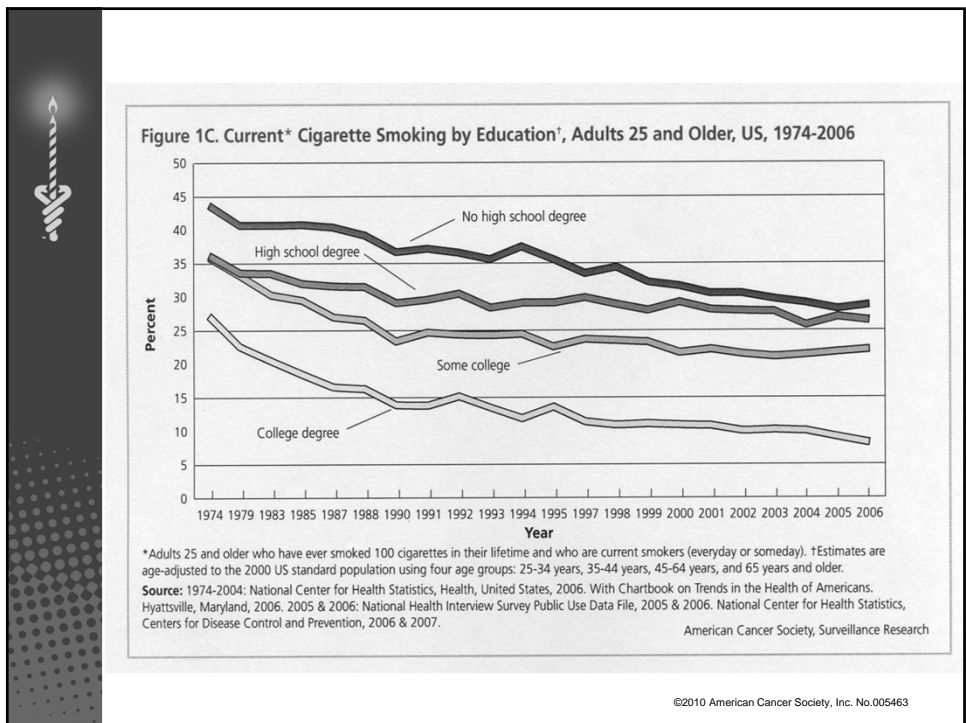
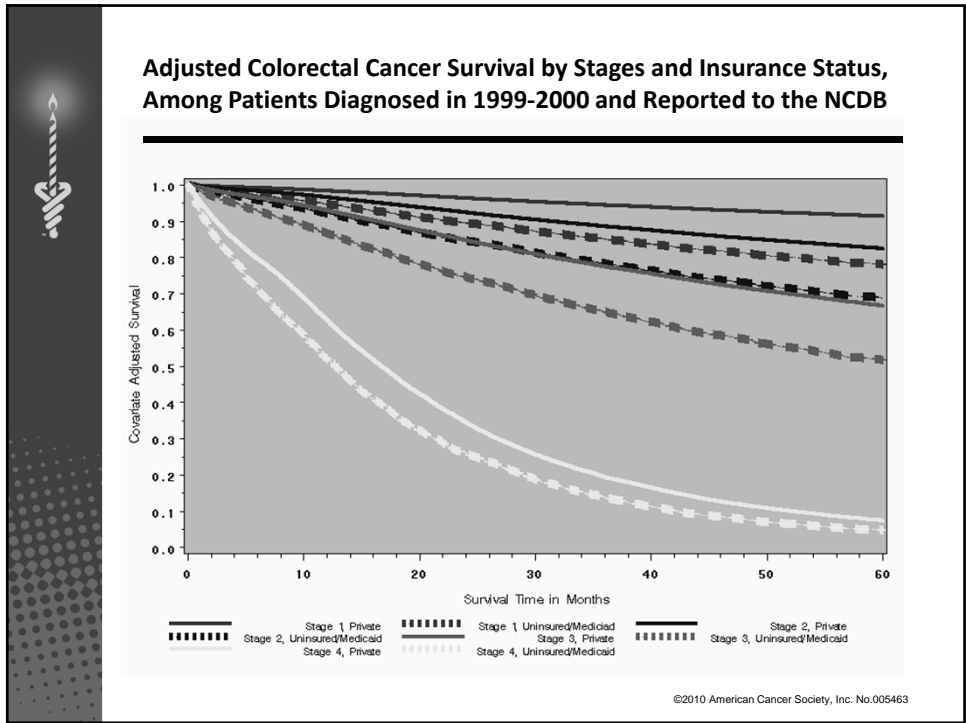
THE OFFICIAL SPONSOR OF BIRTHDAYS® 












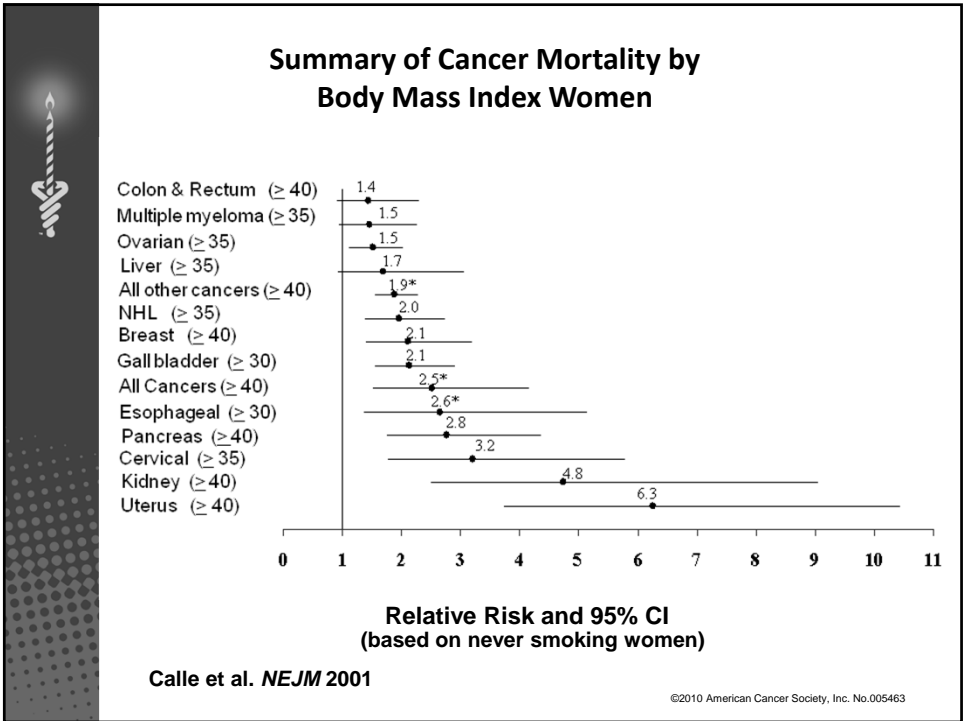


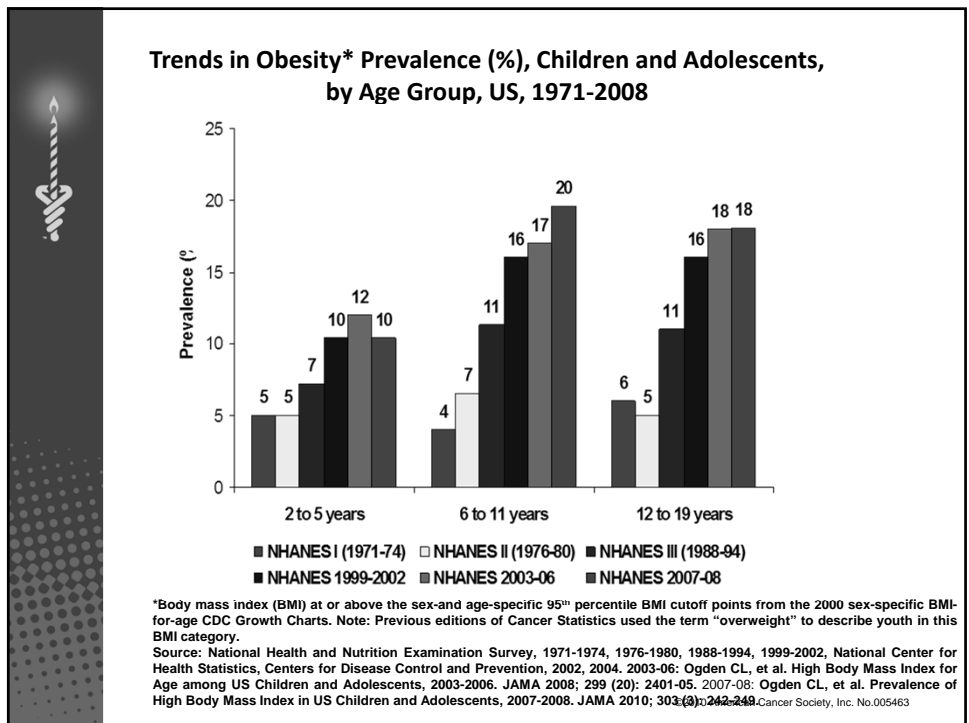
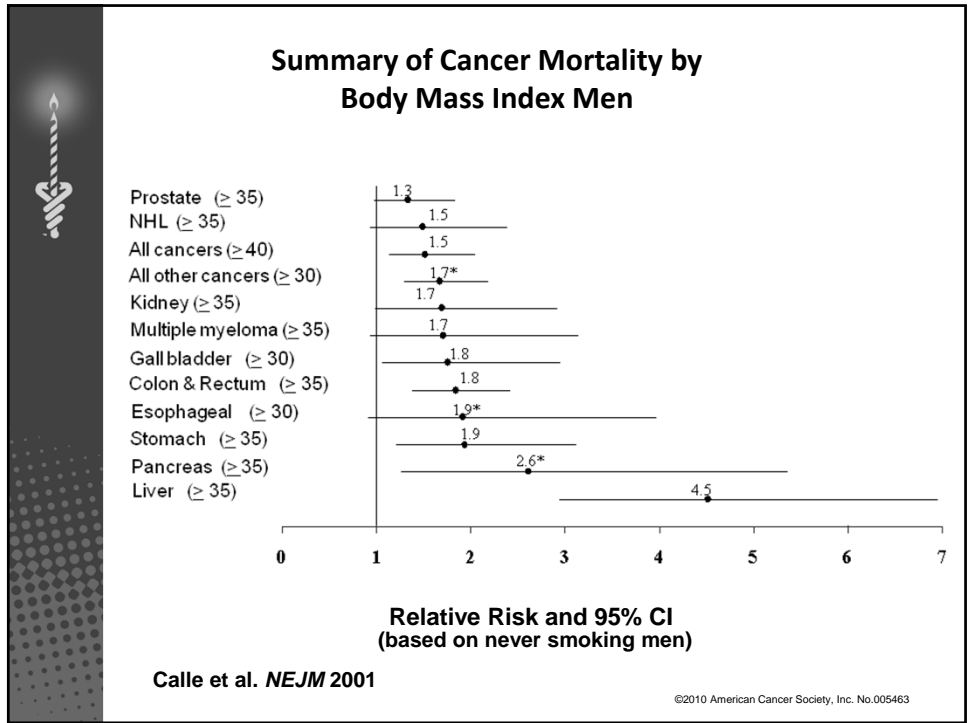
## Nutrition and Physical Activity

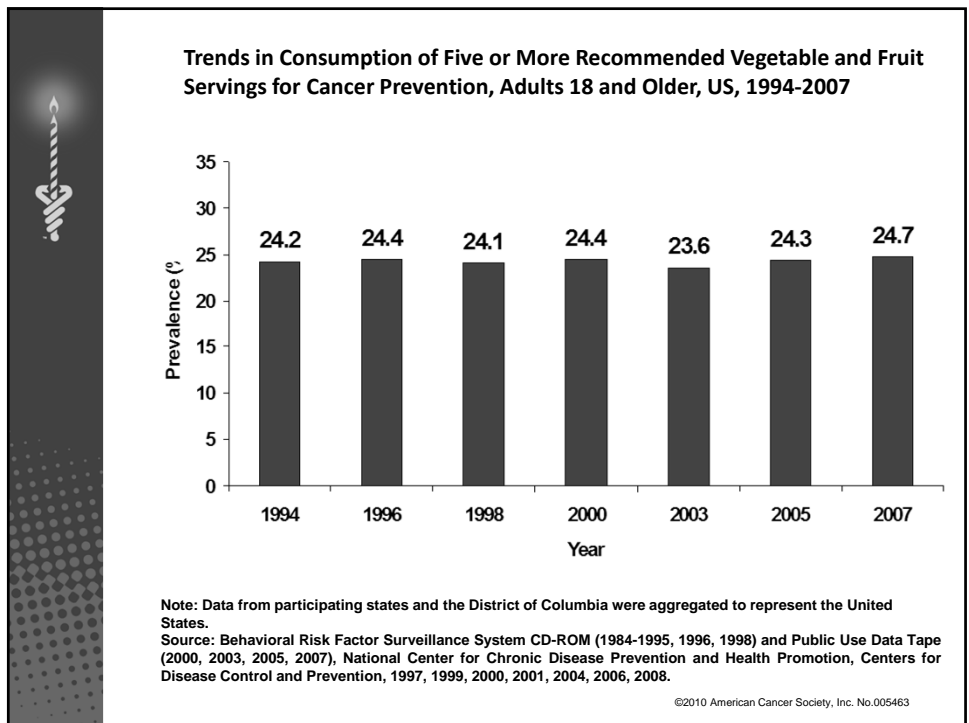
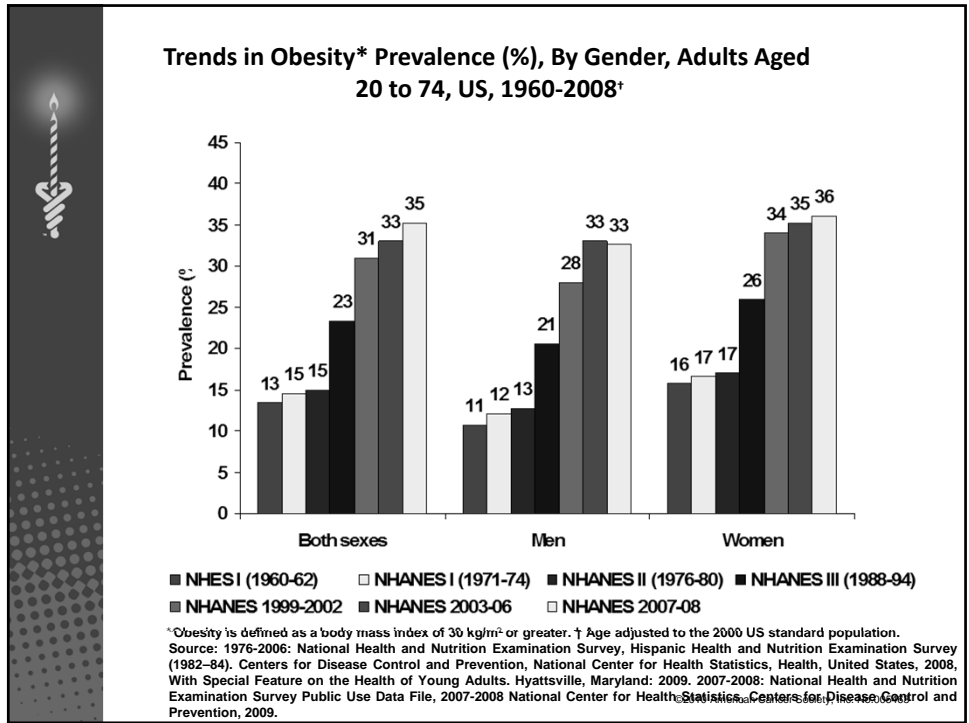
**Obesity, high caloric intake, and lack of physical activity has the potential of being a greater cause of cancer in the U.S. than tobacco by 2030**

**We are currently not able to model this in an acceptable fashion but it is causing a rise in cancer incidence**

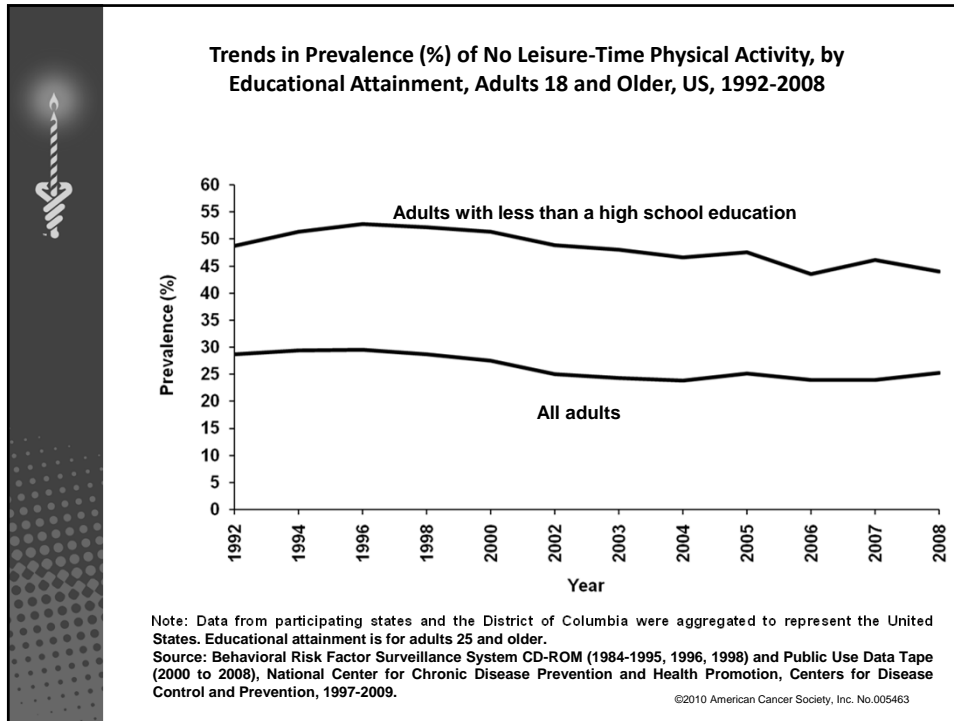
©2010 American Cancer Society, Inc. No.005463












**How Can We Provide Adequate High Quality Care (to Include Preventive Care) to a Population That Has So Often Not Received It?**


©2010 American Cancer Society, Inc. No.005463



## **Beyond Healthcare Reform**

- **What was that Debt Limit Debate really about.**
- **Federal Medicare/Medicaid costs are spiraling out of control**
- **In 2010, 23% of the \$3.456 Trillion Federal budget (\$793 Billion)**

©2010 American Cancer Society, Inc. No.005463



## **Beyond Healthcare Reform**

- **Medicare, Medicaid, and Social Security account for all of the projected increase in Federal spending over the next 40 years.**
- **For the past 30 years, costs per person throughout the health care system have been growing approximately two percentage points faster per year than per-capita GDP.**
- **Most projections assume this pattern will continue through 2050. Over time, the fiscal consequences of this rate of growth in health costs are massive.**

©2010 American Cancer Society, Inc. No.005463



## **Factors Increasing Cancer Risk in U.S.**

---

- **The Aging of the population**
  - 30 million over age 65 in 2000
  - 71 million over age 65 in 2030
- **Western diet/high in calories**
- **Lack of exercise**
- **Smoking/Tobacco use**

©2010 American Cancer Society, Inc. No.005463




## **Toward an Efficient Healthcare System**

---

- **Some consume too much**  
(Unnecessary care given)
- **Some consume too little**  
(Necessary care not given)
- **We could decrease the waste and improve overall health!!!!**

©2010 American Cancer Society, Inc. No.005463




**U.S. Health Care Spending**

In 2009, the U.S. spent

**\$2.53 TRILLION**

on Health Care

©2010 American Cancer Society, Inc. No.005463

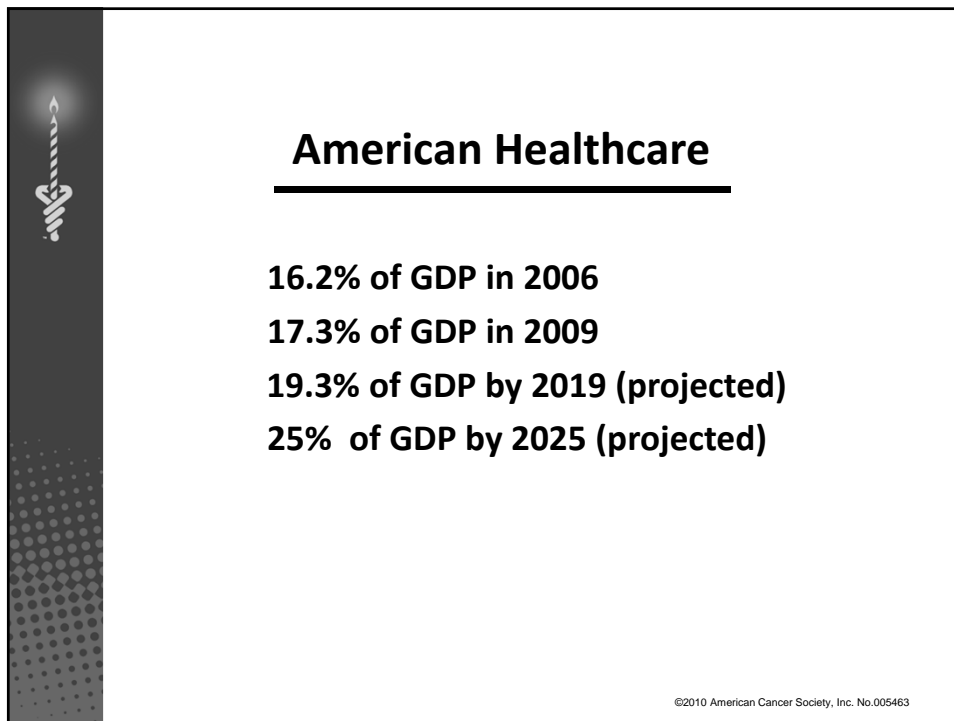
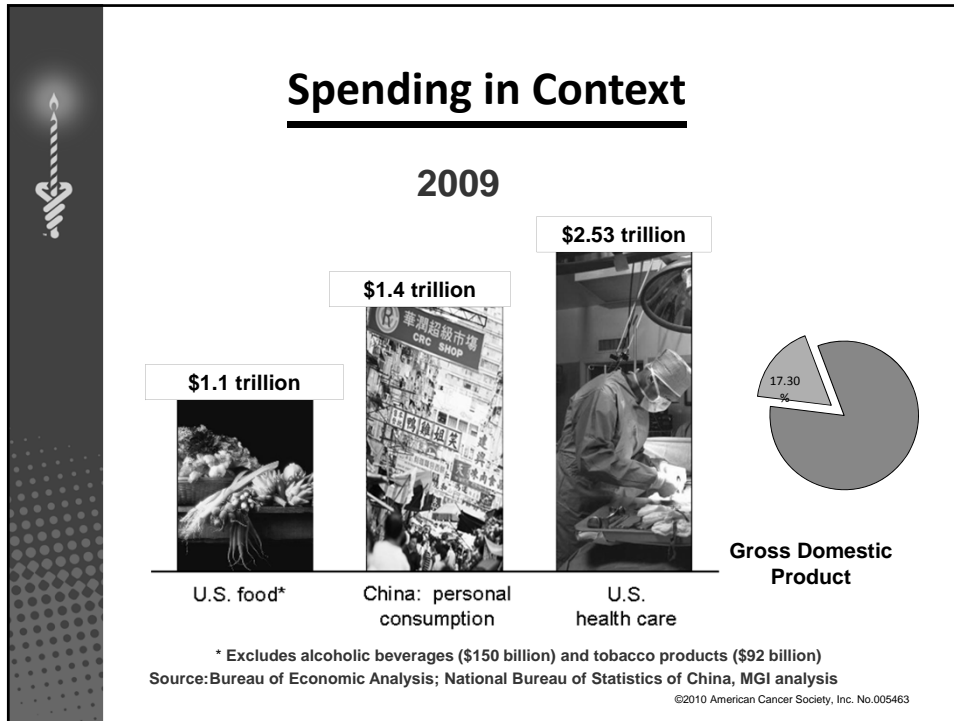


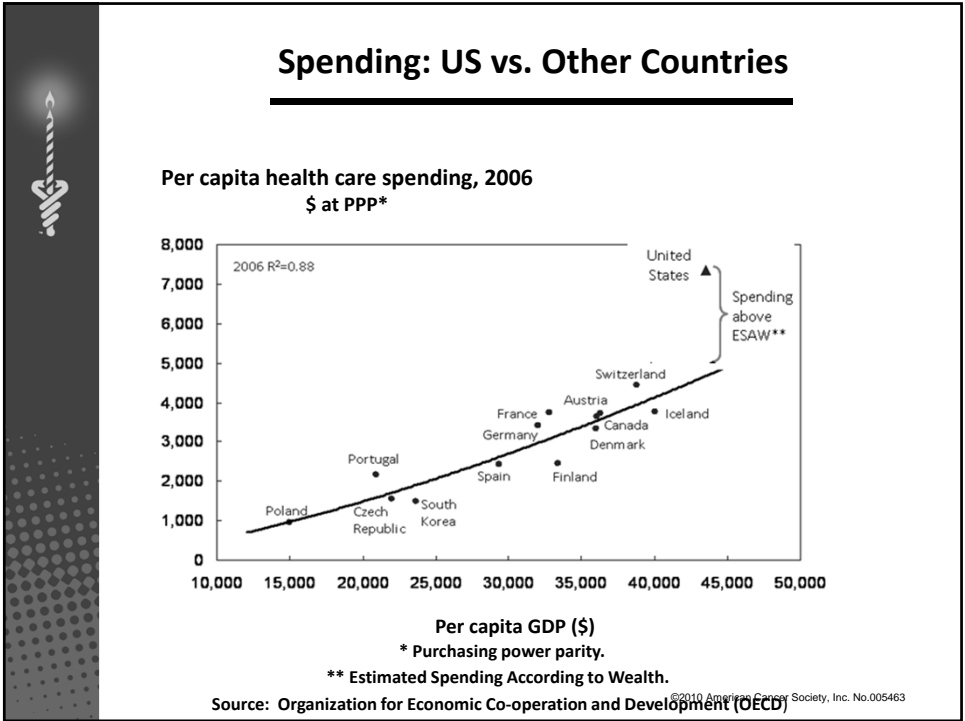
**U.S. Health Care Spending in Context**

**How Big is a Trillion?**

<b>1 million seconds</b>	<b>Last week</b>
<b>1 billion seconds</b>	<b>Richard Nixon's Resignation</b>
<b>1 trillion seconds</b>	<b>30,000 BCE</b>

©2010 American Cancer Society, Inc. No.005463

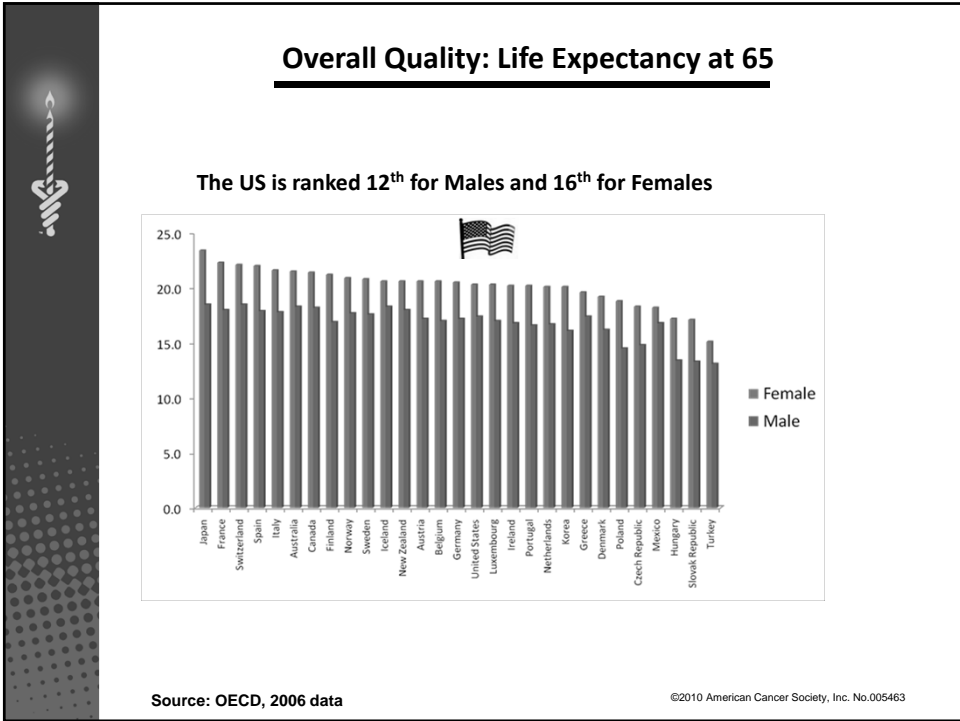




### Healthcare in Three Countries (2010)

	<u>Canada</u>	<u>Switzerland</u>	<u>U.S.</u>
Infant Mortality	5.04	4.53	6.22 per 1000 live births
White Male Life Exp	78.0	79.7	76.8 Years
Per Capita Costs	3173	4011	6096 US Dollars
Proportion of GDP	9.6%	11.2%	17.3%

©2010 American Cancer Society, Inc. No.005463



- ### U.S. vs. Canada
- **CT Scanners per million population. U.S. dominates by 3 to 1 ratio**
  - **MRI Scanner per million population. U.S. dominates by 5 to 1 ratio**
- ©2010 American Cancer Society, Inc. No.005463



## **True Healthcare Reform (An Efficient, Value Driven Health System)**

---

- **Rational use of healthcare is necessary for the future of the U.S. economy (an issue of U.S. security)**
- **It is possible to decrease costs and improve healthcare by using science to guide our policies**
- **We need to be smart about health**

©2010 American Cancer Society, Inc. No.005463



## **The Future of Healthcare**

---

**Are American's willing to be scientific, accept scientific reality**

**and**


**Give up "faith based medicine"**

**and**

**Adopt and appreciate "evidence based medicine?"**

©2010 American Cancer Society, Inc. No.005463






## Medical Gluttony

- Screening tests of no proven value
- Treatments of no proven value
- Laboratory and radiologic imaging done for convenience.
  - Cannot find original.
  - Legal defense (real or imagined).
  - Tradition.

©2010 American Cancer Society, Inc. No.005463




## Treatment vs Prevention

©2010 American Cancer Society, Inc. No.005463



- **Our healthcare system is heavily focused on addressing illness.**
- **The system needs to transform to one that places more value on prevention and early detection of disease!**


©2010 American Cancer Society, Inc. No.005463



## Screening

- **Breast - Mammography and Clinical Examination**
- **Colon – Stool Blood Testing, Sigmoidoscopy, Colonoscopy**
- **Cervix – Pap smear (conventional or wet)**


©2010 American Cancer Society, Inc. No.005463



## Screening

- **Lung – Spiral CT, 20% decrease, significant side effects of screening`**
  - 99.5% saw no benefit
  - 0.5% were helped (death prevented)
  - 3.5% were harmed (unnecessary surgery)
  - 0.6% were harmed (complication of surgery)


©2010 American Cancer Society, Inc. No.005463



## Screening

- **Lung – Spiral CT, 20% decrease, significant side effects of screening`**
  - 1 in 217 were helped (death prevented)
  - 1 in 4 were harmed (false positive CT)
  - 1 in 30 were harmed (unnecessary surgery)
  - 1 in 161 were harmed (complication of surgery)

©2010 American Cancer Society, Inc. No.005463



**Fact**

- **Smoking cessation is more powerful at preventing lung cancer death than spiral CT screening.**
- **It is also cheaper!!!**

©2010 American Cancer Society, Inc. No.005463



**Prevention and Early Detection  
Leadership Roles**

---

**Breast cancer**  
**Colorectal cancer**  
**Reduce tobacco use**  
**Nutrition and physical activity**

©2010 American Cancer Society, Inc. No.005463




**Three Great Threats to America's Future**

---

**Apathy**  
**Ignorance**  
**Greed**

©2010 American Cancer Society, Inc. No.005463




**Reforming how healthcare is paid for**

**vs**

**Transforming how we view and consume it**

©2010 American Cancer Society, Inc. No.005463




## Lessons Learned

**Task of Eliminating Disparities – Daunting or not?**

1. **Technical advances to be delivered not so complex**
  - tobacco control
  - age appropriate screening
  - healthy diet, physical activity
2. **Populations most at risk**
  - geographically focused
3. **Patient Protection and Affordable Care Act**
  - eliminates barrier to access
4. **Communities most at risk eager to engage**

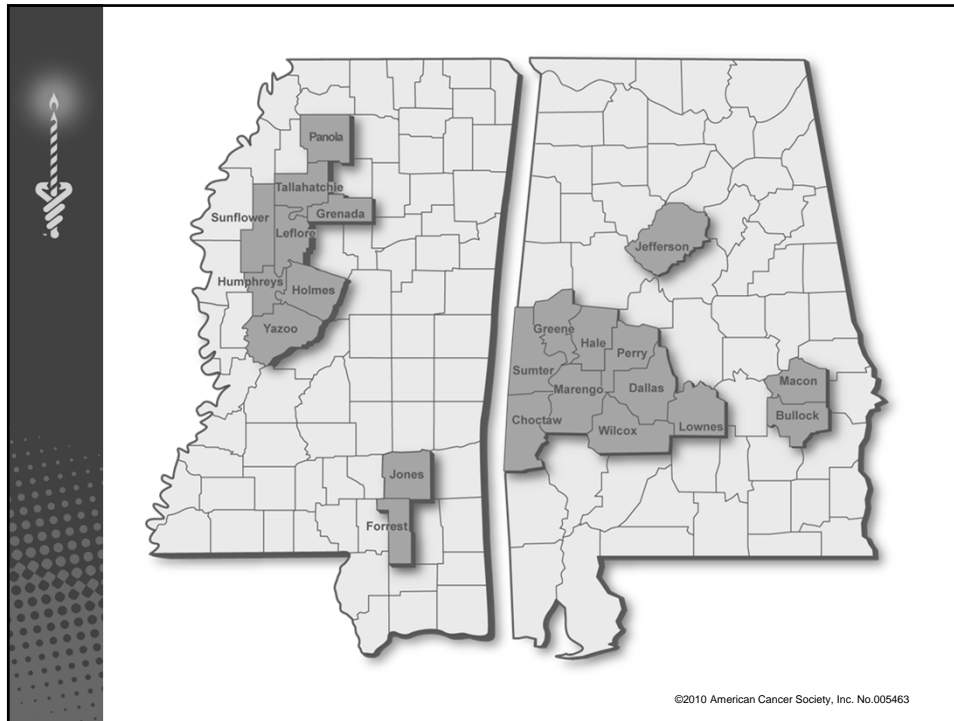
©2010 American Cancer Society, Inc. No.005463



## Easy to More Difficult Changes

<b>Easy</b>	1. age appropriate screening
↓	2. tobacco control
↓	3. high quality treatment for all
<b>Difficult</b>	4. healthy eating, physical activity

©2010 American Cancer Society, Inc. No.005463



## Demographics

	Per Capita Income	% Poverty	% AA
<b>Black Belt</b>	<b>\$12,612</b>	<b>34%</b>	<b>64%</b>
<b>Delta</b>	<b>\$12,650</b>	<b>31%</b>	<b>60%</b>

©2010 American Cancer Society, Inc. No.005463

## Mississippi Delta

---



©2010 American Cancer Society, Inc. No.005463


## Theoretical Framework

---

- Coalition Development Model
- Community Empowerment
- Community Health Advisor Model

©2010 American Cancer Society, Inc. No.005463






**Established an Academic – Community Based  
Organizational Structure**

---

**CNP 2005-Present**  
**Links UAB / USM / UA to the Community**

- 556 CHARPs trained (volunteer)
- Over 251 local Community Partners
- County coordinators (part-time paid)
- Regional coordinators (full-time paid)
- Program managers
- Investigators

©2010 American Cancer Society, Inc. No.005463



**Target Cancers**

---

**Breast**

**Cervix**

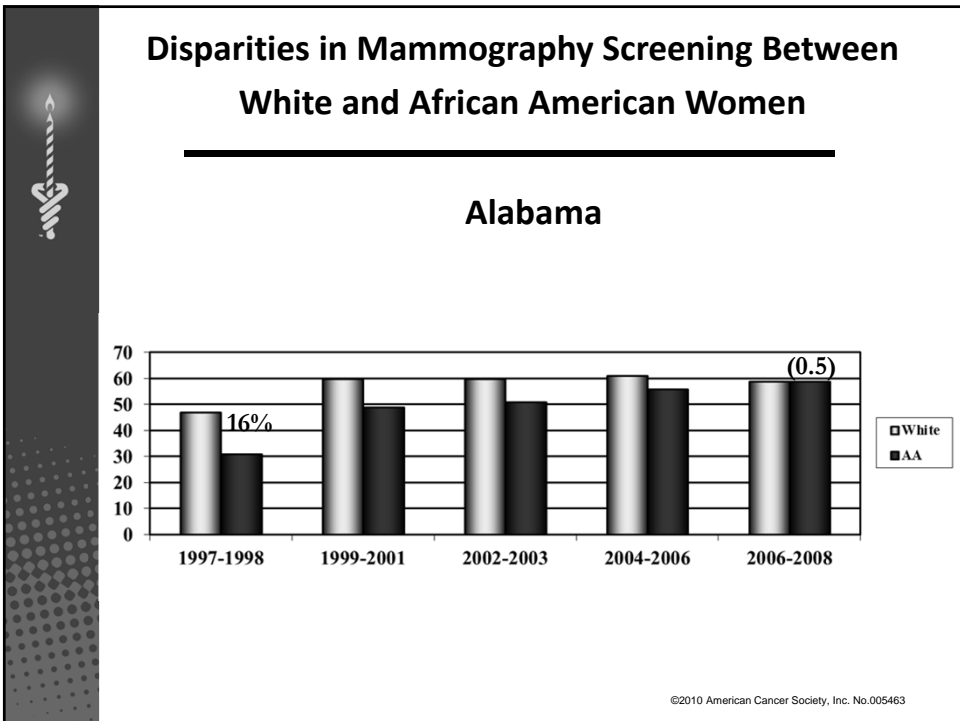
**Colorectal**

©2010 American Cancer Society, Inc. No.005463

### Breast and Cervical Cancer Early Detection Program

		# Screened	# Cancers	Rate
50 - 64	First Screen	30,641	534	1/57
	Normal CBE	28,695	182	1/158
	Abnormal CBE	1,946	352	1/6
50 - 64	Rescreen			
	Normal CBE	64,992	298	1/218
	Abnormal CBE	1,348	108	1/12
40 - 49	Abnormal CBE	4,833	335	1/14

©2010 American Cancer Society, Inc. No.005463





**Community Engagement**

**create trust**

**eliminate bias**

**share power**

©2010 American Cancer Society, Inc. No.005463