



## **Cancer in Appalachia Roundtable Report**

June 4, 2010

Mercy Medical Center North Women's Imaging and Cancer Centers  
7551 Dannaer Way  
Powell, TN

This roundtable meeting was funded by East TN State University through the Appalachian Regional Commission.

The RHAT and TC2 worked with our contacts in the communities to plan the event by selecting a location that was within the Appalachian Region. The agenda was developed by several individuals on the TC2, RHAT and the Office of Cancer Surveillance, and was led by the data. The event brought greater awareness of the TC2 and RHAT to the attendees. The state cancer plan and information on RHAT were distributed to each attendee and all were given an opportunity to join. Additionally, as a result of the roundtables that RHAT has participated in, the State Plan is a staple handout item at events the Association exhibits.

### **5) Feedback on Process/Event:**

What worked: we had lively discussion with good ideas generated.

What didn't work: still difficult to get native Appalachian folks to attend.

### **Health Belief Model**

Bruce Behringer, MPH, Assistant Vice President, Office of Rural and Community Health, East Tennessee State University, gave background on the funding used for this Roundtable and the vast scope of the Appalachian Region. This is the 31st event to take place across the Appalachian region.

Mr. Behringer explained the health belief model via PowerPoint presentation.

The specific counties were discussed by the entire group on their rankings in tobacco production within the state. In addition the "community" views were discussed by attendees present. It was recognized that one can't talk about tobacco in these states and there is open or passive acceptance of tobacco use and can't attack the tobacco culture. Other thought patterns were discussed that included tobacco being "a Christmas crop".

Framing the issue: Tennessee is a tobacco state: North Carolina, Kentucky, S. Carolina, VA and GA (500 counties). These states have less aggressive tobacco control policies, 15% higher smoking attributable mortality in tobacco growing states. Tennessee ranks 3rd in tobacco production nationwide. 74 out of 95 counties received money from Transition Funds.

- So how do we wipe out the influence of tobacco without attacking farmers and their culture?

### ***Planning a Campaign: Develop a Cancer Risk Reduction through Smoking Prevention and Cessation Messaging Campaign***

*Small Group Discussions took place, with written exercises to develop a series of health messages.*

1. Identify multiple **receivers** for the messages

- Define the most effective **channels** to reach the receivers/identify the most appropriate **senders** for each message

After discussion of these messages, each table was instructed to develop one big health message that would be reported, making sure the messages: a) increased awareness of susceptibility and severity (risk); b) can be combined to form a campaign; and c) are segmented to reach different types of populations?

## Building a Messaging Campaign for Smoking Related Cancers

Individual responses

SENDER	MESSAGE	CHANNEL	RECEIVER
Relay for Life	Recognition of survivors and memorable honors	With an event in the community	Both children & adults, alike
Industrial nurse	"It's never too late to quit"	TV Ads, inserts	Current smokers
Greene County ministerial assoc.	Healthy Bodies~Healthy Minds~Healthy Souls	Church-sponsored programs, bulletin inserts, youth group materials, S.S. materials	Smokers and prevention of new smokers
Doctors, health care providers	Get Healthy Total	Face to face non-threatening	Patient and support person
Pastor or church	Total Wellness	Small groups	Group
RHAT	Kids learn better not breathing second-hand smoke	Musical at school and youtube	Grades 4-6 and their parents
Farm Bureau	Grow other crops	Notices mailed to farmers' homes	Tobacco growers
Pastor	Your body is a temple- Bible verses supporting smoking is a violation of God's temple	Church bulletins, pulpit	Congregation
Cancer survivor	Smoking affects your health - all cancers, etc	TV, local newspaper	Smokers
Health department	"When you smoke, I smoke."	Onesies, bibs, WIC	Smoking moms, pregnant smokers
Ag agent	Other crops can be more profitable and replace tobacco as income	Ag agent- more viable economically now	Other farmers
Health department	It is not cool to smoke	Social media Guest lecturer (scientist, expert, authority)	Students entering middle school
Employer	Employers would not smoke or quit if they do	Increased insurance premiums or excel	Employees
Government or cancer coalition	Advertisers are manipulating and using teens to promote their products	Social media	Teen

Teacher	Do you know smoking is related to cancer otr than lung cancer	Classroom bulletin board	Students who smoke
Parent	Do you know the expense of smoking? How much money you can save?	Family gathering, word of mouth	Children/family members
Concerned person	Effects of smoking	Local tv ads	Smokers
Peers	Stop adolescent smoking	Ads between popular childrens' and young adult shows	Grades 3-12
Cancer groups, Medicare, BCBS, insurance companies	Inform about relations of smoking and various cancers	Insurance companies- send out info flyers but in terms that re edu-level. Educational/admin- incentive programs or edu activities	All age groups
Cancer survivor; ex-smoker; celebrity	Is it worth your body/life?	Posters, PSA	Young people
Cancer survivor	Pain, stress, mental, family, financial, work-related	Classmates, MySpace, talking, computer, Facebook, friends	People at doctor offices, Relay for Life, Feel good look appearance
Start 5 grade teachers	Not to do it	Bulletin boards in schools, give awards at end of year like perfect attendance	Kids of all ages
Doctor office	Save health	Use your ticker or ticket ? Post message	To all
Teachers			
Employees doctor office	Save Health	Use your ticket Post message	To all
PSA BFF	Tobacco kills	YouTube	Teens/young adults
Pastor	Heaven sooner or later. No cigs in heaven. Heaven ☉ Smoking	Instant text messaging Church bulletin Words from the Pastor Website church	Parishioners - anyone with computer access Denominations
Cancer survivor	It's your body	Billboards	Smoker
Teachers/resource teachers	Smoking cessation- don't start smoking	Videos and movies of testimonies of teen smokers; posters; lead and organized by peers	Students, youth groups
PCP	Stop smoking	Posters, provide B.H. support, support groups (food, incentives for socialization)- education of	Smoker
TN Cancer Coalition	Don't ruin your children, they are waiting? you	?...Can't read	Smoker ....can't read the rest
Doctor/medical home	Cut down/interactive	?...can't read	Patient
ICarley	Smoking not cool, smoking is for dummies	Facebook/cable tv	Young adolescents

Veggie Tales	Time spent with smoking used in other ways	Cable tv/church	Kids
Physician	Smoking causes cancer	Office visit	Patient
?	Tobacco costs money	Flyer	Smokers
Peers			
Coalition/healthcare system	You matter to your athletes. Set an example, don't dip.	An attachment to a gift for them for the team?	Coaches
Student	Smoking effects on body and life	Health class	Students
Healthcare worker that used to smoke	Patient satisfaction; cost to hospital	Events-announcements	Employees
Famous person, cutie, Taylor Swift	Healthy Lifestyle- Smoking effects on body	Television	Pre-teens
Principal/VP Athletic Director/kids	You're being watched. Accountability, education	Uphold rules during practice or games, sunflower seeds	Dir-Coach, indirectly students
Nurses/caregivers	Smoking has a direct effect on your cervical health	1:1 @ annual exams	Women
Famous female actress or male actor	Smoking makes you smell bad (and that's not all)	MySpace, Facebook	Young men and women
Justin Bieber	"Smoking Stinks"		Young people, 7-13
<b>GROUP RESPONSES</b>			
CDC	Cost of smoking and productivity	Basic Training	Armed Services
Greene County	Younger kids there is another way of life		
Youth	There is life after tobacco.	Churches, schools, community events, health councils	The Community
4-H, FFA, survivor, family member	Backdoor-new approaches to farming-Harvest your health	School media, Facebook, Get #s of how much \$ came from tobacco farming	Peers
FFA	Harvest your health	Facebook, Twitter, School cast messages, school monitors	High school
Parish nurses			Youth, tv influence, peers
Athlete: Payton Manning	"I could not do what I do if I smoked"	TV PSAs, during playoffs ESPN, internet, Facebook	Young men ~ 7-13

RHAT and TC2 will review the campaign ideas to come up with several strategies to include in the next State Cancer Plan and to be discussed within the Regional Coalitions. RHAT will share the report with its Board of Directors and will publish via its website and Facebook fan page.

Conclusion: Three people submitted TC2 membership forms at the end of the meeting, and all completed the Roundtable's post test of attitudes. All participants will be emailed the report generated from the Roundtable Discussion.

# Agenda

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12:00 - 12:15 pm **Registration & Pre-Survey**

12:15 – 12:45 **Networking Lunch**

***Introductions of Partners and Purpose of Roundtable***

12:45 - 1:30 **Presentation of Data**

***Tobacco Related Cancers in Appalachian Region: Data Presentation***

Dr. Martin Whiteside, Director, Office of Cancer Surveillance, TN Dept. of Health

1:30 – 1:45 ***Presentation of Health Belief Model: How Beliefs Affect Health-Related Action***

Bruce Behringer, MPH, Assistant Vice President, Office of Rural & Community Health, East TN State University

1:45 - 2:15 ***What Factors Contribute to Mortality Rate Differences in Appalachian counties?***

*Discuss Health Belief Model as it relates to Tobacco & Cancer*

Facilitator: Bruce Behringer, MPH, Assistant Vice President, Office of Rural & Community Health, ETSU

2:15 - 2:30 ***Break***

2:30 – 3:15 ***Plan a Campaign: Develop a Cancer Risk Reduction through Smoking Prevention and Cessation Messaging Campaign***

*Small Group Discussions*

3:15 – 3:45 ***Large Group Discussion to demonstrate the process of identifying strategies for partnering to address cancer control issues in Appalachia – tobacco prevention and cessation efforts***

Facilitators: Bruce Behringer MPH, Assistant Vice President, Office of Rural &

Community Health, ETSU and Toni H. Bounds, PhD, MPH, Assistant Professor, ETSU

- Each roundtable reports on its process and results
- How can the Rural Health Association, the TN Comprehensive Cancer Control and others cooperate in promoting the regionally appropriate messages?

3:45 – 4:00 ***Wrap-Up/Next Steps/Evaluations***

## ***Distribute Post-tests***

Source of Data: Martin Whiteside

Dr. Martin Whiteside, Tennessee Department of Health, Director of Office of Cancer Surveillance, provided a Data Presentation regarding the Tobacco Related Cancers in Appalachia Region. Tennessee vs. United States was looked at with discussion from the group regarding the difference being a result of tobacco usage in Tennessee. The group was asked which age group should be targeted, adults or youth, and the group agreed on youth and could work through Coordinated School Health entities in each system.

Prevalence of tobacco usage in youth was examined regarding that from 6th grade students to 11th grade students there was a 5% increase shown each year, with 30% smoking by 11th grade and this is higher than adults.

Appalachia counties vs. non Appalachia counties were examined regarding cancer incidence. It was demonstrated that Non-Appalachia counties were higher in incidence for all cancers than the Appalachia counties; however, mortality was higher in the Appalachia counties than the Non-Appalachia counties. Tennessee was 44th in incidence of cancer and 5th in mortality for cancer. Why? Group discussion followed this regarding multiple possibilities such as are they waiting longer to be diagnosed in the Appalachia counties thus dying due to the delay in diagnosis.

It was also noted that there is a strong link between smoking, chewing tobacco and cancers.

Smoking ban in restaurants has just started in last few years.

The chief cancer is lung cancer from smoking. Best data at county level is from birth certificates, where the birth mother is asked if she smoked during pregnancy.

Stage 4 lung cancer rates at Mercy Hospital North- percentages are in the 30's. Historically, lung cancers are detected late.

Lung cancer incidence rate is below national average in Appalachia.

It was noted that smoking in New Jersey is the causative factor or associated highly with the outcome of death in over one-fourth of cancer deaths. Tennessee's will be at least that or higher, as we have a higher percentage of smokers.

In 2006 there were 56,000 deaths from all causes. 13,000 were from neoplasms. This is a high burden.

Examined handout from Journal on all causes of deaths.

27.8% of all deaths are caused by smoking. Even former smokers are higher risk of dying from all causes of death.

Following completion of the presentation, group questions were taken and group discussion among attendees and presenters included the following topics.

- Medical facilities there discussed their smoking cessation classes and the reduction in people attending the class;
- Social Media encouraging smoking in youth
- Tobacco settlement funds;
- Production of tobacco products;
- Employers not hiring smokers;
- Hospital/medical facilities being smoke-free campuses; and
- What is the definition in the YRBS regarding smoking.

TN Department of Health is seeing increase in calls to the Quitline, and as legislation continues for non-smoking in restaurants, we hope to see rates decreasing.

Cancers from tobacco are the single most preventable disease in the world.