

OCTOBER 2018

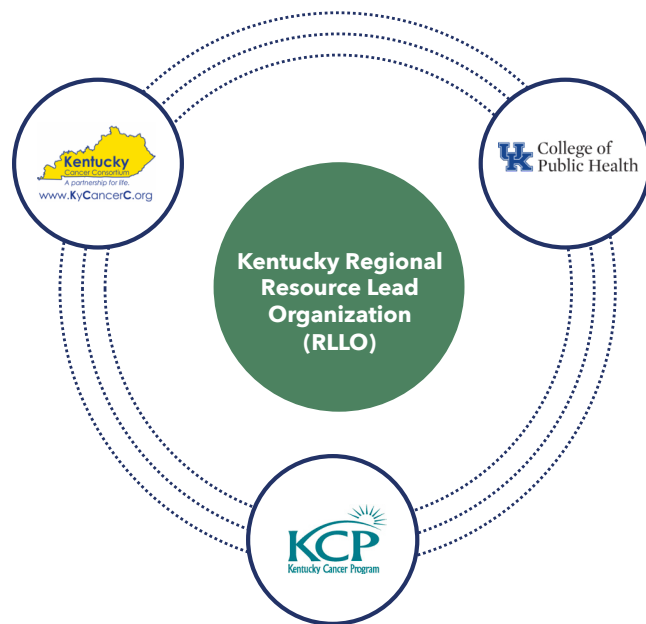
# LUNG CANCER PREVENTION AND SURVIVORSHIP IS GOOD BUSINESS

## OVERVIEW OF SUCCESS & LESSONS LEARNED

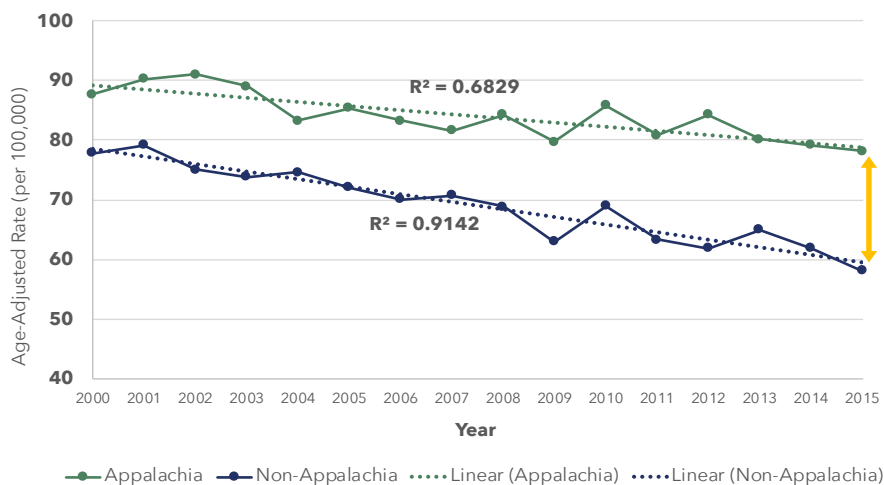
Over the past three years, we've worked with local businesses and employees from Casey, Christian, Clay, Jackson, McCracken, Perry and Warren counties to educate and improve the lives of Kentuckians by seeking to reduce our lung cancer burden. Thanks to the involvement of 82 worksites and 51 community organizations in these eight counties, we've had success with our initiatives and have continued to learn many valuable lessons.

### Background

Kentucky has the highest rate of new cases and deaths from lung cancer in the United States—with the rates being highest among males. Overall, Appalachian Kentucky has higher rates of lung cancer than non-Appalachian Kentucky, while rural areas of Kentucky have higher rates than urban areas of Kentucky. The SelfMade Health Network selected the University of Kentucky College of Public Health as a grantee to develop a Kentucky Regional Resource Lead Organization (RRLO) from March 2016 – September 2018. This RRLO includes four organizations: University of Kentucky College of Public Health, Kentucky Cancer Program at the University of Kentucky, Kentucky Cancer Program at the University of Louisville and the Kentucky Cancer Consortium.



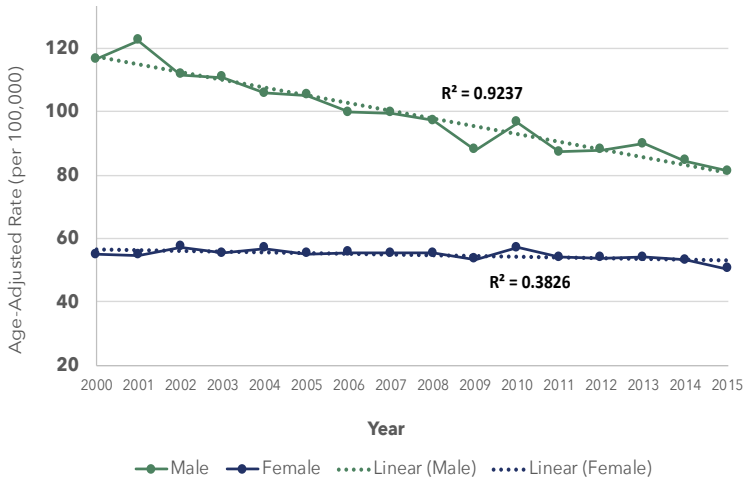
Appalachia vs. Non-Appalachia Lung and Bronchus Cancer Mortality Rates 2000-2015



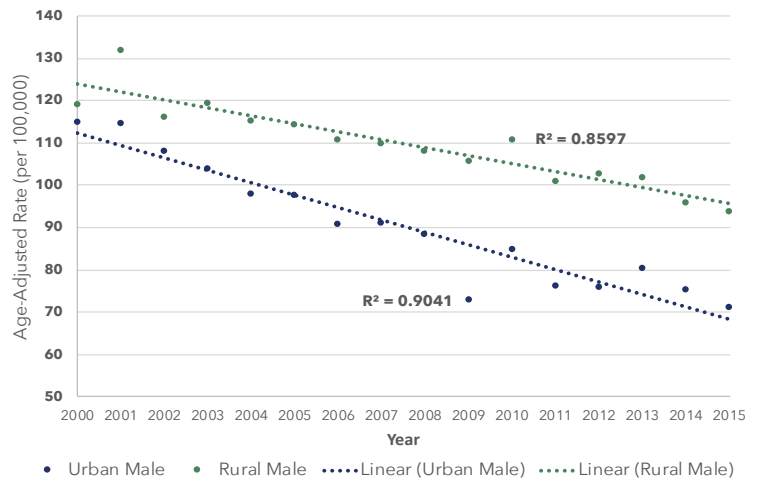
Illustrating the foundation of our initiative, you'll see in the next 3 graphs that within Kentucky there are 3 significant areas in which we hope to bridge the gap in new lung cancer cases and deaths.

- Appalachian Kentucky
- Males
- Rural Areas

## Kentucky Male vs. Female Lung and Bronchus Cancer Mortality Rates 2000-2015

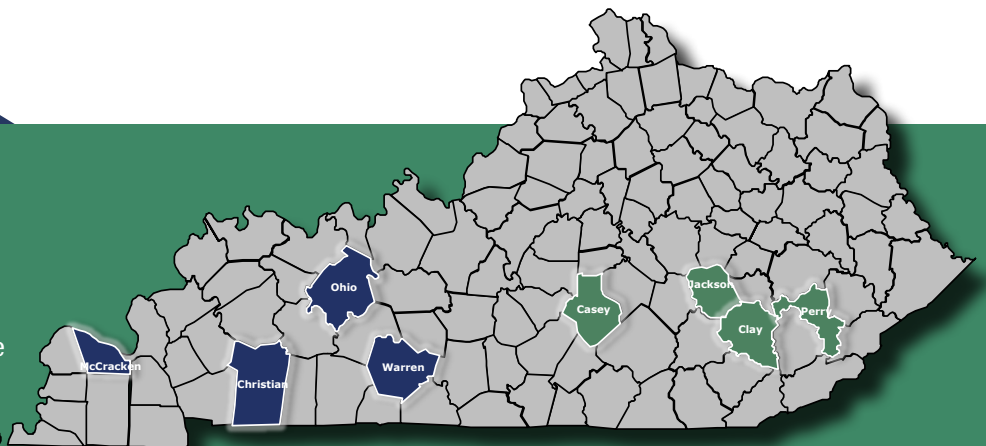


## Kentucky Urban Male vs. Rural Male Lung and Bronchus Cancer Mortality Rates 2000-2015



## Project Goal

Reduce lung cancer in Kentucky through prevention, early detection and survivorship support among male populations—focused on worksites with mostly male employees in eight Kentucky counties.



West: Christian, McCracken, Ohio & Warren East: Casey, Jackson, Clay & Perry

## Process

The Lung Cancer Prevention and Survivorship Worksite Resource Kit was developed based on feedback and recommendations from focus groups and roundtables.

- **Focus Groups:** Organizations that provide health, education and social service resources in each of the eight counties
- **Roundtables:** Worksites that employ mostly male employees in each of the eight counties
- **Worksite Pilot Intervention:** Businesses from all eight counties that volunteered to implement the Resource Kit



# Worksite Pilot Intervention

With the Resource Kit being implemented in worksites (shown below) within the 8 participating counties, we were able to collect feedback on what did and did not work in order to continue the expansion and improvement of its use throughout Kentucky and similar areas.

Organization	Topic Areas Selected	Types of Activities
Fire Department	Radon Prevention, Lung Cancer Screening (for family members)	Weekly email blasts, pop-up poster, large display posters, radon kits for each firefighter and staff member
Food Processing	Tobacco Treatment, Lung Cancer Screening (LCS), Secondhand Smoke	Large display posters, motivational messages, testimonials, Facebook, orientation, videos in lunchroom and lobby
Manufacturing	Radon Prevention, Lung Cancer Screening (LCS), Tobacco Treatment	Radon kits, lung cancer screening discussions, money savings, e-cig/ vaping fact sheet, benefits of quitting smoking
Housing Authority	Tobacco Treatment, Lung Cancer Screening (LCS)	Posters on bulletin boards, payroll stuffers
Full-service Inland River Repair Company	Tobacco Treatment, Lung Cancer Screening (LCS)	Health fairs (worksite led), LCS information in break rooms, info at clinic encouraging employees to talk with medical providers about LCS
Trucking, Freight and Sales (Ranch & Farm Gates)	Tobacco Treatment, Lung Cancer Screening (LCS), Radon Prevention	Posters in break rooms, restrooms, large pop-up in kitchen, newsletter, participate in health fair
City Government	Radon Prevention, Lung Cancer Screening (LCS)	Radon posters, employee cookout, Facebook posts on city's page re: LCS
Energy Cooperative	Tobacco Treatment, Secondhand smoke	Safety meetings, email messages, display posters
Construction	Lung Cancer Screening (LCS), Tobacco Treatment, Radon Prevention	Pop-up poster, display posters, fact sheets/brochures, info on boards, mailed info home, in-person morning meeting contact, tested worksite for radon

## What Worked Well?

- Complete buy-in from leadership in worksites
- Focused on health and doing more for employees
- Partnerships with community organizations and coalitions
- Resource Kit had practical, simple, actionable projects
- Participated in existing worksite health events
- In-person meetings allowed worksites to tailor interventions to worksite's needs

## What Were Some of the Challenges?

- Implementation taking place during summer months
- Worksites were busy with competing priorities
- Timing and readiness of the intervention with existing worksite health events
- Changes in leadership at participating worksites
- Need for materials in additional languages (Spanish, Burmese)

## If you are an employee, business organization or association...

- Provide flexibility and options for interventions
- Assess your own worksite to determine what types of interventions would be appropriate based on your employee preferences and worksite culture
- Allow time to build trust and develop relationships before the intervention
- Consider convening groups of employees to allow for sharing among one another
- Look for opportunities to partner with health-related community organizations and services
- Educate employees—people, including health-related organizations, were not familiar with lung cancer, risk factors, screening and survivorship



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