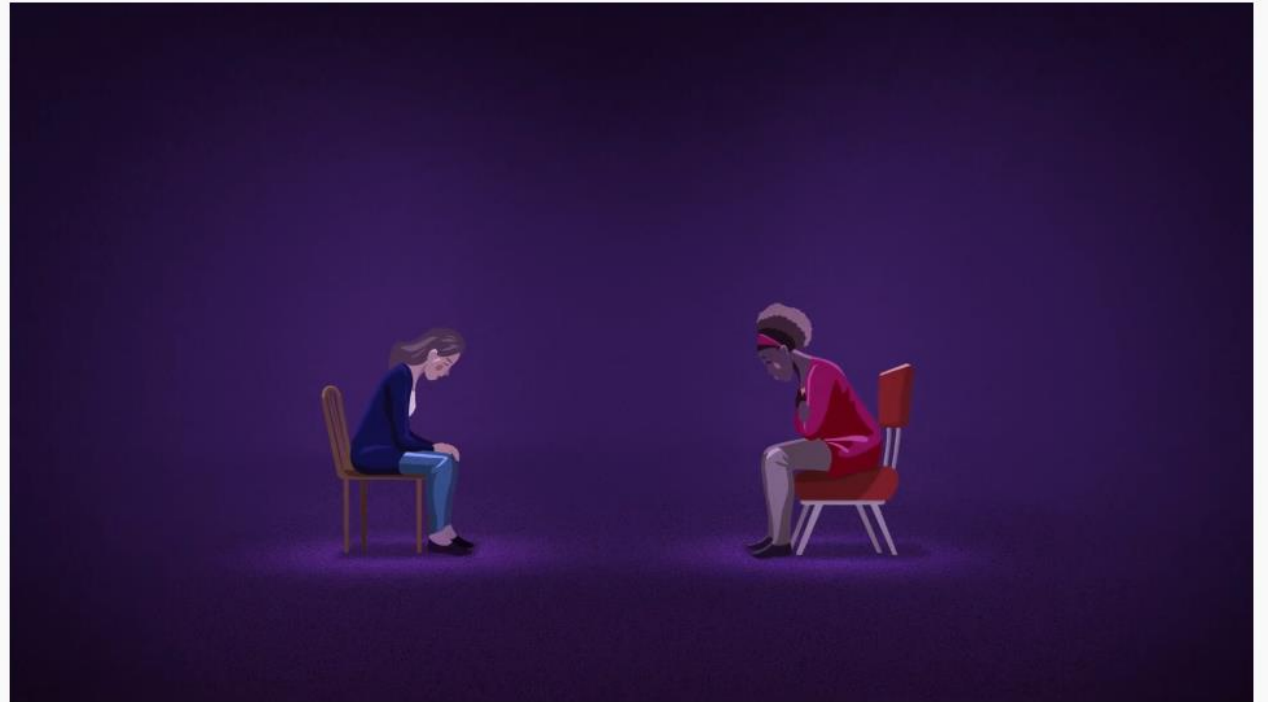


Drafting KCC's Health Equity Framework



Health Equity - Breakout

- How does this video confirm or challenge your ideas around health equity?
- Some see health equity as unfortunate but not unjust. Do you agree or disagree?
- Whose responsibility is it to address health inequities?



Divergent Paths: A Health Equity Story

KCC Evaluation Report

Tobacco Treatment

Colon Cancer Screening

Kentucky Cancer Action Plan

TOBACCO TREATMENT EFFORTS IN KENTUCKY

State Level Partners

- KDPH
 - American Cancer Society
 - American Lung Association
 - Go2Foundation
 - Kentucky Cancer Program Health Systems
 - Hospitals
 - FQHCs
 - Insurance
 - State Government
- UK
- BREATHE
 - College of Pharmacy
 - KY LEADS Collaborative
 - Markey Cancer Center
- U of L
- LuCa National Training Network

Research underway:

- Medicaid provider's capacity, policy recommendations (BREATHE)
- Primary care provider's dissemination and implementation of tobacco treatment with shared decision making (LEADS)
- Tobacco Treatment in Oncology setting (UK)

State/Regional Coalitions and Partnerships

- Coalition for a Smoke-free Tomorrow
- Chronic Disease Coalitions (Diabetes, Heart, etc)
- Health professional associations
- Hospital Committees
- Insurance affinity group lead by CMS & DMS
- Kentucky Cancer Consortium
- KCP District Cancer Councils
- KY LEADS Collaborative
- Kentucky Health Collaborative
- Local Health Departments
- State Tobacco Coalition (?)

Populations for consideration:

- Adults, Teens
- Low income
- Rural
- Pregnant Women
- Mental Health
- LGBTQT
- Individuals with English as second language
- Individuals being screened for cancer
- Individuals diagnosed with cancer
- Survivors

Professional Partners

- Health systems
- Health care professionals
- Community Health Workers

Policy Implementation

- Comprehensive Tobacco Treatment Coverage Explainers
 - [Tobacco Treatment Coverage FAQ for Health Professionals](#)
 - [Quit Now Kentucky Fact Sheet on SB 89](#)
 - NEED Consumer FAQ
- Pharmacists to initiate tobacco treatment
 - NEED Reimbursement

Tobacco Treatment Programs/Resources

Consumer

- Tobacco-free.ky.gov
- [Quit Now Kentucky](#)
- [Freedom from Smoking](#)
- [Plan to Be Tobacco Free](#)
- [Not On Tobacco® \(N-O-T\)](#)

Health Care Professional

- [Certified Tobacco Treatment Specialist](#)
- [LuCa National Training Network](#)
- [Freedom from Smoking](#) Facilitator Training
- [Plan to Be Tobacco Free](#) Train the Trainer

Evaluation Recommendations for Tobacco Treatment Efforts

How can we improve coordination and communication?

- Map and share tobacco treatment efforts and resources
- Networking meetings and collaboratives to recommend the same evidence-based services to smokers
- Share through Wednesday's Word
- Consumer education on how to access free treatment

What gaps exist for tobacco treatment efforts?

- Map and promote of Certified Tobacco Treatment Specialists. Provide scholarships in areas with gaps
- Monitoring outcomes – Impact of Comprehensive Tobacco Treatment Coverage Legislation
- Access to NRT for individuals enrolled in smoking cessation classes who do not have insurance coverage
- Improved utilization of EHR for tobacco treatment and lung cancer screening referrals and services

KCC Colon Cancer Committee Evaluation

Health Equity

- Organize training, technical assistance for our committee - Work on cultural humility/health equity/grassroots approaches, listening skills

Health Systems

- Identify healthcare and community stakeholders needs in light of COVID-19.

Community Clinical Linkages

- Segment populations and speak with the populations directly

Policies

- Promote and fully implement existing KY policies related to colon cancer screening

Evaluate the structure of the KCC Colon Cancer Meetings

- Frequency, level of engagement, goals etc.

KCC Colon Cancer Committee Evaluation – Health Equity

| Who | Activities & Strategies | Opportunities |
|---|--------------------------|--|
| Human Development Institute/ Project CHEER | Audio Talking Card | <p>The following populations are experiencing inequities related to colon cancer screening. As the Kentucky Cancer Consortium, we are working together with our members and partners to figure out how to best address these inequities:</p> <ul style="list-style-type: none"> • Traditional Medicaid Clients • Underinsured • Low income • Low education • Low literacy • Racial/ethnic groups |
| KDPH Office of Health Equity | HEAL conference | |
| Kentucky Cancer Program Kentucky African Americans Against Cancer | Health Literacy Kentucky | |
| Surgery on Sunday | Surgery on Sunday | |
| UK Center for Health Equity Transformation | | |

KCC Colon Cancer Committee Evaluation – Health Systems

| | Who | Activities & Strategies | Opportunities |
|--|--|---|---|
| Aetna Better Health of KY | KY Medical Association | Accelerating Colorectal Cancer Screening through Implementation Science (ACCSIS) in Appalachia – UK | <p>There are at least 18 different organizations serving as part of the Kentucky Cancer Consortium’s Colon Cancer Committee working on health systems. The following are priorities in working together to improve colon cancer screening and reduce incidence and mortality:</p> <ul style="list-style-type: none"> • Work together to implement the newly funded Colorectal Cancer Health Systems Grant (2002) from CDC • Expand efforts from the previously funded Colorectal Cancer Health Systems Grant (1502) to build and sustain community capacity • Increase resources for the Kentucky Cancer Link to provide direct services (patient navigation and FIT tests) • Increase professional education opportunities (screening methods, age of screening, cost savings when using CHWs) • Conduct a webinar series • Promote the use of telehealth/drive up colon cancer screening. |
| American Cancer Society | KY Primary Care Association | American Cancer Society Health Systems Support | |
| Anthem KY | Norton Cancer Institute | American Cancer Society Primary Care Systems Support | |
| Anthem KY Medicaid | UK Center of Excellence in Rural Health | CDC 1502 Organized Approaches for Colon Cancer – KDPH | |
| Colon Cancer Prevention Project | UK Markey Cancer Affiliate Network | KY Colon Cancer Screening Program – State Funding | |
| KY Associations of Family Practice Physicians | University of Kentucky Healthcare (CRC Surgery) | Professional Education (screening methods, age screen, cost of savings when use CHW) | |
| KY Department of Insurance | University of Kentucky Regional Extension Center (REC) | Get the FIT Facts – Kentucky Cancer Program | |
| KY Department of Medicaid | University of Louisville (CRC surgery) | Telehealth/Drive up services | |
| KY Hospital Association | Southern KY AHEC | | |

KCC Colon Cancer Committee Evaluation – Community Clinical Linkages

| Who | Activities & Strategies | Opportunities |
|--|---|---|
| American Cancer Society | Annual Colon Cancer Community Outreach Toolkit for Colon Cancer Awareness Month (KCP) | <p>There are at least 7 organizations working to implement community-clinical linkage and communication efforts. The priorities related to this area include:</p> <ul style="list-style-type: none"> • Coordinate Outreach efforts • Implement authentic community engagement • Conduct education on CRC screening guidelines and the efficacy of stool-based testing (iFOBT, FIT, stoolDNA) • Emphasize the importance of early assessment for family history, risk factors, determination of average or increased risk • Communicate the data related to early onset CRC in Kentucky • Promote Kentucky Colon Cancer Screening Program colonoscopy services to health care providers and CHWs • Utilizing the Community Guide, National Colorectal Cancer Roundtable and the American Cancer Society to guide implementation of evidence-based interventions |
| Colon Cancer Prevention Project | Audio Talking Card | |
| Kentucky Cancer Link | Dress in Blue Day | |
| KY Cancer Program | Faith & Action (Kentucky African American's Against Cancer, KCP) | |
| Kentucky Cancer Program Kentucky African Americans Against Cancer | FluFIT Programs | |
| Lake Cumberland District Health Department | Inflatable Colon Events | |
| UK Markey Cancer Affiliate Network (Outreach) | Prayer and Prevention (KCP East) | |
| | Prevention from the Pulpit (ACS) | |

KCC Colon Cancer Committee Evaluation – Policies

| Who | Activities & Strategies | Opportunities |
|--|--|---|
| American Cancer Society Cancer Action Network (ACS CAN) | Distribute new colon cancer screening policies and legislation (genetic testing, complete colon cancer screening with no co-pays/deductibles, coverage for age 45 according to ACS guidelines) | Kentucky has passed at least 9 policies related to colon cancer screening through the Kentucky Legislature since 2008. There are opportunities for increased coordination and collaboration to implement these policies. Priorities include: <ul style="list-style-type: none"> • Ensure that navigation services are reimbursed (patient navigation and CHWs) • Promote and fully implement existing KY policies related to colon cancer screening |
| Colon Cancer Prevention Project | Educate state and local policy makers on health and economic benefits system changes | |
| Ky State Representative Prunty | Identify gaps in co-pays and insurance coverage for colon cancer screening | |
| Ky State Senator Alvarado | Promote the Affordable Care Act | |
| Limestone Group | Provide no out-of-pocket colon cancer screening with referrals and follow-up – KDPH and Kentucky Colon Cancer Screening Program | |

KCC Colon Cancer Committee Evaluation Structure

| Who | Activities & Strategies |
|---------------------------------|--|
| American Cancer Society | CDC funding for Comprehensive Cancer Control – Kentucky Cancer Consortium |
| Colon Cancer Prevention Project | Donation from Exact Sciences |
| KDPH, Colon Cancer Prevention | KDPH – New CDC Colorectal Health Systems Grant (2002) |
| Kentucky Cancer Consortium | Kentucky Colon Cancer Screening Program Funding |
| KY Cancer Foundation | NCI Grant: Accelerating Colorectal Cancer Screening through Implementation Science (ACCSIS) in Appalachia – UK |

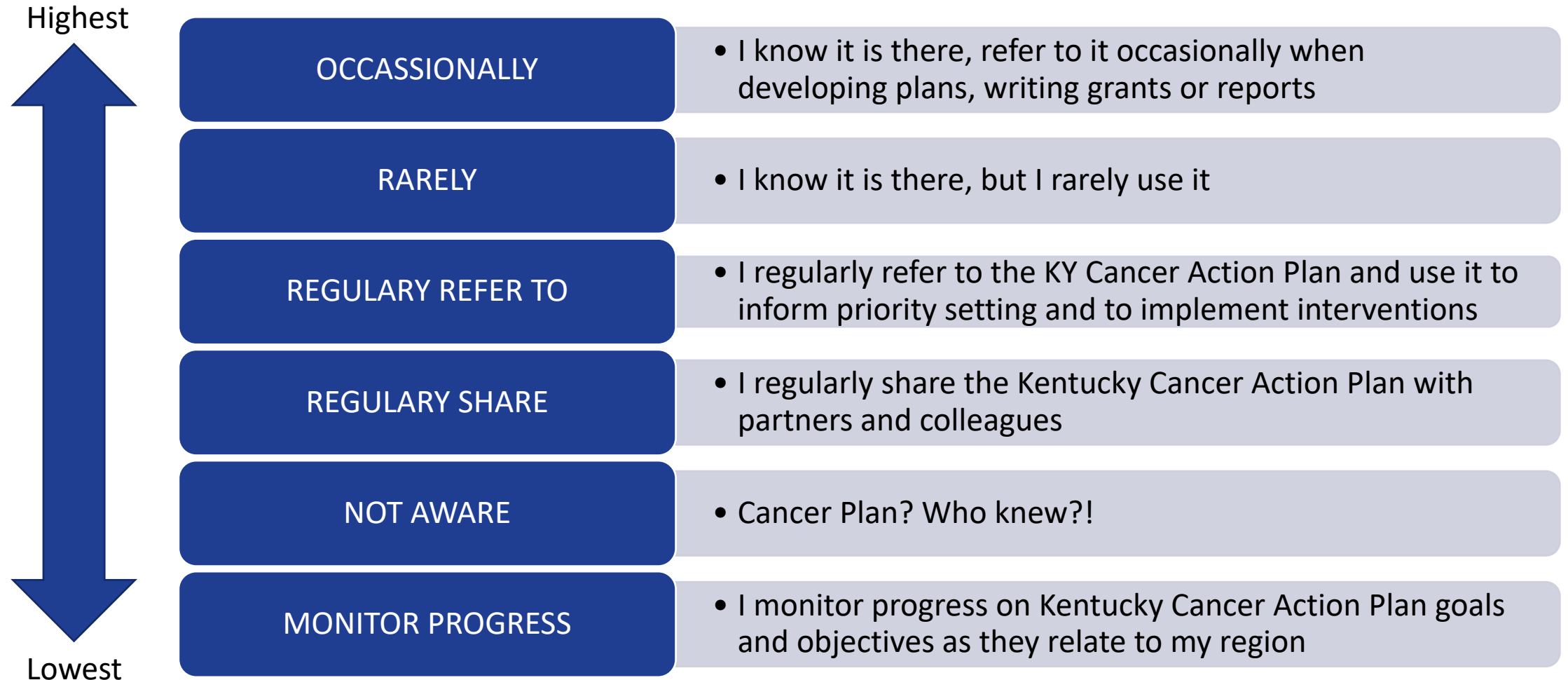
Worksites

| Who | Activities & Strategies |
|----------------------------------|--|
| Kentucky Cancer Program | Colon Cancer Prevention is Good Business (KCP) |
| Kentuckiana Health Collaborative | |

Patient Navigation

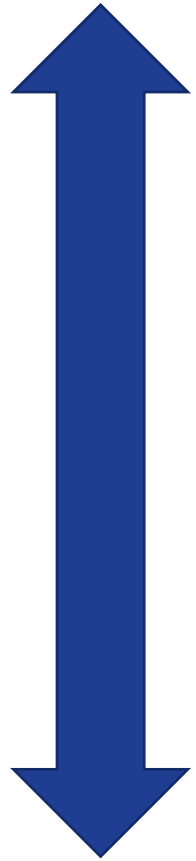
| Who | Activities & Strategies |
|---|---------------------------------------|
| CHI St. Joseph Healthcare | Hospital/Clinic Navigators |
| Kentucky Cancer Link | KCP Pathfinders Online Resource |
| Kentucky Homeplace, CHW's | Kentucky Cancer Link |
| UK Markey Cancer Center Affiliate Network | Training for Community Health Workers |
| | Training for Health Department Staff |

How do you currently use the KY Cancer Action Plan?



What would make the Kentucky Cancer Action Plan more useful?

Highest



Lowest

Guidance on how different organizations can use the plan

Menu of options

Link goals and objectives to other activities

A way to prioritize strategies

Link Kentucky goals and objectives to regional data

Link Kentucky goals and objectives to national data

Clear communication

Make it easier to find

Comments

It's a little overwhelming. Be specific on what you want me to do with it.

Less cancer, more action

Ways outside organizations can partner to increase screening rates

Utilize more local community programs and not just one agency

Compare and contrast "Barriers" vs "Disparities"

Take into account accessibility - assess who is being reached by the plan.

Distribute to more policy and funding makers

Is the governor involved in this action plan?

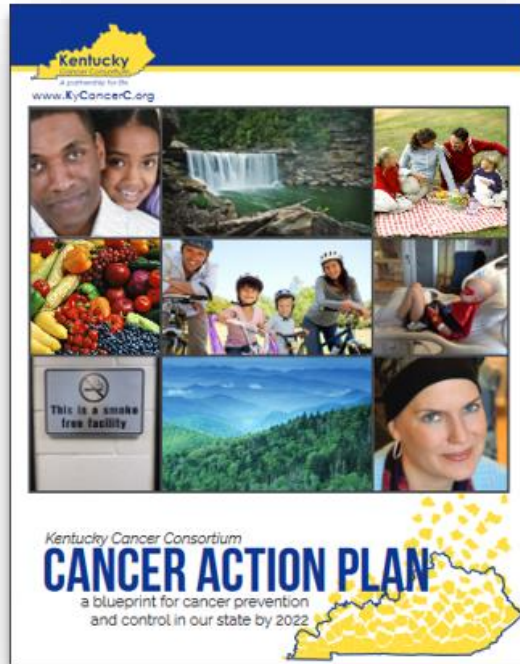
Kentucky Cancer Action Plan

Tobacco Treatment

Colon Cancer Screening

Survivorship

Kentucky Cancer Action Plan



Purpose - WHY?

Cancer is too big and complex of a problem for any one organization to address effectively. The Kentucky Cancer Consortium offers the power of collaboration as a key approach to assure all Kentuckians have fair and just opportunities to reduce the burden of cancer.

<https://www.kycancerc.org/>
Kentucky Cancer Action Plan

A strategy is a framework for making decisions to move forward in a purposeful direction.

Kentucky Crafted Strategies

- Assess current capacity and partners
- Strengthen relationships and build trust
- Crowd source and spread what works in Kentucky
- Review health inequities and factors that influence them
- List a menu of options
- Connect and join forces
- Move forward together in a purposeful direction
- Start with quick wins

KCC Partner Conversations

Tobacco Treatment – LCN

- January 14, 2021

Colon Cancer Screening

- January 21, 2021

Survivorship – New

- TBD

Kentucky Cancer Program

Regional Cancer Control Specialist

District Partner Conversations

<http://www.kycancerprogram.org/regional-offices>

