

2020 NPCR OHIO CANCER INCIDENCE SURVEILLANCE SYSTEM SUCCESS STORY

STORY TOPIC: Cancer Data Presentation

STORY CATEGORY: Public Health Impact

STORY TITLE: Ohio Cancer Stats & Facts

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SUMMARY

Ohio generates a one-page publication each month that highlights cancer information and statistics in an easy to read, user-friendly format. Each month's publication coincides with national calendars for cancer awareness.

CHALLENGE

Although data from the Ohio Cancer Incidence Surveillance System are frequently analyzed and multiple new publications are made available on the Ohio Department of Health (ODH) website each year, the publications may be too lengthy and technical for the general public and others who are seeking a high-level overview of cancer statistics and facts for Ohio.

SOLUTION

Ohio's Cancer Program – staff from surveillance and epidemiology, comprehensive cancer control, and the breast and cervical cancer project – came together to develop a prototype for a one-page information sheet on cancer incidence, mortality, screening, survival, and risk factors that was easy to read and visually appealing. Staff reviewed publications from national organizations and other states that communicated public health information, both cancer and non-cancer related. The group went through several iterations before identifying a format that all agreed met their goal.

RESULTS

Ohio has generated *Cancer Stats & Facts* each month since January 2020. *Cancer Stats & Facts* is a one-page, easy to read and data-friendly informational document that helps to raise awareness about cancer incidence, mortality, and disparities and includes prevention and early detection messages, where appropriate. Each edition of *Cancer Stats & Facts* contains four to six panels. Topics have coincided with national calendars for cancer awareness, but adjustments were made for months without a designation. Topics were as follows: January-Cervical Cancer, February-Cancer Prevention, March-Colorectal Cancer, April-Head & Neck Cancers, May-Melanoma, June-Cancer Survivorship, July-Bone & Joint Cancers, August-Pancreatic Cancer, September-Childhood Cancers, October-Breast Cancer, November-Lung Cancer, December-Alcohol-Related Cancers.

The publications are posted on the Ohio Department of Health (ODH) website banner each month. A timeline for development by the Cancer Program, approval by ODH Leadership and ODH Communications, and final design of each month's publication by ODH's Creative Services has been put in place so that there is continuous posting of *Cancer Stats & Facts*. Each posting coincides with the first day of the month and the previous month's posting is removed. In addition to the website posting, ODH's Communications creates Facebook posts and Twitter feeds from the content. As a result, information on cancer is always front and center to visitors to the ODH website and those connected to ODH on Facebook and Twitter.

Although we do not have data on how many times the ODH website is visited, we have data on the number of people reached via Facebook and Twitter. Through early March 2020, an average of over 3,600 people were reached via Facebook and over 3,000 reached via Twitter. These numbers increased dramatically since April; an average of over 21,000 people were reached via Facebook and almost 12,000 via Twitter. The increase is thought to be COVID-related, as more people followed information released by ODH.

The Office of Ohio Governor Mike DeWine has taken notice of *Cancer Stats & Facts*. Information from the *Cancer Stats & Facts* October 2020 issue on Breast Cancer was used to develop talking points for a Governor's press conference. The Governor's Office has also shared/retweeted a few of ODH's Facebook posts and Twitter feeds which resulted in extremely large engagements.

SUSTAINING SUCCESS

Now that a format has been established, the OCISS epidemiologist and researcher from Ohio's Comprehensive Cancer Control Program work together to decide which cancer will be highlighted each month and take the lead in generating the content. The epidemiologist and researcher are in the process of determining what cancer topics will be highlighted each month in 2021; some may be awareness months not previously highlighted while others may be updates with more current data and information.

REGISTRY CONTACT INFORMATION

OCISS@odh.ohio.gov; 614-752-2689; <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/ohio-cancer-incidence-surveillance-system/welcome-to>.

Link to *Cancer Stats & Facts*: <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/ohio-comprehensive-cancer-control-program/cancer-stats-an-facts-for-ohio/resources>