

# 2020 NPCR MINNESOTA CANCER REPORTING SYSTEM SUCCESS STORY

STORY TOPIC: Collaborative partnerships/projects

STORY CATEGORY: Public Health Impact

STORY TITLE: Stakeholders Use Minnesota Cancer Reporting System (MCRS) Data in Cancer Screening Awareness Campaigns

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## SUMMARY

Data are essential in decision making, planning, and evaluation of cancer prevention and control programs at the state and local levels. Population-based MCRS data provide a complete picture of the impact of cancer statewide or within a specific locality. This success story describes how stakeholders used MCRS data in annual campaigns to increase awareness of breast, colorectal and cervical cancer screening.

## CHALLENGE

Various coalitions of stakeholders throughout Minnesota organize and conduct annual state and local educational campaigns to increase awareness of screening and early diagnosis for cancer in January (cervical cancer), March (colorectal cancer), June (cervical cancer/HPV-vaccination), and October (breast cancer). These efforts include continuing education workshops and other trainings for providers, professionals, and volunteers, as well as outreach in traditional and social media outlets to raise awareness among the public. Providers, professionals, and volunteers need cancer data to make the case for early diagnosis and treatment of screen-able cancers in their communities.

## SOLUTION

Population-based MCRS data provide a complete picture of the impact of cancer statewide or within a specific locality. Counts of cancer cases provide estimates of the number of people in each population who need diagnostic, treatment, and follow-up services. Incidence rates provide information on the risk of a cancer diagnosis in a defined population and identify disparities in subpopulations based on race/ethnicity, age, or geographic region. Data describing advanced cancers that have spread to distant sites in the body, and mortality rates can identify Minnesota populations with potentially greater and/or unmet needs for cancer screening or health care services.

MCRS data analysts closely collaborate with partners to assure that stakeholders have the right data at the right time, and that the messaging about cancer occurrence is clear and understandable. Our collective aim is to develop and disseminate accurate information about the impact or burden of screen-able cancers in Minnesota, the importance of cancer screening, and resources and action steps for the public.

To meet the data needs for these annual campaigns, MCRS data analysts develop various publications of different formats and lengths about breast, colorectal, and cervical cancer burden in Minnesota. The publications include fact sheets, short reports, Tableau dashboards, and infographics. MCRS staff follow MDH best practices in communication and presentation of visual displays (charts, graphs, tables) of results so that reports are easy to read and understand. MCRS data analysts also provide technical assistance when requested to help stakeholders describe and/or understand the cancer burden in their communities to target cancer prevention and control efforts.

## RESULTS

The table below summarizes how stakeholders used MCRS cancer reports, publications, and related statistics in campaigns to promote cancer screening, provide services, and develop related cancer prevention messages.

Publication	Stakeholders	Objective(s)/Outcomes
Racial and Ethnic Disparities in Cervical Cancer Fact Sheet	Minnesota Department of Health (MDH) Sage Program; American Cancer Society Minnesota Chapter (ACS); and the American Indian Cancer Foundation	<p><u>Objective:</u> Promote cervical cancer screening</p> <ul style="list-style-type: none"> <li>The fact sheet was promoted through the MN Cancer Alliance Cancer Health Equity Network (CHEN) and the Stairstep Foundation in conversations about cervical cancer and HPV vaccination.</li> <li>ACS plans to use the fact sheet to redouble cervical cancer screening efforts, noting that this may be critical to combating disparities in communities disproportionately impacted by COVID-19.</li> </ul>
HPV-Associated Cancers Facts & Figures	ACS, MDH Sage Program, MDH Vaccine Preventable Section (VPS) and HPV Strategic Action Team	<p><u>Objective:</u> Promote HVP-vaccination to prevent cervical cancer and other HPV-associated cancers</p> <ul style="list-style-type: none"> <li>ACS included MCRS cancer statistics in provider education trainings.</li> <li>VPS staff developed a presentation on HPV-associated cancer statistics for the Minnesota Public Health Association annual meeting.</li> </ul>
Racial and Ethnic Disparities in Breast Cancer Fact Sheet	MDH Sage Program; North Point Health and Wellness; ACS	<p><u>Objective:</u> Increase awareness of breast cancer screening, with a focus on disparities</p> <ul style="list-style-type: none"> <li>Staff from the MDH Sage Program, North Point Health and Wellness, and the American Cancer Society interviewed with KMOJ, an African American radio station. Stakeholders specifically referenced data from the fact sheet about incidence, mortality and triple negative breast cancer in Minnesota's African American women.</li> <li>ACS shared the fact sheet with Minnesota Health Plans (the state primary care association), federally qualified health centers, and larger hospitals and clinics. ACS plans to</li> </ul>

		reference the disparities fact sheet to reignite breast cancer screening throughout the final quarter of 2020.
Colorectal Cancer Dashboard	ACS; MN Cancer Alliance; MDH Sage/Scopes Program; Colon Cancer Coalition, Minnesota Gastroenterology; health insurance plans	<p><u>Objective:</u> Promote colorectal cancer screening</p> <ul style="list-style-type: none"> <li>• The Colorectal Dashboard was a central document in the MN Cancer Alliance “MNBlue” campaign, led by ACS and the Colon Cancer Coalition. The county level statistics were particularly helpful in facilitating mayoral proclamations run in media stories in rural communities. State level data were used in several MDH and ACS posts on social media (Twitter, LinkedIn). The campaign was the subject of ACS press releases for a March 9 awareness day, a reception on March 12, and a KARE11 television news story, “MN goes blue in March to create awareness of CRC”.</li> <li>• ACS Manager of Cancer Control Strategic Partnerships routinely used data from the dashboard in webinars to train ACS volunteers in counties.</li> <li>• The dashboard was also a source of data for Commission on Cancer (CoC) accredited cancer programs in developing community needs assessments.</li> </ul>
Breast Cancer in Minnesota Report	MDH, ACS, Minnesota Cancer Alliance (MCA); Data to Action CoC Work Group	<p><u>Objective:</u> Promote breast cancer screening</p> <ul style="list-style-type: none"> <li>• During Breast Cancer Awareness Month, ACS staff incorporated the infographics and data into presentations for a Provider &amp; Partners Conference, volunteer trainings and earned/social media efforts. County Commissioners used the report to write letters to the editor in local newspapers.</li> <li>• ACS used breast cancer infographics in trainings for local ACS staff and volunteer leaders and to promote the ACS Breast Cancer Walk.</li> <li>• The report was disseminated to county public health agencies at the MN Community Health Conference.</li> <li>• The report was also a source of data for Commission on Cancer (CoC) accredited cancer programs for required community needs assessments.</li> </ul>

## SUSTAINING SUCCESS

Sustaining success requires continued collaboration with stakeholders and partners to get the message out about the importance of screening for cancer and the availability of services. Ongoing program evaluation provides important information to increase the effectiveness of these efforts. To build on Minnesota’s successes, partnering with communities is necessary to develop and implement targeted, culturally appropriate campaigns to eliminate health disparities and ensure health equity.

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