



**A New and Important Role for USDA in  
Cancer Screening and Early Detection:  
Contributions of Extension to *Team Up:*  
*Cancer Screening Saves Lives***

# What is Team Up?

... a national pilot to **increase cervical and breast cancer screening** among rarely and never screened women.



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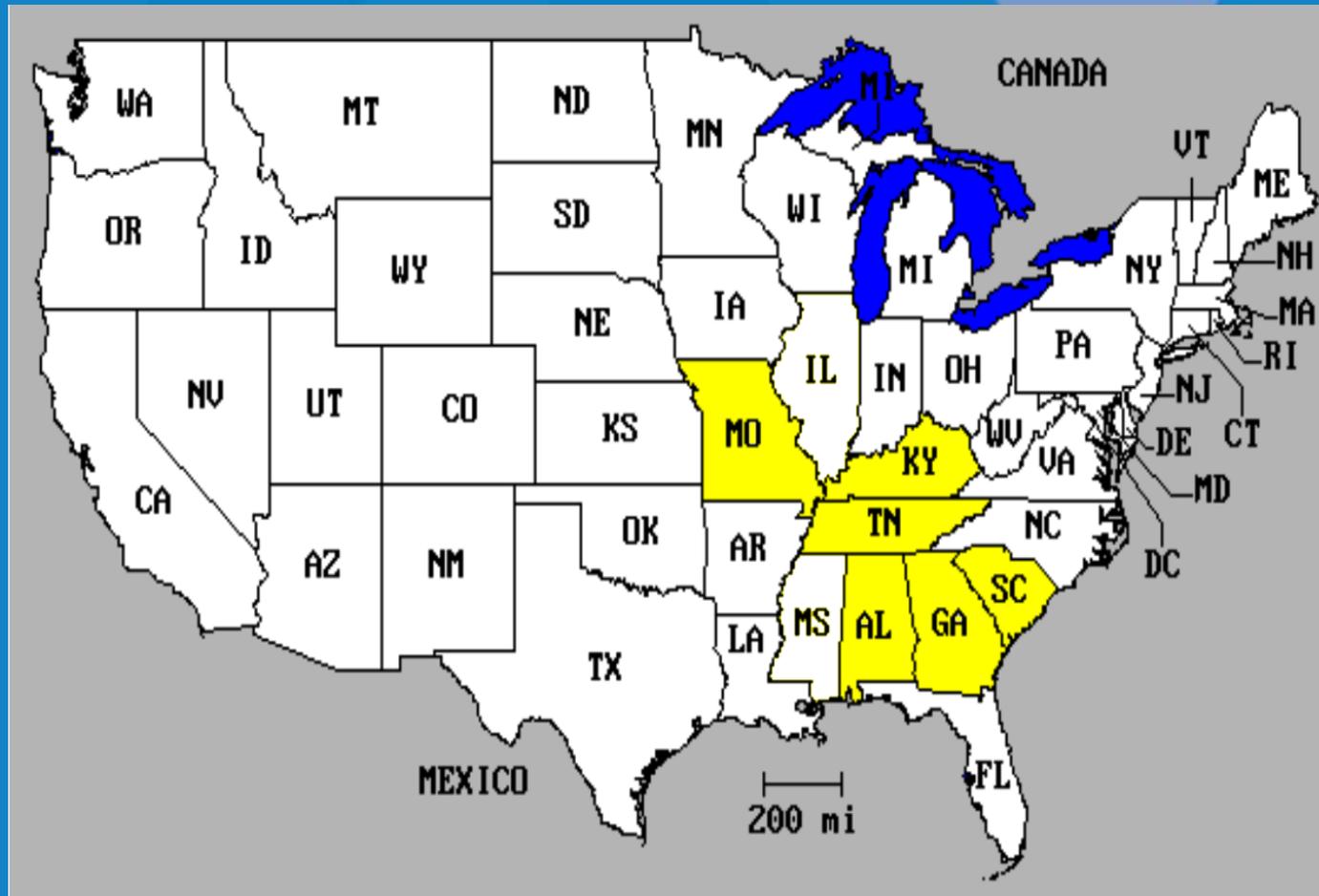
# Team Up Partners...



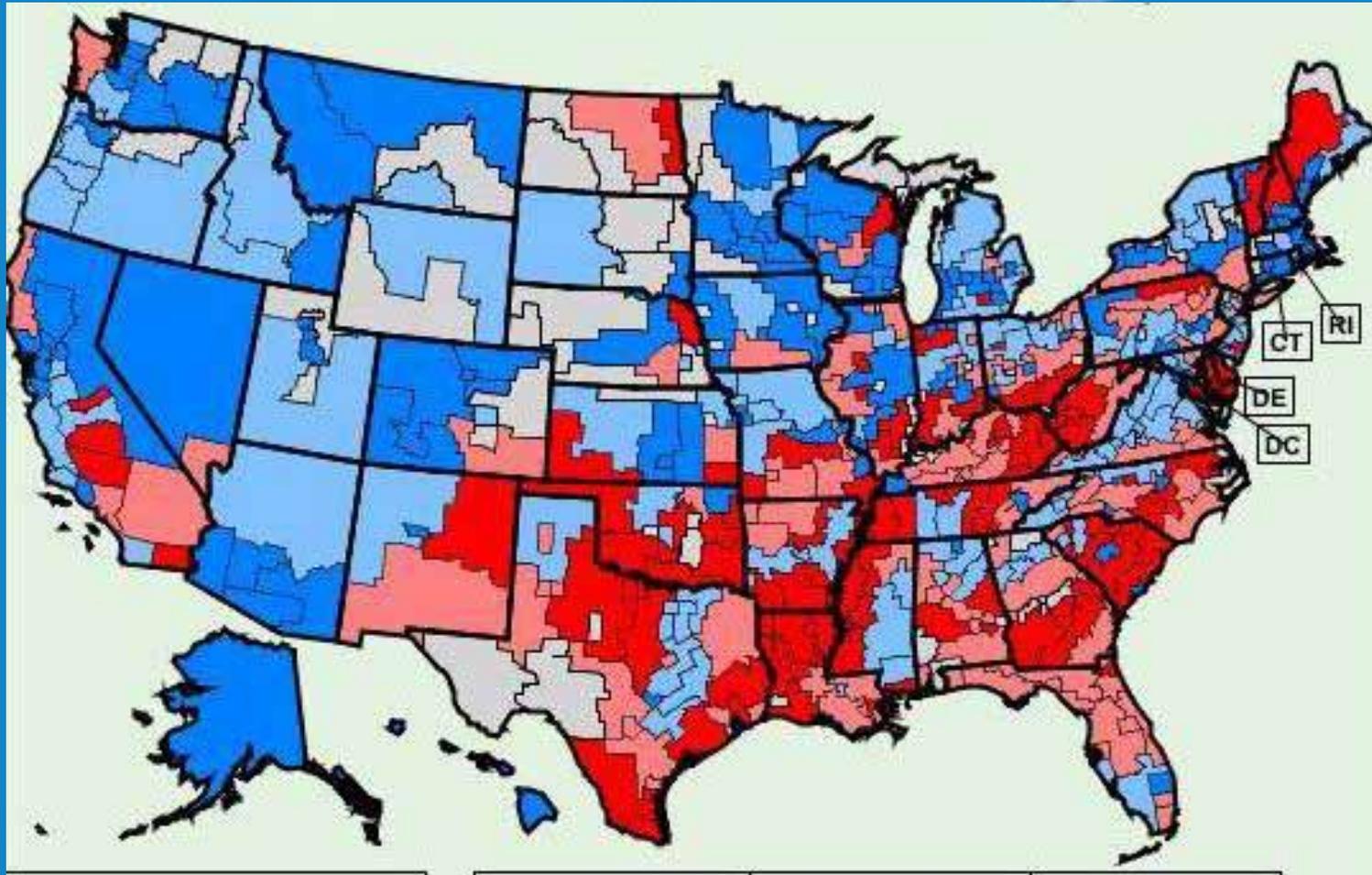
- Multi-level including national, state, and local
- 6 State Teams in states with high mortality counties

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# State Teams



# Age-adjusted Cervical Cancer Mortality Rates by State Economic Areas\*, All Women, U.S., 1995-1999

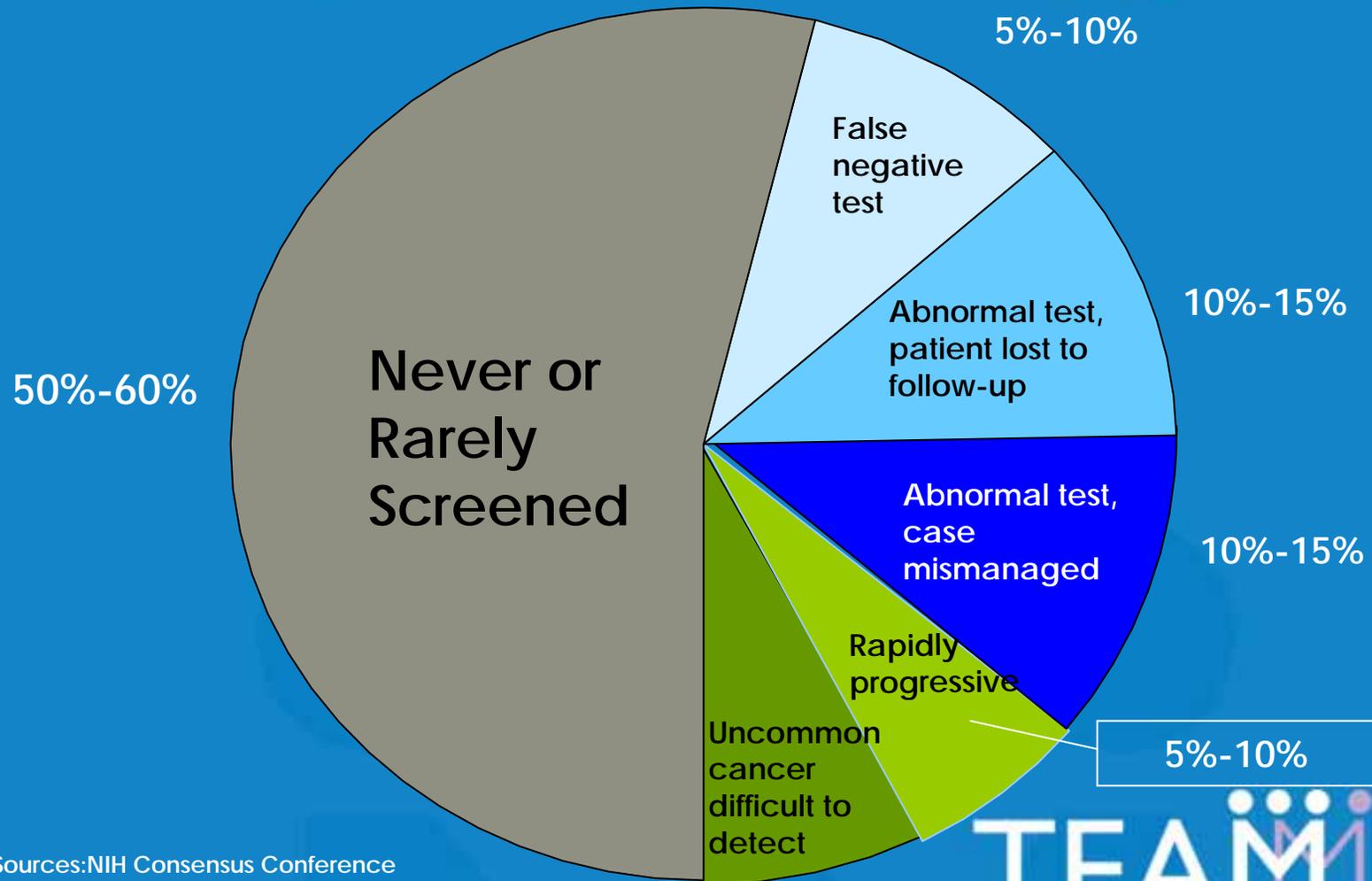


Source: Grauman D., NCI; <http://www3.cancer.gov/atlasplus/>

# Keeping our REP

- **R**: rarely/never screened women as our audience;
- **E**: evidence-based interventions as our approach;
- **P**: partnerships as an overarching theme/strategy.

# Why Rarely or Never Screened Women?



Sources: NIH Consensus Conference  
Janerich, Connecticut  
Sung, California

# Why Evidence?

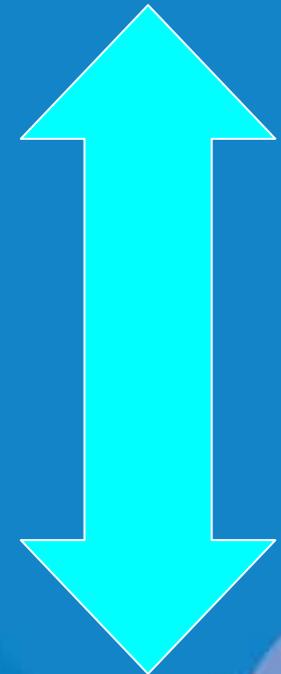
- Evidence based methods link scientific evidence to health programs or clinical practice recommendations.
- Team Up focuses on adapting and replicating evidence based **intervention** approaches to reach rarely or never screened women.



# What is Evidence.....?

- Surveillance Data
- Systematic Reviews of Multiple Intervention Research Studies
- An Intervention Research Study
- Program Evaluation
- Word of Mouth
- Personal Experience

OBJECTIVE



SUBJECTIVE

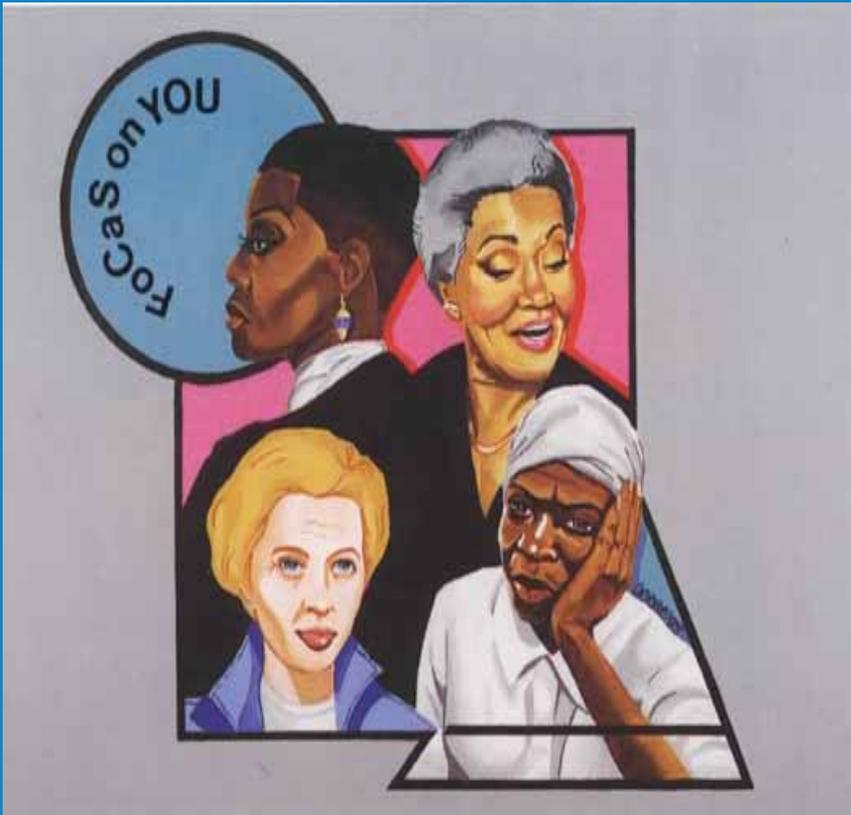
**...like beauty, it's in the eye of the beholder**

# An Informed Decision-Making Model for the Selection of Cancer Screening Interventions

		Types of Programs			
Type of Evidence Review		RTIPs Eligible Program (peer reviewed funded research & publication)	Evaluated Program (peer reviewed publication)	Evidence-Informed Program (based on literature)	Program based on personal experience/ tacit knowledge (no reference to literature)
	Systematic Review (Community/ Clinical Guides)	1	2	4	NA
	Other Systematic Evidence Reviews (e.g., Cochrane)	2	3	6	NA
	Individual Efficacy/ Effectiveness Study	4	5	7	NA
	Individual Program Evaluation	NA	NA	8	9

# Examples of Programs

## RTIPs Program #1



## Other Potential Programs

- Direct Mail (4)
- North Carolina Lay Health Advisor (4)
- TN example (9 moving to an 8)
- Health Fairs (9)

# Why Partner?

- Combining different kinds of knowledge, skills, and resources allows partners to
  - Approach a problem from multiple vantage points simultaneously
  - Implement comprehensive interventions that connect multiple services, programs, policies, and sectors
  - Coordinate services in the community (i.e., fill gaps, improve accessibility, reduce duplication of services, provide more efficient service)

# Unique Combination of Strengths

This combination of strengths comes from the different areas of expertise of the national partners.



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# A Unique Combination of Strengths

- National networks that cover the U.S, tribes, and territories
- Trained, dedicated field staff that reach all levels (regional, state, community)
- Content expertise in cancer, health, and nutrition
- Technical expertise: public education, outreach, cancer control planning, training, and evaluation
- A variety of quality materials and publications
- Vast network of trusted partners

# A Unique Combination of Strengths

- Tools and data, including Cancer Control Planet, CancerPlan.org, Community Health Profiles, Data (MDE, BRFSS)
- Strategic locations and settings: cancer centers, state health departments, Land Grant universities, HBCU
- History of reaching and screening women in need (1.75 million)
- History of reaching the public (over 10 million calls)
- History of reaching high risk populations

# USDA brings...Extension

Cooperative Extension System

Network of Land-Grant Universities

Presence in nearly all counties

Commitment to health education &  
promotion

Community-based outreach

Skilled educators

# Benefits for Extension...

- Educates and empowers individuals and families to adopt healthy behaviors and lifestyles.
- Educates consumers to make informed health and health care decisions.
- Builds community capacity to improve health.

# Challenges for Extension

- Dispelling the myths about the Extension Service of 2006.
- Partnership activities can take more time than working solo.
- The challenges around adapting evidenced-based interventions.
- Limited resources of time and dollars.

# Lessons we are learning...

- Partnerships are based on relationships and communication.
- Partnerships take work.
- Partnerships must be learning environments.
- Partnerships = success.

# Looking Ahead

- Data collection phase of pilot ends Sept 2006
- Results will determine
  - Effectiveness of the Team Up model
  - How and if we should proceed

