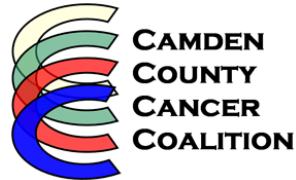


## From Data to Strategy: Information for Planning a Smoking Cessation Program



*Jean F. Mouch, MD, MPH*  
*December 2, 2005*  
*CAMConnect Data Fair*  
*Rutgers University, Camden, NJ*



## Targeted Cancers

- Breast Cancer in Women
- Prostate Cancer in Men
- Colorectal Cancer
- Lung Cancer – deaths are higher than all three of the above, more common cancers



## Coalition Workgroups



- Eliminating Health Disparities / Cancer Education and Early Detection (CEED)
- Tri-County Event for Primary Health Care Providers – April 2006
- American Cancer Society Urban Cancer Initiative for Camden City
- Lung Cancer / Smoking Cessation



## Un-Healthy Behaviors related to Increased Cancer Rates BRFSS 2004

<b>Smoking implicated in 87% of all Lung Cancers</b>		<b>Currently smoking</b>
	<b>All Adults 18+</b>	<b>22%</b>
	<b>White</b>	<b>23.5%</b>
	<b>Black</b>	<b>21%</b>
	<b>Asian</b>	<b>9%</b>
	<b>Hispanic</b>	<b>19%</b>



## Consumer Health Profiles -NCI

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- Medically Underserved
- In need of Cancer Screening
- In need of Smoking Cessation
- Age, Race/Ethnicity, Gender
- Marketing Groups – how to contact and to entice the group for awareness, education, and action for health



## Focus the Search

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- Research on Lung Cancer and Smoking issues for our area – 2004 Camden County Cancer Report
- Knowing the target group
- Using existing resources
- Work with partners
- Build on existing successes



## Build a set of Strategies:

- R.E.B.E.L. and other youth groups for health and behavior change
- Communities Against Tobacco – C.A.T.
- School Based Smoking Cessation programs – experience in New Jersey
- Youth Quit2Win program in New Brunswick currently being studied

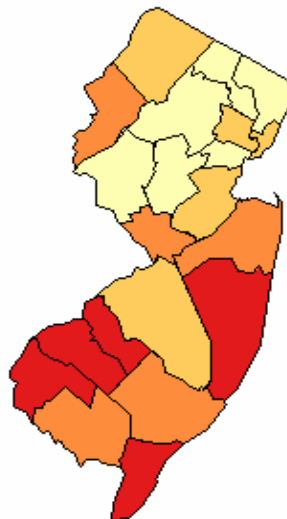
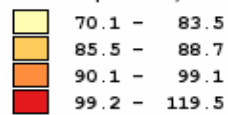


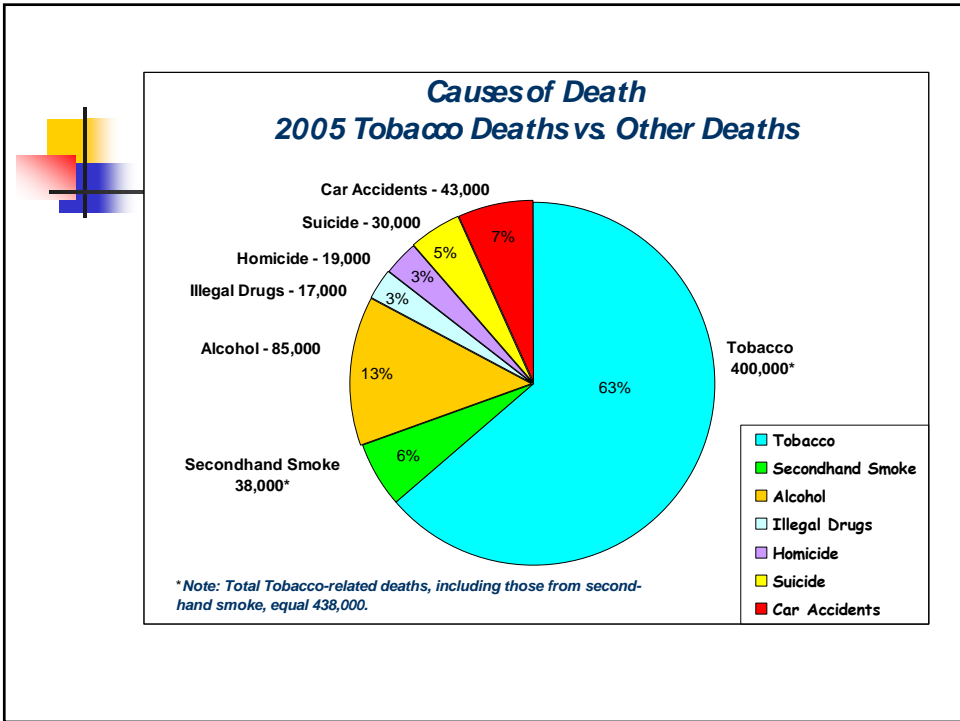
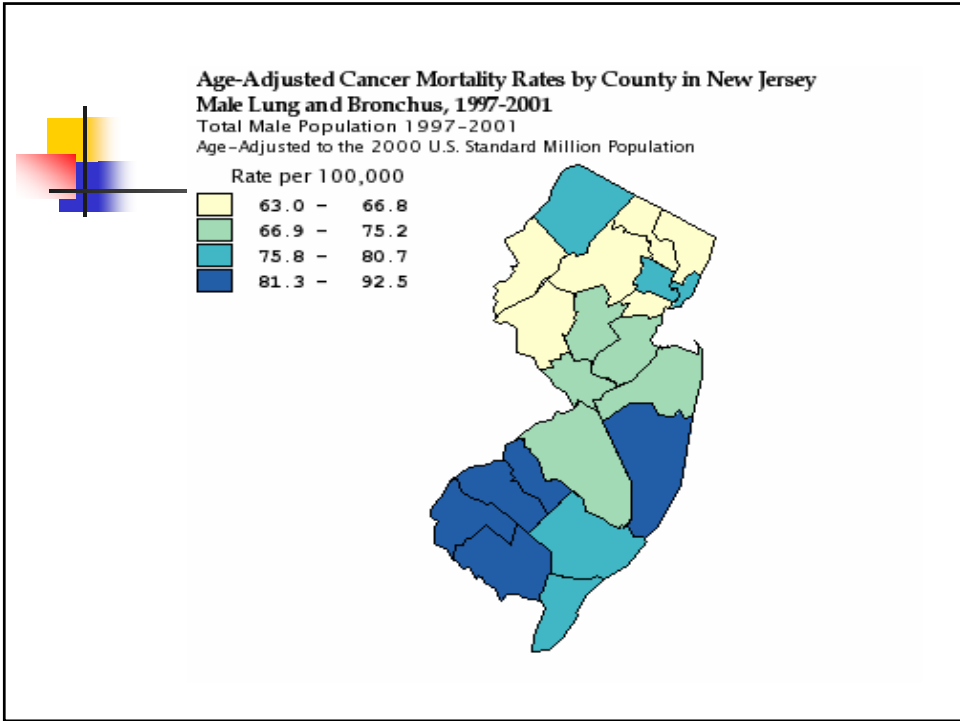
### Age-Adjusted Invasive Cancer Incidence Rates by County in New Jersey Male Lung and Bronchus, 1998-2002

Total Male Population 1998-2002

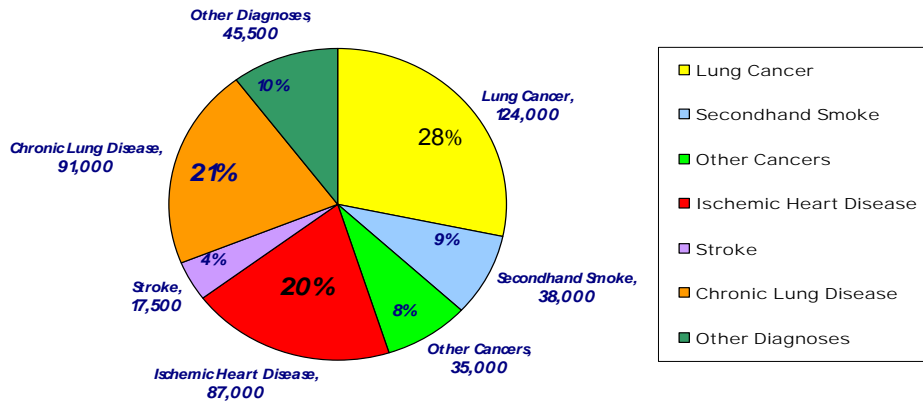
Age-Adjusted to the 2000 U.S. Standard Million Population

Rate per 100,000





**2005 Tobacco Attributable Deaths**  
**438,000 Total Tobacco-Related Deaths in U.S.**



**Lung/Bronchus Cancer Deaths in Camden**  
**County by Race / Ethnicity**

Death Rates are per 100,000 age adjusted, 2000 Census

Race and Ethnicity	Camden County			New Jersey			United States		
	Both Sexes	Male	Fem.	Both Sexes	Male	Fem.	Both Sexes	Male	Fem.
All	63.3	87.5	47.5	54.9	74.9	41.6	56.8	79.5	40.7
White	62.6	86.0	47.7	53.6	73.8	42.5	56.2	78.1	41.5
Black	72.3	99.9	52.5	61.6	100.	41.8	64.2	107.	40.0
Hisp.	25.2	41.4	**	23.7	35.6	10.9	25.3	40.7	15.1
Asian	31.1	**	**	17.0	23.4	13.7	28.1	40.9	19.1