

American Public Health Association 2007 Meeting

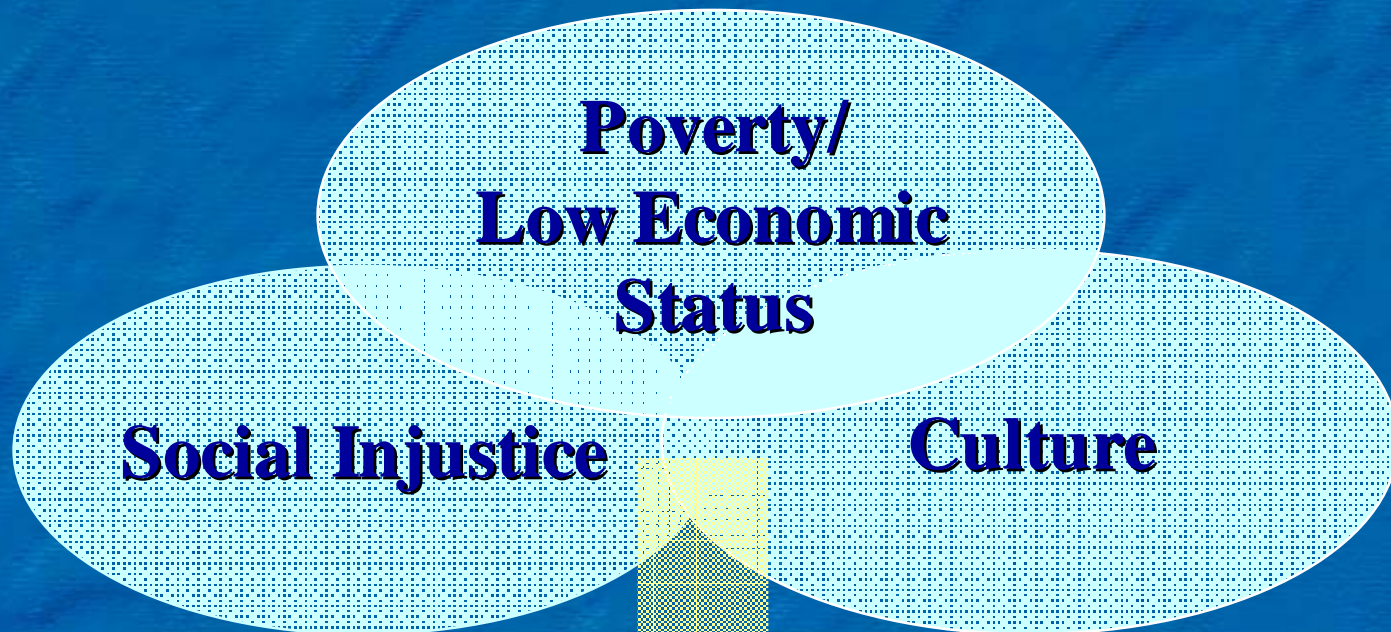
How Health Care Policy and Entertainment Education Can Help to Close the Gap of Cancer Health Disparities

Michael Miller, MPH, MS
National Cancer Institute

Harold P. Freeman, MD
President and Medical Director,
Ralph Lauren Cancer Center, New York



Causes of Health Disparities



Possible Influence on Gene Environment Interaction

Prevention

Early
Detection

Diagnosis/
Incidence

Treatment

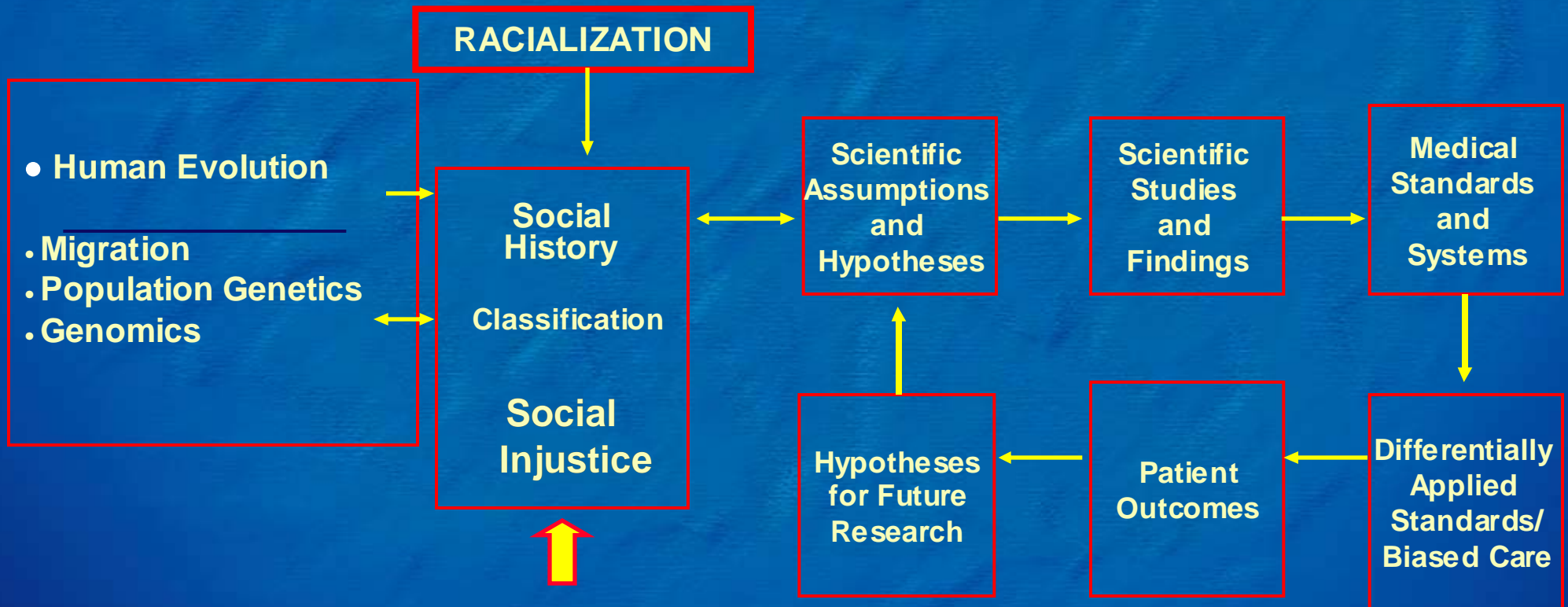
Post Treatment/
Quality of Life

Survival and
Mortality

Freeman, Adapted from *Cancer Epidemiology Biomarkers & Prevention*, April 2003



Impact of Racialization on Social History, Science, and Health Care



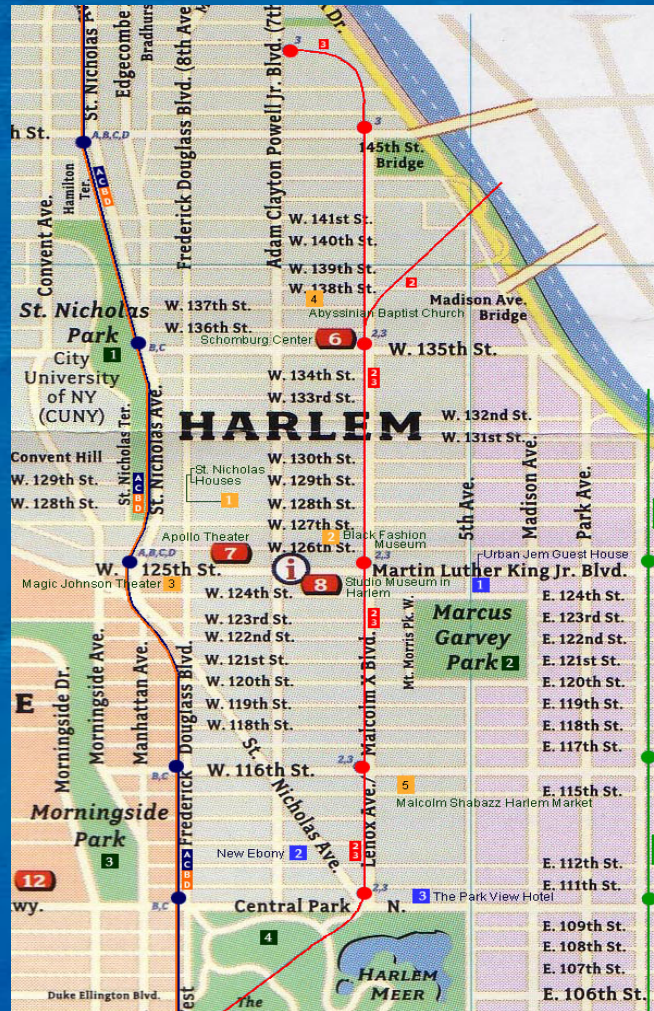
Patient Navigation



There is a very critical window of opportunity to save lives affected by cancer – it's between the point of an initial suspicious finding and the resolution of the finding by further diagnosis and timely treatment.



The Harlem Experience



Central Harlem Community Characteristics

- Ethnicity is predominantly African-American, located between 110th and 157th streets in NYC
- Median household income in Central Harlem is \$22,367/year.
- Median years of school completed is 12.
 - 11% less than high school
 - 47% high school, no diploma
 - 17% high school graduate
 - 18% some college
 - 8% 4+ yrs. of college

Source: National Cancer Institute INFORUM database



East Harlem Community Characteristics

- Ethnicity
 - Puerto Rican, 51.8%
 - Mexican, 9%
 - Dominican, 5%
 - Central American, 3%
 - Ecuadorian, 1%
- Median household income in East Harlem is \$23,309/year.
- Median years of school completed is 11.
 - 30% less than high school
 - 31% high school, no diploma
 - 22% high school graduate
 - 13% some college
 - 5% 4+ yrs. of college

Source: National Cancer Institute INFORUM database



Harlem Breast Cancer Experience

Study I : 1964 – 1986

606 Patients with Breast Cancer

Population:

94% Black; Nearly all patients were poor

50% had no medical coverage; Nearly half were incurable at diagnosis

Study II : 1995 – 2000

324 Patients with Breast Cancer

Population:

70% Black; 26% Hispanic

Nearly all were poor

50% had no medical coverage

Pre - 1980

1986

1989

1996

1999

2001

2002

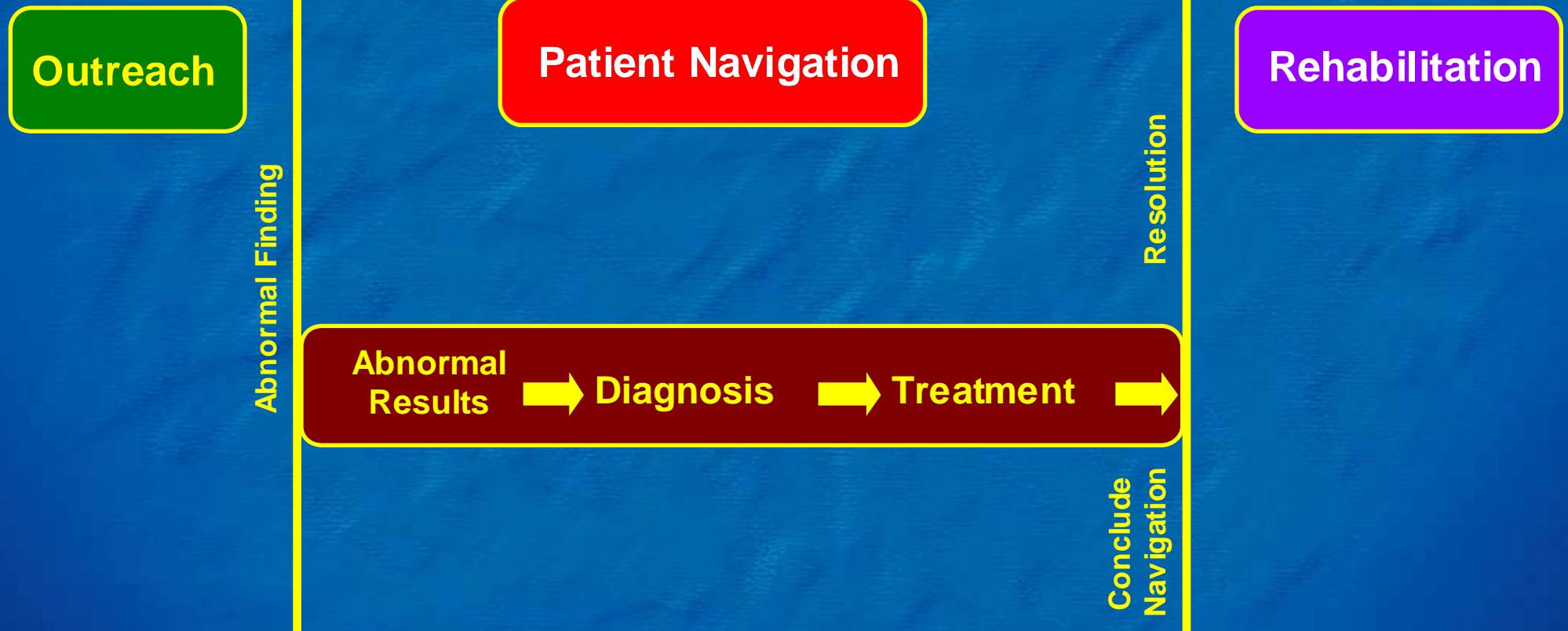
2003

Freeman HP, Wasfie TJ (1989). Cancer of the breast in poor black women. *Cancer*, 63(12), 2562-2569.

Oluwale/Freeman, *Journal of American College of Surgeons*, 2003



Patient Navigation Model



Freeman, et.al., *Cancer Practice*, 1995.



Impact of Harlem Hospital Center Breast Cancer Screening Program, located at 135th Street and Malcolm X Blvd.

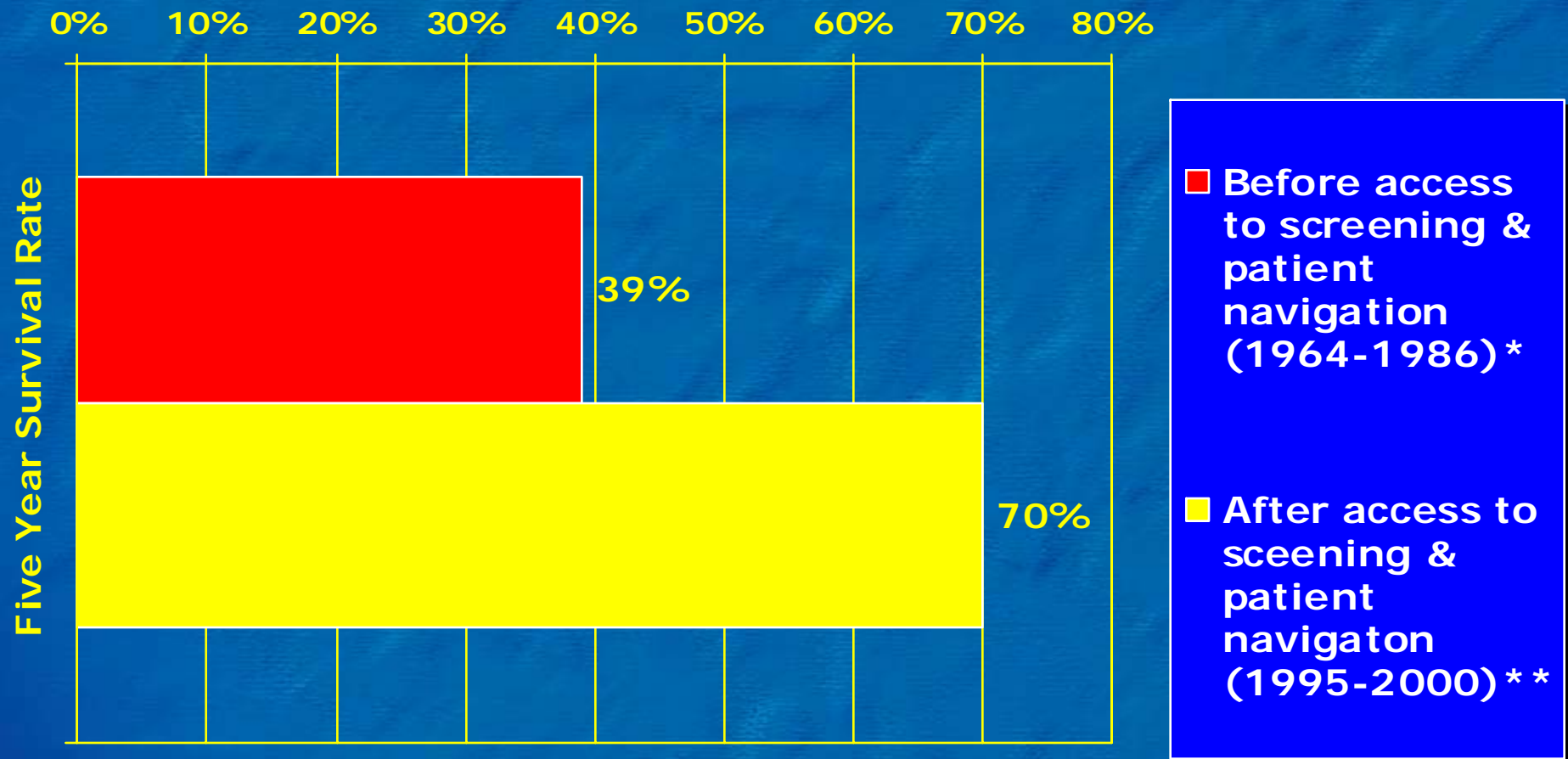
	<u>1964-1986</u>	<u>1995-2000</u>
Stage 0	0%	12%
Stage I	6%	29%
Stage II	45%	38%
Stage III	39%	14%
Stage IV	10%	7%

Oluwale/Freeman, *Journal of American College of Surgeons*, 2003

Freeman HP, Wasfie TJ (1989). Cancer of the breast in poor black women. *Cancer*, 63(12), 2562-2569.



Impact of Screening and Patient Navigation on Breast Cancer 5-year Survival Rates Harlem Hospital Center



*Freeman HP, Wasfie TJ (1989). Cancer of the breast in poor black women. *Cancer*, 63(12), 2562-2569.

**Oluwale/Freeman, *Journal of American College of Surgeons*, 2003

Outreach to the Entertainment Industry



USC Annenberg School of Communications/Norman Lear Center Outreach to Entertainment TV

- Hollywood, Health and Society, a program funded by CDC, NCI and others, does regular outreach to entertainment writers/ producers
- A February 2005 consultation with the producers of NBC's "ER" resulted in interest in developing a Patient Navigator storyline
- Joe Sachs, M.D., Executive Producer of "ER", interviewed Dr. Harold Freeman at length about the Navigator program and developed a storyline on this topic

“ER”: Refusal of Care

The following clip shows how doctors in the ER try to persuade a reluctant patient to accept treatment for advanced cancer. This segment aired on NBC-TV in April 2005



Legislative Action on Patient Navigator



- Representative (now Senator) Bob Menendez (D-NJ) sponsored a House bill to fund Patient Navigator programs
- Staffers who worked on the legislation credit clips from “ER” with helping raise awareness about Navigator programs, as the clips provided a tangible example of how a navigator works

“ER” Airs program on Patient Navigator in April 2005



Patient Navigator bill passed the Senate by unanimous consent and was signed into law June 29, 2005:

"Patient Navigator Outreach and Chronic Disease Prevention Act of 2005" P.L. 109-18

Patient Navigator program expands

- NCI is currently funding 8 Patient Navigator demonstration sites throughout the country, totaling \$25 million over 5 years
- The Centers For Medicaid and Medicare Services are funding 6 Patient Navigator demonstration sites throughout the country, totaling \$25 million over 5 years
- The Avon Foundation is funding more than 100 Patient Navigator sites
- There are currently 84 Patient Navigator sites funded by the American Cancer Society

Interdisciplinary Investigation of Health Disparities

