The Crawford County Cancer Coalition

Coalition History
The Crawford County Cancer Coalition was formed in 1993 with the support of the Northern Appalachia Leadership Initiative on Cancer. Original partners included the American Cancer Society, the Pennsylvania Department of Health, Titusville Area Hospital and Penn State Cooperative Extension – Crawford County.

Mission Statement:
"The Crawford County Cancer Coalition networks to decrease cancer incidence, mortality, and morbidity through early detection, education, prevention, and awareness efforts.

Vision Statement:
"Our vision is to improve the health of Crawford County residents through education about cancer prevention, early detection, and utilization of existing services.

Membership
The Coalition currently has 19 active members. Current coalition partners are:
• Cancer screening programs (HealthyWoman Program and Susan G. Komen Race for the Cure® Family Planning Services of Crawford County NPA Foundation (a non-profit community health education center))
• The Regional Cancer Center
• American Cancer Society
• Pennsylvania Department of Health
• Titusville Area Hospital
• Crawford County Tobacco Free Coalition
• Community volunteers

Funding
All coalition activity has been funded by in-kind services of its active members and partners.

Intervention Objective
Women in Crawford County will have increased opportunities for early detection of breast cancer through:
• Access to free and low cost screening programs
• Mobile mammography
• Partnership among screening contractors
• Education of local health professionals
• Community awareness and education

Background & Significance
Crawford County Facts:
• Located in northwest Pennsylvania
• 1,037 sq. miles rolling hills and valleys
• 65.4% rural
• Medial household income $33,560
• Unemployment rates have remained higher than the state for the past thirteen years
• 65.4% rural
• 8.7% of families below poverty level
• 39.4% of residents age 45 and over
• 40% of residents age 18 years and over read at or below the 5th grade level
• Population 90,366
• Unemployment rates have remained higher than the state for the past thirteen years
• 17% uninsured
• 39.4% of residents age 45 and over
• 8.7% of families below poverty level
• 50% of residents age 18 years and over read at or below the 5th grade level

Breast Cancer in Crawford County:
The breast cancer death rate in Crawford County is greater than the national and state rates and the Healthy People 2010 Objectives. More women in the county are diagnosed with later stages of breast cancer, affecting positive patient outcomes. The Crawford County Cancer Coalition developed a plan to reduce late-stage breast cancer by increasing early detection opportunities. The coalition hopes to achieve this by removing barriers of access and lack of insurance through collaborative partnerships.

The following charts demonstrate the breast cancer problem in Crawford County:

Results
Over the past five years, the coalition has focused its energies on cancer awareness, outreach, education, and most recently on screening interventions.

Citations
1 The Center for Rural Pennsylvania
2 US Census 2000
3 PA Labor Market Information Database System 2003
4 PA Behavior Risk Factor Survey, 1995-2001
5 Crawford County Health Profile 2004
6 Crawford County READ Program

Design & Methods
To increase recruitment to screening, the coalition developed effective methods to expand their reach through multi-channel, evidence-based interventions, including:
Enhanced Access
• The Regional Cancer Center Mobile Mammography
Physician / Practice Education
• Pilot staff education at Northwest Physicians
One-to-one Education
• Key member of the Amish Community
• ACS Tell A Friend
Client Reminders
• Family Planning Services
• The Regional Cancer Center
Small Media
• Flyers
• Newspaper Ads

In order to increase recruitment to screening, the Coalition worked with Crawford County partners to increase screening efforts. These efforts took a multi-channel approach to improve both awareness and access. The tables below describe the Coalition’s efforts and results.

Acknowledgements
American Cancer Society
Crawford County State Health Center
Family Health Council
Family Planning Services of Crawford County
HealthyWoman Program
Maureen Troyer, key member of the Amish Community
NPA Foundation
Pennsylvania Department of Health
Spartansburg Medical Center
Susan G. Komen Race for the Cure
The Regional Cancer Center
Titusville Area Hospital

Lessons Learned:
• Collaborative outreach, education and screening efforts increase early detection opportunities.
• Mobile mammography helps overcome access barriers.
• One-stop breast and cervical cancer screenings are an effective way to reduce access barriers.
• There is an advantage to using a key community member to recruit within a special population.

Crawford County Cancer Coalition: A Grassroots Cooperative Effort – Debbie Stefanucci, NPA

Conclusions
• Sharing resources is cost-efficient for coalition partners.
• Medical practice educational programs need to be ongoing to train new staff and reinforce program objectives with long-term staff.

Next Steps:
• Since the target population is the same, there may be opportunities to recruit uninsured and underserved women to other health initiatives, including smoking cessation.

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