



# The MD Anderson and CATCH Partnership to Advance Youth Cancer Prevention

*featuring Dr. Ernest Hawk  
MD Anderson*



# Today's Moderator



**Duncan Van Dusen, MPH**  
Executive Director  
CATCH Global Foundation



Today's webinar will be recorded and  
available online at

**[www.CATCHusa.org](http://www.CATCHusa.org)**



# About our Center



We are an international leader in conducting research and providing programs that promote healthy living for children, their families and communities.

Our work fosters improved health behaviors among youth, influences policy and environmental change to support healthy living, and advances professional education and community service.

**Our vision:** *Healthy children in a healthy world*

**[www.msdcenter.org](http://www.msdcenter.org)**



# Ernest Hawk, MD, MPH

## Vice President & Head Division of Cancer Prevention & Population Science

THE UNIVERSITY OF TEXAS  
**MDAnderson**  
~~Cancer~~ Center

Making Cancer History®

# The MD Anderson and CATCH Partnership to Advance Youth Cancer Prevention

Ernest Hawk, MD, MPH, Vice President & Head,  
Division of Cancer Prevention & Population Sciences

April 27<sup>th</sup>, 2015



*“The function of protecting and developing health must rank even above that of restoring it when it is impaired.” Hippocrates*

THE UNIVERSITY OF TEXAS

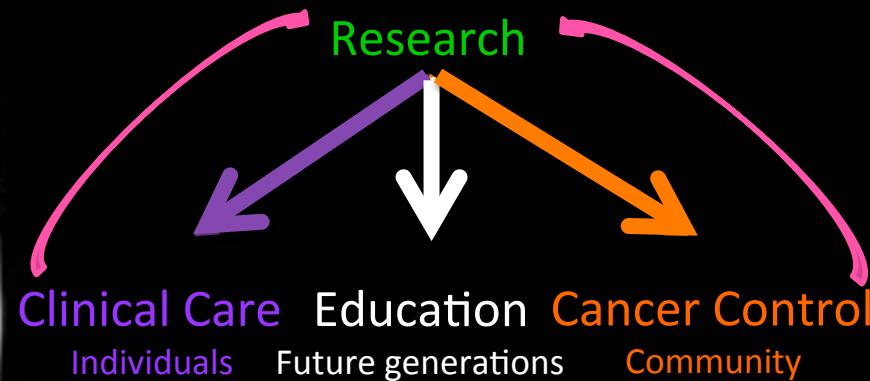
**MDAnderson**  
~~Cancer Center~~

Making Cancer History®



# MD Anderson's Mission

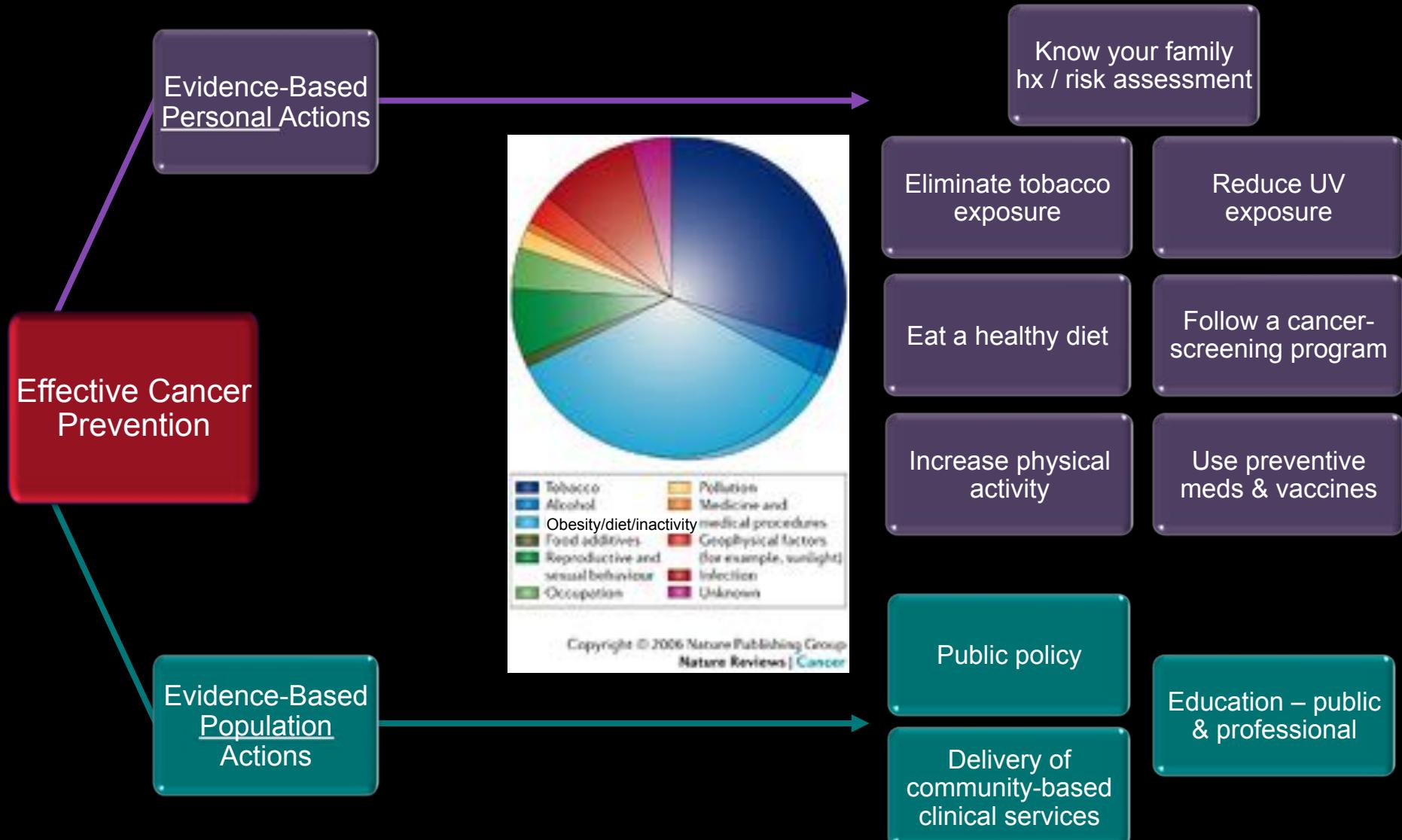
To eliminate cancer in *Texas, the nation and the world...*



**Moonshot Program**  
Established in 2012 to  
accelerate translational progress

# One-Third to One-Half of Cancer Deaths are Preventable in Western Populations

*Effective Cancer Prevention is Applied in Two Domains Across the Lifespan*



# An Emphasis on Youth is Critical

## Premise

- Cancer risk behaviors are developed early in life
- Instigators of adult cancer are known to operate during childhood
  - > 80% of adult smokers begin smoking before age 18
  - 1 blistering sunburn in childhood or adolescence more than doubles the risk of melanoma later in life

*Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. 2012. U.S. DHHS*

# MD Anderson Cancer Center/ CATCH Global Foundation Partnership



= IMPROVED EFFECTIVENESS OF BOTH

# Cancer Control Platform Mission & Deliverables

Develop and deliver comprehensive evidence-based strategies (PES) in cancer prevention, screening, early detection and survivorship to achieve a measurable and lasting reduction in the cancer burden, especially among the underserved.

- Policies

Inform, impact & implement worksite, government & public policies & related activities



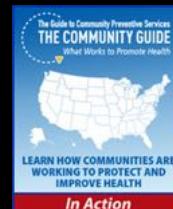
- Education – public & professional

Develop & deliver school-based programs, media campaigns & counter-marketing programs. Improve health professional knowledge through CME programs & telementoring activities



- Services beyond MD Anderson's walls

Improve professional practice & delivery of community-based screening & early detection, counseling, immunization, & prevention services



# Evidence-Base for Cancer Control



## JAMA Internal Medicine

Formerly Archives of Internal Medicine

Home Current Issue All Issues Online First Topics CME Multimedia For

Mar 25, 2013, Vol 173, No. 6 >

< Previous Article Next Article >

Original Investigation | Mar 25, 2013

HEALTH CARE REFORM

### Ask-Advise-Connect

A New Approach to Smoking Treatment Delivery in Health Care

Settings **FREE**

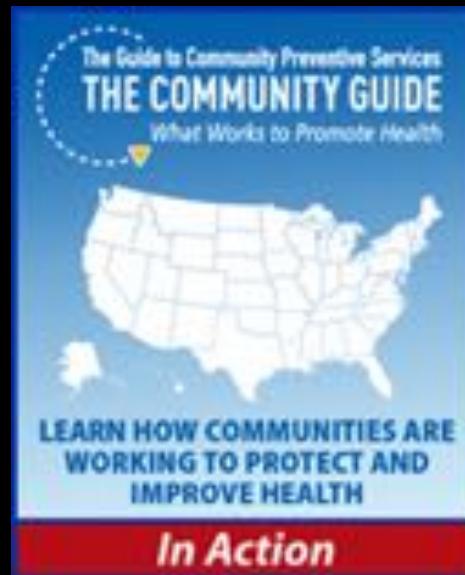
Jennifer Iren Vidrine, PhD; Sanjay Shete, PhD; Yumei Cao, MS; Anthony Greisinger, PhD; Penny Harmanson, BS; Barry Sharp, MS; Lindsay Miles, MA; Susan M. Zbikowski, PhD; David W. Weller, PhD



World  
Cancer  
Research Fund



American  
Institute for  
Cancer Research



## TEXAS CANCER PLAN 2012

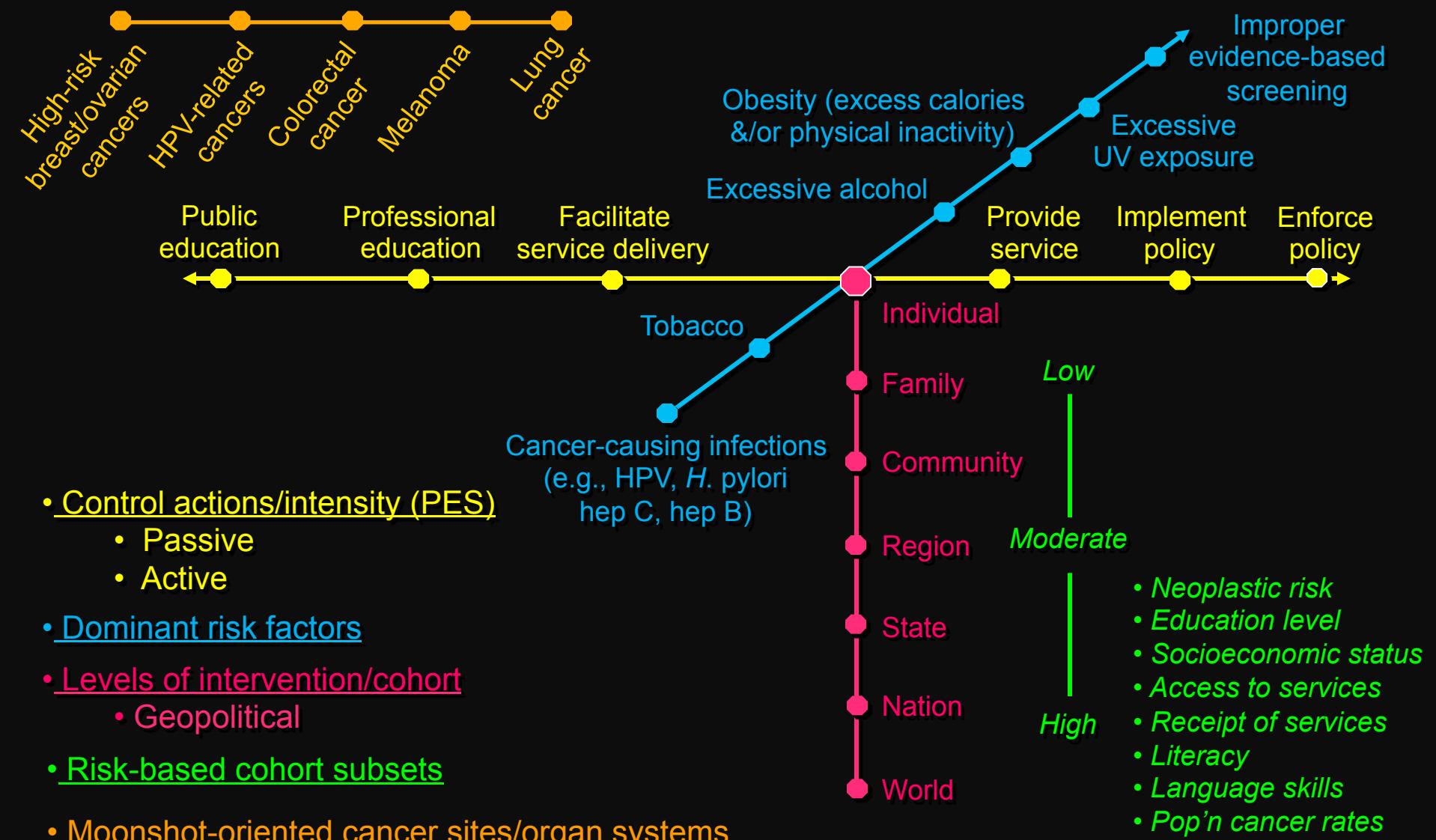


A STATEWIDE  
CALL TO  
ACTION FOR  
CANCER  
RESEARCH,  
PREVENTION,  
AND CONTROL



CANCER PREVENTION & RESEARCH  
INSTITUTE of TEXAS

# Key Parameters of an Implementation Strategy for Cancer Control



# Integration with External Community

MD Anderson partners with diverse government agencies, NGOs & corporations to facilitate planning, implementation & evaluation

## ***Government Agency and NGO Engagement***

- Center for Disease Control & Prevention
- Association of American Cancer Institutes
- American Association for Cancer Research
- American Cancer Society
- American Cancer Society-Cancer Action Network
- Tobacco-Free Kids
- Episcopal Health Foundation
- American Society of Preventive Oncology

## ***Corporate Engagement***

- Jason's Deli
- Halliburton
- LyondellBasell
- ExxonMobil
- Shell Oil Co.
- CVS Health
- Blue Cross Blue Shield
- Linn Energy

## ***Boards of Visitors & Community Advisory Groups***

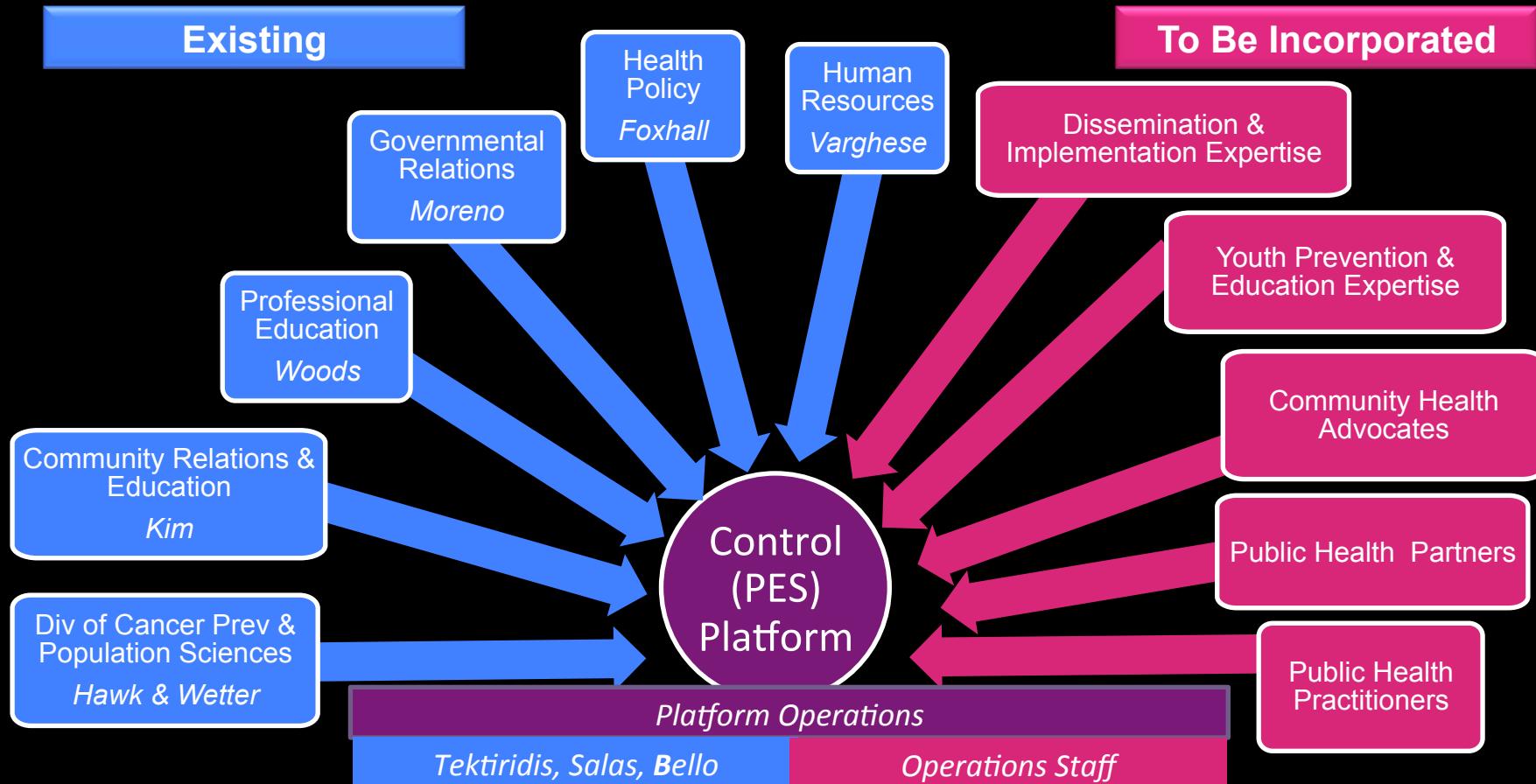
- Health Policy Advisory Panel
- BOV Cancer Control Advisory Group
- BOV Governmental Relations Committee

## ***Academic Advisors***

- John Groopman (Johns Hopkins)
- Elizabeth Platz (Johns Hopkins)
- Tim Byers (University of Colorado)
- James Marks (RWJF)

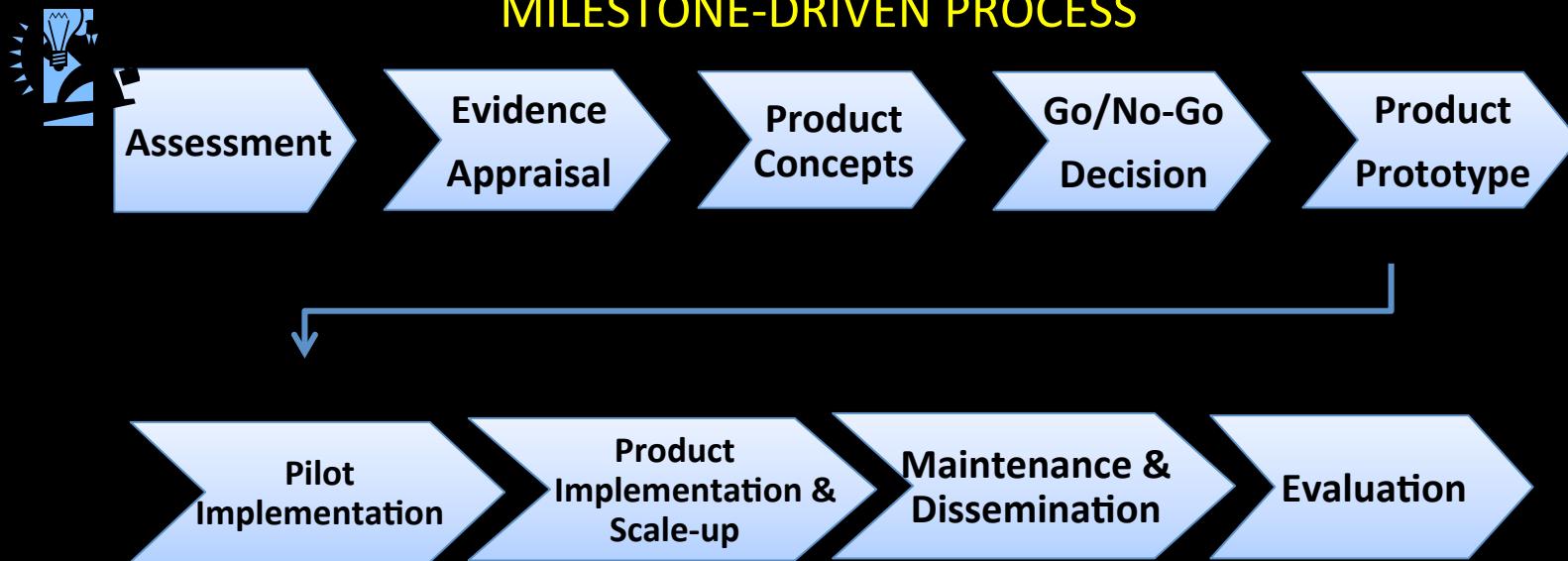
# Executive Leadership & Expertise

## *Leveraging & Extending MD Anderson's Control Infrastructure*



# Portfolio Management Process

PRODUCTS DEVELOPED & IMPLEMENTED IN A STRUCTURED,  
MILESTONE-DRIVEN PROCESS



## Prioritization Criteria

- Relationship to Moon Shot programs
  - Resources, expertise & capacity
  - Potential for population impact
- Benefit to underserved & disproportionately-impacted communities
  - Targets children & adolescents to promote healthy lifestyles

# The CATCH-MD Anderson Relationship



## Four-year agreement will fund:

- Infrastructure & operations
- Curriculum development & dissemination
- Program & technology support

## Anticipated projects include:

- Developing & disseminating new program content, including UV protection, tobacco use prevention
- Transforming CATCH curriculum into a digital format

# Health Education Modules

	Pre-school	Elementary (K-5)	Middle (6-8)	High (9-12)	After-School	
<b>Physical Activity</b>						
<b>Nutrition</b>						
<b>Tobacco Use Prevention</b>		*to be developed (Lung Moon Shot Prevention)				
<b>UVR Protection</b>	<b>“Ray &amp; the Sunbeatables”</b>	*to be developed or adopted/adapted from existing evidence-based programs				
<b>HPV Vaccination</b>				*vaccine education materials to be developed		



# TOBACCO USE CONTENT

# ASPIRE: A Smoking Prevention Interactive Experience

- Started in 2000 as research project for smoking prevention & cessation aimed at high school students
- Internet-based with various media elements, including flash animation, quizzes, games, videos
- Can be culturally tailored
- School-Based Dissemination:
  - 12,745 students have used ASPIRE
  - 4,474 students completed the program
  - 24 states & 1 international location enrolled
  - Add'l states & international locations have expressed interest
- Accomplishments:
  - Website has averaged up to 800 visitors / month, more than 40,000 visits from at least 66 countries
  - Spanish version launched in 2011



# A Smoking Prevention Interactive Experience (ASPIRE)

## RTIPs Scores

This program has been rated by external peer reviewers. [Learn more about RTIPs program review ratings.](#)

### Research Integrity

3.9



### Intervention Impact

3.0



### Dissemination Capability

5.0



(1.0 = low 5.0 = high)

## RE-AIM Scores

This program has been evaluated on criteria from the [RE-AIM](#) framework, which helps translate research into action.

### Reach

60.0%



### Effectiveness

100.0%



### Adoption

100.0%

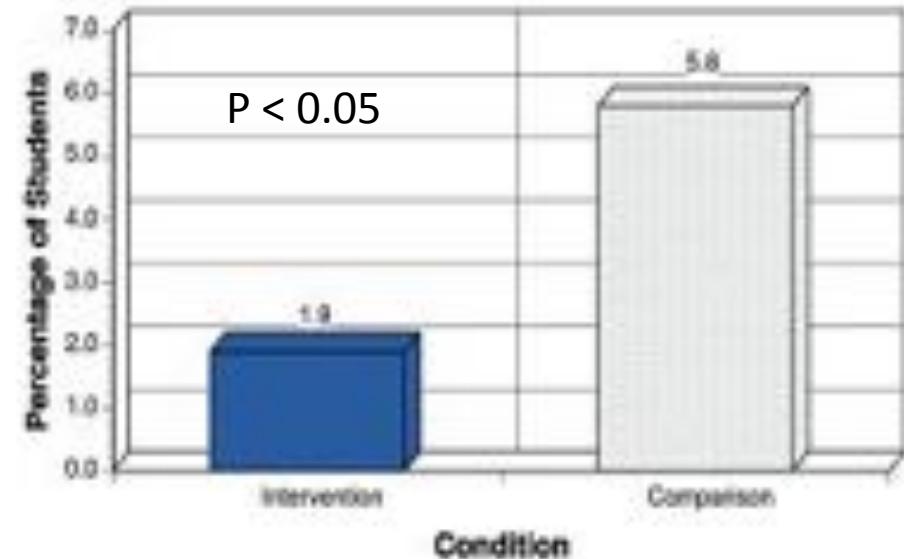


### Implementation

37.5%

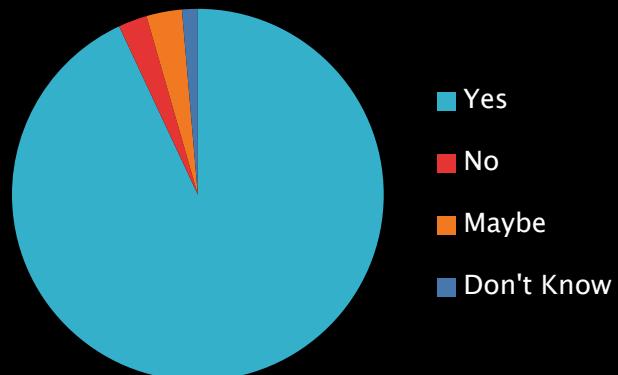


Smoking Initiation Rates Among  
Nonsmoking 10<sup>th</sup> Grade Students  
at 18 mo. Follow-up

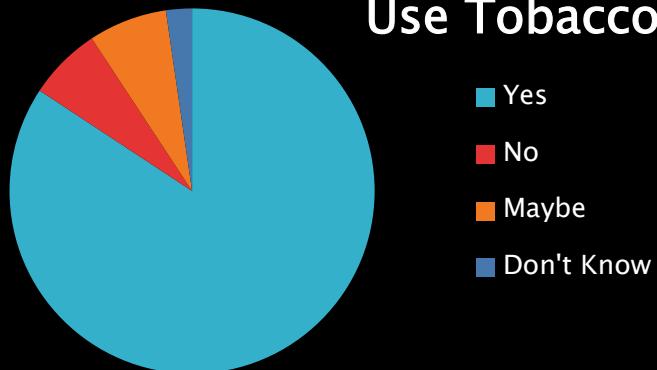


# Student Feedback on ASPIPRE

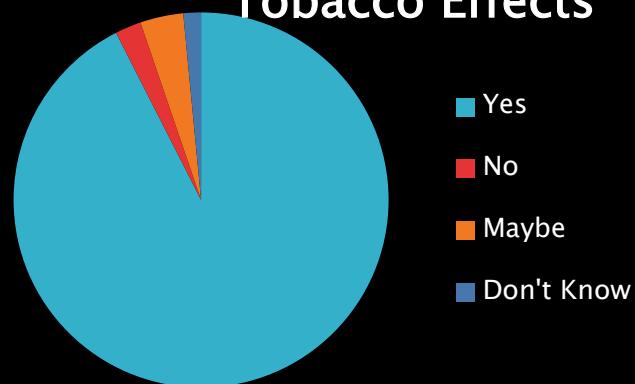
Learned New Facts



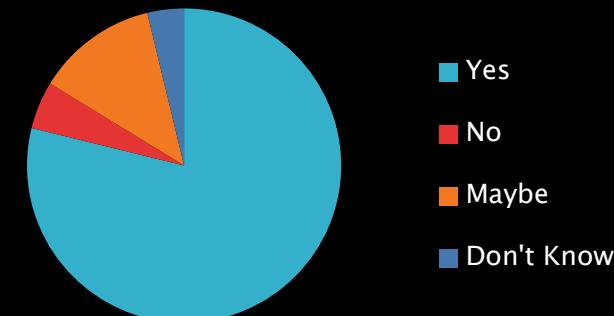
Influenced Not To Use Tobacco



Better Understand Tobacco Effects



Would Recommend ASPIRE



# **SUN PROTECTION CONTENT**

# **Ray and the Sunbeatables™:** ***A Sun Safety Curriculum for Preschoolers***

**Purpose:** To teach children about sun protection and promote these behaviors to reduce skin cancer risk.

**Theme:** Ray & the Sunbeatables are superheros, with each having a unique superpower to protect against the sun - clothing, hats, sunglasses, sunscreen, shade, and knowing when it's safe to be outside.



# Sample Curriculum Activity: “Are Our Shadows Long?”



Children learn about the Shadow Rule: During early morning and late afternoon, shadows are longer and it is safer to be outside. During midday (10:00 AM to 4:00 PM), the sun is directly overhead, UV rays are most intense, and shadows are shorter (or there is no shadow).

# Sun Protection Intervention Works

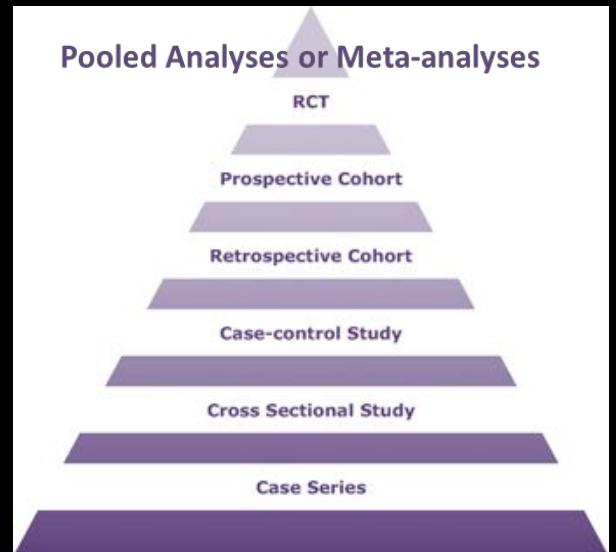
The *Sunbeatables™* program continues MD Anderson's dedication to preschool sun protection.

Results of MD Anderson's Sun Protection is Fun! (S.P.F.) preschool program:

- **Teachers:**
  - Teachers became more knowledgeable about sun protection & more confident in ability to protect children
  - Significant behavioral effects on teacher's use of sunscreen, protective clothing & shade to protect children
- **Parents:**
  - Parents became more knowledgeable about sun protection
  - Positively impacted their sun protection behaviors for children

# Future Content Development

- HPV vaccination
- Hierarchy of scientific evidence  
(advanced grade levels)



# DISSEMINATION

# Translation...

- Into digital format



- Across cultures & languages



# National Reach

-  MD Anderson
-  Partner Member
-  Co-branded  
Single Discipline
-  Certified Member



One goal: end ~~cancer~~.

# International Reach

## *Global Academic Programs (GAP)*



- 29 Sister Institutions in 22 countries incl. 3 consortia
    - list at [www.mdanderson.org/gap](http://www.mdanderson.org/gap)
  - the largest global network of cancer centers working collaboratively to accelerate the mission of Making Cancer History

– Network is a platform to support work in patient care, research, *prevention, control, and education*

# Our Aspiration

**Evidence-based Cancer Prevention & Control = “Plan A”**



**...In Every Regard**

- HPV vaccination
- Tobacco control
- Skin cancer screening

**...Everywhere**

- Texas
- U.S.
- World

**...By All Means**

- Policy
- Education
- Service

# Thank You!

THANKS to CATCH and existing partners for permitting us the honor of working with you to advance our shared mission of educating youth in healthy behaviors!

*Special thanks to:*

Steven Kelder, PhD, MPH

Deanna Hoelscher, PhD, RD, LD, CNS

Duncan Van Dusen, MPH





“Effective cancer prevention will play a powerful role in the future health of our country...It’s important that we deploy MD Anderson’s programs for optimum impact. With CATCH, we’re fortunate to combine our expertise with a successful, longstanding program providing a practical, research-based approach to child health that’s already national in scope.”

*Ronald DePinho, MD  
President, MD Anderson Cancer Center*

# Acknowledgements

## **Cancer Prevention & Control Platform Leadership Team**

Mark Moreno (co-leader)

Jennifer Tektiridis, PhD

Lewis Foxhall, MD

David Wetter, PhD

Kendra Woods, PhD

Shibu Varghese

Stephanie Kim

Rosalind Bello, MA

Martha Salas, MSW, MBA

## **CATCH Collaboration**

Steven Kelder, PhD, MPH

Deanna Hoelscher, PhD, RD, LD, CNS

Duncan Van Dusen, MPH

# Thank You!



## Duncan Van Dusen, MPH

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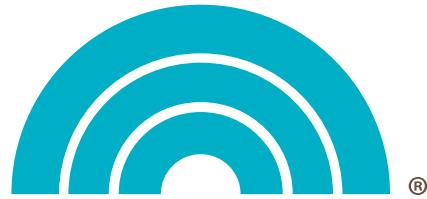
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