



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

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




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 27th, 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

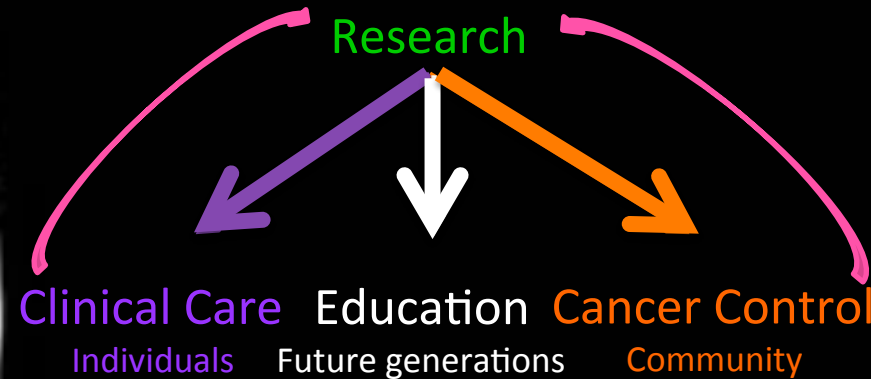
MDAnderson
~~Cancer~~ Center

Making Cancer History®



MD Anderson's Mission

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

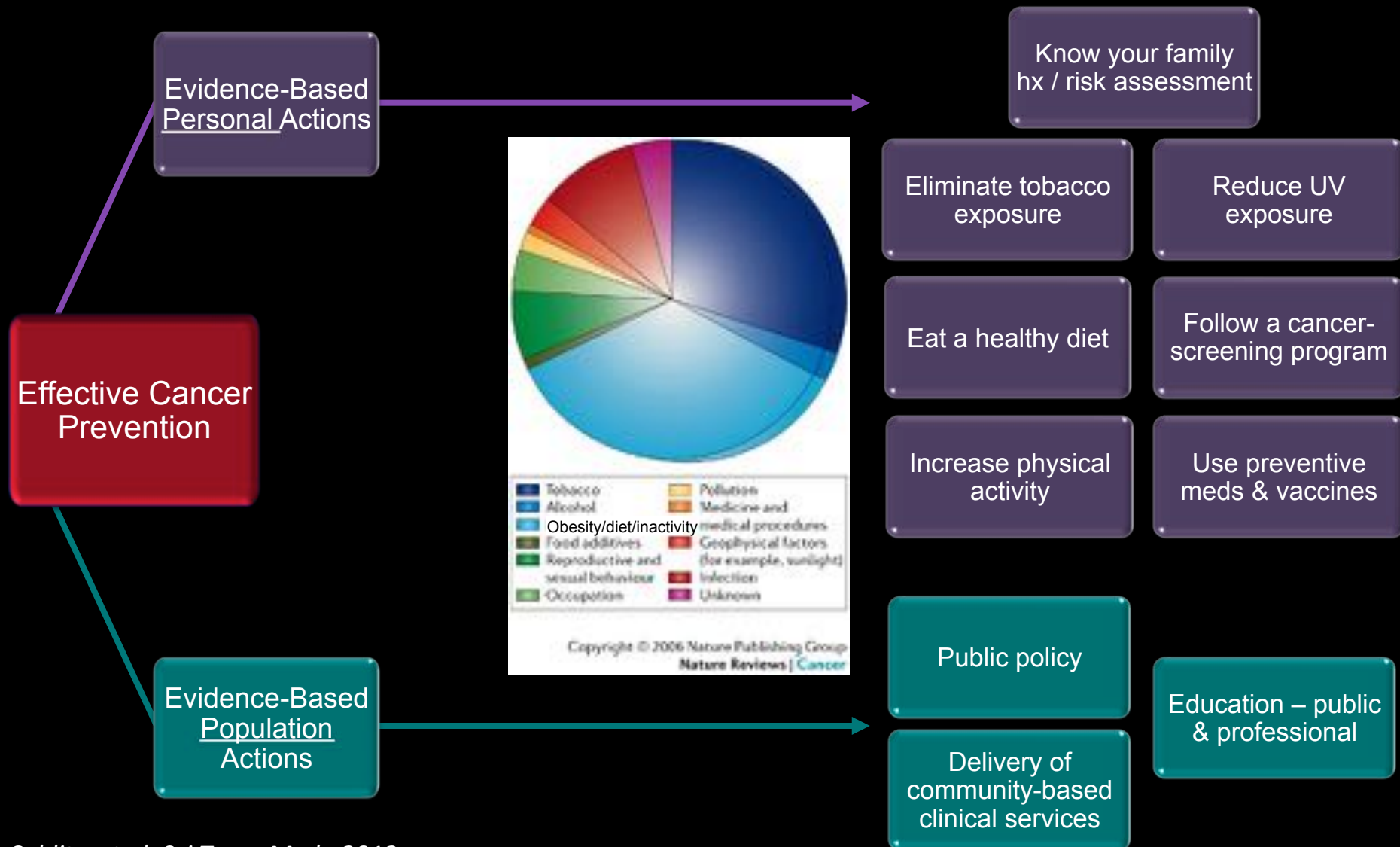


Moonshot Program

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

Dennis, et al. Ann Epidemiol 18(8). 2008.

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

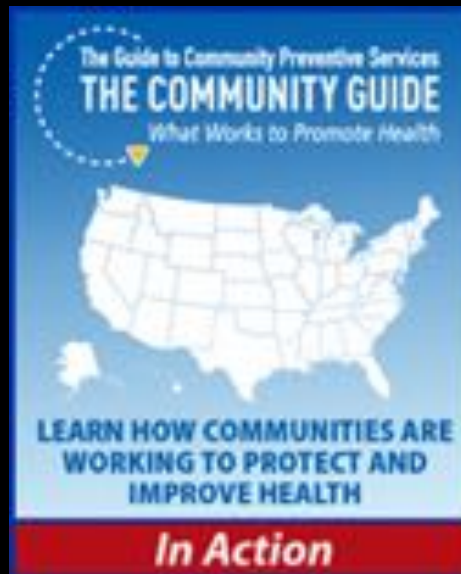


- Services beyond MD Anderson's walls

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 >

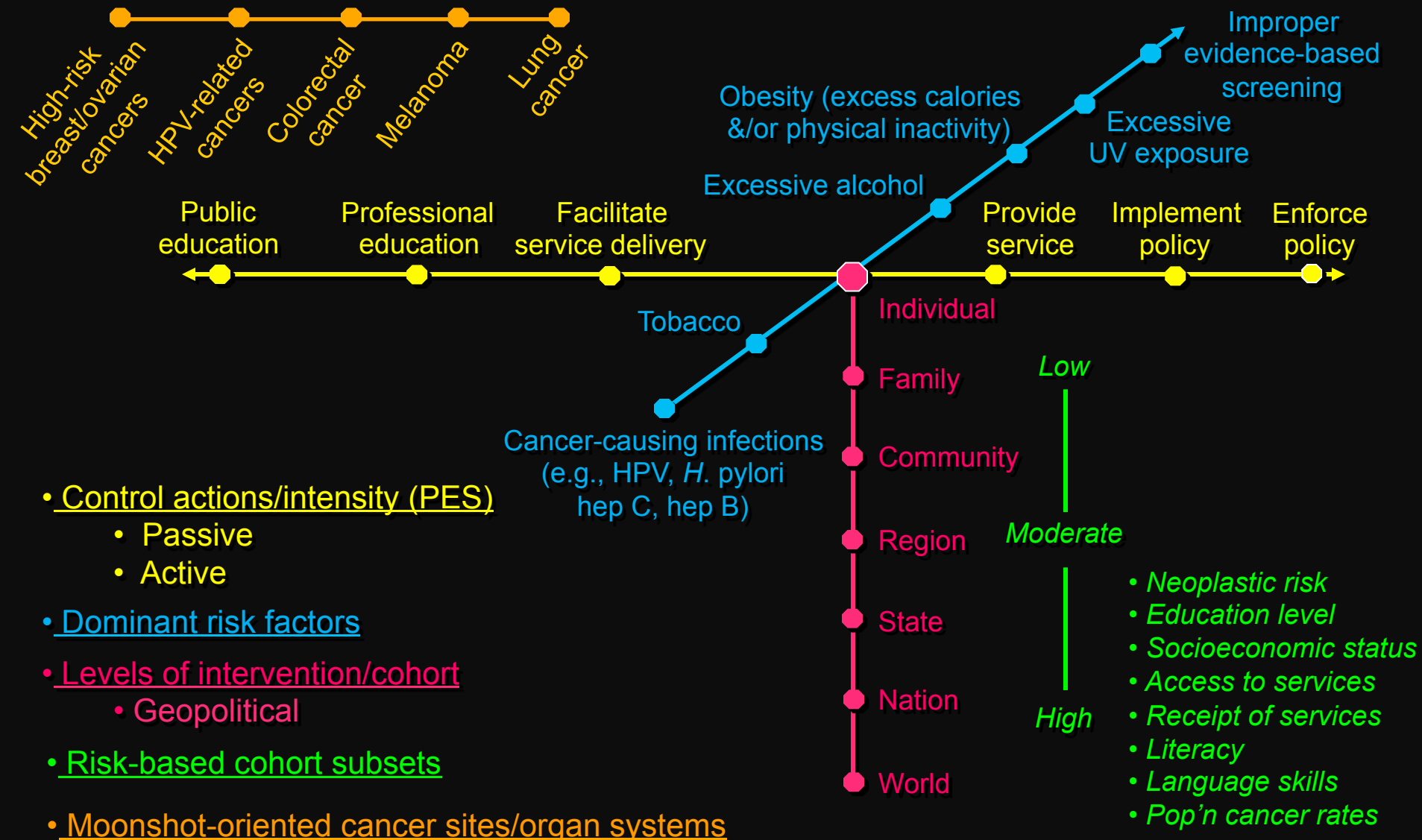
< Previous Article Next Article >

Original Investigation | Mar 25, 2013
HEALTH CARE REFORM

Ask-Advise-Connect
A New Approach to Smoking Treatment Delivery in Health Care Settings **FREE**

Jennifer Irvin Vidrine, PhD; Sanjay Shete, PhD; Yumei Cao, MS; Anthony Greisinger, PhD; Penny Harmonson, BS; Barry Sharp, MS; Lindsay Miles, MA; Susan M. Zlotowski, PhD; David W. Wetter, PhD

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

Boards of Visitors & Community Advisory Groups

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

Corporate Engagement

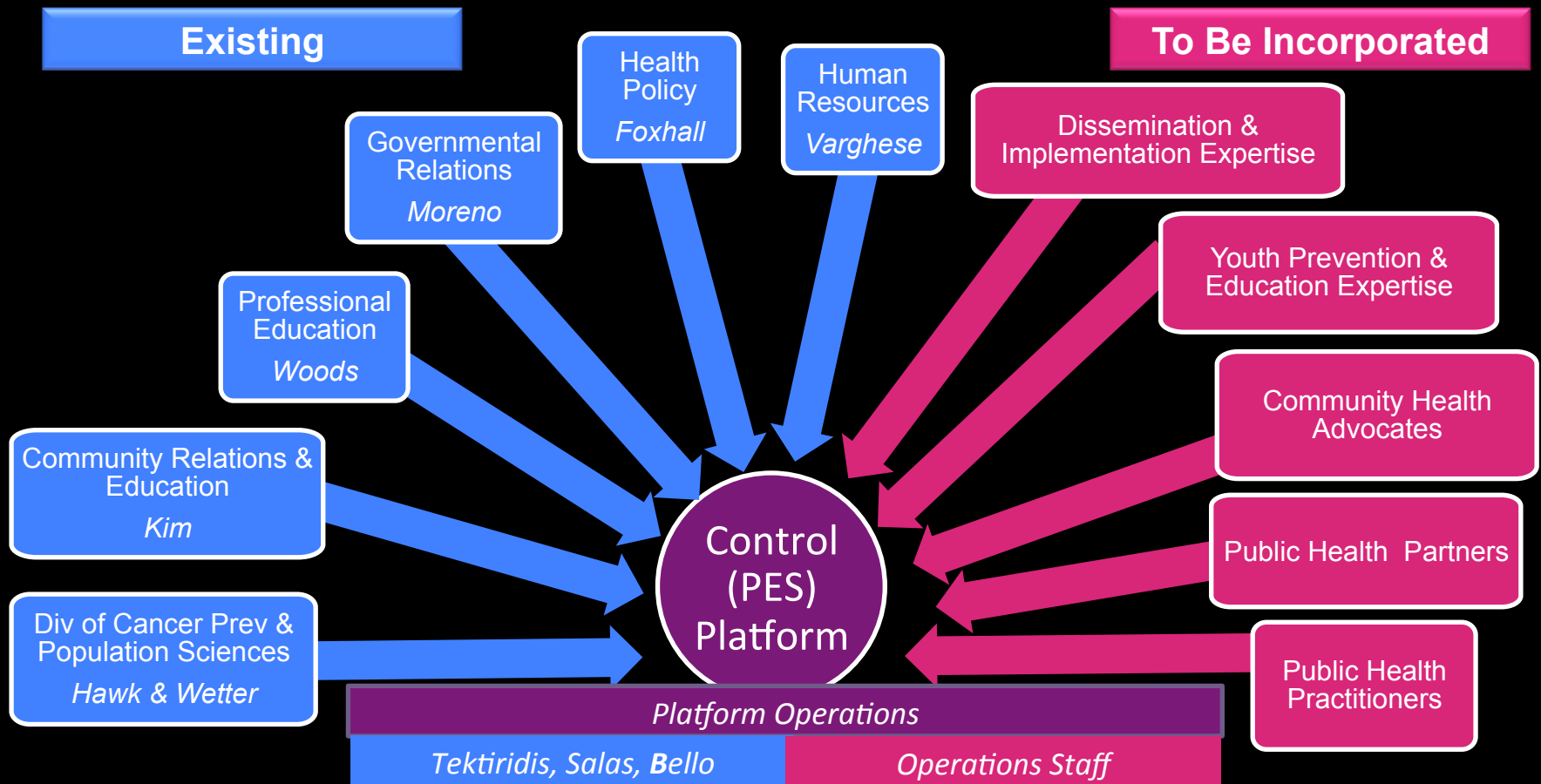
Jason's Deli
Halliburton
LyondellBasell
ExxonMobil
Shell Oil Co.
CVS Health
Blue Cross Blue Shield
Linn Energy

Academic Advisors

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

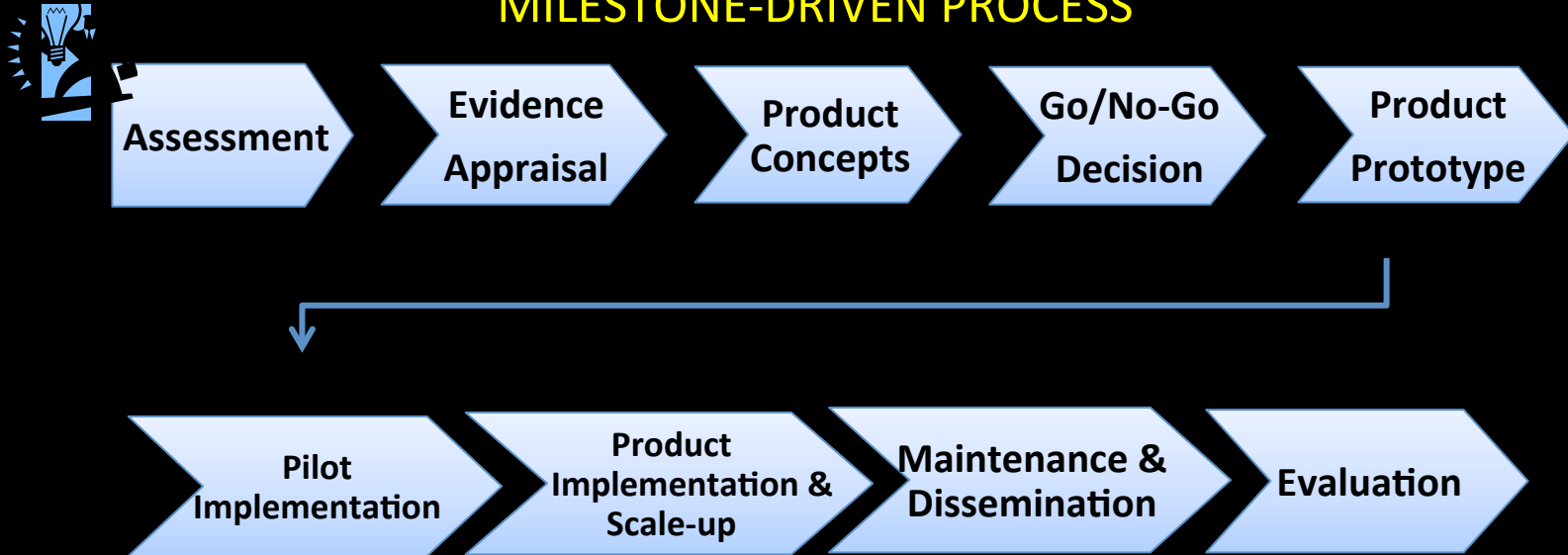
Executive Leadership & Expertise

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
Physical Activity					
Nutrition					
Tobacco Use Prevention	*to be developed (Lung Moon Shot Prevention)				
UVR Protection	<i>“Ray & the Sunbeatables”</i>	*to be developed or adopted/adapted from existing evidence-based programs			
HPV Vaccination			*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.](#)

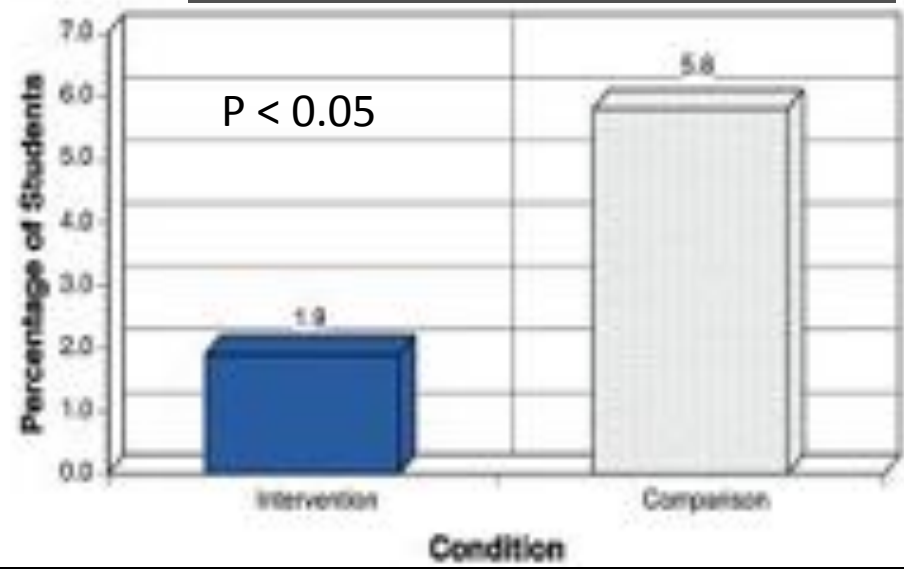
- Research Integrity**
3.9 
 - Intervention Impact**
3.0 
 - Dissemination Capability**
5.0 
- (1.0 = low - 5.0 = high)

RE-AIM Scores

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

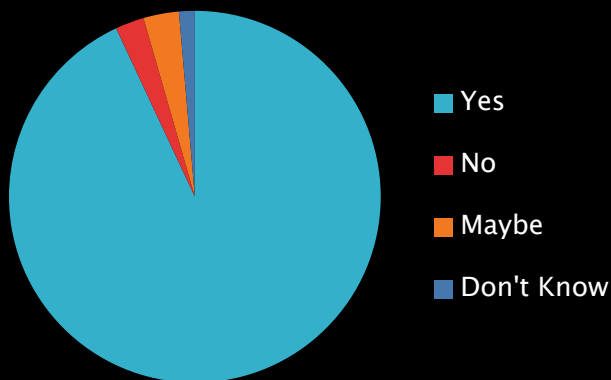
- Reach**
60.0% 
- Effectiveness**
100.0% 
- Adoption**
100.0% 
- Implementation**
37.5% 

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

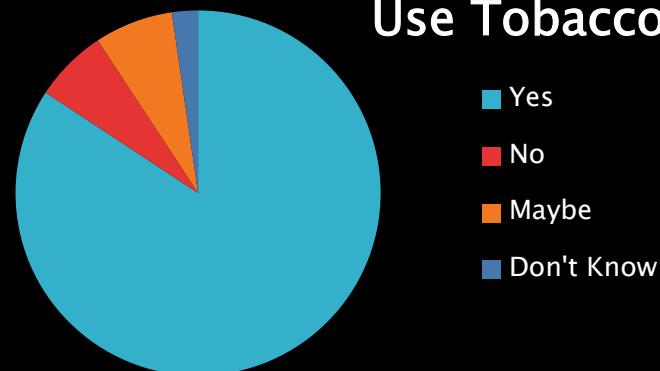


Student Feedback on ASPIPRE

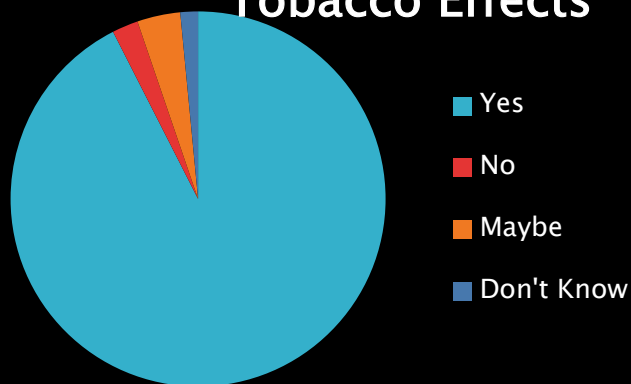
Learned New Facts



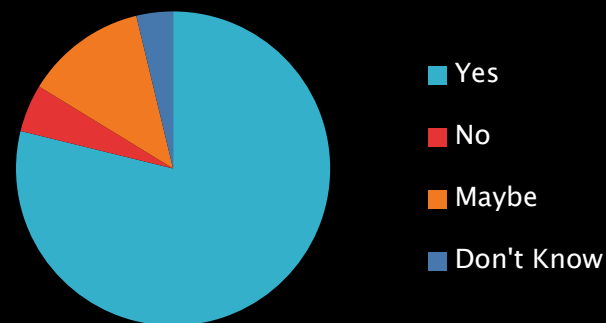
Influenced Not To Use Tobacco



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

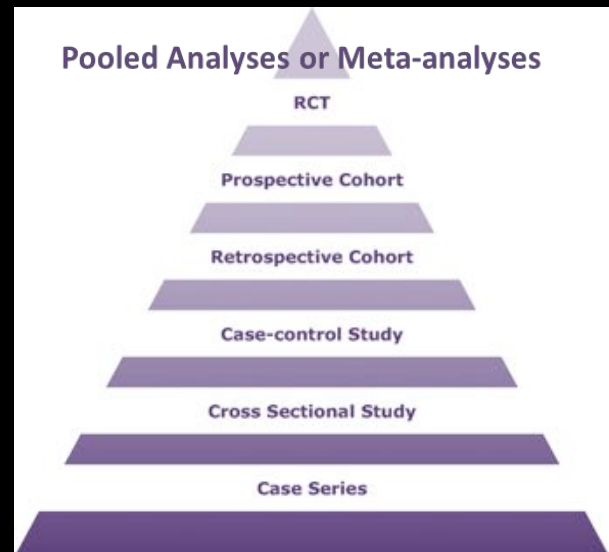
The *Sunbeatables™* program continues MD Anderson's dedication to preschool sun protection.

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)



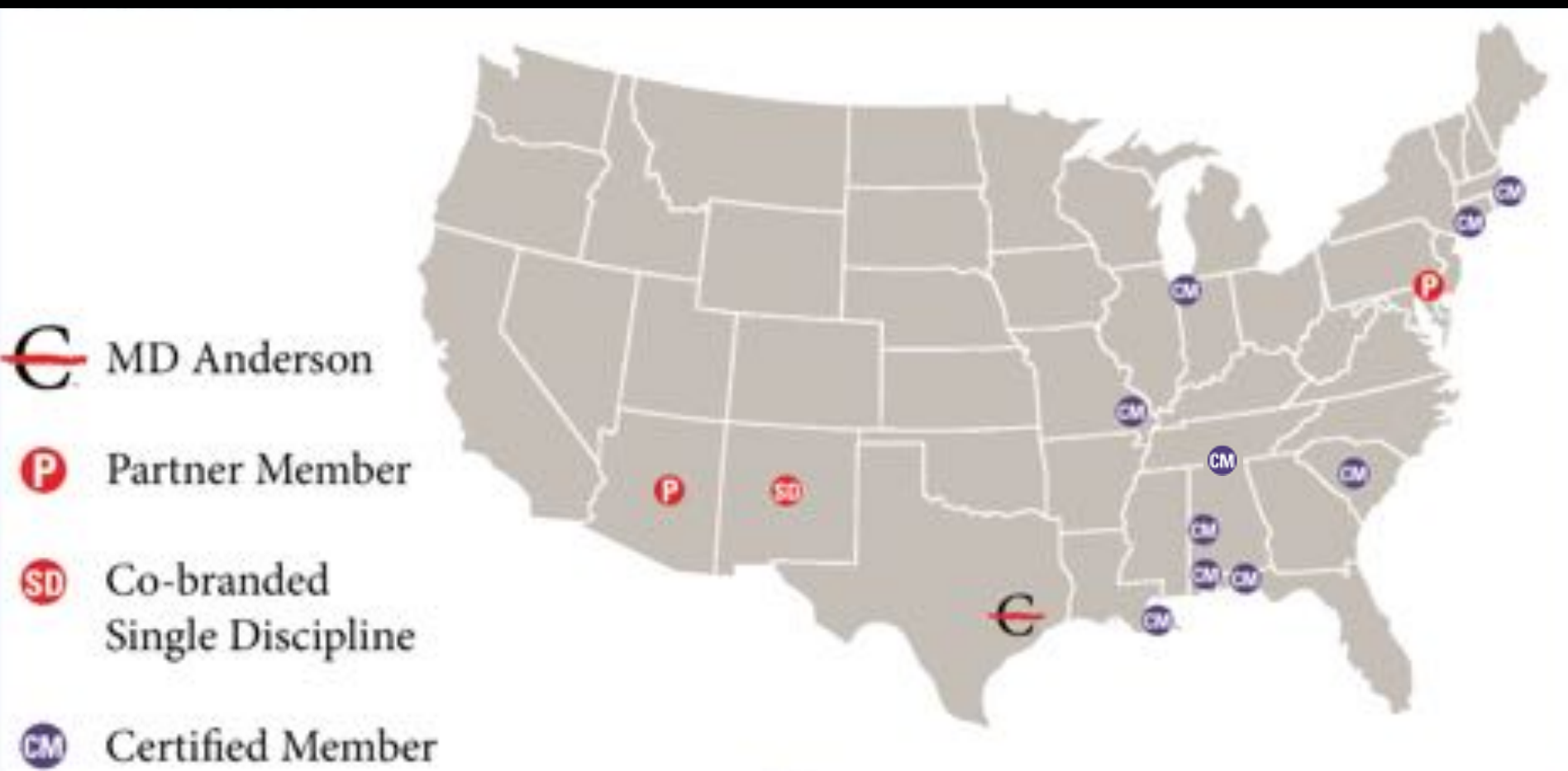
DISSEMINATION

Translation...

- Into digital format
- Across cultures & languages



National Reach



One goal: end ~~cancer~~.

International Reach

Global Academic Programs (GAP)



GAP supports our mission via the Sister Institution Network:

- 29 Sister Institutions in 22 countries incl. 3 consortia
 - list at 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

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Shibu Varghese

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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!

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