

Cancer in

Cerro Gordo County

Sarah Nash, PhD, MPH, CPH April 15th, 2025

Who I am



Sarah Nash, PhD, MPH, CPH

- Assistant Professor, University of Iowa Department of Epidemiology
- Director of Research, Analytics, and Dissemination, Iowa Cancer Registry
- Community Outreach and Engagement Co-Lead, Holden Comprehensive Cancer Center
- Research: Cancer health disparities for rural and underserved minority populations

99 Counties Project Team







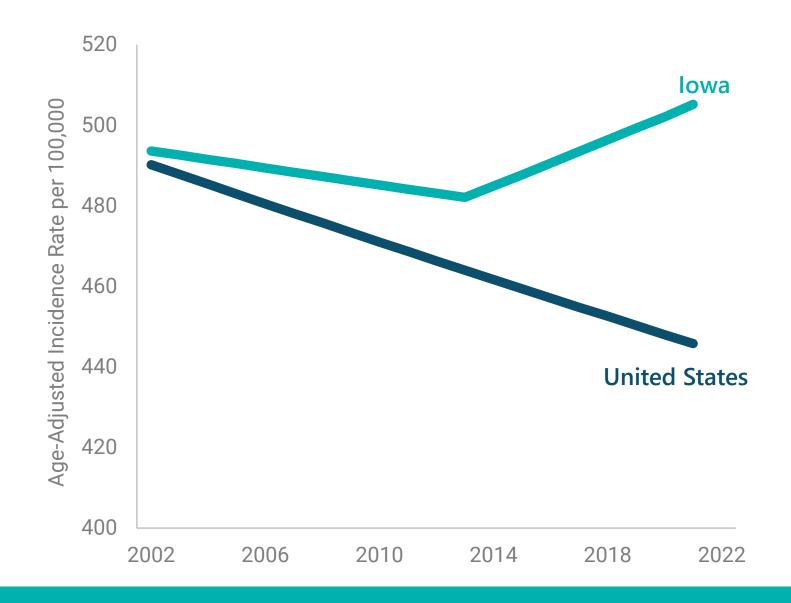


Holden Comprehensive Cancer Center



Iowa has the #2 highest rate of new cancers in the U.S.

lowa's rate is rising while the rest of the country improves

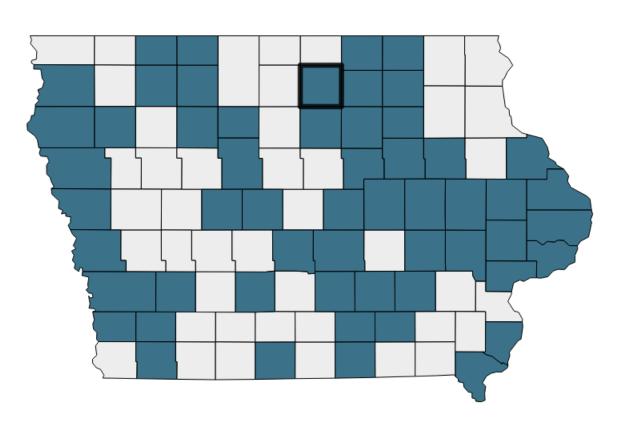




Over half of Iowa's counties have a higher incidence rate than the U.S.

56 Counties with rates **OVER** the national average

O Counties below the national average

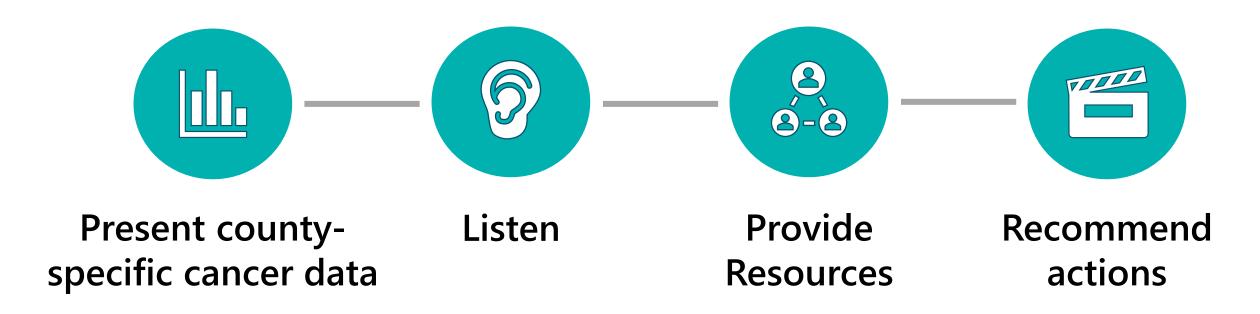


- Above National rates
- ☐ Similar to National rates



About the Project

Goal: to enhance community engagement & education around cancer prevention and control across all of lowa's 99 counties.





"Statistics are people with the tears wiped away"

Dr. Irving Selikoff

Cancer Control Partners in Iowa

State Government



Governor

- Implement state laws
- Advance and pursue policies and programs

lowa Legislature

- Propose and vote on legislation
- Appropriate money to state agencies and programs
- Create and modify lowa laws



Health and Human Services

Bureau of Chronic, Congenital and Inherited Conditions

Comprehensive Cancer Control Program

Cancer prevention, screening, survivorship

Care for Yourself (Breast & Cervical Cancer Program)

Colorectal Cancer Screening Program

Bureau of Environmental Health Services

- · Track environmental health-related diseases
- Assist local boards of health

Local (County) Public Health Services/Boards of Health

- · Address health priorities and health disparities
- Promote healthy living
- Protect against environmental hazards
- Assure access to health services

Unity Point, MercyOne, Great River, Avera, Mayo, Methodist, Gundersen, Sanford and numerous independent health systems, hospitals and clinics across lowa

Provide cancer prevention, screening, treatment, and survivorship services



Holden Comprehensive Cancer Center

Iowa's only NCI Designated
Cancer Center

Health Care, research, education



Iowa Cancer Consortium

Advocate, collaborate, plan



Data, research, education

American Cancer Society

Iowa Cancer Action Network

Advocate for better policies

ACS Iowa

Help with cancer treatment and recovery

UI Research Centers





Center for Health Effects of Environmental Contamination



Federal Funding for Cancer Control

- The <u>lowa Cancer Registry</u> is funded in part with Federal funds from the <u>National Cancer</u>
 <u>Institute (National Institutes of Health)</u>, Department of Health and Human Services, under Contract No. HHSN261201800012I
- The <u>Cancer in Iowa: 99 Counties Project</u> is specifically funded by Federal funds from the National Cancer Institute through grant award: 5R01CA254628-04S2, and through National Cancer Institute funds provided to the University of Iowa Holden Comprehensive Cancer Center (P30CA086862)
- The <u>lowa Cancer Consortium</u> acknowledges the **Centers for Disease Control and Prevention** (CDC) for its funding support under cooperative agreement NU58DP007103 awarded to the lowa Department of Health and Human Services (lowa HHS).

The contents of this presentation are solely the responsibility of the authors and do not necessarily represent the official views of CDC or the National Institutes of Health/National Cancer Institute.



Iowa Cancer Registry Goals



Assemble & report data on new cancers, cancer deaths, & survival

Respond to **data requests** from organizations & individuals

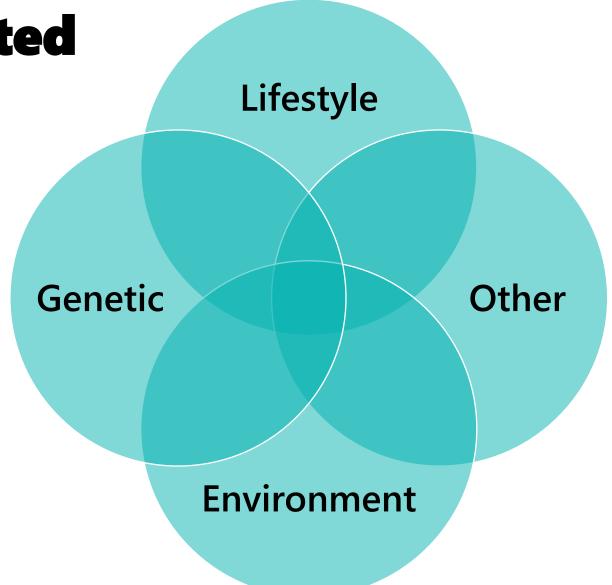
Support studies for cancer prevention, research & education



Background on Cancer

Cancer is Complicated

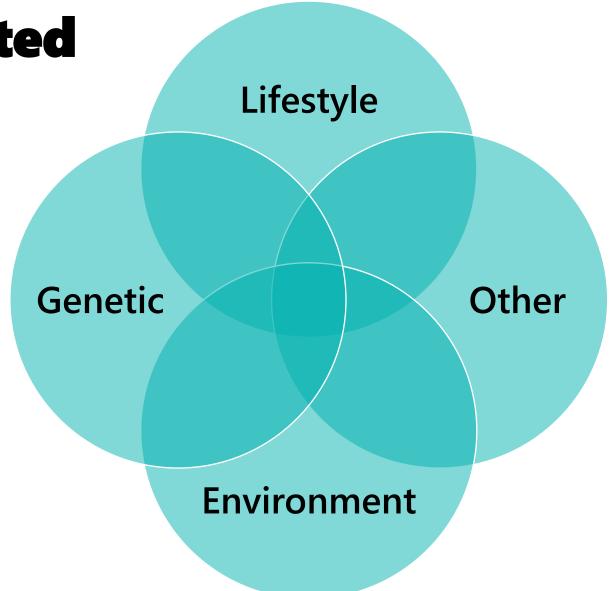
There is no one cause of cancer; it is a combination of different genetic, lifestyle, environmental, and **structural** risk factors that change the function of cells



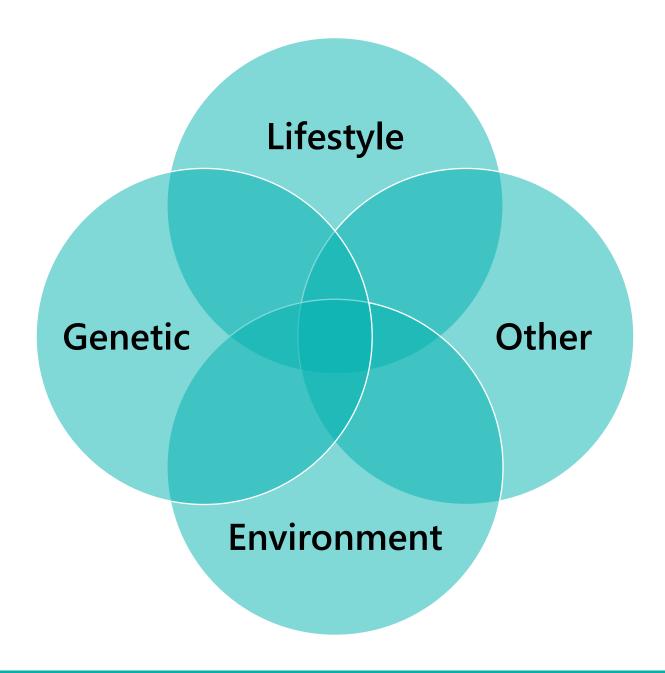


Cancer is Complicated

Risk factors are things that increase your chances of getting cancer

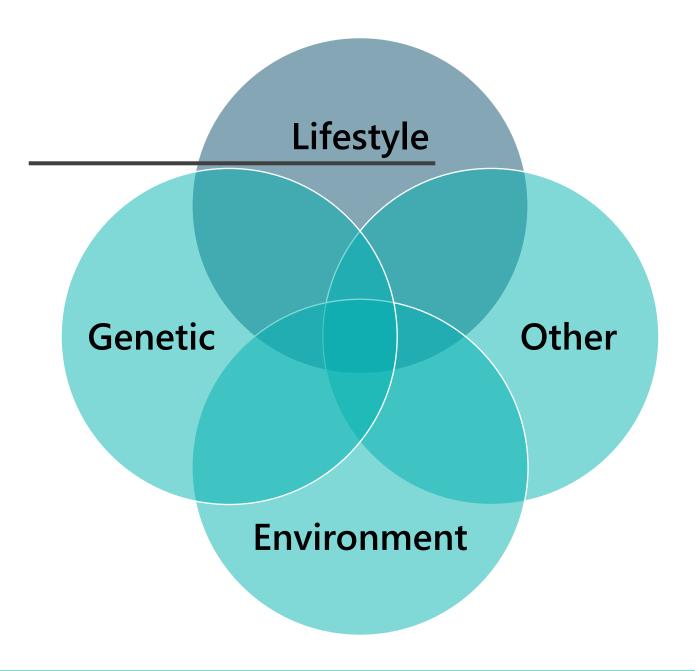




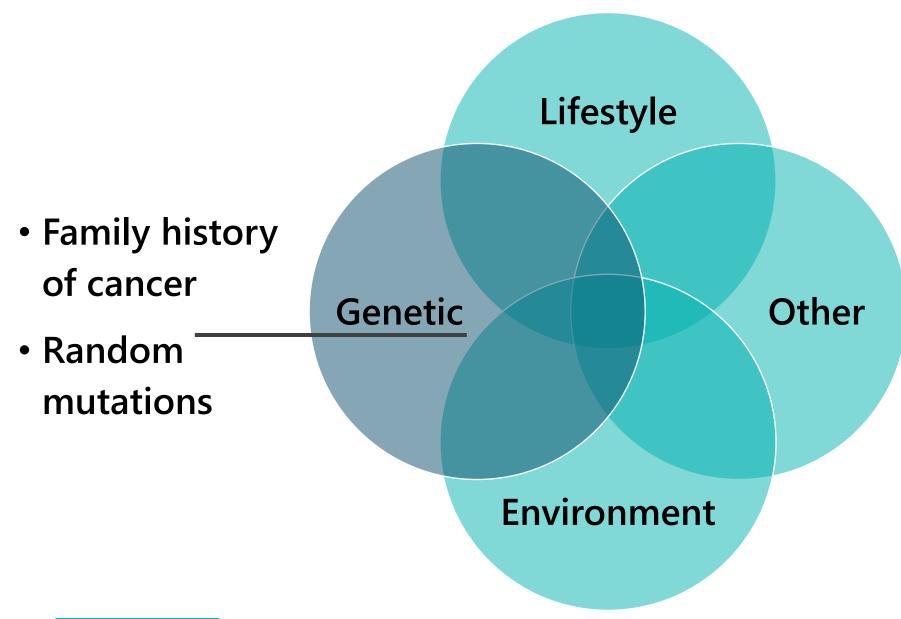




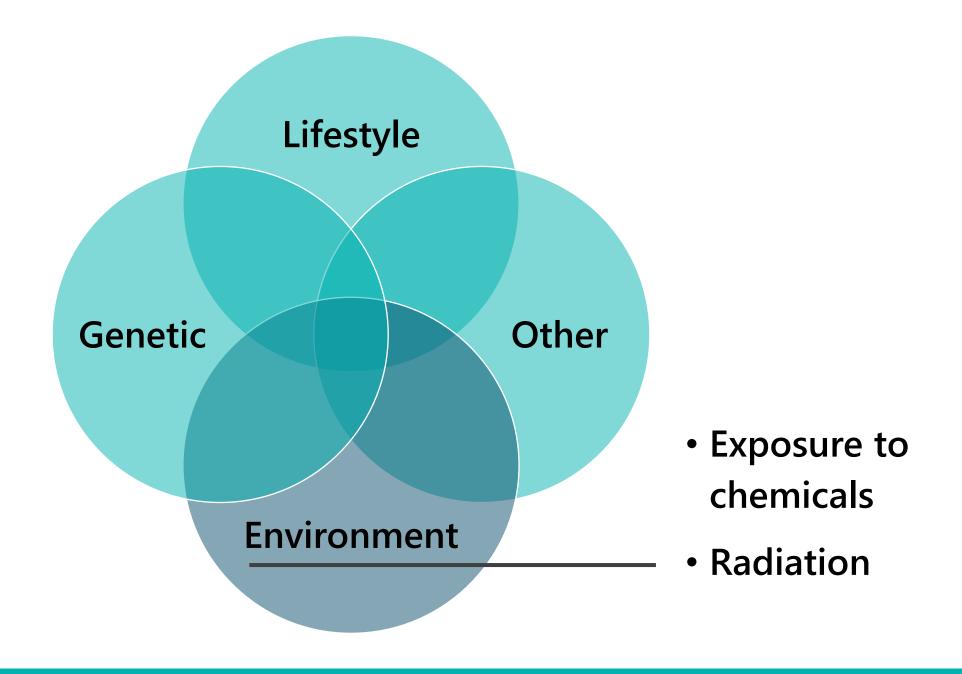
- Tobacco
- Alcohol
- Unhealthy diet
- Not being physically active
- Sunburns



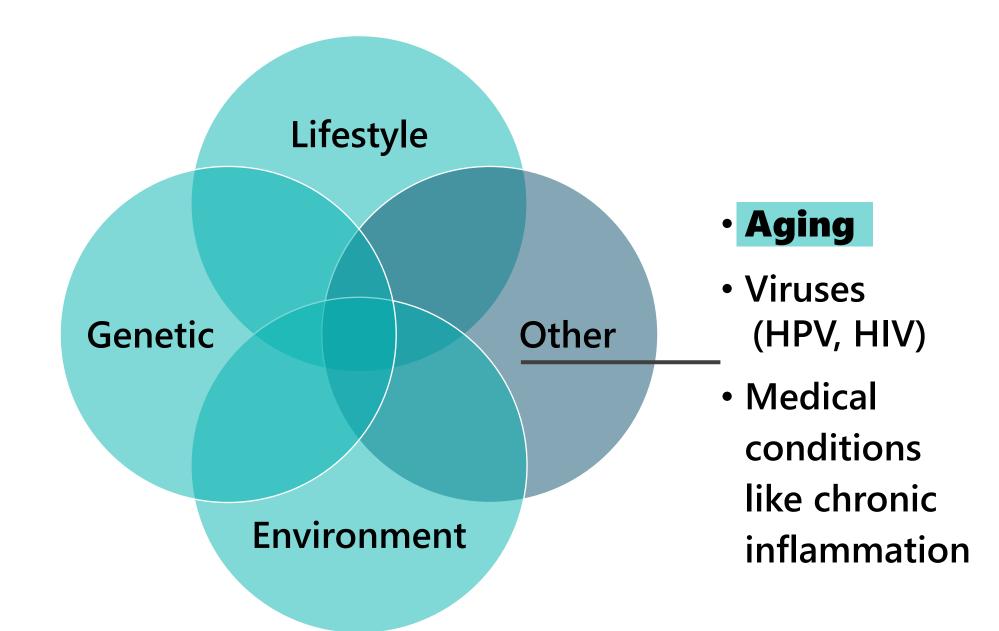














Cancer & the Environment

- Many Iowans understandably have questions about potential links between environmental exposures and cancer
- This is an important area of continued research, and lowans are right to ask questions and be cautious
- ICR, along with other population-based cancer registries, do not collect data on environmental risk factors, but we do share our data with researchers to support studies of cancer & environmental risk factors



Risk Factors

- There can be many years between exposure to risk factors & cancer development, which makes it difficult to prove connections.
 - For example, lung cancer may not occur until 30 years after a person starts smoking
- To reduce your risk, avoid risk factors whenever possible
- Today we will focus on things you can do to reduce your cancer risk. These things can be addressed at the state, community, and individual levels.



Key Terms

Incidence & Mortality

- Incidence
 - Number of new cases of a disease occurring during a specified time period in a population
- Mortality
 - Number of deaths from a disease that occur during a specified time period in a population



Rates & Counts

- Counts
 - -The number of new cases diagnosed or deaths from cancer
- Rates
 - -Adjusts the counts to give a # per 100,000 people
- Age-Adjusted Rates
 - -Addresses the question: *If the size and age of the populations were the same, would there be a difference in outcomes?*



Stage definition used today

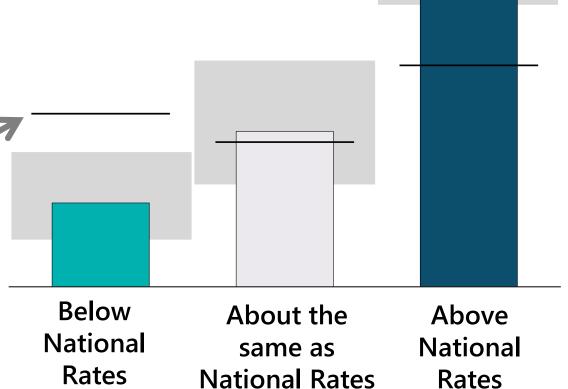
- Early Stage includes
 - Localized: Cancer is limited to the place where it started, with no sign that it has spread
- Late Stage includes
 - Regional: Cancer has spread to nearby lymph nodes, tissues, or organs.
 - Distant: Cancer has spread to distant parts of the body



How to read the graphs

Unless otherwise stated, bars are your county data

Black lines on bar graphs are United States data



Grey boxes on bar graphs are 95% Confidence Intervals.

These are used to determine if rates are statistically different from each other



Cancer in Cerro Gordo County

New Cancers in Cerro Gordo County

All cancer types, average counts and rates, 2017-2021

Each year, there are about

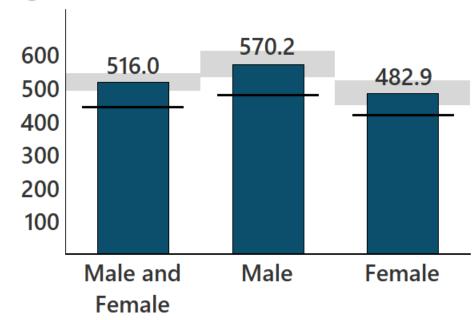
335

new cancers diagnosed in Cerro Gordo County

Cancer incidence rates in Cerro Gordo
County are **higher than the U.S. average**

Ranks #21 of 99 counties

Cancer incidence rates are typically higher in men than women





Cancer deaths in Cerro Gordo County

All cancer types, average counts and rates, 2018-2022

Each year, there are about

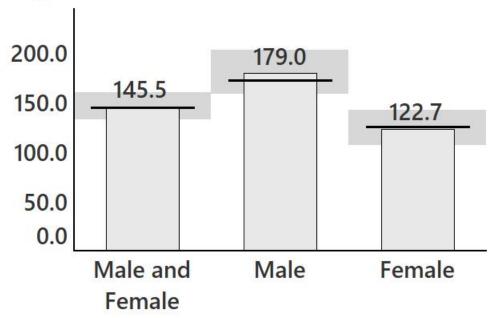
102

cancer deaths in Cerro Gordo County

Cancer mortality rates in Cerro Gordo
County are **not different from the U.S. average**

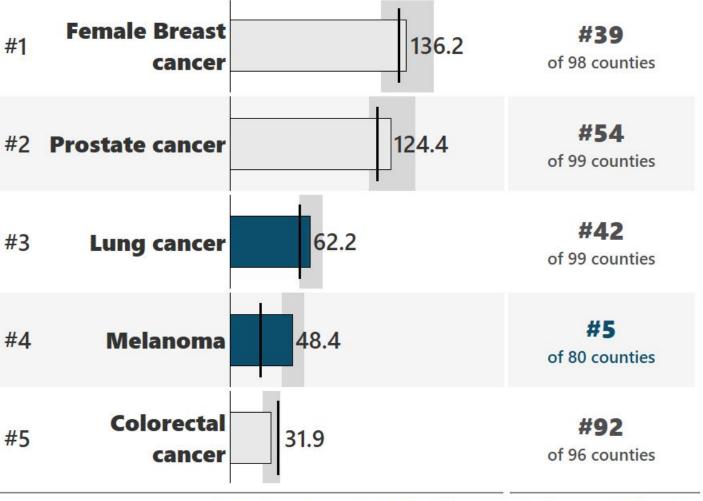
Ranks #65 of 99 counties

Cancer mortality rates are typically higher in men than women





Top cancers in Cerro Gordo County



Age-Adjusted rate per 100k, 2017-2021

Rank compared to other counties, where #1 is highest in the state



#1 | Female Breast cancer

Each year in Cerro Gordo County, there are about... 136.2 Cerro Gordo County #2 136.9 Statewide #3 New Cases per year **United States** 129.8 19.1 **Cerro Gordo County** #4 Statewide 17.8 **Deaths** per year #5 **United States** 19.2



Age-Adjusted Rate per 100,000 Incidence (2017-2021); Mortality (2018-2022)

What can you do to prevent breast cancer?







Physical Activity

Healthy Foods





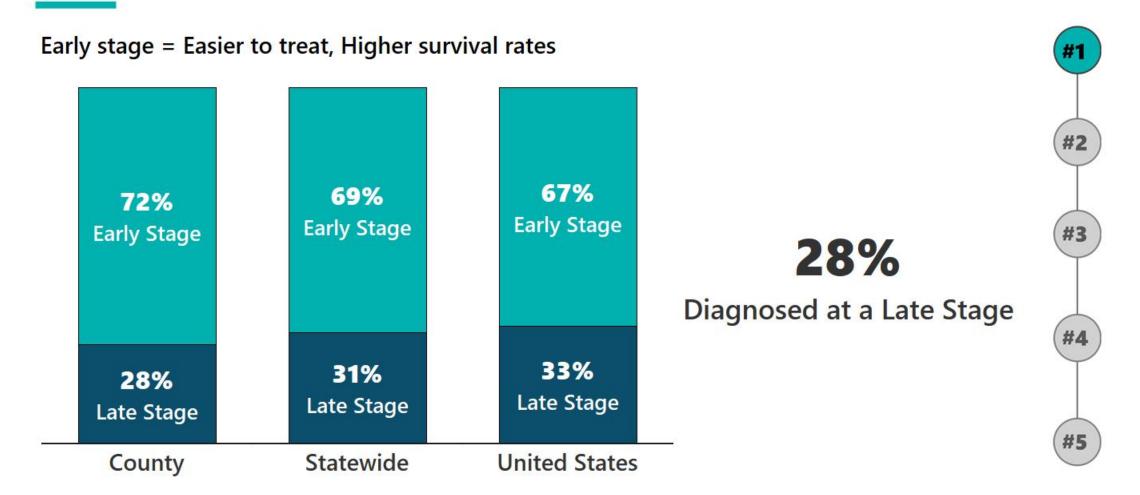




+ Get Screened!

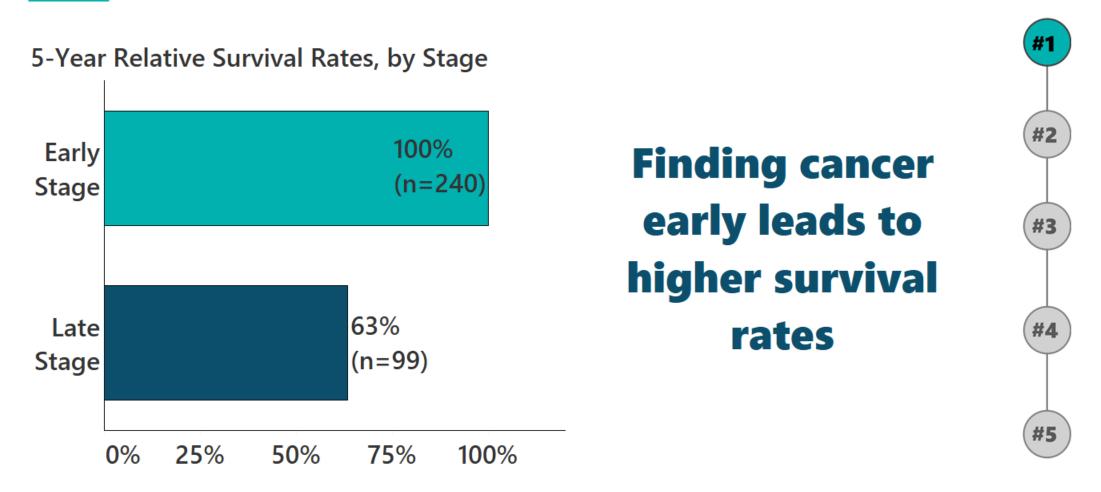


#1 | Female Breast cancer Stage at Diagnosis





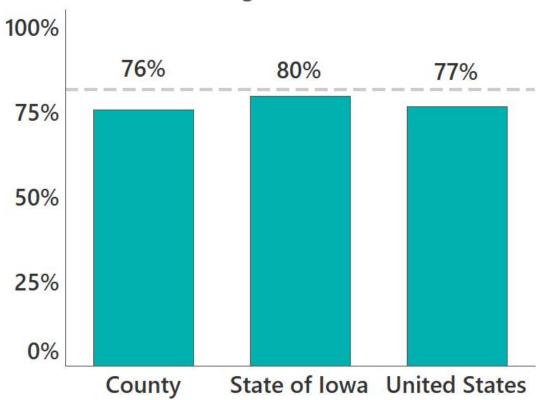
#1 | Female Breast cancer | 5-Year Survival





Breast Cancer Screening

Women age 50+ who are up to date with their breast cancer screening



Screening Guidelines

People with breasts ages 40-74 should screen with a mammogram every 2 years

Talk to your doctor if you have a family history of breast cancer

(U.S. Preventative Services Task Force)



Data from 2022 BRFSS Goal: 81.4% by 2027

The Care for Yourself – Breast and Cervical Cancer Program (CFY-BCC)

We provide free breast and cervical cancer screenings across lowa.

- ► CFY-BCC is also called the Iowa Breast and Cervical Cancer Early Detection Program.
- ► CFY-BCC serves Iowans between 21 and 64 years of age.
- ► Are at or earn less than 250% of the Federal Poverty Level.
- ► Call (866) 339-7909 to speak to a confidential coordinator immediately.
- ► CFY-BCC coordinators are available to help you Monday-Friday, 8:00 a.m. to 4:00 p.m.



https://hhs.iowa.gov/public-health/cancer/cfy

#2 Prostate cancer

Each year in Cerro Gordo





Age-Adjusted Rate per 100,000 Incidence (2017-2021); Mortality (2018-2022)

What can you do to prevent prostate cancer?





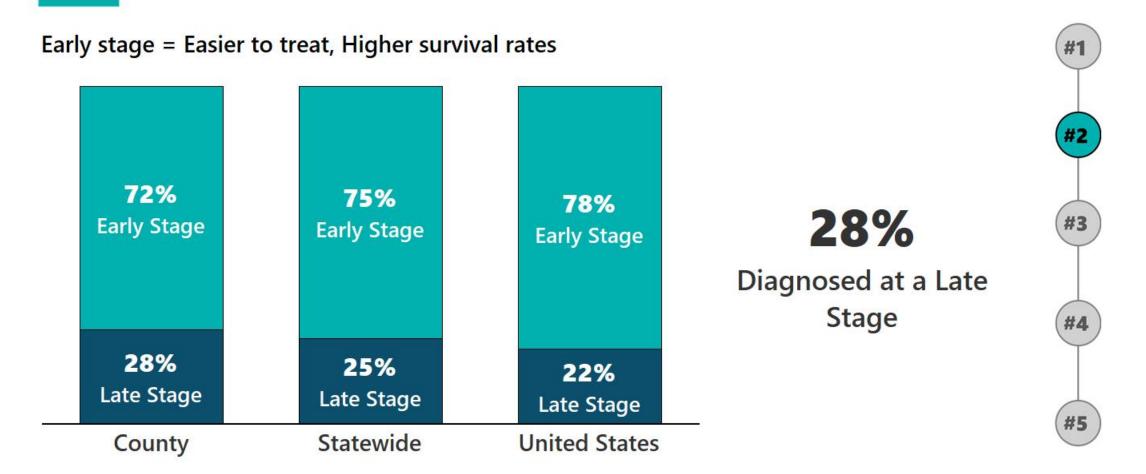




+ Get Screened!

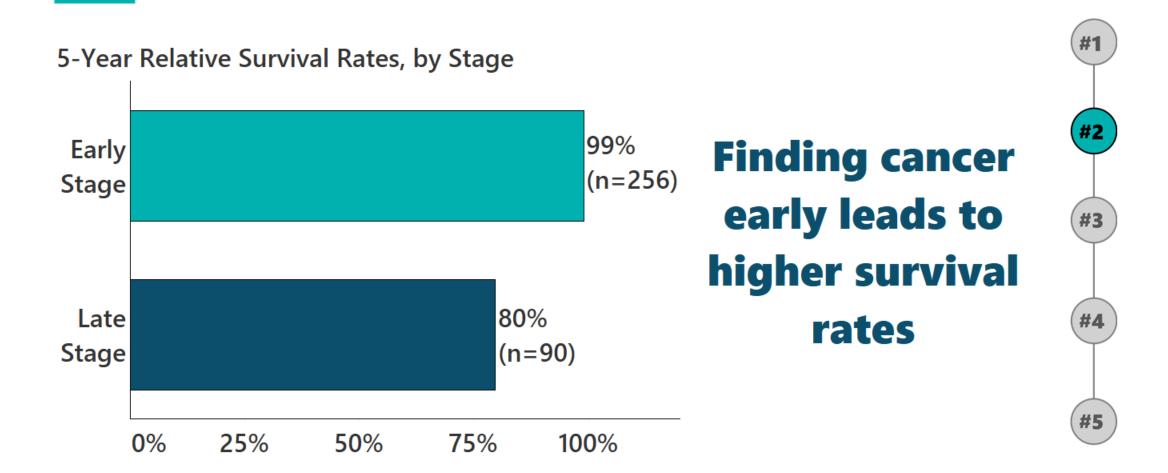


#2 | Prostate cancer | Stage at Diagnosis





#2 | Prostate cancer | 5-Year Survival





Prostate Cancer Screening

Screening Guidelines

Screening test: Prostate-specific antigen (PSA) blood test

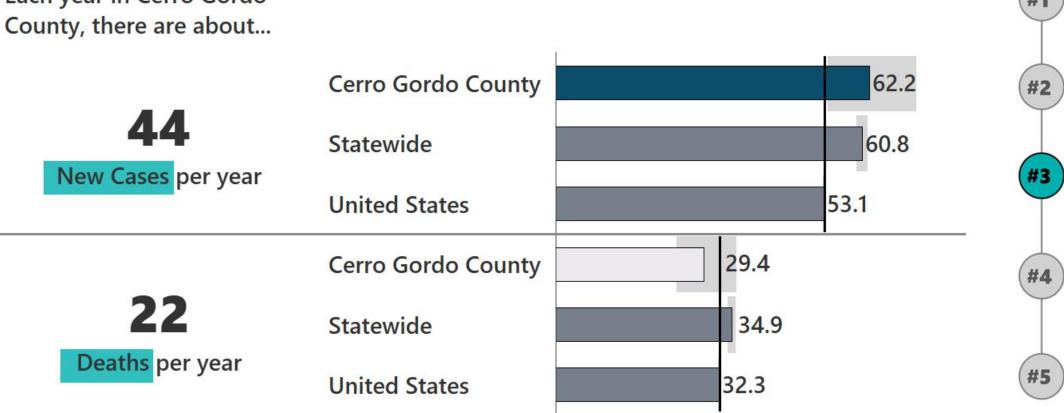
If you have a prostate and are 55-69 years old, discuss with your doctor if a PSA test is right for you

(U.S. Preventative Services Task Force)



#3 | Lung cancer

Each year in Cerro Gordo





Age-Adjusted Rate per 100,000 Incidence (2017-2021); Mortality (2018-2022)

What can you do to prevent lung cancer?





Test your home for Radon

+ Get Screened!







What is Radon?

- Radon is an invisible, tasteless, odorless, radioactive gas
- It is naturally produced by radium and uranium in the soil
- Radon becomes harmful when it becomes trapped and concentrated in the air
 - For example, when it leaks into a basement through a crack in the foundation or a space around a pipe

Learn more about Radon testing and mitigation:

Iowa Health & Human Services hhs.iowa.gov/radiological-health/radon

Iowa Cancer Consortium canceriowa.org/radon/

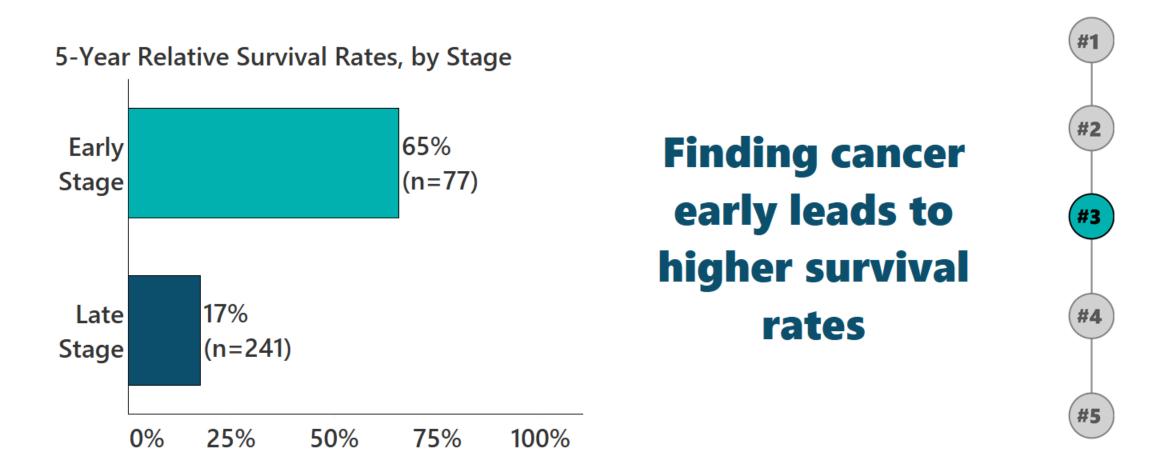


#3 | Lung cancer | Stage at Diagnosis

Early stage = Easier to treat, Higher survival rates #1 24% 26% 30% #2 **Early Stage Early Stage Early Stage 70%** (#3 Diagnosed at a Late 76% 74% 70% Late Stage Stage Late Stage #4 **Late Stage** #5 Statewide County **United States**

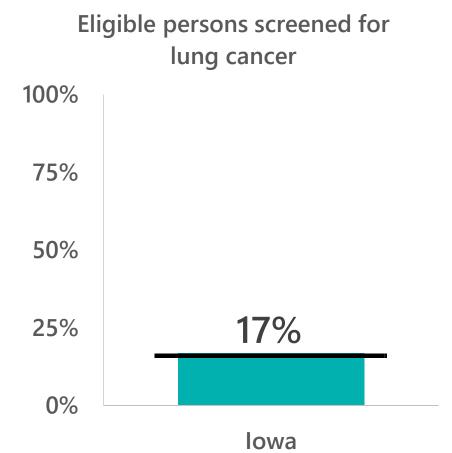


#3 | Lung cancer | 5-Year Survival





Lung Cancer Screening



Screening Guidelines

Lung cancer screening is a low-dose CT scan

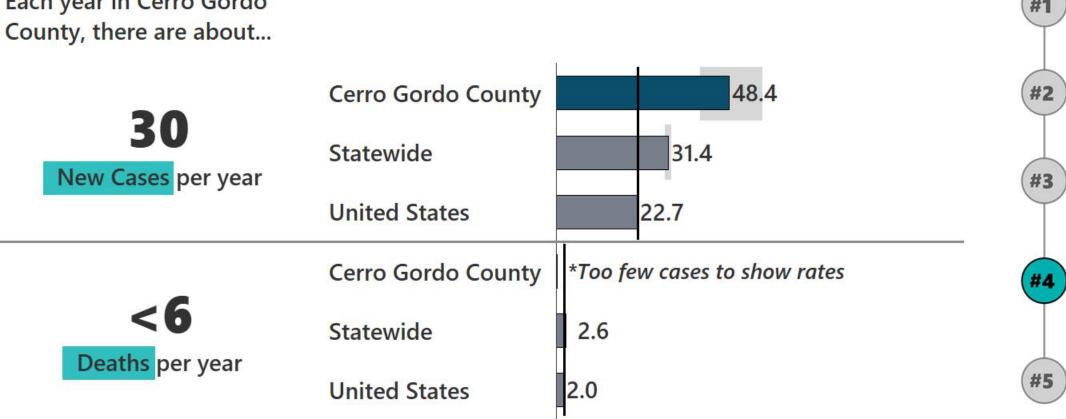
If you have smoked in the last 15 years and are between the ages 50-80 years talk to your doctor about being screened for lung cancer

(U.S. Preventative Services Task Force)



#4 | Melanoma

Each year in Cerro Gordo





Age-Adjusted Rate per 100,000 Incidence (2017-2021); Mortality (2018-2022)

What can you do to prevent melanoma?



Wear broad spectrum sunscreen with at least SPF 30





Wear long sleeves and hats when outdoors



Sit in the shade when possible

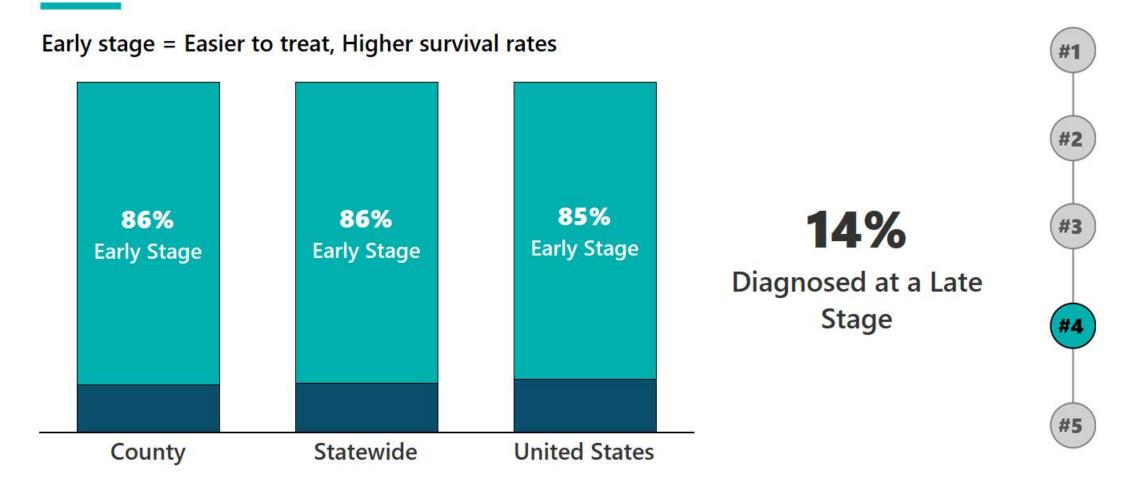




Avoid being in the sun from 10am – 2pm Do not use indoor tanning beds

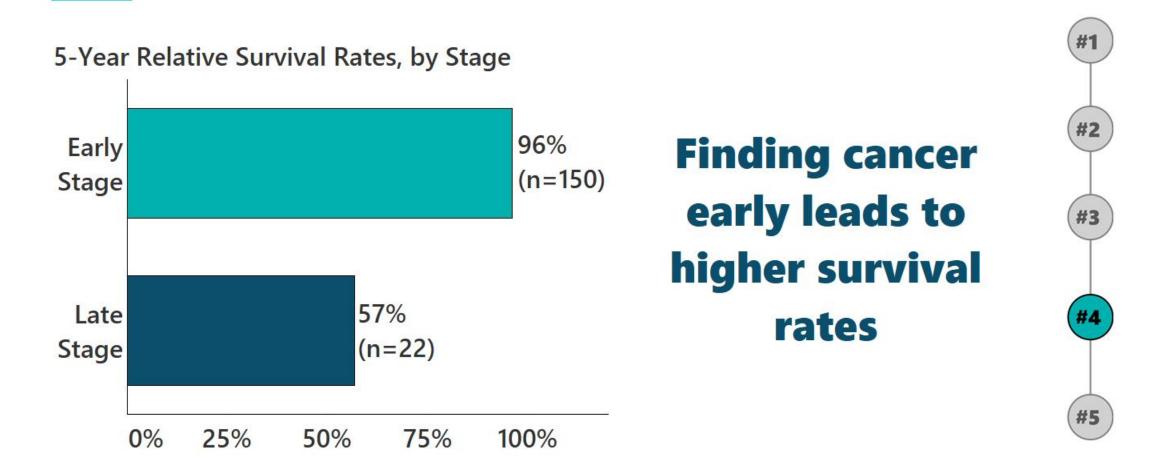


#4 | Melanoma | Stage at Diagnosis





#4 | Melanoma | 5-Year Survival





Melanoma Self-Exams

Perform regular **self-examinations** using a mirror. Look for new spots or changes in existing spots.

If you are concerned about a spot, talk to your doctor or a dermatologist

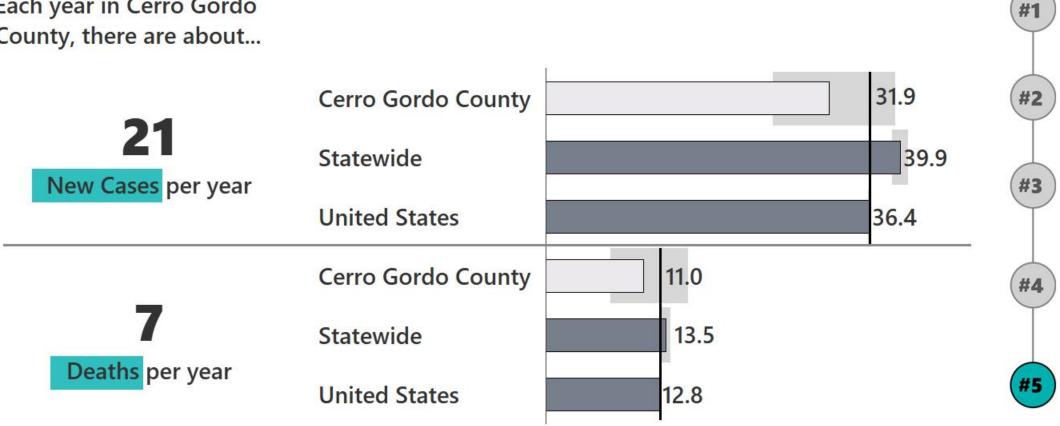
Most moles and brown spots are harmless, but following the ABCDE's can help you detect melanoma early. B is for A is for Border Asymmetry the shape of one the edges are half does not match ragged, blurred, the other or irregular C is for D is for Color Diameter color is uneven there is a change and may include in size, usually an shades of black. increase brown, or tan E is for **Evolving** the mole has changed over the past few weeks or months American Academy of Dermatologist



Check out the Iowa Cancer Registry Melanoma Spotlight

#5 | Colorectal cancer

Each year in Cerro Gordo County, there are about...





Age-Adjusted Rate per 100,000 Incidence (2017-2021); Mortality (2018-2022)

What can you do to prevent colorectal cancer?







Physical Activity

Healthy Foods









+ Get Screened!

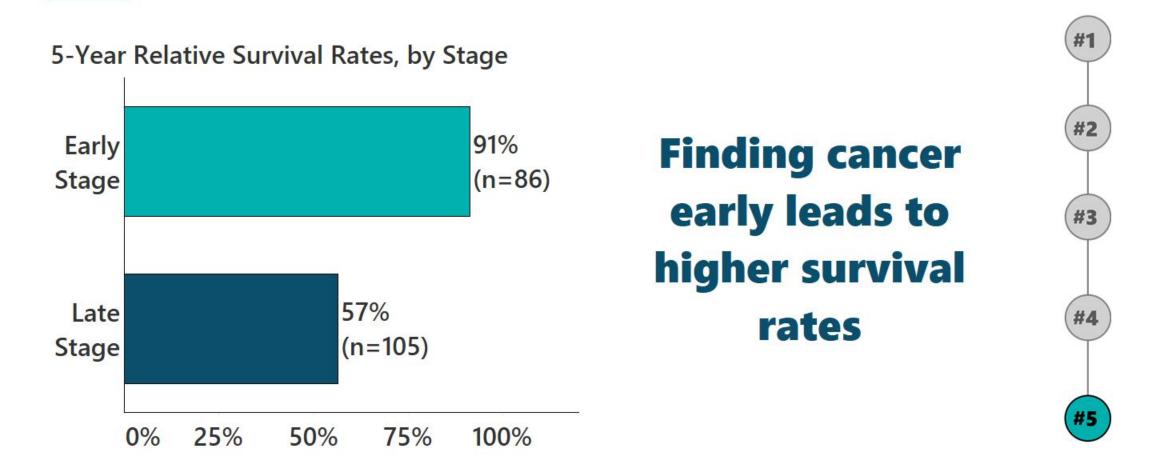


#5 | Colorectal cancer | Stage at Diagnosis

Early stage = Easier to treat, Higher survival rates 37% 40% #2 48% **Early Stage Early Stage Early Stage 52%** #3 Diagnosed at a Late Stage 63% 60% #4 52% Late Stage Late Stage Late Stage #5 County Statewide **United States**



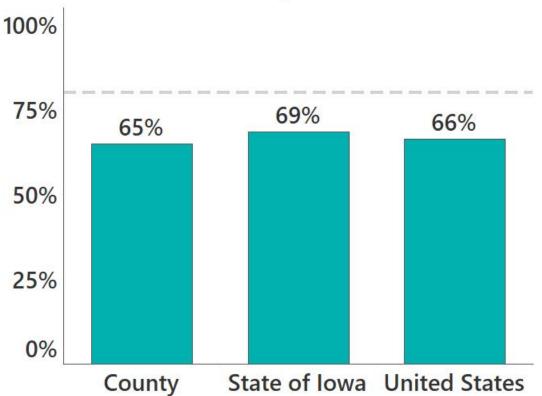
#5 | Colorectal cancer | 5-Year Survival





Colorectal Cancer Screening

Adults ages 45-75 who are up to date with their colorectal cancer screening



Screening Guidelines

Adults ages 45-75 can screen with either (1) an at-home, stool-based test, or (2) a colonoscopy.

Talk to your doctor about which is best for you.

(U.S. Preventative Services Task Force)



Data from 2022 BRFSS Goal: 80% by 2027

Iowa Get Screened (IGS): Colorectal Cancer Program

We partner with Iowa's Federally Qualified Health Centers (FQHCs) and local public health agencies to increase colorectal cancer screening.

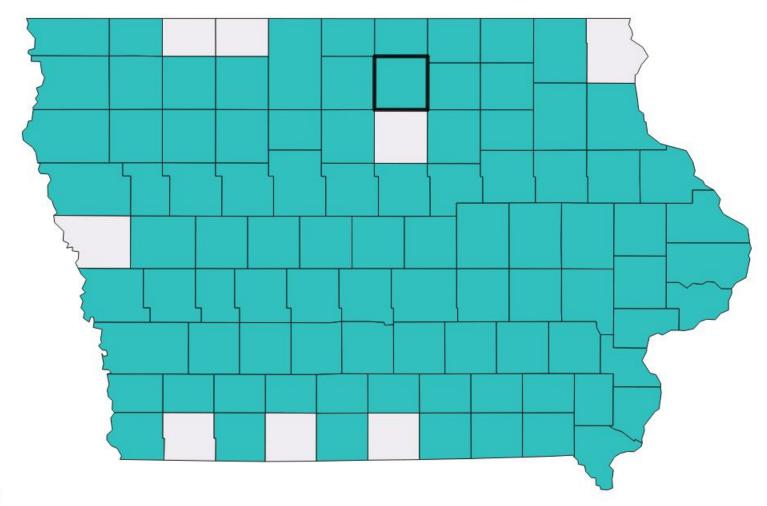
Through a collaboration with the Iowa Primary Care Association (Iowa PCA) and FQHCs, the program serves low-income Iowans, ages 45-75, to:

- ► Increase the number of cancers prevented
- ► Increase the diagnosis of early-stage colorectal cancer
- ► Reduce colorectal cancer incidence and mortality in the state



https://hhs.iowa.gov/public-health/cancer/colorectal-cancer-screening-program

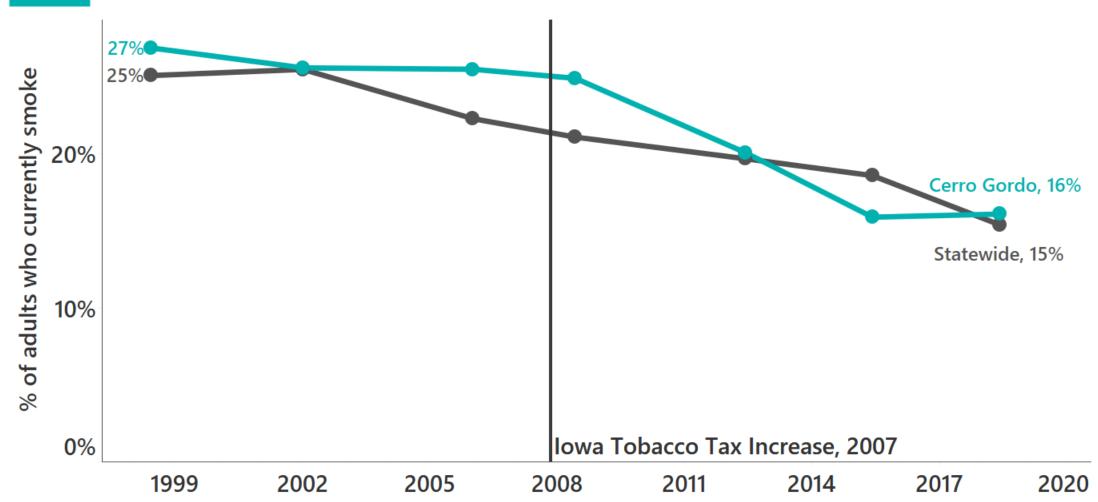
After the last tobacco tax was passed in 2007, smoking rates decreased in 92% of Iowa counties





After the last increase to the tobacco tax was passed in 2007, smoking rates **decreased*** in Cerro Gordo County

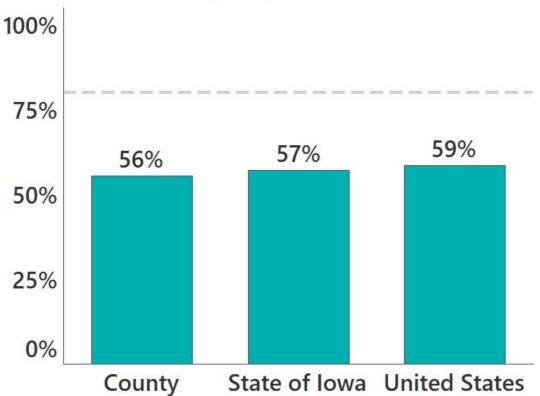
*Determined by comparing data from 2004-2007 combined to 2011-2013 combined





A vaccine that prevents cancer: HPV

Adolescents ages 13-15 who have completed their HPV vaccine series (2022)

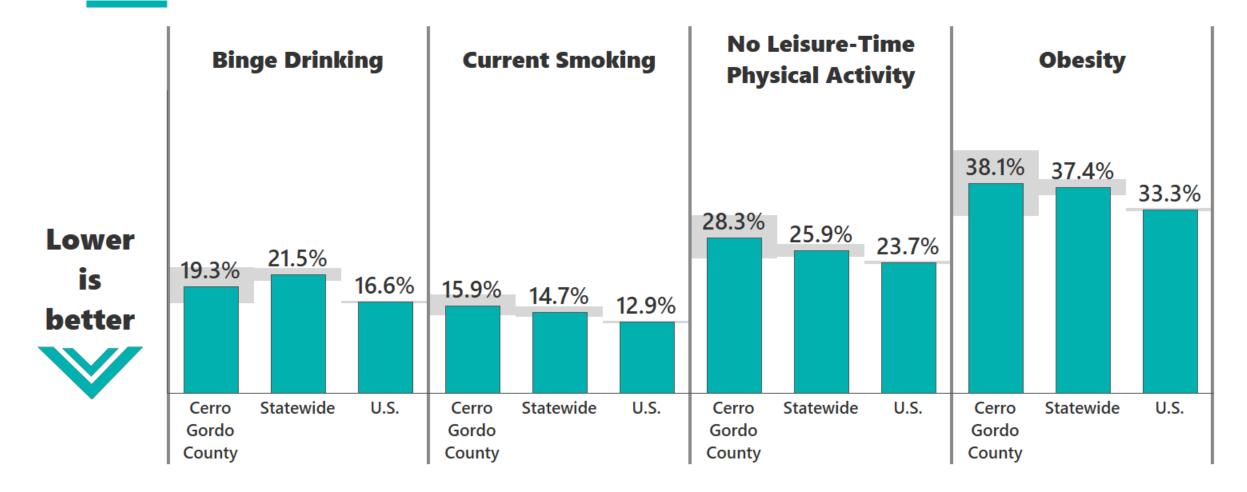


- HPV infection can cause cancers of the cervix, mouth and throat, anus, rectum, penis, vulva, and vagina.
- Iowa has the highest rate of oropharyngeal cancer in the U.S.
- Vaccine provides safe, effective, and lasting protection against HPV, thus reducing cancer risk
- Recommended at age 11 or 12 years, when immune response is best & before HPV exposure



Data from 2022 IHHS & NIS-Teen Goal: 80% by 2027

Other Cancer Risk Factors





Resources to help understand and address cancer in lowa communities

Iowa Comprehensive Cancer Control Program (CCCP)

We work with partners to prevent cancer whenever possible and support cancer survivors across lowa.

- ► The CCCP partners with many organizations, including the Iowa Cancer Consortium, Iowa's cancer coalition.
- ► CCCP is involved in the revision and implementation of the Iowa Cancer Plan.
- ► Currently CCCP is focused on increasing HPV vaccination, increasing lung cancer screening, and supporting cancer survivors.

Photo from the Iowa Cancer Consortium, taken at the Iowa Cancer Summit

https://hhs.iowa.gov/public-health/cancer https://canceriowa.org/iowa-cancer-plan/



lowa Cancer Consortium



- Connections and partnership
- Latest news and cancer updates via email
- Training and educational opportunities
- Grant opportunities and technical assistance
- Free cancer educational materials for distribution
- Blueprint for cancer control, the Iowa Cancer Plan



Virtually-hosted workgroups include:

- Cancer Screening & Early Detection
- Health Equity
- HPV (w/ Iowa Immunizes coalition)
- Policy
- Radon
- Research & Clinical Trials
- Rural Cancer
- Quality of Life
- Cancer & the Environment Task Force



Blueprint for cancer control, the *lowa Cancer Plan*

Chapters with sections that include priorities, strategies, and specific action steps which may be tailored to many settings to guide cancer control activities.

- 1. Health Equity: identify and eliminate cancer health disparities.
- 2. Prevention and Risk Reduction: whenever possible, prevent cancer from occurring.
- 3. Early Detection and Screening: promote the benefits of screening tests to ensure early diagnosis.
- **4. Diagnosis and Cancer-Directed Therapy:** reduce barriers to care, promote evidence-based practices, and encourage participation in clinical trials and other forms of research.
- **5. Survivorship and End-of-Life Care:** ensure resources to optimize quality-of-life for cancer survivors and their families.



Iowa Cancer Plan

2023-2027



https://canceriowa.org/ iowa-cancer-plan/

Examples from Chapter 2: Prevention and Risk Reduction



Priority 8: Reduce exposure to ultraviolet (UV) radiation from the sun and indoor tanning devices.

Strategy A

Increase opportunities for sun protection in outdoor settings.

- Increase availability and use of shade structures in outdoor settings, including schools, worksites, and recreational sites.
- Providing SPF 15 or higher sunscreen in both public and private spaces
- Implement evidence-based school, worksite and community sun safety programs.

Strategy B

Increase awareness about skin cancer prevention and screening.

- Educate health care providers on diagnosing skin cancer in people of color at an early-stage, when the cancer is most treatable.
- Provide tailored skin cancer education for lowans who work outside.
- Collaborate with state and local parks and the lowa Department of Natural Resources to promote sun-safety.

Strategy C Decrease indoor tanning use.

- Educate the public and policymakers on evidencebased policies that reduce indoor tanning use, especially among youth.
- Reduce access to indoor tanning for minors under the age of 18.
- Develop a public awareness campaign to highlight the dangers of indoor tanning.

https://canceriowa.org/cancerplan/introduction/#chapter-2 priority-8

2025 Sun-Safety Community Projects Sunscreen Request



Distributing approximately **90 gallons of SPF30 sunscreen** across lowa this summer!

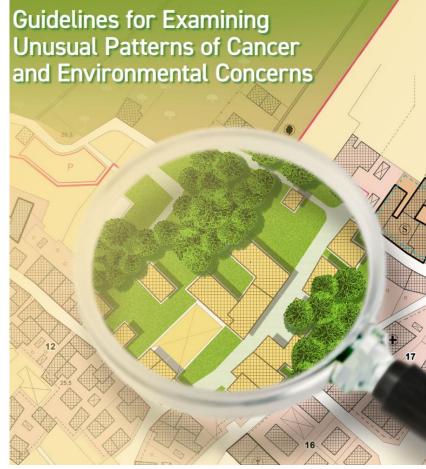
Along with sunscreen, awarded projects will educate the community about the risks of UV exposure and ways they can prevent skin cancer.

Supported by The Iowa Cancer Consortium, the Iowa Department of Health and Human Services, and the University of Iowa Holden Comprehensive Cancer Center

Timeline	
March 24, 2025	2024 Sun-Safety Community Project Sunscreen Request announced.
April 28, 2025 (11:59pm Central)	Applications due to orton@canceriowa.org
May 7, 2025	Recipients announced via email.
May 26, 2025	Project period begins.
September 1, 2025	Project period ends.
September 15, 2025	Final reports due.

What to do if you suspect a cancer cluster in your community

- If you are concerned about cancer excess in your area, please email us at ICR-CancerConcerns@uiowa.edu
- We will ask you about:
 - Geographic area of concern
 - Cancer types diagnosed in the area
 - Time frame
 - Exposure(s) of concern
- If possible, ICR will conduct an analysis comparing the expected number of cancers to what's been observed
 - A written report of the results will be sent to you and a meeting to discuss the results will be offered





This is only the first step.

Recommended Actions



Iowa Cancer Plan

Use to identify strategies aligned with community-specific needs

canceriowa.org/iowa-cancer-plan/





Engage American Cancer Society Cancer Action Network (ACSCAN) to promote cancer-relevant legislation

www.fightcancer.org



lowa Cancer Consortium

Connect for state-wide collaboration and potential community-level funding

www.canceriowa.org

Include cancer in needs assessments

Include cancer-relevant strategies in your hospital's community health needs assessments or public health department's needs assessment

hhs.iowa.gov/lphs/cha-chip



What can you do next?

Reduce Lung Cancer

We know tobacco- and nicotine-free policies, reducing out-of-pocket costs for cessation treatments, and mass communications can help reduce lung cancer

Prevent Skin Cancer

We know providing sunscreen and UV-safety education in outdoor occupational, recreation/tourism, and childcare settings can help prevent skin cancer.

Breast Cancer

We know engaging community health workers, developing clinic-specific interventions, and supporting care navigation are effective in addressing breast cancer.

Prostate Cancer

We know educating about the link between tobacco, alcohol, and obesity and prostate cancer; and about the link between chemical exposures and prostate cancer; as well as promoting shared decision-making between individuals and providers helps reduce the burden of prostate cancer.



Every community is different

Your expertise is key

- Your expertise as community members and leaders and local policy makers is key to answering the question of what to do next. You know best what your community needs and what will work.
- Cancer control partners like the Iowa Cancer Registry, the Iowa Cancer Consortium, Iowa HHS, and your local public health department can provide ideas, advise, and help find data, evidence, and other resources, but ultimately you are the experts.
- A good place to start is by **taking stock of the information presented today** and where the opportunities for change might be within your county, town, or organization. Use the lowa Cancer Plan for inspiration and reach out to the lowa Cancer Consortium for partnership in moving forward.



Resources that may be helpful

- The Community Guide (https://thecommunityguide.org/topics/cancer.html)
- Evidence-Based Cancer Control Programs (EBCCP) (https://ebccp.cancercontrol.cancer.gov/index.do)
- GW Cancer Center TAP (https://cancercontroltap.org/resources/)
- Rural Health Information Hub: Economic Impact Analysis Tool (https://www.ruralhealthinfo.org/econtool)
- Triage Cancer: State Laws (https://triagecancer.org/state-laws)

Also listed in the Resource Guide on our website





Main Takeaways

Cancer is an important health issue facing your county

There are proven ways to prevent cancer & find it early You can avoid risk factors and get screened

Iowa has a strong Cancer Plan, resources, & organizations to help fight cancer

Policy changes at the local and state levels can have a huge impact!

Please communicate your concerns & needs with your state representatives and local policymakers

And let us know how we can help!



These slides will be posted

These slides will be posted to the Iowa Cancer Registry website:

https://shri.public-health.uiowa.edu/cancer-data/cancer-in-iowa-99-counties-project/



If you have questions, please email us at ICR-99countiesproject@uiowa.edu

Cancer in Iowa: 99 Counties Project Resource Guide

- Organizations and programs we presented today
- IHHS Programs
 - Tobacco Use Prevention and Control
 - Immunization Program
 - The Hepatitis Program
 - Iowa Private Well Grants
 Program
 - Radon

- Iowa Rural Health Association
- Agricultural Health Study
- Environmental Exposures and Health Risks Fact Sheets
- Center for Health Effects of Environmental Contamination

And more!



Environmental Exposures and Health Risks Fact Sheets

These facts sheets include information on

- Cancer and non-cancer health risks for each environmental exposure
- How the exposures are regulated
- What you can do to limit your exposure

Environmental Health Fact Sheets

- Arsenic
- Atrazine
- Glyphoste
- Nitrate
- Radon



NEW Environmental Exposures & Health Risks Fact Sheets







The University of Iowa Center for Health Effects of Environmental Contamination (CHEEC) supports and conducts research to identify, measure and study adverse health outcomes related to exposure to environmental toxins. CHEEC was established through the 1987 Iowa Groundwater Protection Act and has focused its efforts to date mainly on drinking water contaminants.

For questions about environmental contaminants, please contact Dr. Cwiertny at the email address below.



David Cwiertny
Director of CHEEC



Iowa Private Well Grants Program Iowa Health & Human Services

Iowa's <u>Private Well Grants Program</u> (PWG) provides free water testing to all private well owners and users for the analytes listed below. The Iowa DNR recommends that all private well owners have their water tested at least annually.

Follow the steps outlined on the Iowa DNR website.



To get your private well tested, please contact your local county health department.

County Health Department - contact list (click here)

- <u>Bacteria/coliform</u> (annually)
- <u>E.coli/fecal coliform</u> (annually)
- Nitrate (annually)
- Arsenic (every 3 years)
- Manganese (every 3 years)
- <u>PFAS</u> (requires pre-approval from the DNR)

Cerro Gordo County Resources

Immunization Clinic Resources

HPV and Hepatitis B vaccine available

Call at 421-9300 or make an appointment online using the following link:

https://app.10to8.com/book/c ghealth/select-staff-andlocation-ifneeded/?service=1581044&pre vent-change-service=true

Private Well Testing

Private well testing for multiple contaminants

Call JD at 421-9318

Substance Use Prevention

Interested in substance use prevention work?

Join our coalition the North Iowa Addiction Prevention Alliance

Call Penny at 421-9329 for more information

Cerro Gordo County Resources Cont.

Breast and Cervical Cancer Screening

Breast & Cervical Cancer Screening for under or uninsured

Call Penny at 421-9315

Quitline lowa

Live Tobacco-Free with Free medication, coaching & more

For help to quit tobacco use https://quitlineiowa.org/en-us/ or 1-800-quit now

Radon Testing Services

- Radon testing short term test kits available for purchase- \$8
 - Address: 2570 4th St. SW, in Mason City (next door to Hobby Lobby)
- Continuous monitor testing
 - Call Tim at 421-9308



Thank you!

→ https://shri.public-health.uiowa.edu/

Email questions here: ICR-99countiesproject@uiowa.edu