



American Cancer Society Cancer Prevention Study-3 (CPS-3)

Presented by
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for
Essex County Cancer Coalition
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“Everyone knows that cigarette smoking causes lung cancer. Few realize that it took three years, 22,000 volunteers, and 188,000 study participants to prove it.”

Meghan Murphy, The Greeley Tribune; 2007

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Cancer Prevention Studies (CPS)

For nearly 60 years, the American Cancer Society has conducted some of the world's largest cohort studies to understand how cancer develops in a population, identify the causes of cancer and ultimately, learn how to prevent it.

	<u>Hammond-Horn</u>	<u>CPS-I</u>	<u>CPS-II</u>	<u>CPS-3</u>
Years	1952-55	1959-72	1982-	2006-
Participants	188,000	1,000,000	1,200,000	300,000
Sex	Men	Both	Both	Both
Volunteers	22,000	68,000	77,000	25,000
States	9	25	50	32
Cancer endpoints	Mortality	Mortality	Mortality & incidence	Mortality & incidence
Research Emphases	Smoking	Smoking, obesity	Multiple	Multiple

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CPS Major Contributions to Public Health

Smoking

Obesity, nutrition, and physical activity

Other areas

Goals: OPERATIONAL

- Enroll a diverse group of **at least 300,000** men and women aged 30-65 years with no prior history of cancer, **by December 2013**
- At least 25% racial/ethnic minority participation
- Geographic diversity
- Blood specimens at enrollment

SCIENTIFIC

- Examine a wide spectrum of lifestyle, behavioral, environmental, and genetic factors in relation cancer risk and mortality
- Study gene x environment interactions in cancer risk and mortality
- Identify and/or validate early markers of disease

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CPS-3: 15,000 people by 12/2013

How?

- Previously, focused CPS-3 enrollment at Relay for Life
 - Continue enrollment at select RFL events and also utilize a
- **System base approach**
 - Worksite, Healthcare and or Community Systems

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System's Approach

- OCCP, direction from CDC focus on policy, **system** and environmental change
- Our approach to increasing enrollment in CPS3 will be to partner with the **systems** around us
- These systems include
 - our **communities, worksites, and health care systems**
 - Not to make policy changes, but *to be a part of the change*
 - CPS3 will tell us a lot more about lifestyles, behavior and cancer

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System's Approach

- Identify **systems** with at least 750 employees, (participants, members, etc) that could meet the criteria for enrollment
 - Hospitals
 - Worksites
 - Community—YMCA's, houses of worship
- Enrollment Type
 - Open: open to public
 - Closed: only for employees

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Host Corporate Partner's Role

- Provide space for individuals to enroll (large auditorium, conference center, atrium, etc.)
- Promotion to employees and constituents (templates provided by ACS)
 - E-communication
 - Leadership meetings
 - Team meetings
 - Newsletters, etc.
 - Bill stuffers
- Allowing employees time to enroll (preferably)
- Assist with day-of volunteers (if possible)

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American Cancer Society's Role

- Provide all study materials, including:
 - Promotional materials and templates (brochures, fliers, posters, etc.)
 - All surveys, consent forms, and day-of enrollment needs
- Onsite training and oversight
 - A member of the Epidemiology Research Program will be onsite during enrollment and will oversee all logistics and training of day-of volunteers
- Create appointment scheduling website
- Manage all direct communication with study participants after the initial enrollment
- Work with ACS partner on community-wide promotion (if choosing open model)

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Costs, Benefits to the Host Site

Costs

- No direct costs
- Staff time costs for the “lead” and other enrollment volunteers (3-4 total)
- Staff time to enroll (if employees permitted to enroll while at work)

Benefits

- Involvement, company morale
- Media opportunities

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Essex County and CPS-3

- Newark Health Cancer Committee Initiative
 - AKA Newark Cancer Initiative
 - 2012 Project:
 - Identify system to host the study (Barnabas)
 - Open enrollment
 - Collaborate with other partners
 - Goal to enroll 200+ people
- Other opportunities

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CPS-3: 15,000 people by 12/2013

- Get involved: Partner with ACS to
 - Identify potential sites
 - Support & promote enrollment
- **Contact Information**
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