

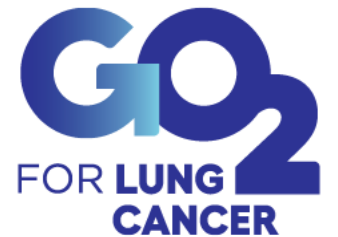


Community Advocacy for Lung Screening Programs:

The commitment of advocacy,
the power of partnerships

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FLASCO 2023





What is...

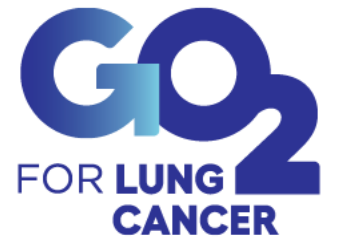
- **ADVOCACY?**

- The act or process of supporting a cause or proposal*
 - Self, individual and **systems**

- **COMMUNITY?**

- A unified body of individuals, such as the people with common interests living in a **particular area***
- **Society at large***

*Merriam-Webster



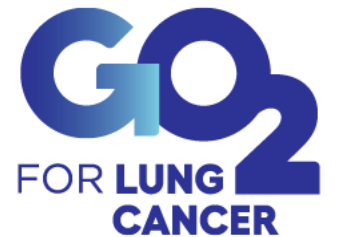


8 steps to community advocacy

- Commitment
- Identify needs
- Engage locally
- Find the right partners
- Be realistic
- Adapt, adapt, adapt
- Assess
- Leave a lasting legacy

Case in point:

Alabama Lung Cancer
Screening, Awareness
and Education
(ALCASE)
project





Commitment

- 1997: Newsletter article on PLCO
- 2006: SR 408/HR 739 introduced → LC national health priority
 - Passed in 2007
 - Enacted as Lung Cancer Mortality Reduction Act of 2008
- 2008: Lung Cancer Research Program, DOD
- 2012: Screening Centers of Excellence Network launched
- 2013: Initiated CMS request → National Coverage Analysis
- 2014: MedCAC presentation, formal comments
- 2018: Reignited coalition → USPSTF recommendations
- 2021: Formal comments → Medicare cover expanded eligibility





Why Alabama?

- Relationships and projects in other “tobacco belt” states
- Importantly, high:
 - Smoking rates
 - Lung cancer incidence and mortality
 - Black/African American populations
 - Rural, under-resourced areas with older populations

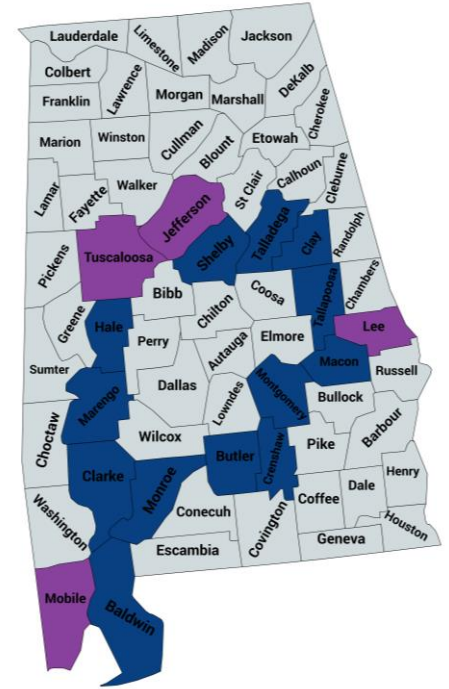


Identify needs

- 2017 planning grant (BMSF)
 - Research to:
 - Learn about the state
 - Understand the cancer landscape
 - Identify organizations of interest
 - Needs assessment
 - Interviewed key stakeholder beyond lung cancer
 - Developed and conducted survey
 - People affected by lung cancer
 - Healthcare professionals (at risk or dx)

Engage locally

- Alabama visit
- Focus groups
 - DCH Regional in Tuscaloosa
 - ACS in Mobile (with 2 staff from USA Mitchell)
 - Eastern Alabama Medical Center in Opelika
 - University of Alabama at Birmingham
- Results not surprising but...screening screening screening





Find the right partners

- August 2017
 - Focus groups
 - Now what?
 - September 2017
 - International Cancer Education Conference, ICEC
 - Claudia Hardy, MPH from UAB's Office of Community Outreach & Engagement
 - *Developing a Community-based Action Plan for Cancer Prevention through the Utilization of a Community Health Advisors Model in the Deep South*
- CHAs are natural community leaders
 - Under the UAB model, they
 - Receive a stipend
 - Are supervised by County Coordinators, who are paid part-time employees of UAB



Find the right partners

- Hired Kathy Levy
 - Has lived in Butler AL most of her life
 - Long-time community advocate
 - County Coordinator at the time
 - Trusted as the “cancer lady”
 - Well-known and connected



Be realistic

- 6 rural counties and Jefferson
- Goals
 - Recruit additional CHAs, add lung cancer to training (178)
 - 250 screened
 - Expansion of Screening Centers of Excellence
 - At ALCASE start there was 1, goal was to add 4
- Included
 - Transportation funds
 - Incentives for screening centers
 - Scan costs for un/underinsured
 - Survey (by phone)



Adapt, adapt, adapt

- Transportation assistance switch
- Lost contacts (even before 2020)
 - ADPH/Quitline data
- PCP/communication challenges
 - Limited pcp outreach
 - Dear Doctor letter
- Pandemic
 - Shutdowns
 - Retirements
 - Pivots
- USPSTF changes/insurance issues



2023-09-08 10:10 AM
Birmingham, AL 35203

GO2
FOR LUNG
CANCER

Dear Doctor,

I am here today to ask you to give me a referral for lung cancer screening. I found out about screening with a low-dose CT scan through the ALCASE project.

I can be screened because I:

- Am 55 years of age or older
- Smoke or smoked enough cigarettes to have at least a 30 "pack year" history. "Pack years" is the number of packs smoked a day times the number of years, for instance:
 - o 1 pack smoked a day for 30 years
 - o 2 packs a day for 15 years
 - o Or any amount of smoking that adds up to at least a 30 "pack year."
- Either still smoke or quit 15 years ago or less

I plan to get my screening here: _____ See the back of this sheet to find out if I need a referral form, and how you can get it for that center.

Lung cancer screening is covered by most private insurance and Medicare. You can bill today's visit under 60296 (Consulting visit to discuss the need for lung cancer screening (LDCT) using low dose CT scan).

On the referral, you should order 60297 (Low dose CT scan (LDCT) for lung cancer screening).

Thank you.

The Alabama Lung Cancer Awareness, Screening and Education (ALCASE) project is a collaboration between OSD Foundation for Lung Cancer, a former patient advocacy and support organization, and the O'Neal Cancer Center at the University of Birmingham.

If you have questions or would like to learn more about the ALCASE project or lung screening, please contact Kelly Lutz, ALCASE Coordinator, at 205-938-0853, Kelly.Lutz@oncology.uab.edu or here to help!

Empower Everyone.
Ignore No One.



Assessment

- Ended June 2021, NCE through November 2021
- Nearly 175,000 outreached via advertisements & outreach
- 348 engaged
- 243 consented
- 67 pcp appointments
- 65 screened
- 58 gas cards
- 63 surveys



Leave a lasting legacy

- CHAs now educating on lung cancer statewide
- Currently 16 screening centers of excellence
 - 12 added through ALCASE
- Reader-friendly screening educational materials
- Enduring relationships
 - Two subsequent clinical trial projects
- Two journal articles from survey

Video: <https://vimeo.com/736594148/2f8cebb8d8>



Tara Bowman, UAB





Repeat



- CHI Memorial pilot
 - Chattanooga TN
 - Builds on existing mobile screening program
 - 17 counties in TN
 - 8 counties in GA

Second bus expected this summer...more to come!





Our thanks to

- All ALCASE participants
- The Office of Community Outreach & Engagement
- You, for your interest and attention!

Maureen Rigney, LICSW
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