



Addressing the Critical Cancer Prevention & Care of Eugene's Most Vulnerable Communities



Background

Based on our research,

1. Lane County has a **higher rate of cancer incidence and mortality** as compared to overall cancer incidence and mortality in the state of Oregon;
2. Areas of Lane County have **very low unmet healthcare needs** scores, West Eugene being among the worst-scoring;
3. Data indicates that Oregon is one of 10 states in the nation with the **highest death rate from prostate cancer** from 2015-2019.

Short & Long-Term Goals

First, identify the following:

- Existing barriers tied to social determinants of health
- Lifestyle patterns & behaviors increasing prostate cancer risk
- Quality of and equitable access to preventative services and resources
- Language barriers
- Cancer myths

Second, design, implement and evaluate authentic methods to educate this community on prostate cancer while decreasing stigma or fear associated with screening & detection practices.

Third, year-over year increase in prostate cancer screening rate.

Key Partners



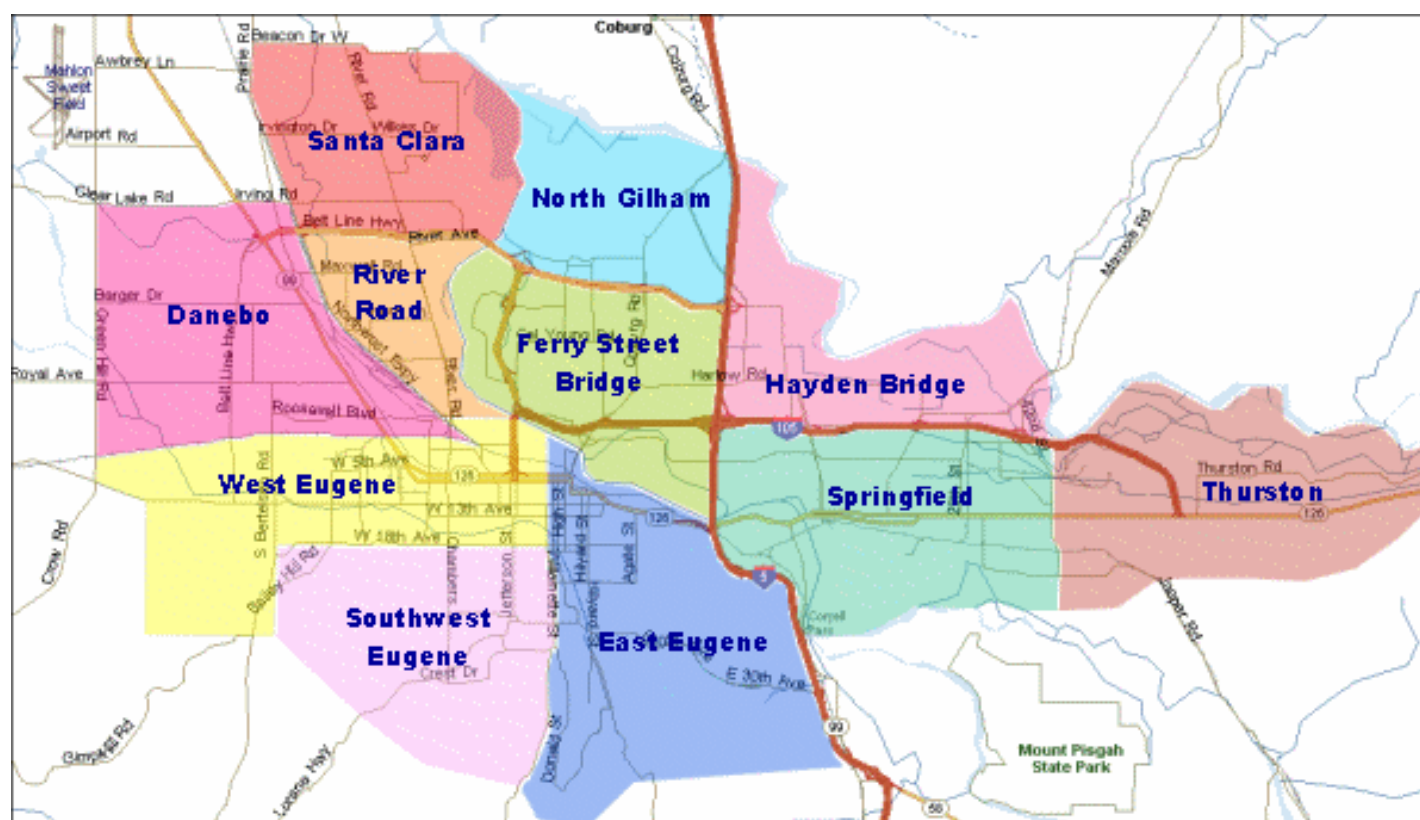
PUBLIC HEALTH
PREVENT. PROMOTE. PROTECT.



Project Design

West Eugene Population

- Approx 900 residents
- 51% male, 49% female
- 77.6% White, 9.5% Hispanic, 4.16% Black
- Proportionally more Black Indigenous People of Color (BIPOC) individuals who live primarily in the most rural parts of the area
- ↑ unemployment and poverty rates than city of Eugene overall
- ↓ education level on average versus city of Eugene overall



Workplan & Timeline

January:

Establish prostate cancer screening & incidence rate baseline

January - February:

Create partnership of local, cross-sector champions

March – May:

Work with West Eugene Champions to create shared understanding of community, narratives around cancer and barriers to care

June – August:

Develop strategic community outreach action plan

September:

Announce plan to key stakeholders, W. Eugene community

Evaluation Plan

- Hold three in-person roundtable discussions with West Eugene Champions to identify barriers to cancer awareness, screening and care
- Review findings from roundtables against current catalog of American Cancer Society tools and resources; determine effectiveness of tone, audience and activation strategy against new knowledge of West Eugene
- Review American Cancer Society resources with West Eugene Champions to determine where improvements are needed

Acknowledgements

A special thank you to...

The American Cancer Society's Oregon and SW Washington's Board of Directors for its determination to make cancer education, detection and patient care accessible for all Oregonians

The OHSU Knight Cancer Institute Community Partnership Program for funding this project in support of addressing local cancer-related needs.

American Cancer Society's Oregon Impact

