**Delaware Cancer Consortium**

**Cancer Risk Reduction Committee**

**July 8, 2024**

**Minutes- Approved**

**Hybrid Meeting**



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| Members |  |
| **Members** |  |
| Participated | Deb Brown, American Lung Association |
|  | Renee Quarterman MD, Delaware Breast Care |
| Participated | Lt Governor Bethany Hall-Long Ph.D., RNC, University of Delaware |
| Participated | Nicole Pickles, Cancer Support Community Delaware |
| Participated | Janet Teixeira, Cancer Care Connection |
|  | Amanda Perdue, Delaware Breast Cancer Coalition |
|  | Yinka Isichei, American Heart Association |
| Participated | Wade Jones, Alternative Resolution Consulting Group |
| Participated | Lance Kilpatrick, American Cancer Society |
|  | Kimberly Rogers, PCP, RestoreMD LLC |
| Participated | Meredith Phillips-Woodard, Nanticoke Health Services |
| Participated | Michael Herman, Speaking on Cancer Patient Advocacy |
| Participated | Wendell Covell, JFS Delaware |
| **Staff** |  |
| Participated | Shebra Hall, Delaware Division of Public Health |
| Participated | Lisa Moore, Delaware Division of Public Health |
| Participated | Lauren Butscher, Delaware Division of Public Health |
| Participated | Sarah Cattie, Delaware Division of Public Health |
| Participated | Helen Arthur, Delaware Division of Public Health |
| **Guests** |  |
|  |  |
| Participated | Michael Cordrey, Aloysius Butler and Clark |
| Participated | Greg O’Neil, Christiana Care |
| Participated | Awele Maduka, Delaware Division of Public Health |
| Participated | Ahlora Thomas-Lyons |
| Participated | Sariaya Culley, Delaware Division of Public Health |
| Participated | Jo Wardell, Delaware Quitline |

**Welcome/Review/Approval of Minutes**

**Review/Approval of Minutes**

Co-Chair Deborah Brown began the meeting around 10:00 am. All participating members voted on motion to approve the January 8, 2024 minutes as written.

**Policy Updates**

Ms. Deb Brown, American Lung Association (ALA), let the committee know that the legislative session ended on June 30th, and concluded the 152nd session. The DelawareHealth Fund recommendations for the final FY 25 budget show that there's level funding for the tobacco prevention programs. However, if you look at the overall tobacco control comprehensive tobacco control program, there's a slight increase and the budget did pass both chambers on June 20th. Ms. Brown mentioned the committee has been talking about Senate Bill 84, which was for cigar tax. The Bill proposed to lower the cigar tax from 30% to 20%. Ms. Brown shared that this Bill died in the Senate Executive Committee, and it is expected to be reintroduced next year. They've been seeing a lot of similar Bills in other States and the cigar industry will continue to do their job sharing that these products are for adult use only and are only used occasionally. Ms. Brown mentioned we want to make sure we continue to message that they are tobacco products, and that they carry the same risk as cigarettes, and no amount of tobacco exposure, or use is safe. Ms. Brown also shared that House Bill 388, which was an Amendment to the Clean Indoor Air Act, was introduced so that it could primarily address hookah bars, as they seem to be operating under the vape establishment provision. There currently is no mechanism in place that gives state agencies the ability to verify the 80% of sales that come from electronic smoking devices, such as a hookah. Ms. Brown shared they are looking at a variety of avenues to address this issue rather than opening up the Clean Indoor Air Act. If that was to be done, it would put some of the strong provisions Delaware has, and which has made us a leader, at risk. As of the end of this session, the Bill currently is dead.

Ms. Brown mentioned that tobacco control partners are continuing to hold discussions about potential initiatives for the coming session, which includes tax with a potential increase and moving e-cigarettes to percentage of wholesale versus weight base, which is how it is now, and potentially addressing retailer issues like proximity to schools, density, and pharmacies, and looking at how tobacco is sold in Delaware.

Ms. Brown shared that, nationally, there are a host of tobacco related issues with the FDA. There is a lot going on as far as the approval of products, missed deadlines, seizing illegal tobacco products, and more. There are also concerns regarding other Bills that are environmentally focused and there are some things happening right now that are not good. This is mentioned because there is evidence that particle pollution increases the risk of the lung cancer, and we want to make sure that we're looking at all angles of the lung cancer.

Ms. Brown also mentioned the FY 25 spending bill, stating that right now there are some problematic pieces to this, and she wanted to make sure that the committee is aware. She mentioned if anyone on the committee gets a chance to talk with any federally elected officials, that they might do so, and Ms. Brown can provide talking points. There are 2 subcommittees that fund CDC, the National Institutes of Health and the EPA. Ms. Brown informed the committee that they met in the last few weeks to advance their FY 25 spending budget. Unfortunately, the Bills that have been posed would dramatically cut funding for CDC and the EPA, which jeopardizes public health and safety. Ms. Brown provided a summary of the bill, stating that CDC's budget would be cut by 22% and the Bill would eliminate the Office on Smoking and Health and the Climate and Health Program. The NIH budget was level funded, but the bill proposes to reorganize the NIH, and that means eliminating or consolidating 27 institutes into 15. Among those institutes are The National Heart, Lung, and Blood Institute, The National Institute of Minority Health and Health Disparities, and The National Institute on Environmental Health. The EPA’s budget would be cut by 20%, dramatically reducing the ability of the agency to provide clean air and really roll back some the of clean air policies. Both Bills are headed to the next step, which is consideration in the full Appropriations Committee, which happens this week (the week of July 8th).

**Lieutenant Governor’s Challenge Update**

Lt. Governor Hall-Long shared that the Lieutenant Governor's Challenge incorporates cancer risk reduction education around systems, environment, preventative services, and healthcare. Lt. Governor Hall-Long mentioned that there were many applicants this year. She agreed with Ms. Brown around trying to do prevention and outreach, as legislation sometimes is successful and sometimes not. Lt. Governor Hall-Long highlighted the challenge of not being able to solve all problems in government and the importance of working with organizations. The Lt. Governor’s Challenge offers the chance to highlight these organizations.

Ms. Lauren Butscher, Division of Public Health, DPH let the committee know that 65 nominations were received this year, which is the most nominations submitted to date. Three winners received the Delaware Wellness Hero Award, which honors awardees that have shown the highest degree and most comprehensive PSE changes. These winners were Hope on Deck, Bayhealth, and ChristianaCare Family Medicine Residency Program. Winners of the Delaware Health Leader Award were commended for taking significant steps to improve the overall health of their community. These winners were W.B. Simpson Elementary School, City of Wilmington, and Rain Vasey, leader of Soulful Arts Workshops for Teens and Young Adults. Additionally, two new categories of winners were awarded this year, Circle of Excellence and Community Spotlight Recognition, which allowed for 13 additional organizations to be recognized. A total of 19 winners were honored at an award ceremony on May 29th at Providence Creek Academy, who was a winner of the Lt. Governor’s Challenge last year.

Ms. Brown asked Ms. Butscher when the next application process will begin. Ms. Butscher let the committee know that the application process is currently on hold. She will let the committee know when the next application period is open, and applications are available.

**PANO/Advancing Healthy Lifestyles Update**

Ms. Butscher provided an update to the committee on the Physical Activity, Nutrition, and Obesity Prevention (PANO) Program and the Advancing Healthy Lifestyles (AHL) Initiative. PANO provides support to the Department of Education (DOE) to implement physical fitness assessments of Delaware students. Delaware regulations require physical fitness assessments for students in grades 4,7,9, and 10. DOE has contracted with WelNet as their vendor who provides the Focused Fitness software as a physical education resource, curriculum, and fitness assessment tool. Schools are required to implement four fitness components: cardiovascular endurance, flexibility, muscular strength, and muscular endurance. Assessments include push-ups, sit-ups, trunk-lift, sit and reach, PACER test and Mile Run/Walk. The DOE has been putting a lot of effort into increasing reporting and compliance rates. For the 2023-2024 school year, all but one of the 19 school districts were compliant, with 100% of schools entering data, and 86% of Charter Schools reported data. These reporting and compliance rates have increased from last school year. PANO will be providing additional support to the DOE for the 2024-2025 school year to hire a contractor who will provide one-on-one support and technical assistance to Delaware educators in hopes to identify and address barriers to implementing and reporting on the assessment and increase compliance rates.

Ms. Butscher shared that PANO continues to provide technical assistance and resources to Delaware’s professional Society for Health and Physical Educators (SHAPE DE), which makes up the professional workforce of health, physical activity, and physical education teachers throughout Delaware. PANO provides administrative support and technical assistance for SHAPE DE’s Annual Convention, which is a full day of professional development where health and physical educators receive content specific training from subject matter experts. The 2024 Convention is scheduled for September 10 and planning is already underway. All health and physical educators in Delaware will be invited to attend for a day of professional development.

PANO hosted the second annual Advancing Healthy Lifestyles Conference on June 6, 2024 from 8am-4pm at Delaware State University in the Martin Luther King Jr Conference Center. This year’s theme was engaging communities to live healthy lifestyles. Over 200 individuals were in attendance. DPH Director Steven Blessing along with Lieutenant Governor Hall provided brief welcome remarks at the opening. The morning started with recurring breakout sessions around building trust and community outreach, emotional fitness and wellbeing, and changing mindsets around healthy lifestyle behaviors. Keynote speaker, six-time Olympic champion Jackie Joyner Kersee, gave an inspiring address during the luncheon. Following the luncheon, there was an inspiring afternoon overcomer’s panel where three individuals shared their personal stories on overcoming individual, systemic, and environmental barriers to achieving a healthy lifestyle. There were 20 vendors present to share resources and services around healthy lifestyles across the state. At the Conference, attendees were encouraged to join the AHL Coalition to continue these conversations and collaboration throughout the year, and the Coalition gained 10 new members as a result of the Conference. They are looking forward to next year’s conference which will be held in June 2025.

Ms. Butscher provided an update on the Advancing Healthy Lifestyles Coalition. The Coalition is continuing to grow and currently has 59 active members. Members have established 7 committees that continue to meet to identify priorities and action steps as the Coalition continues to develop. The Coalition seeks to bring together organizations and serve as a resource repository, knowledge sharing, and networking vehicle around obesity and chronic disease prevention. The full Coalition meets quarterly in September, December, March, and in June at the annual conference. The Coalition is hosting a healthy lifestyles night at the Blue Rocks on July 11th. The night will be an opportunity for Coalition members to network and connect with their families and community members. Three Coalition members have the opportunity to vendor to share healthy lifestyle resources and services and PA announcements encouraging healthy lifestyles will be read throughout the game.

Ms. Butscher shared that programming for FY24 under the Advancing Healthy Lifestyles Initiative is complete. For component A, coordinated school health and wellness, PANO continued our partnership with the Boys and Girls Club to implement the Triple Play program in 9 school-based sites. Triple Play is a healthy lifestyle program that aims to improve students’ knowledge of healthy habits related to nutrition and physical fitness. Since 2022, 63 cohorts of Triple Play have been implemented at 24 different sites across the state. A total of 2,621 youth have participated in Triple Play. This year, we are looking to implement the AHL school-based work in a new capacity and strengthen our partnerships with the DOE and school districts statewide by providing technical assistance and support for schools to implement policy, systems, and environmental change strategies related to healthy lifestyles. For component B, community capacity building, PANO continued to support four primary community partners implementing healthy lifestyle interventions. Ms. Butscher provided a recap of the accomplishments the partners have made this year. The American Lung Association partnered with the Nemours Community Health Education Team to train team members and conduct Open Airways for Schools and Kickin’ Asthma in the community. They also hosted asthma awareness and education events at local schools and community centers. The University of Delaware Cooperative Extension provided 360 pounds of fruits and vegetables to corner stores participating in their Farm to Store program and helped facilitate relationships between local farmers and store owners. 63 students from the Charlton School participated in Delaware State University’s Adaptive Physical Activity Program and 25 students participated in a lunch-and-learn program. Both programs were aimed at increasing healthy eating and physical activity among students with disabilities. Finally, the Delaware State University Summer Youth Program offers a free, half-day summer camp focused on increasing access to opportunities for physical activity and healthy eating for youth ages 6 to 12. They had 39 youth participate in Summer of 2023 and anticipate 40 participants in summer 2024. Ms. Butscher shared that, as this was their final year working with these identified partners, much of this year’s work was aimed at sustainability of their initiatives and programs.

PANO also completed its second round of the AHL mini-grant program, and 7 organizations were awarded funding. Between September and May, grant awardees implemented programs and PSE interventions to increase physical activity, healthy eating, and chronic disease prevention among the community. Activities included walking clubs, community gardens and farming, cooking, nutrition, and healthy eating classes, and anti-tobacco use programming. Ms. Butscher shared that next year’s community-capacity building component will be focused on continuing and expanding the AHL mini-grant program. Applications for the 2023-2024 mini-grant program will be open in the late summer or early fall.

For worksite wellness, PANO conducted formative research across three executive branch agencies, DPH, the Division of Social Services, and the Department of Corrections, to learn more about current workplace wellness offerings, employee engagement in those activities, barriers to conducting and engaging in workplace wellness, and future direction to build on existing efforts. PANO plans to continue and expand their worksite wellness efforts in FY25.

**Healthy Literacy Council**

Greg O'Neil, Director of Patient and Family Health Education at Christian Care and chair of The Health Literacy Council of Delaware, spoke to the council about health literacy in Delaware. Mr. O’Neil shared that he participated at the Advancing Healthy Lifestyles Conference. He highlighted the significant portion of the state's population that struggles with basic health information and the need for improved communication with patients. Dr. Awe Maduka asked Mr. O’Neil whether the literacy issues were language-specific or not, and Mr. O’Neil clarified that while the data collected was focused on English speaking, language was an additional complication and a barrier to information access. He suggested that providing information in preferred languages could help address this issue.

Mr. O’Neil discussed the development of a health literacy council in Delaware, aimed at improving communication and best practices for health information dissemination. The council, comprising various stakeholders, aims to unify efforts across health systems and community organizations. Mr. O’Neil also highlighted the importance of addressing social determinants of health and the need to consider how people interact with health information in various contexts. He emphasized the necessity of curating content and information to meet people where they are, considering their digital and non-digital experiences. Mr. O’Neil also praised some of the work being done, particularly in cancer-related content, and suggested areas for potential improvement. He emphasized the importance of health literacy and plain language communication in healthcare. He discussed the potential negative impact of 'volume overload' for individuals with low health literacy and stressed the need to avoid using medical jargon and complex formatting. He highlighted the significance of real-world testing and the use of relatable, simple language and imagery. Mr. O’Neil also suggested the use of storytelling and the 'teach back' method as effective health literacy practices. He urged the committee to be innovative and creative in their approach to engaging with their audience. Mr. O’Neil presented on the importance of using plain language and being inclusive in healthcare communication. He emphasized the need for empowering people to ask questions and ensuring that messaging is accessible to all, including those with low health literacy. Dr. Maduka mentioned balancing inclusivity with the need to provide accurate health information. Helen Arthur, DPH, stated that she has CDC resources they can utilize that talk about health literacy and how to do this more effectively and inclusively. She shared they have been taking recommendations from their CDC project officers and marketing vendors to ensure they are being inclusive with their language. Mr. O’Neil suggested focusing on the goal of the communication, which is to connect people to the screening process, and using diverse imagery to make the assets inviting. Lance Kilpatrick, ACS CAN, expressed concern that community members may have difficulty understanding the term "screening nurse navigator.” Mr. O’Neil agreed that those in the health care field are used to the language used to describe health, but others may not understand. He advised using plain language and avoiding technical jargon.

See Presentation

**PANO and Tobacco Marketing Campaigns**

Mike Cordrey, Aloysius Butler and Clark, AB&C presented on new and upcoming PANO and the Tobacco Prevention and Control Program’s social marketing campaigns. He mentioned it is a great segway from Mr. O’Neil’s presentation as they are always trying to simplify messaging. He shared how their marketing efforts segment audiences and tailor messages for specific audiences, and they do not take a one size fits all approach. This helps to accomplish that targeting and culturally competent language in a campaign.

Mr. Cordrey presented the development and strategy of the "Advancing Healthy Lifestyles" campaign. He emphasized the campaign's focus on how personal choices and small lifestyle changes impact physical and mental health, with a modular approach to messaging and segmented audience targeting. The campaign, featuring the concept of "Trade Up for Health," will utilize various media channels, including traditional, digital, and social media, as well as partnerships and public relations. The campaign's messaging will be tailored to specific audiences. The general campaign will go out through mass media and will reach all Delawareans regardless of age, gender, or socioeconomic background. Other tactics will be used to target families and parents and those who play a role in shaping children’s habits. Mr. Cordrey shared that focus groups were held to test three campaign concepts, which led to significant refinements, particularly in the use of the term "obesity" as a public health term. The overall message of the campaign is that small changes can have a big benefit.

Mr. Cordrey then presented the comprehensive vape counter-marketing campaign that had been developed with Sarah Cattie and Lisa Moore from the Tobacco Prevention and Control Program. Utilizing the stages of change theory, the campaign aimed to curb the initiation of tobacco and other emerging products among Delawareans and increase quitting and quit attempts. The campaign aims to move people along the stages of change. Mr. Cordrey shared that the Vape campaign fits under goal one and two, prevent the initiation of tobacco and emerging products among Delawareans, and an increased quitting and quit attempts among Delawareans who use tobacco products, of the Five-Year Plan for Tobacco-Free Delaware. The strategy involved targeting educators, parents, and youth, with specific messages and resources tailored to each group. Mr. Cordrey shared examples of various tools used, such as digital tool kits, posters, and social media resources, along with details of their distribution and impact. For educators and schools, the campaign drives to vapefreede.org and highlights digital tool kits for educators. For parents, the campaign includes educational information for parents around vaping, including types of vapes and ways their child may be communicating about vaping through texting and emojis. The campaign targets youth through digital social media and “street videos” with youth. Mr. Cordrey highlighted the importance of the grassroots, outreach approach to get on the ground and engage with the target audience. He provided an example for a t-shirt design contest at the Wilmington Blue Rocks Impact Night, where they received a couple hundred design submissions. Mr. Cordrey shared that the campaign was well received, with 4.6 million impressions and a strong view-through rate on YouTube.

**Sharing Time**

Deb Brown introduced Michael Herman, founder of Speaking on Cancer Patient Advocacy, who is a new member of the Cancer Risk Reduction Committee. Mr. Herman introduced himself, sharing his personal experience with multiple myeloma, as well as the work of his co-founded nonprofit, Speaking on Cancer Advocacy, which aims to advocate for a cancer-free tomorrow. Mr. Herman discussed the need to educate individuals, particularly high school students, about cancer prevention and self-advocacy, and incorporating this type of education into the standard high school curriculum.

Lance Kilpatrick shared with the Committee that Representative Bolden and Senator Hoffner saw through legislation HB302 that creates free annual prostate screening, specifically targeting those with first degree relatives who have had cancer and the African American male community. Lance shared that he may reach out to the Committee as ACS CAN is looking to do public outreach and education around the legislation as it gets enacted to highlight the new opportunity for community members do get tested and screened.

Helen Arthur shared that Rosemary Doughten, who had been with the Health Promotion and Disease Prevention Section for DPH for 13 years, is retiring and will no longer be around to support the Delaware Cancer Consortium. She advised the Committee that Jade Nagyiski will be taking over administrative responsibilities along with herself and Dawn Hollinger.

**Public Comment**

There was no public comment.

**Adjournment**

**Attachments**

Meeting documentation is available on the DCC website (www.healthydelaware.org) or by contacting Elaine Goodman (Elaine.Goodman@delaware.gov or 302-744-1010).

**Future Meeting (s)**

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| Next Meeting:Monday, October 14, 2024 – Hybrid | 2025 Meetings:January 2025April 2025July 2025October 2025 |