



CANCER PREVENTION & RESEARCH
INSTITUTE OF TEXAS

WELCOME

VI
INNOVATIONS
In Cancer Prevention and Research Conference



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Reaching Rural Communities Discussion

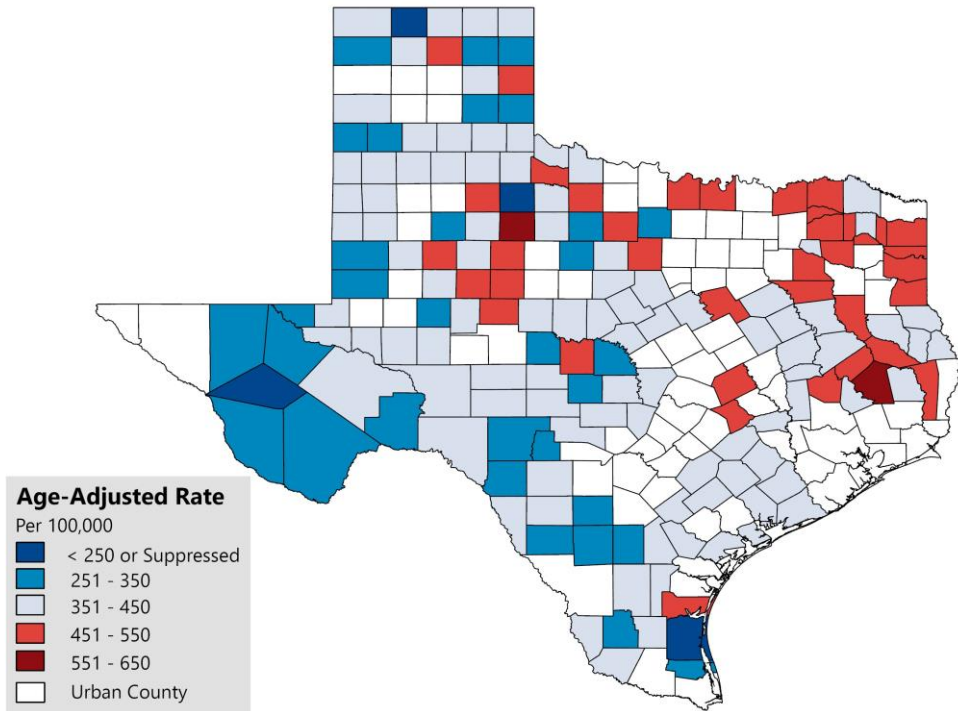
Alva Ferdinand, DrPH, JD and Carlton Allen, MS, CHW, MCHES®



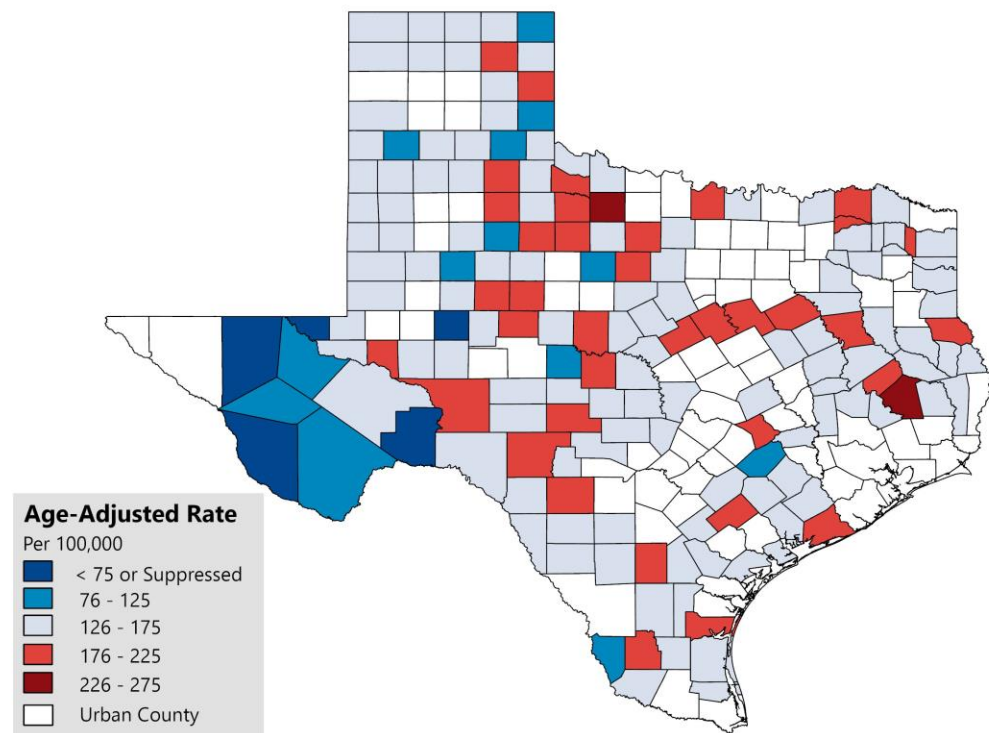
**WHAT'S
RURAL?**

RURAL COUNTIES

**Invasive Cancer Incidence in Texas Rural Counties,
All Sites, 2016-2020**



**Cancer Mortality in Texas Rural Counties, All Sites,
2016-2020**



*Rates are per 100,000 and age-adjusted to the 2000 U.S. Standard Population (19 age groups – Census P25-1130).

Prepared by: Texas Cancer Registry, Cancer Epidemiology and Surveillance Branch, Texas Department of State Health Services, July 2023.

RURAL CANCER CONTROL

Evidence has shown that rural communities in the US face disadvantages compared with urban areas.



Reaching Out

STRATEGIES

- Culturally adapting to needs
- Community-based participatory research
- Community Outreach vs. Engagement
- Sustainability



Insert Dr. F's Slides Here

Body Text



Discussion Time

References

- Texas Cancer Registry (www.dshs.texas.gov/tcr) SEER*Stat Database, 1995-2019 Incidence, Texas statewide, 2021 Submission, cutoff 10/03/2021. Texas Department of State Health Services, Cancer Epidemiology and Surveillance Branch, created June 2022
- Texas Cancer Registry (www.dshs.texas.gov/tcr) SEER*Stat Database, 1990-2019 Mortality, Texas statewide, Texas Department of State Health Services, Cancer Epidemiology and Surveillance Branch, created February 2022
- <https://cancercontrol.cancer.gov/hdhe/research-emphasis/underserved-areas>
- Ko, L.K., Vu, T., Bishop, S. et al. Implementation studio: implementation support program to build the capacity of rural community health educators serving immigrant communities to implement evidence-based cancer prevention and control interventions. Cancer Causes Control (2023). <https://doi.org/10.1007/s10552-023-01743-6>





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THANK YOU

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