

# Utah Comprehensive Cancer Control Plan 2006-2011 Midpoint Review



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For a list of data sources, please refer to page 47.

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# UCAN

The mission of the UCAN is to reduce cancer incidence and mortality in Utah through collaborative efforts that provide services and programs directed toward comprehensive cancer prevention and control. It is the hope of the UCAN that through a collaborative effort, the plan's goals and objectives will be achieved, and the burden of cancer among Utahns will be reduced. These efforts are considered high priority activities that encompass the spectrum of cancer care including Prevention, Early Detection, Treatment, and Quality of Life.

## Mission Statement



**u**can  
**do something**  
**about cancer**

Utah Cancer Action Network

# The Burden of Cancer in Utah

In July 2006, the Utah Cancer Action Network (UCAN) and the Utah Department of Health (UDOH) released the Utah Comprehensive Cancer Control Plan 2006-2011. The plan was developed through a collaboration of public health officials, healthcare professionals, community groups, and individuals who share as a common goal reducing the burden of cancer in our state. Members of this partnership gathered for a two-day session in the fall of 2005 to review previous accomplishments and set the direction for the next five years (2006-2011).

This document is a mid-point review of the goals set out in the Utah Comprehensive Cancer Control Plan for years 2006-2011 and the accomplishments of UCAN and its partners to date. It contains the objectives from the 2006-2011 plan and what has been done to achieve those objectives, as well as updated Utah cancer statistics and Utah's Healthy People 2010 goals. Recommendations for future direction are included in the final section of this document.

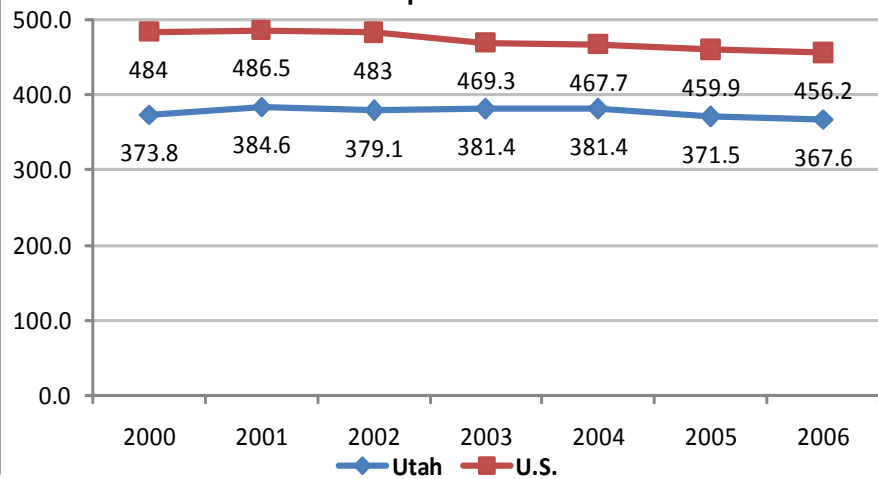
Where possible, Utah's Healthy People 2010 goals (referred to as "targets") have been included to better evaluate progress made in Utah.

When a Utah Healthy People 2010 goal was not available, the most current United States (U.S.) rate was used for comparison.

Overall, the all site cancer mortality rate has remained fairly constant since 1980.<sup>10,11</sup>

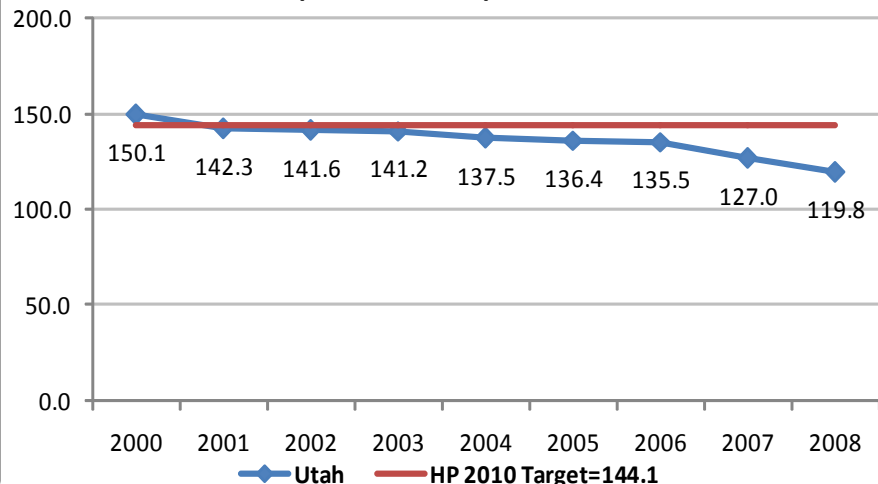
In 2003, the incidence rate in Utah for all cancers was 381.4 per 100,000 population according to the Utah Cancer Registry. In

**Utah & U.S. Cancer Incidence, Age-Adjusted per 100,000 Population**



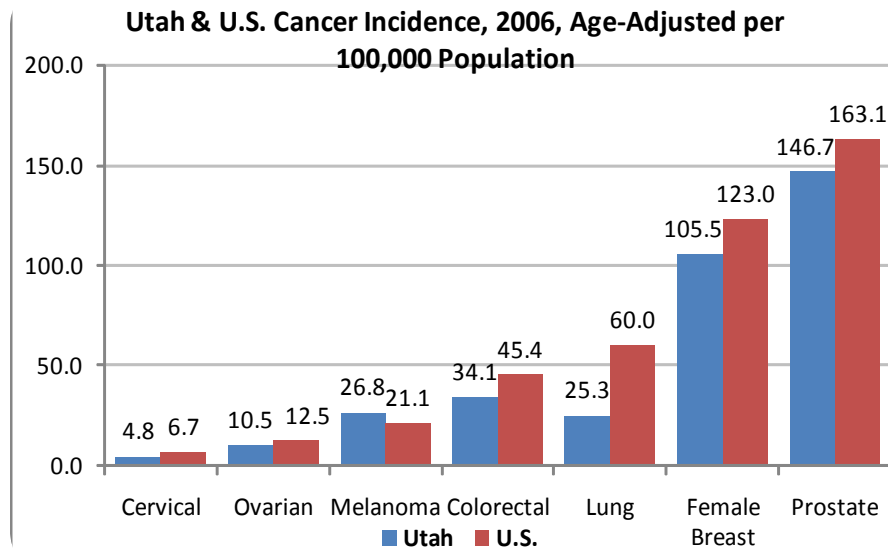
Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

**Utah Cancer Mortality & HP 2010 Target, Age-Adjusted per 100,000 Population**



Data Sources: Utah Data: Utah Vital Records

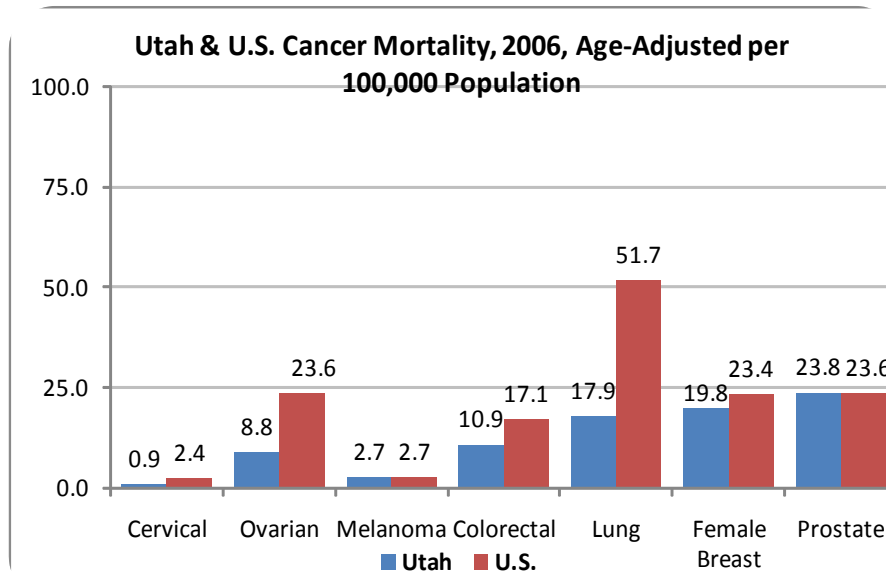
2006, this number decreased to 367.6 per 100,000 population. Both years were below the 2006 U.S. cancer incidence rate of 456.2 per 100,000 population.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

In 2005, the Utah mortality rate for all cancers was 136.4 per 100,000 population. By 2008, this number decreased to 119.8 per 100,000 population, which falls below the Utah Healthy People 2010 goal of 144.1 per 100,000 population.

In 2006, the Utah cancer incidence rates were lower than those of the U.S., except for melanoma. The rate of melanoma incidence was higher in Utah than the U.S.



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

In 2006, Utah cancer mortality rates were generally lower than those of the U.S. The exception to this is melanoma, which was the same as the U.S. rate, and prostate cancer, which was slightly higher than the U.S. rate.

# Executive Summary

## Advocacy and Public Policy

The advocacy workgroup became an official UCAN workgroup in July 2006. This workgroup dedicates itself to gaining legislative support for cancer related issues. Between fiscal year (FY) 2007 and FY 2009, this group has supported several pieces of legislation, with varying outcomes. Several bills have passed, and much has come even from those that did not, including a one million dollar donation from John Huntsman, Sr. for Human Papilloma Virus (HPV) vaccines.

In addition to supporting legislation, the Advocacy workgroup has worked to educate legislators on specific cancer issues.

## UCAN

The Utah Cancer Action Network (UCAN) has grown from 78 members on July 1, 2006 to 112 members as of June 30, 2009.

## Nutrition & Physical Activity

Several UDOH programs focus on nutrition and physical activity because of the important role they play in the prevention and development of cancer, among other things.

Several UCAN mini-grants were awarded to UCAN-member organizations for activities focused on nutrition and physical activity.

## Environment--Radon

The environment committee became an

official UCAN committee in FY 2008. This committee focuses on educating the public on the dangers of radon and how radon levels can be reduced.

Several UCAN mini-grants were awarded to UCAN-member organizations, which were used to distribute radon kits, radon education materials, and provide classes on mobile radon resistant construction techniques.

## Tobacco

The UDOH Tobacco Prevention and Control Program focuses on tobacco-related goals and activities.

Of particular note is the Utah Indoor Clean Air Act which bans smoking in Utah worksites, private clubs and taverns. Final requirements went into effect on January 1, 2009.

In addition, multiple community-based organizations received UCAN mini-grants to fund tobacco-related activities.

## General Cancer/ Genomics

General cancer presentations were given in both English and Spanish. Activities were implemented to educate Utahns on the importance of keeping a family history, particularly a family history of cancer. Tools developed by the Genomics program at the UDOH were utilized in genomics activities.

## Breast Cancer

The Utah Cancer Control Program (UCCP) developed a very successful media program in 2005 to educate women statewide

about the free breast and cervical cancer screenings available in Utah. Materials from this campaign are still used, and the “No Excuses” brand was incorporated beginning in 2008.

The Utah Cancer Resource and Education for Women (UCREW) conducts educational seminars on breast and cervical cancer screenings, which are open to the public. UCREW also raises funds for the Needs Beyond Medicine program, which provides women with financial resources for things other than prescriptions and treatment.

The Utah Cancer Control Program was awarded a WISEWOMAN grant from the Centers for Disease Control and Prevention (CDC). This grant provides women with heart disease and diabetes screenings when they receive their breast and cervical cancer screenings through the UCCP. Women who participate in the program also receive individualized risk reduction counseling and lifestyle interventions.

Multiple UCAN-member organizations received UCAN mini-grants for activities related to the breast cancer goals and activities as described in the 2006-2011 Utah Comprehensive Cancer Control Plan.

## **Cervical Cancer**

UCREW educational sessions included information on cervical cancer screening.

The UCCP sponsored an online contest to increase awareness of cervical cancer prevention and early detection.

## **Childhood Cancer**

The Utah Cancer Survivors’ Summit included a childhood cancer track in 2007. In addition, UCAN mini-grants were awarded to support activities related to childhood cancer.

## **Colorectal Cancer**

Two media campaigns ran during FY 2007—the “Reality” campaign and the “No Excuses” campaign. A post-media survey conducted in May 2007 determined that of 500 Utah residents 50-74, 71% said they had seen, heard, or read colon cancer advertisements. The survey indicated 82% of those who saw, heard, or read the advertisements were able to correctly recall the message presented.

Several public relations and grassroots activities were conducted between July 1, 2006 and June 30, 2009. Activities included press releases, Ask the Expert events, the Super Colon event, radio interviews, and TV interviews.

Fecal Occult Blood Test (FOBT) kits were distributed through the local health departments.

The UCCP was awarded a CDC grant to fund colon cancer screenings and education. Screenings will begin in FY 2010.

## **Lung Cancer**

The UDOH Tobacco Prevention and Control Program conducts the majority of tobacco-related activities. For activities conducted and/or funded by the Comprehensive Cancer Control Program, see the “Tobacco” and “Environment—Radon” sections under “Primary Prevention.”

## **Ovarian Cancer**

The Utah Cancer Control Program hosted the first Ovarian Cancer Dialogue for Action™ in the nation for healthcare providers on May 5, 2007. Education presented at the event included epidemiology, screening, treatment, and advocacy.

Several events followed the Ovarian Cancer Dialogue for Action, including the development and release of a fact sheet for health care providers, a telehealth presentation on ovarian cancer, and the development of an educational DVD about ovarian cancer. The DVD will help healthcare providers better triage possible ovarian cancer patients.

## Prostate Cancer

Activities related to prostate cancer include a media campaign, news releases, an Ask the Expert event, and the distribution of urinal screens to men's public restrooms that promote prostate cancer awareness. A post-media survey was conducted in May 2007. Of the 504 Utah men aged 40-74 surveyed, 78% reported seeing, hearing, or reading prostate cancer advertisements. Seventy-eight percent (78%) of men who saw or heard the advertisements could correctly identify the main message.

In addition, a provider education seminar was held in FY 2007. Twenty seven Utah urologists attended. UCAN had a prominent booth at the event.

## Skin Cancer

The "Sun Guy" media campaign was developed by the UCCP and UCAN. A media survey conducted in May 2007 determined of 1,518 Utah residents between age 18 and age 74, 59% had seen or heard the skin cancer prevention commercials or ads. Of those who saw or heard the commercials or ads, 85% could correctly recall the message.

The UCCP and UCAN partnered with the Utah Department of Education to provide elementary schools and high schools with skin cancer awareness materials. Two posters were developed and distributed as a

result of this partnership.

Many local health departments and other UCAN-member organizations received UCAN mini-grants to conduct activities related to skin cancer prevention and early detection.

## Access to Quality Care

Many UCAN-member organizations received UCAN mini-grants to fund activities designed to increase access to quality care among Utah residents. Activities focused on ensuring that all cancer patients in Utah have the opportunity to receive state-of-the-art services, and reducing barriers which create disparities in access to care.

## Clinical Trials

The UCAN clinical trials committee collaborated with the Huntsman Cancer Institute to develop and implement a radio campaign to increase awareness of clinical trials.

## Quality of Life

The UCCP and UCAN worked with the Huntsman Cancer Institute (HCI) to develop a cancer resource guide for Utah cancer patients and their families.

## Survivorship

The UCCP and UCAN held a conference for healthcare providers on cancer survivorship issues in May 2007.

The UCAN Quality of Life Workgroup hosted a one-day survivorship day in FY 2008 and FY 2009. Topics were chosen to educate survivors and their families on physically, emotionally, and financially coping with cancer.

Multiple UCAN mini-grants were received by UCAN-member organizations to support various survivorship activities.

## **End of Life**

The End of Life Partnership received a UCAN mini-grant to support the development of a presentation to educate the public on palliative care and pain management.



# Advocacy and Public Policy

## Advocacy

Many of the gaps in cancer prevention, screening, treatment, quality of life, and end of life include a legislative component. In July 2006, the Utah Cancer Action Network (UCAN) Advocacy Workgroup was formed and Michael Siler, the director of government relations at the Utah chapter of the American Cancer Society, was elected Chair. This group decided to focus on areas where it could have the biggest impact.

1.1 Objective – Increase advocacy efforts of UCAN in order to decrease the burden of cancer for Utah’s citizens

### UCAN Fiscal Year (FY) 2007

- Supported bill to fund Human Papilloma Virus (HPV) vaccine education. This bill passed, awarding \$25,000 dollars to be used for HPV vaccine education.
- Supported bill to increase breast and cervical cancer screening funds. Increasing funding for breast and cervical cancer screening for underinsured and/or low-income women 50 to 64 would increase the number of cancers found early and decrease treatment costs for Medicaid and private insurance. This bill did not pass.

### UCAN FY 2008

- Supported bill to fund pilot colon cancer screening program and increase funds for breast and cervical cancer screening. Colon cancer found in a pre-cancerous state or in stage 1 by colonoscopy would greatly reduce

the incidence and mortality of colon cancer. The bill passed House and Senate unanimously, but ultimately was not funded due to budget shortfalls.

- Supported bill for “cancer screening saves lives” license plate. Funds from license plate would have supported cancer education program. The bill was not voted on before session ended.
- Advocacy Workgroup mailed the 2006-2011 Utah State Cancer Plan to each legislators’ home and for three months sent bi-monthly mailings that provided education on specific cancer issues. The mailings included fact sheets and survivor stories.

### UCAN FY 2009

- Advocacy Workgroup supported the tobacco tax increase and worked with legislators to help cancer-related programs avoid having their state funding cut. Only minimal cuts to most cancer programs occurred. The tobacco tax increase did not pass.
- UCAN members received advocacy training at the January UCAN general meeting.

### Partner’s Successes

- In FY 2007, legislation was introduced to fund HPV vaccines to prevent cervical cancer. While this legislation was ultimately unsuccessful, John Huntsman Sr. donated one million dollars to the Utah Department of Health (UDOH) to support a vaccine

program for women 19 to 26 years old.

-The donation was used to purchase 7,380 doses of the HPV vaccine. This will serve approximately 2,460 women between the ages of 19 and 26.

- In FY 2007, legislation was passed that supports \$25,000 a year for HPV education. This funding went to the Utah Cancer Control Program (UCCP) at the Utah Department of Health (UDOH) and was continued through FY 2009.



# UCAN

## UCAN

### Membership

On July 1, 2006, UCAN had 78 members representing 39 agencies. On June 30, 2007, UCAN had 109 members representing 62 agencies. This represents a 40% increase in membership over two years. On June 30, 2009, UCAN had 112 members, an increase of 3 members from FY2008.



advertisement, data is not reportable.

### Workgroups & Committees

The permanent work groups are; Disparities, Membership, Quality of Life, Advocacy, and Evaluation. The current committees as of June 30, 2009 are: prostate cancer, skin cancer, colon cancer, ovarian cancer, and the Utah Cancer Resource and Education for Women (UCREW, formerly the Breast and Cervical Cancer Task Force). Each work group and committee has priority strategies assigned to their group.

#### **2.1 Objective** – Increase public awareness of the Utah Cancer Action Network (UCAN)

Post-media surveys previously included questions asking respondents a) if they could remember the sponsor of cancer-related commercials and advertisements, and b) to identify the sponsor of commercials and advertisements if they answered “yes” when asked if they could remember the sponsor. Due to the low number of respondents who answered “yes” when asked if they could remember the sponsor of a cancer-related commercial or



# Primary Prevention

## Nutrition and Physical Activity

Several UDOH programs focus on nutrition and physical activity. They are included in the plan because they can play an important role in reducing the burden of cancer. It should be noted that the UDOH secured a Centers for Disease Control and Prevention (CDC) grant for obesity education and prevention that will start in FY 2009.

**3.1 Objective** – Increase the percentage of Utah youth and adults that eat at least two daily servings of fruit to 45% and the percentage that eat at least three daily servings of vegetables to 55% by 2010

According to the 2005 Behavioral Risk Factor Surveillance Survey (BRFSS), 32.0% of adults in Utah ate two fruits each day. This number has remained relatively constant, and was 32.9% in 2007. The Utah Healthy People 2010 target is for 45.0% of adults to eat two fruits per day.

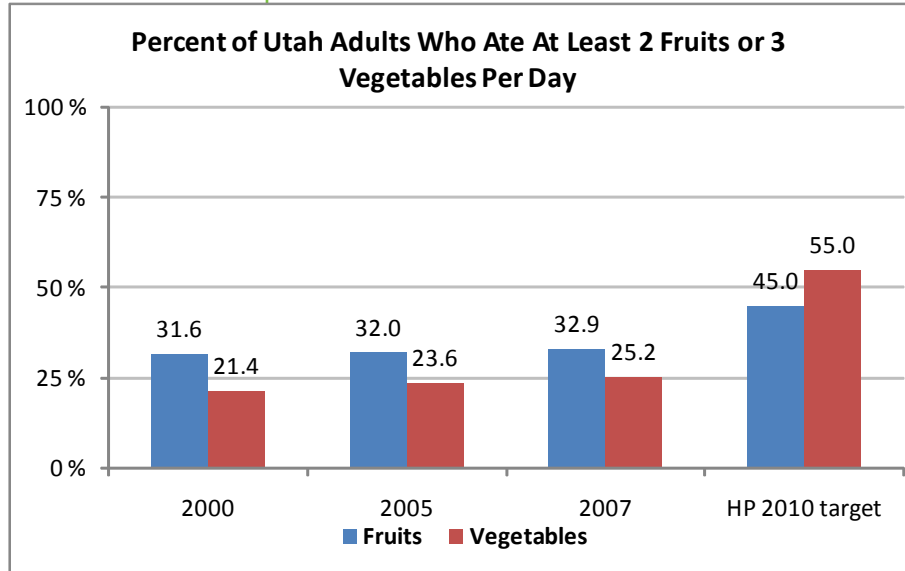
The BRFSS results show 23.6% of adults in Utah ate three vegetables per day in 2005. This number has remained relatively constant, and was 25.2% by 2007. The Utah Healthy People 2010 target is for 55% of adults to eat three vegetables per day.

## Partners' Successes

### Huntsman Cancer Institute

HCI Patient and Public Education outreach staff created nutrition presentations for middle school and high school students, community groups, church groups, and worksites. The presentations cover the importance of developing healthy eating habits and how nutrition plays a role in cancer. During this reporting period staff gave **111** presentations to **3,402** people and distributed **3,019** printed materials. The majority of these presentations were given to school groups.

**3.2 Objective** – Increase the percentage of Utah youth and adults who engage in



Data Source: Utah BRFSS

*the recommended amount of physical activity to 65% by 2010*

The 2005 BRFSS results show 53.8% of adults in Utah engaged in the recommended amount of physical activity. This number has remained relatively constant, and was 55.3% in 2007. The Healthy People 2010 target is for 65.0% of adults to engage in the recommended amount of physical activity.

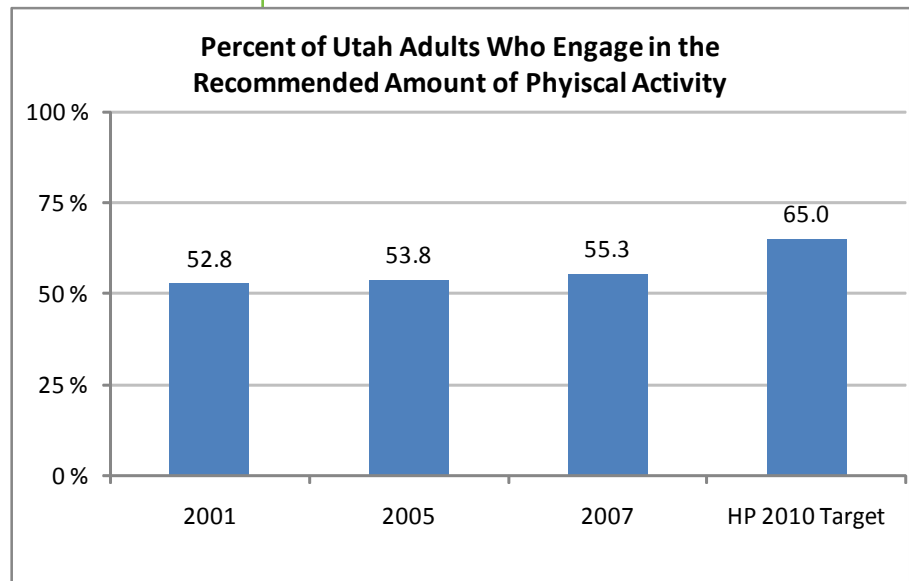
### Community-based Mini-grants (FY 2009)

*Central Utah Local Health Department*

The Central Utah Local Health Department was funded by a mini-grant to provide general cancer awareness and education about the relationship between cancer, physical activity, and nutrition. “Fruits and Veggies—More Matters” and My Pyramid for Kids materials were distributed to eleven schools. Four Healthy Richfield events were held throughout the year, providing screenings and education on “Fruits and Veggies—More Matters” and cancer prevention.

### *Utah Partners for Health*

The Utah Partners for Health worked with local schools to promote healthy eating and physical activity.



Data Source: Utah BRFSS

## Environmental-Radon

The goal for Radon was new to the 2006-2011 Utah Cancer Control Plan. Utah has low smoking rates but lung cancer incidence and mortality is still high. At the retreat, several physicians noted that this could be explained by the high levels of radon readings in Utah, as well as other environmental hazards such as fuel particulates that get trapped in the Salt Lake Valley air. The Environmental Committee was formed in FY 2008 and radon was made a priority strategy for them.

**4.1 Objective** – Increase Utahns knowledge of radon risks

### Community-based Mini-grants (FY 2008)

#### *Department of Environmental Quality*

The Department of Environmental Quality (DEQ) was funded to distribute 500 radon kits and education pieces through 12 local health departments. Twenty-six percent (26%) of kits were returned for testing. They were also very successful at submitting a news release about radon and an article and/or television piece ran in every major news source in Utah.

#### *Environmental Epidemiology, Utah Department of Health*

The Environmental Epidemiology program was funded to do an education program through one school in Beaver County. Two hundred twenty radon test kits were distributed within the county. They were able to test kits for 16 families and to use part of the funds to help one family mitigate the radon levels in their home.

### Community-based Mini-grants (FY 2009)

#### *Department of Environmental Quality*

The DEQ received a mini grant to educate

home builders on mobile radon resistant construction techniques. Five classes were held with a total of 48 participants. Class curriculum was developed by the DEQ and supported by the Environmental Protection Agency's [EPA] "Building Radon Out" materials. Topics included:

- Health risks of radioactive gas
- How to test homes for radon
- Construction techniques for reducing radon levels
- The EPA's standard guidelines and procedures

### Other Partner Successes

#### *Department of Environmental Quality – Division of Radiation Control*

#### Indoor Radon Awareness Survey

The Utah Department of Environmental Quality (Division of Radiation Control, DRC) and members of Huntsman Cancer Institute's (HCI) Thoracic Team conducted a survey to assess indoor radon awareness in their community. The survey took place at the Salt Lake City Public Library and the University of Utah. About 20 volunteers from the University of Utah, Farmington Jr. High Public School, Rowland Hall High School, BYU Nursing School, DRC, HCI, and the thoracic multidisciplinary disease group participated. Four hundred ninety-seven people responded to the questionnaire. The results of the study were presented to the Governor on January 6, 2010.

#### Survey results:

- Most respondents reported having heard of radon, but only 58% understood its origin

## Primary Prevention

- 74% knew homes could be tested for radon
- 82% understood a radon problem could be fixed
- only 38% understood the health risks associated with radon gas.
- Most importantly, only 19% of respondents have had their homes tested for radon gas

### January Radon Action Month

In January 2010, the Governor signed a Declaration recognizing January Radon Action Month and honored the state's Radon Poster Contest winners. Three winners were selected from 61 entries. Utah's first-place winner, Emily Pinnock, took second-place in the national competition.

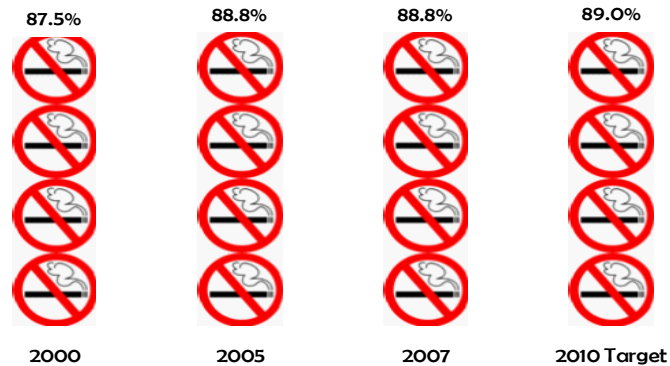
### Test-4-Radon

The Utah Division of Radiation Control announced its January "TEST-4-RADON" activity for all DEQ employees. DEQ employees could order one free short-term radon test kit to give as a gift to a friend or family member. Employees were encouraged to follow-up with the friend or family member to make sure they use the kit and send it in for testing.

#### *Canyons School District*

The Canyons School District is in the process of testing its schools for radon. They have already tested 29 elementary schools and will be testing middle and high school buildings.

### Percentage of Non-Smokers, Utah, 2000, 2005, and 2010 Target



Note: Rates are age-adjusted to the 2000 population.

Data Source: Utah BRFSS

## Tobacco

Most tobacco-related goals and strategies in the 2006-2011 state cancer plan are implemented by the Utah Tobacco Prevention and Control Program with assistance from other UCAN agencies as needed.

**5.1 Objective** – Maintain the percentage of Utahns who do not use tobacco products at 89% or higher

In 2005, 88.8% of Utahns were non-smokers. This number has remained relatively constant between 2005 and 2008 (90.9%). Utah has surpassed the Utah Healthy People 2010 target of 89.0% of the population being non-smokers by 1.9% (BRFSS).

The 2007 Utah high school smoking rate of 7.9% was less than half of the national rate of 20.0%. Since 1999, there has been a 34% decline in the rate of youth smokers (Utah Youth Risk Behavior Survey [YRBS]).

### Partners' Successes

#### *Huntsman Cancer Institute*

HCI Patient and Public Education outreach staff developed a comprehensive approach to helping the Utah Tobacco Prevention and Control Program meet tobacco-related

goals. Outreach staff created tobacco prevention presentations for middle school and high school students, facilitator training program, and ran smoking cessation groups. During this reporting period staff gave 125 tobacco prevention presentations to 4,258 students and several of the schools had large percentages of minority students. Staff conducted 4 Facilitator Training sessions and trained a total of 31 individuals to conduct tobacco cessation groups. Staff members also offered 3 tobacco cessation groups consisting of 8 classes per session. Through these classes over 20 tobacco users committed to quitting. A total of 3,981 tobacco related educational materials were also distributed. Staff also revised and reprinted the brochure How to Help Your Loved One Stop Using Tobacco and distributed 3,279 copies to the public. In FY 07 we were awarded a mini-grant to translate and print smoking cessation program booklets in Spanish.

**5.2 Objective** – Increase the percentage of Utahns who are not exposed to secondhand smoke in private workplaces and restaurants to 100% by 2010

### **Utah Indoor Clean Air Act**

The 2006 and 2007 Utah Indoor Clean Air Act Amendments provide secondhand smoke protection in worksites, private clubs, and taverns. Final requirements went into effect on January 1, 2009.

### **Community-based Mini-grants (FY 2007):**

#### *Huntsman Cancer Institute*

The Huntsman Cancer Institute received a mini-grant to translate and print smoking cessation program booklets in Spanish.

### **Community-based Mini-grants (FY 2009)**

#### *Utah Partners for Health*

As a result of the Utah Partners for Health mini-grant:

- 25 mobile medical events serving 932 people were held.
  - All patients who smoke were counseled to quit using the 5 A's (ask, advise, assess, assist, arrange) and given The Truth materials
  - Patient education materials were distributed to those who smoke or are in close contact with a smoker. Provider referrals were given if needed.
  - 265 pregnant women were given information on tobacco cessation and second-hand smoke.
- Provided ten community-based organizations with training on smoke-free policy changes and decreasing the social acceptability of tobacco.



# Early Detection/ Cancer Awareness

## General Cancer/Genomics

**6.1 Objective** – Educate the public about general symptoms of cancer and about cancers without screening tools.

### “Understanding Cancer” Presentations

The English version of the “Understanding Cancer” presentation was updated in FY 2007. Between July 2, 2006 and June 30, 2007, 88 cancer presentations were conducted with over 3,475 total participants. Any cancer presentation given in the community was included in this count. Many of these presentations focused on breast and cervical cancer or skin cancer.

### Partners’ Successes

#### *Huntsman Cancer Institute*

HCI Patient and Public Education outreach staff created several versions of the What You Need to Know about Cancer presentation for middle school, high school, and college students, community groups, church groups, and worksites. These presentations cover cancer biology, basic statistics, prevention/risk reduction, early detection, and cancer treatment. During this reporting period staff gave 240 presentations to 8,879 people and distributed 5,700 printed materials. The majority of these presentations were given to school groups and several of the schools had large percentages of minority students. Staff also created the Cancer Screening and Risk Reduction brochure and distributed 1,549 copies of this brochure. Outreach staff also attended 144 health fairs reaching an estimated audience of 239,000 people and distributing over 72,000 brochures and promotional products.

**6.2 Objective** – Increase the number of families and providers who appropriately utilize family health histories

The objective and strategies developed for Genomics were used to educate people on the importance of family history and, in turn, how to define a family history of cancer. The Genomics program at the UDOH developed several tools to educate the community and healthcare providers on how to compile a good family history.

### Community-based Mini-grants (FY 2009)

#### *Central Utah Public Health Department*

The Central Utah Public Health Department received mini-grant funding, which was used to visit nine medical clinics and distribute 334 family health history packets. Two hundred twenty nine (229) packets were received by clinic patrons.

### Partners’ Success:

#### *Summer Reunions: A Great Time for Family Health History (July 17, 2006)*

The Federation of Genealogical Societies (FGS) and the Chronic Disease Genomics Program teamed together to promote summer reunions as a time to talk about family health histories. Individuals were encouraged to download the free “Family Health History Toolkit” to take to their summer reunions. Promotion included a press release, four newspaper articles, radio segment, and online FGS Digest newsletter. As a result, the number of Family Health History Toolkits downloaded more than tripled during July 2006.

#### *Contest Launched to Help Utahns Collect Family Health Histories (November 20,*

2006)

The Chronic Disease Genomics Program and the Utah Family Health History Task-force launched the “Tell Us Your Story!” contest to encourage Utahns to collect and then share how their family health history has impacted their lives. The contest was based on the U.S. Surgeon General’s Family History Initiative in which families are encouraged to talk about their family health history during the holidays. Several media channels promoted the contest including the Salt Lake Tribune, Desert News, Standard Examiner, and

**Other Partner Successes**

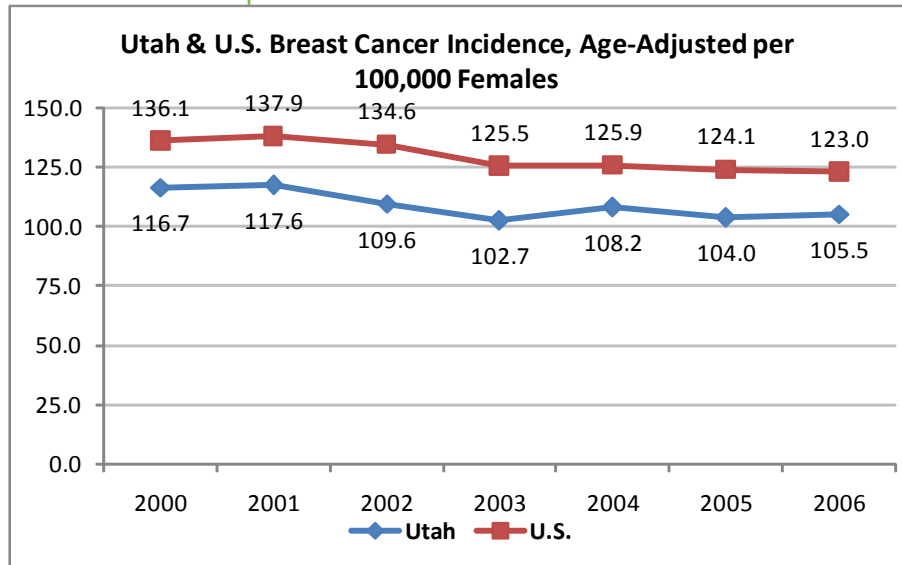
*Utah Cancer Foundation, Utah Cancer Specialists*

The Utah Cancer Foundation provides cancer patients with services to help them through their battle with cancer. The Foundation provides education and support groups on all types of cancer. They also host the only support group for men with all types of cancer in Utah. The Foundation also offers educational classes on various topics such as nutrition, therapeutic exercise, chemotherapy, and lymphedema awareness.

Free alternative or complementary medicine through the Utah Cancer Foundation is offered to cancer patients. Treatments include massage, Reiki Therapy, and acupuncture. Patients can also participate in various other services offered by the Foundation, including the Look Good...Feel Better program, as well as Housekeeping Helpers.

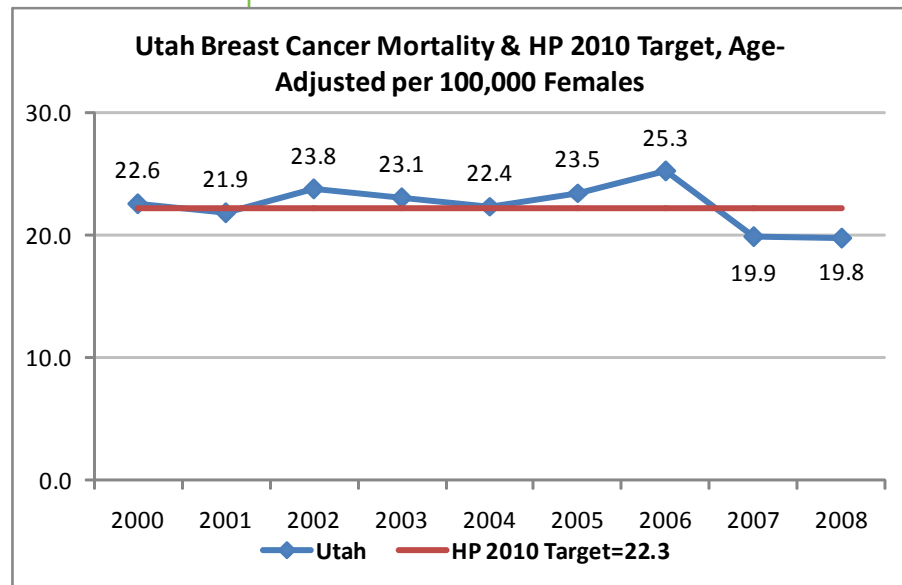
**Breast Cancer**

According to data from the Utah Cancer Registry, the breast cancer incidence in Utah was 102.7 per 100,000 population in 2003. By 2006, this number rose to 105.5 per 100,000 population. In 2006, the breast cancer incidence in the United States was 123.0 per 100,000 population.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

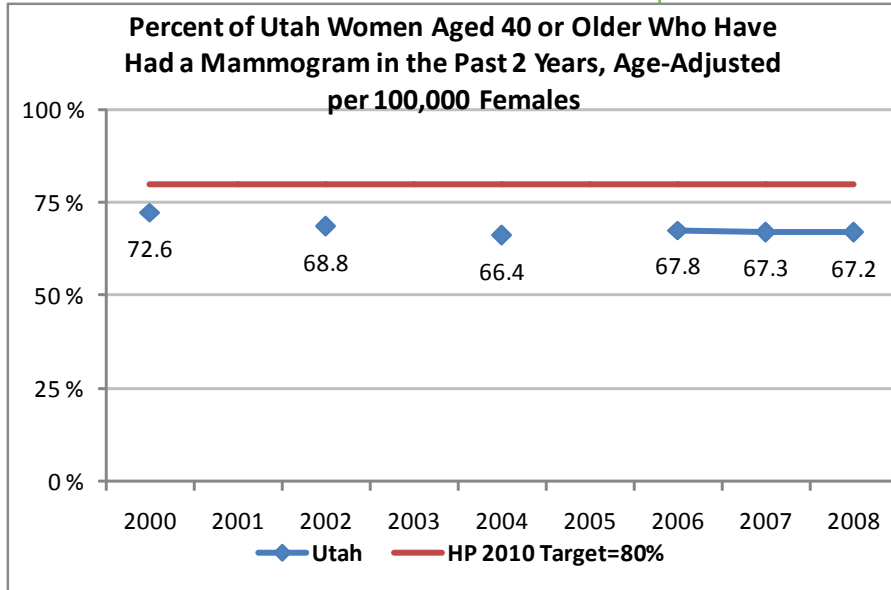
Breast cancer mortality among Utahns in 2004 was 22.4 per 100,000 population, according to data from the Office of Vital Records—only 0.1 per 100,000 population above the Utah Healthy People 2010 target



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

of 22.3 per 100,000. By 2008, Utah's breast cancer mortality rate had decreased to 19.8 per 100,000 population, falling below the Utah Healthy People 2010 target of 22.3 per 100,000 population.

**7.1 Objective** – Increase the number of women aged 40 and older who have received a mammogram in the past two



Data Source: Utah BRFSS

years to 80% by 2010

According to the 2004 BRFSS, 66.4% of women aged 40 and older had received a mammogram in the last two years. By 2008, this number had increased to 67.2%. The Utah Healthy People 2010 goal is for 80% of women aged 40 and older to have received a mammogram within the past two years.

**Utah Cancer Control Program**

The UCCP receives funding from the CDC to provide mammograms for uninsured and underinsured women.

In 2007, the UCCP provided 4,003 mammograms.  
In 2008, the UCCP provided 3,856

mammograms.  
In 2009, the UCCP provided 4,237 mammograms.

**Media**

“Testing easy as 1-2-FREE” Campaign  
The UCCP developed a very successful media program in 2005 to educate women

statewide about the free breast and cervical cancer screenings available in Utah, saturating local media markets with television, print, and radio ads. Local health departments, where most free screenings occur, distributed collateral materials in their own communities. In spite of the advertising, the state saw only small increases in mammography and a decrease in pap tests.

The decrease in pap tests may be due to new recommendations about how often a woman should have a pap test. Women who receive a liquid-based pap test need to return every other year. Those who have three normal pap tests in a five year period do not need to return in three years.

In 2008 media materials began incorporating the “No Excuses” brand the colon cancer campaign already carried.

**Education**

In the first part of 2007, the UCAN Breast and Cervical Cancer Task Force began conducting educational seminars about breast cancer to the public, soliciting and distributing gifts through their Needs Beyond Medicine project (a needs-based program for women going through cancer treatment),

and helping develop and offer feedback on materials for the HPV vaccination program which began in FY 2008.

In 2009, the Utah Cancer Resource and Education for Women (UCREW) provided four educational sessions to the public on breast and cervical cancer screening, as well as continuing to raise funds for the “Needs Beyond Medicine” program.

Educational seminars conducted by UCREW between July 2006 and August 2009 include topics such as:

- “When Cancer Runs in Families”
- “Myth vs Fact : The Truth about Breast and Cervical Cancer”
- Palliative Care

UCREW partnered with various organizations to provide educational seminars, including Intermountain Health Care and Image Reborn.

In addition to educational seminars, UCREW hosted two luncheon fundraisers. Education information was made available at the luncheons.

### **WISEWOMAN**

The Comprehensive Cancer Control Program Coordinator and Program Specialist assisted in planning and preparing the WISEWOMAN grant application along with major partner, the Association for Utah Community Health Centers.

The WISEWOMAN grant was awarded beginning in FY 2009. The program provides women with heart disease and diabetes screenings when they receive their breast and cervical cancer screenings through the UCCP. Women who participate in the program also receive lifestyle interventions which assist them in developing positive

lifestyle habits.

### **Community-based Mini-grants (FY 2007)**

Alliance Community Services  
Alliance Community Services received a mini-grant to collect and edit stories of Hispanic breast cancer survivors for an outreach project.

### **Community-based Mini-grants (FY 2009)**

Utah Partners for Health

As a result of the Utah Partners for Health mini-grant:

- 25 mobile medical events serving 932 people were held
  - o 12 women were newly diagnosed with breast lumps and/or abnormalities and referred to the Utah Cancer Control Program [UCCP]
- A promotional campaign was created to increase breast and cervical screening among English speaking women

### **Partners’ Successes**

#### *Altius Health Plans*

In 2006, 2007, and 2009 Altius Health Plans conducted outreach reminder calls to women who were noncompliant for a recommended cervical cancer screening and/or breast cancer screening.

#### *Hispanic Healthcare Task Force*

The Hispanic Healthcare Task Force has recently conducted community forums on breast cancer. Topics include prevention and genetics.

#### *Image Reborn*

Image Reborn hosts weekend retreats for women with breast cancer. The retreats provide breast cancer patients with an opportunity to receive support and education. English retreats are held once a

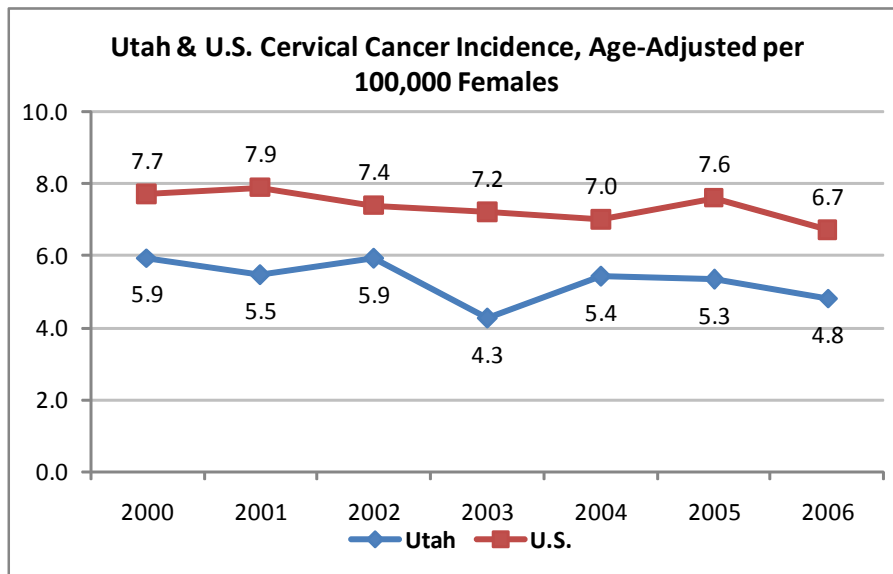
month. Spanish-language retreats are held once a year.

*Huntsman Cancer Institute*

HCI Patient and Public Education outreach staff created presentations on Women’s Cancers to be given at community groups, church groups, and worksites. These presentations cover the importance of screening and early detection for breast and cervical cancer, as well as colon and skin cancer. During this reporting period staff gave 28 presentations to 723 women. Breast and cervical cancer screening is also covered in our What You Need to Know about Cancer presentations. For the past two years we have also collaborated with the University of Utah Women’s Athletics department on their Power of Pink project to provide breast cancer education at their soccer, volleyball, basketball, gymnastics, and softball games. Over 2,000 breast cancer materials have been distributed through this collaboration. In January of 2009 we collaborated with Student Health Services at the University of Utah to provide education on cervical cancer and the HPV vaccine to female students. For two mornings we had a booth in the student union and had an estimated audience of 2,000 students and distributed 258 brochures.

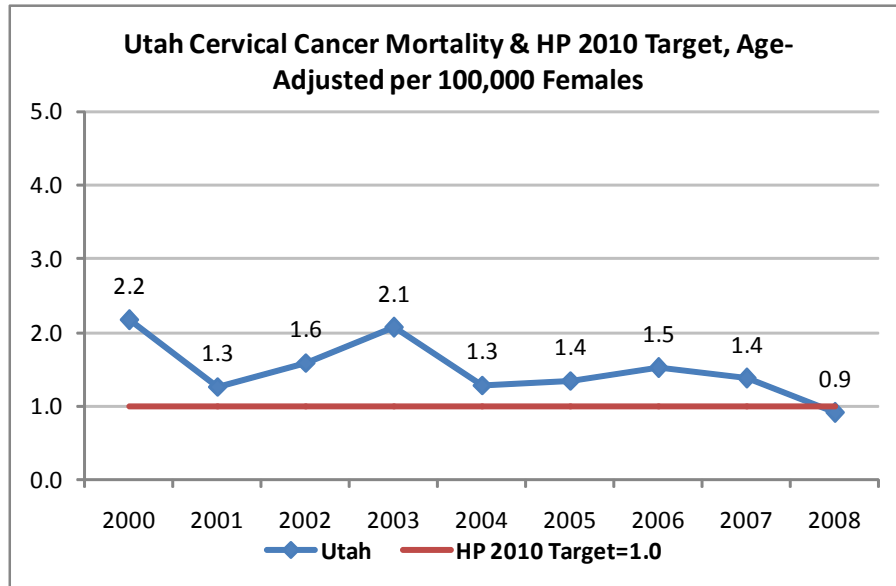
## Cervical Cancer

In 2003, the incidence of cervical cancer in Utah was 4.3 per 100,000 population. By 2006, this number rose slightly to 4.8 per 100,000 population according to the Utah Cancer Registry. However, the rate is decreasing overall and Utah is still below the U.S. rate.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

Data from the Utah Cancer Registry shows the cervical cancer mortality rate in Utah was 1.4 per 100,000 population in 2005. By 2008 this number had decreased to 0.9 per 100,000 population. The Utah Healthy People 2010 target is 1.0 per 100,000 population.



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

**8.1 Objective** – Increase the number of women who have received a Pap test in the last three years to 90% by 2010

According to the 2004 BRFSS, 79.0% of Utah women had received a pap test in the past three years. By 2008, this number had decreased to 74.1%. Utah falls short of the Utah Healthy People Pap test goal of 90.0%.

### Education & Awareness

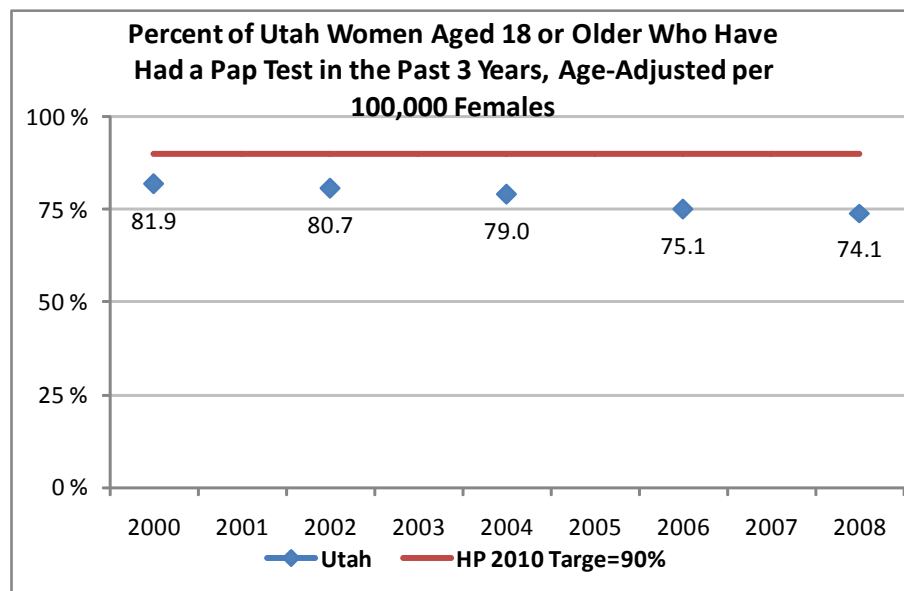
In FY 2009, UCREW educational sessions included information on cervical cancer screening.

In FY 2009, the UCCP sponsored an online contest to increase awareness of cervical cancer prevention and early detection.

### Other Partner Successes

#### Altius Health Plans

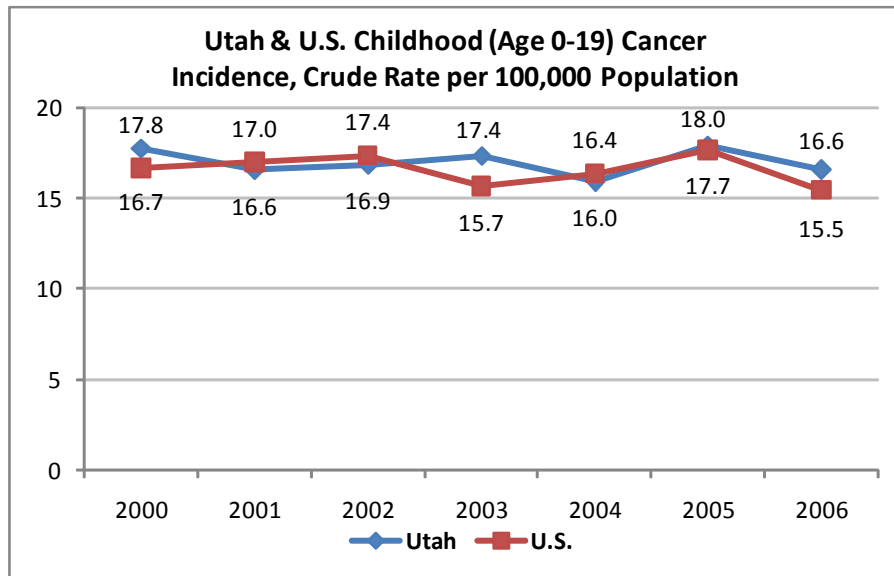
In 2006, 2007, and 2009 Altius Health Plans conducted outreach reminder calls to women who were noncompliant for a recommended cervical cancer screening and/or breast cancer screening.



Data Source: Utah BRFSS

## Childhood Cancer

In 2003, the incidence rate for cancer among Utah children aged 0 to 19 was 17.4 per 100,000 population. By 2006 this number decreased slightly to 16.6 per 100,000 population



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

### 9.1 Objective – Increase awareness of and communicate information about childhood cancers

#### Cancer Survivors’ Summit – Childhood Cancer Track

The 2007 Cancer Survivors’ Summit included a track on childhood cancer. Topics included long-term effects and pain management associated with childhood cancer. A survivors’ panel was also formed to discuss other topics related to childhood cancer, including how parents and family are affected.

#### Community-based Mini-grants (FY 2007)

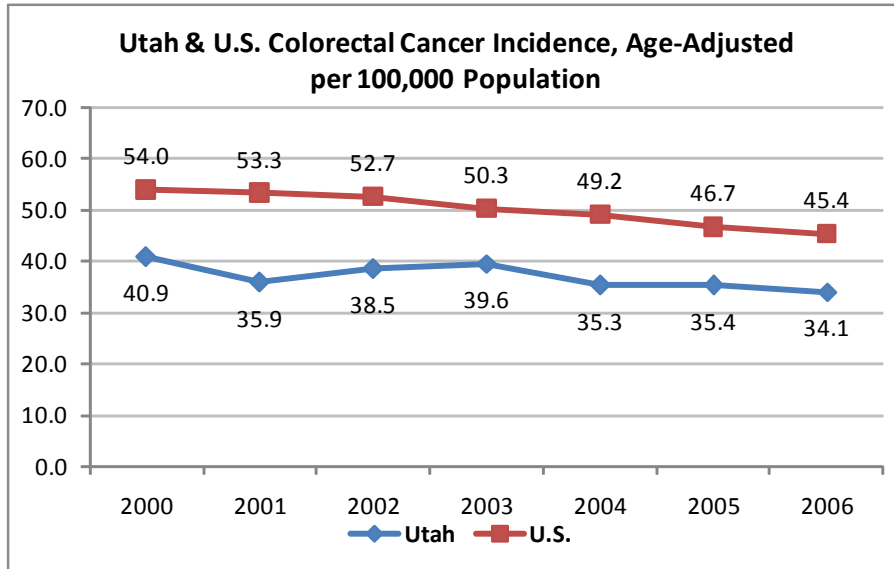
The Rocky Mountain Candlelighters for Childhood Cancer received a mini-grant to develop, print, and distribute informational brochures to increase awareness of childhood cancer issues and resources in Utah.

#### Community-based Mini-grants (FY 2009)

A mini-grant was awarded to help fund the respite program of Rocky Mountain Candlelighters for Childhood Cancer. Group respite manuals, intake and emergency forms were developed, volunteers were trained, and the program was marketed during the mini-grant year. The service was made available in May 2009, and although suspended for the summer, was scheduled to resume in September 2009.

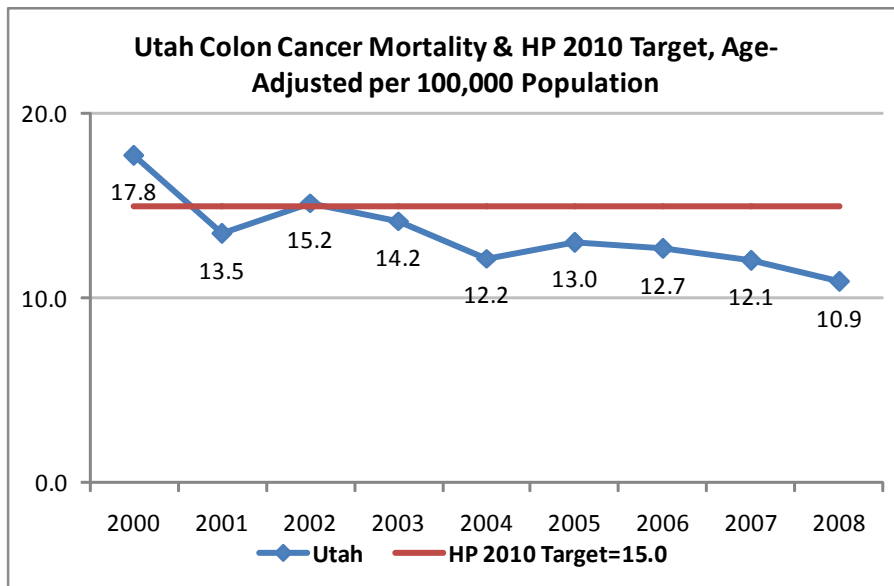
## Colorectal Cancer

In 2005, the incidence of colorectal cancer in Utah was 35.4 per 100,000 population. By 2006 colorectal cancer incidence among Utahns had decreased to 34.1 per 100,000 population.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

The colorectal cancer mortality rate among Utahns in 2003 was 14.2 per 100,000 population – a number already below the Utah Healthy People 2010 target of 15.0 per 100,000 population. By 2008, the mortality rate in Utah had decreased further to 10.9 per 100,000 population.



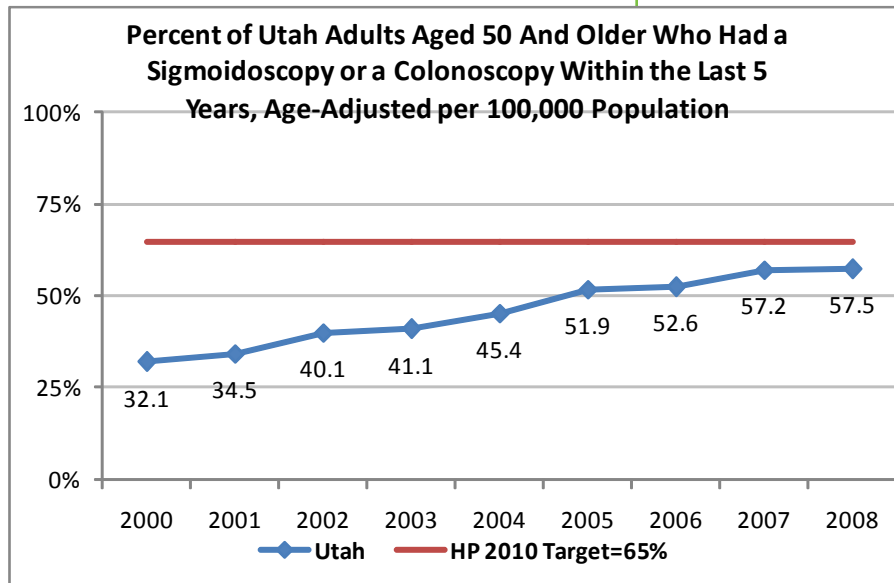
Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

**10.1 Objective** – Increase the number of men and women 50 and older who have received a colonoscopy/sigmoidoscopy in the past five years to 65% by 2010

ads in rural weekly papers with a combined circulation of 131,493 households

*“No Excuses” Campaign*

Based on focus groups conducted in 2006, campaign materials were developed centered on the theme, “No Excuses.” The goal of this campaign is to eliminate common excuses and address myths, misconceptions, and fears individuals may use to excuse themselves from seeking colon cancer screening. The new campaign began airing in February 2007 with new TV, radio, and print ads placed in rural, urban, and Hispanic newspapers.



Data Source: Utah BRFSS

According to BRFSS data, 51.9% of Utahns aged 50 and older indicated they had a sigmoidoscopy or colonoscopy within the last five years, as of 2005. This number increased to 57.5% in 2008. This represents a 79% increase from 2000 (32.1%) to 2008 (57.5%). The Utah Healthy People 2010 target is for 65.0% of the population aged 50 and older to have received a colonoscopy or sigmoidoscopy within the last five years.

**Media Campaigns**

*“Reality” Campaign*

During the first six months of FY 2007, reality TV spots with colorectal cancer patients John, Reggie, and Karen aired.

- Approximately 99% of men and women aged 50 and older saw the ads an average of 12 times
- Radio ads aired 660 times with a potential listening audience of over 127,157 people
- The UCCP placed 76 newspaper

In May 2007, a post-media campaign was conducted to determine the effectiveness of the campaign. Of 500 Utah residents aged 50-74:

- 71% said they had seen, heard, or read colon cancer advertisements
- 82% of those who saw, heard, or read colon cancer advertisements were able to correctly recall the message presented in the ads

**Public Relations & Grassroots Activities**

*National Colon Cancer Awareness Month – FY 2007*

March was National Colon Cancer Awareness Month. Public relation (PR) activities for 2007 included TV and radio interviews. PR activities used actual stories from people who had pre-conceived ideas or excuses which inhibited them from being screened. UCAN bridged the previously used “Reality” campaign with the “No

Excuses” campaign by utilizing actual stories of people to tell how overcoming excuses brings peace of mind and, potentially, better health. The new TV commercials addressed the following barriers: a lack of family history, time, or symptoms, and the perceived embarrassment associated with the procedure.

Grassroots and PR activities to educate Utahns about colon cancer and the importance of screening included:

- An “Ask the Expert” segment with Channel 2
- A pre-taped interview on colon cancer aired on local radio stations 103.5 “The Arrow” and FM100.
- The UCCP and UCAN participated in multiple public relations activities to increase awareness. The following interviews were completed for colon cancer:
  1. March 7: KSL Studio 5
  2. March 8: Ask the Expert, Channel 2,
  3. March 4: Utah Forum with Jill Atwood, Radio
  4. March 14: Good Things Utah, TV
  5. March 14: KNRF 570AM
  6. March 22: Fox 13 – Good Day Utah
- Articles on colon cancer were placed in newspapers statewide and in worksite employee newspapers.

*Super Colon Exhibit – FY 2008*

The UCAN Colon Committee volunteered time and resources to support the Super Colon exhibit from May 28-30, 2008. The UCCP provided financial resources to supply publicity for the event. Approximately 3,000 people attended.

*Studio 5 Talk Show – FY 2009*

Studio 5 talk show interviewed Dr. Davies on the importance of colon cancer screening. Press releases including “Economy has Utahns Avoiding Cancer Screenings” and “Scary Colon Cancer Ads Coming to a

Restroom Near You” were produced.

*Body Worlds 3 – FY 2009*

The UCAN Colon Cancer Committee supported a colon cancer awareness table at the “Body Worlds 3” exhibit.

*Ask the Expert – FY 2009*

On April 21 and May 21 colon cancer “Ask the Expert” call-in shows were conducted on KUTV. More than 150 people called each night.

**Fecal Occult Blood Test (FOBT) Kits**

*FY 2007*

The UCCP distributed 1,277 kits to Local Health Departments for distribution and to individuals during FY 2007. FOBT kits and reading the results are donated by UCAN members.

*FY 2008*

The UCCP distributed 815 kits to Local Health Departments for distribution and to individuals during FY 2008.

The Utah County Health Department distributed 671 FOBT kits. Four hundred nine (409) were returned, and ten of those were positive. Those with positive results were referred to local non-profits for low- or no- cost colonoscopies.

*FY 2009*

FOBT kits were available through the Health Resource Line, at community events, and were provided to local health departments. The UCCP distributed a total of 257 FOBT kits to Local Health Departments for distribution and to individuals during FY 2009.

**Funding**

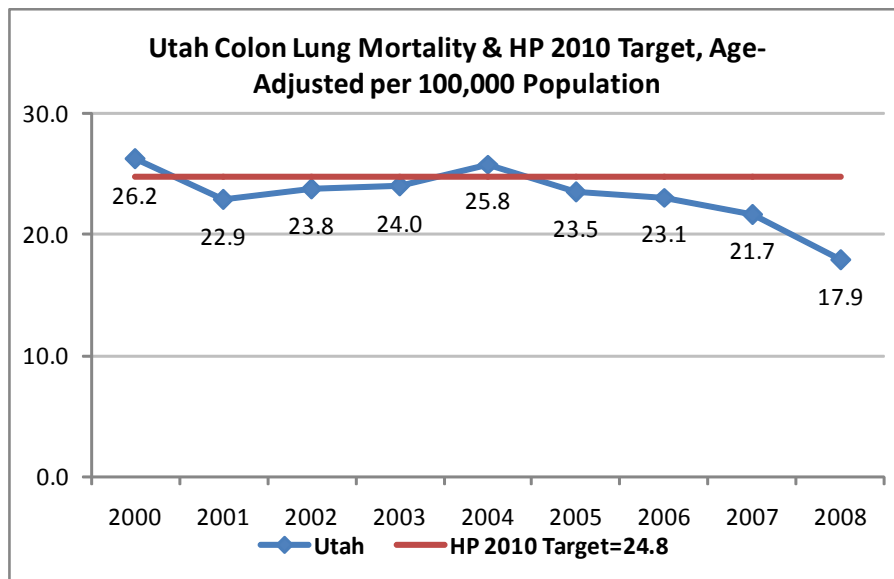
Colon Cancer Screening Funds – FY 2009  
The UCAN Colon Cancer Committee

supported and helped write a CDC application for colon

## Lung Cancer

The UDOH Tobacco Prevention and Control Program conducts the majority of tobacco-related activities. For activities conducted and/or funded by the Comprehensive Cancer Control Program see the “Tobacco” section (Objective 5.1 and 5.2) and the “Environment—Radon” section (Objective 4.1) under “Primary Prevention.”

**11.1 Objective** – Reduce the mortality from lung cancer to 24.8 per 100,000 by 2010. In 2004, the lung cancer mortality rate in Utah was 25.8 per 100,000 population. By 2008, this number had decreased to 17.9—a difference of 44.1%. The 2008 mortality rate of 17.9 is well below the Health People 2010 target of 24.8 per 100,000 population.



Data Source: Utah BRFSS

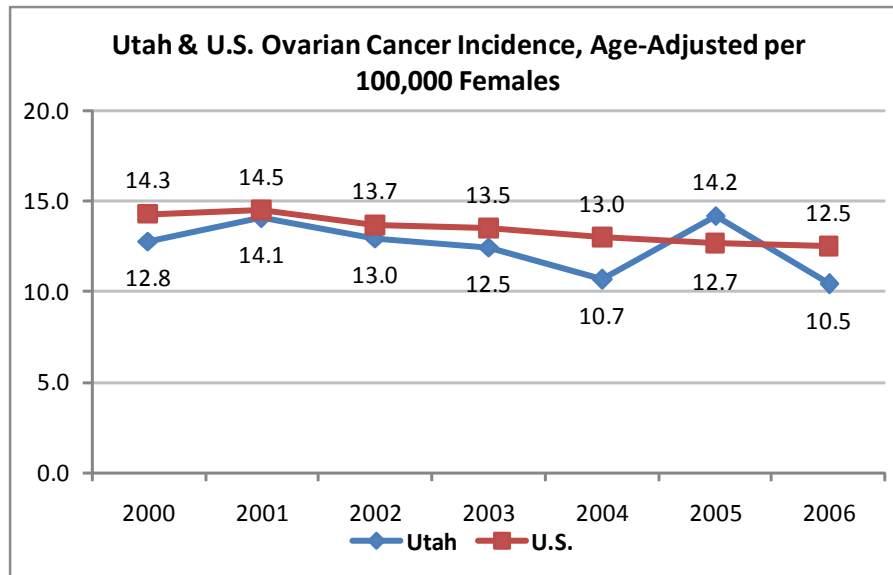
### Partners' Successes

#### *Utah Cancer Registry*

The Utah Cancer Registry completed a manuscript titled “Geographic Patterns in Lung Cancer Incidence and Mortality in Utah: 1997-2006.” Geographic incidence and mortality trends for lung cancer in Utah from 1997-2006 were examined. The Utah Cancer Registry found male lung cancer incidence and mortality rates were significantly higher in Grand, Beaver, Uintah, and Carbon counties as compared to statewide rates. Male lung cancer incidence and mortality were also higher in Duchesne and Tooele counties. Utah and Cache counties had consistently lower lung cancer incidence and mortality rates as compared to the state average. The higher rates in these counties may be attributed to their higher smoking rates in addition to environmental/occupational carcinogenic exposures associated with the mining and utilities industries. The lower rates in Utah and Cache counties are likely due to the low smoking rates in those counties.

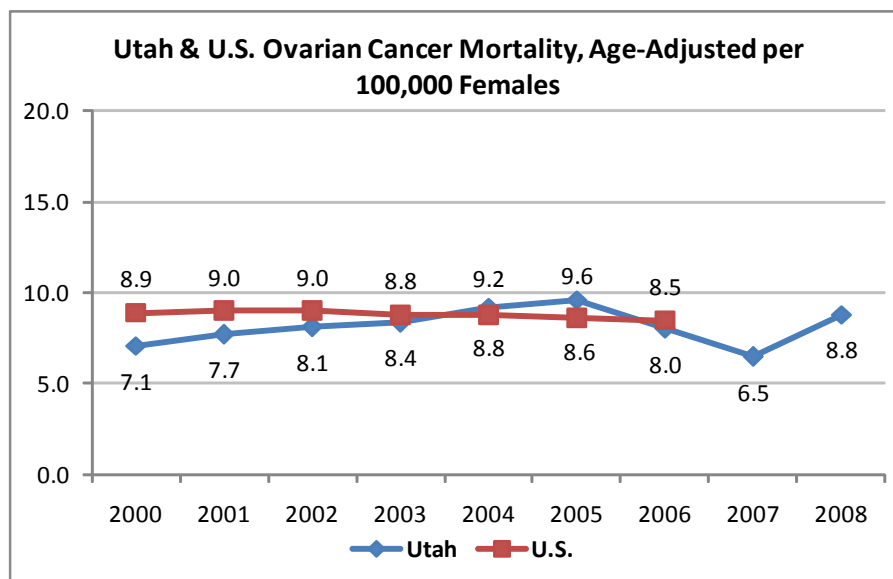
## Ovarian Cancer

The ovarian cancer incidence in Utah was 12.5 per 100,000 population in 2003. By 2006 this number decreased to 10.5 per 100,000 population. The U.S. ovarian cancer incidence rate was 12.5 per 100,000 population in 2006.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

In 2005 the ovarian cancer mortality rate in Utah was 9.6 per 100,000 population. In 2008, this number was 8.8 per 100,000 population. The U.S. ovarian cancer mortality rate in 2006 was 8.5 per 100,000 population.



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

**12.1 Objective** – Increase the availability of education and awareness tools to aid in the identification of early stage ovarian cancer

**Dialogue for Action™**

The UDOH contracted with the Cancer Research and Prevention Foundation (CRPF) to conduct a first Ovarian Cancer Dialogue for Action™ (DFA) in the nation for healthcare providers on May 5, 2007.

The morning sessions included education on epidemiology, screening, treatment, and advocacy. After lunch, participants split up into one of three assigned conversations. Conversation topics included:

- how to enhance relationships and collaboration among providers
- how providers, survivors, and advocates can form partnerships
- what messages should be included in an awareness campaign and how should those messages be disseminated.

Participants were asked five pre and post test questions to evaluate knowledge increase resulting from the event.

1. Ovarian cancer has no symptoms in its earlier stages (false) – 17% increase in knowledge.
2. CA-125 is a reliable widespread screening tool (false) – 25% increase in knowledge.
3. The best diagnostic test for ovarian cancer is the transvaginal ultrasound (true) – 29% increase in knowledge.
4. Surgery is done to confirm the diagnosis, remove as much cancerous tissue as possible, and determine the stage of the cancer (all of the above) – no knowledge change, all participants answered correctly in the pre-test.
5. Utah ovarian cancer mortality rates are comparable with the nation (true) – 60%

knowledge increase

**Ovarian Cancer Fact Sheet (FY 2007)**

On June 11, 2007, the UCCP, UCAN, and Utah Cancer Registry (UCR) published Ovarian Cancer in Utah – A Fact Sheet for Health Care Professionals. This fact sheet was sent to 2,500 gastroenterologists, general surgeons, OB/GYNs, urologists, and nurse practitioners in Utah, and was meant to give providers a deeper understanding of ovarian cancer and to dispel the myth that ovarian cancer has no symptoms. It was also written as a document that providers could give to patients concerned about ovarian cancer symptoms.

**Ovarian Cancer Telehealth (FY 2008)**

The UCAN Ovarian Committee and the UCCP offered an ovarian cancer telehealth presentation to nurses in which Dr. Karen Zempolich spoke on the signs and symptoms of ovarian cancer, as well as staging and surgery.

**Community-based Mini-grants (FY 2009)**

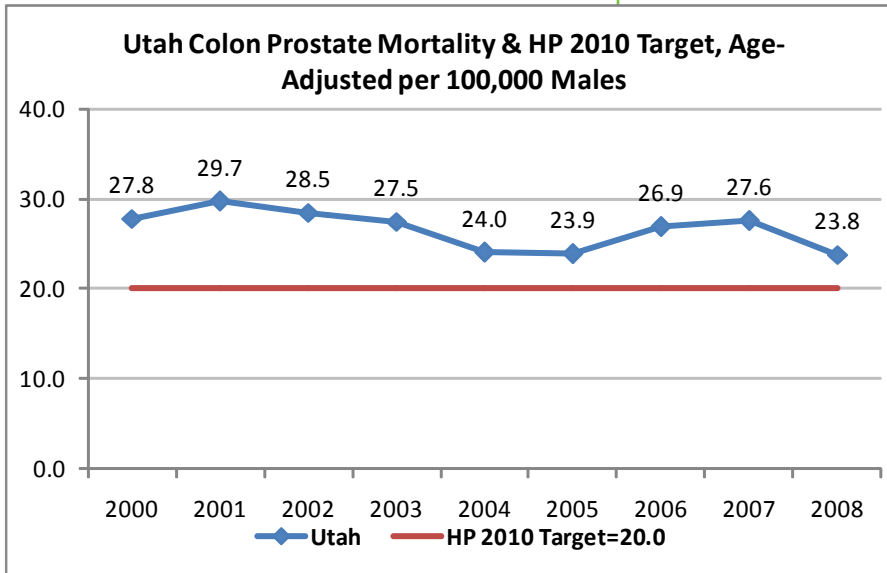
UCAN Ovarian Cancer Committee  
The UCAN Ovarian Cancer Committee produced and filmed an educational DVD about ovarian cancer for health care professionals. This DVD will help providers better triage possible ovarian cancer patients. Distribution is planned for FY 2010.

**Partners' Successes**

Utah Cancer Registry and Utah Cancer Control Program  
Staff from the Utah Cancer Registry and Utah Cancer Control Program presented a poster at the 2009 National Comprehensive Cancer Control Program Business Meeting in Atlanta, GA. The poster was titled "Increasing Earlier Detection Rates of Ovarian Cancer in Utah through Provider Education."

## Prostate Cancer

**13.1 Objective** – Decrease the number of prostate cancer deaths to 20.0 or less per 100,000



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

The mortality rate for prostate cancer was 24.0 per 100,000 population in 2004. By 2008, this number had remained relatively constant at 23.8 per 100,000 population. The Utah Healthy People 2010 target for prostate cancer mortality is 20.0 per 100,000 population.

**Provider Education Seminar (FY 2007)**  
The Comprehensive Cancer Coordinator worked with Dr. Steve Gange of the Western Urological Clinic on the March 3, 2007 annual provider education seminar update. Twenty seven Utah urologists attended the seminar. UCAN had a prominent booth at the event.

### Media Campaigns

In December 2006, the UCCP conducted focus groups to determine the effectiveness of the prostate cancer media campaign. Focus group participants felt the message was effective and delivered in a believable

manner.

### Media Reach

- According to post-media surveys, an estimated 99% of men aged 40 and older saw or heard the TV or radio ads an average of 11.5 times from October through December 2006

- Surveys also showed an estimated 48.8% of men aged 40+ saw the commercial about 5.7 times from April through June 2007

- Rural radio ads aired 884 times with a potential listening audience of over 127,157 people.

- The UCCP placed 187 newspaper ads in daily and weekly papers with a combined circulation of 157,518 households

### Post-media Survey

A post-media survey was conducted in May 2007. Five hundred four (504) Utah men aged 40-74 participated.

- 78% of participants reported seeing, hearing, or reading prostate cancer commercials or advertisements in the past three to four months

- 78% of those who saw, heard, or read the commercials or advertisements were able to identify the main message

### Public Relations & Grassroots Activities

#### Prostate Cancer Screening News Release (FY 2007)

On September 11, UCAN sent a news release to alert media outlets that free prostate cancer screening was available. Callers were directed to the UDOH Resource Hotline.

#### Prostate Cancer Radio Programs (FY 2007)

Local radio stations FM100 and 103.5 “the Arrow” pre-taped a radio interview on prostate cancer, which aired on September 13.

A 20-minute Sunday morning program on prostate cancer was produced and aired on eight metro radio stations.

*Ask the Expert (FY 2007)*

During August 2006, UCAN sponsored a prostate cancer “Ask the Expert” call-in segment. The UDOH recruited UCAN members to provide several volunteers that answered phones for five hours; many were prostate cancer survivors and two were urologists. In total, volunteers answered 168 calls from both males and females.

*Cruisin’ for a Cure (FY 2008)*

The UCAN Prostate Committee distributed information at the “Cruisin’ for a Cure” car show.

*Urinal Screens (FY 2008)*

UCAN Prostate Committee distributed urinal screens printed with prostate cancer messages to men’s public restrooms in bars, restaurants, and sports arenas.

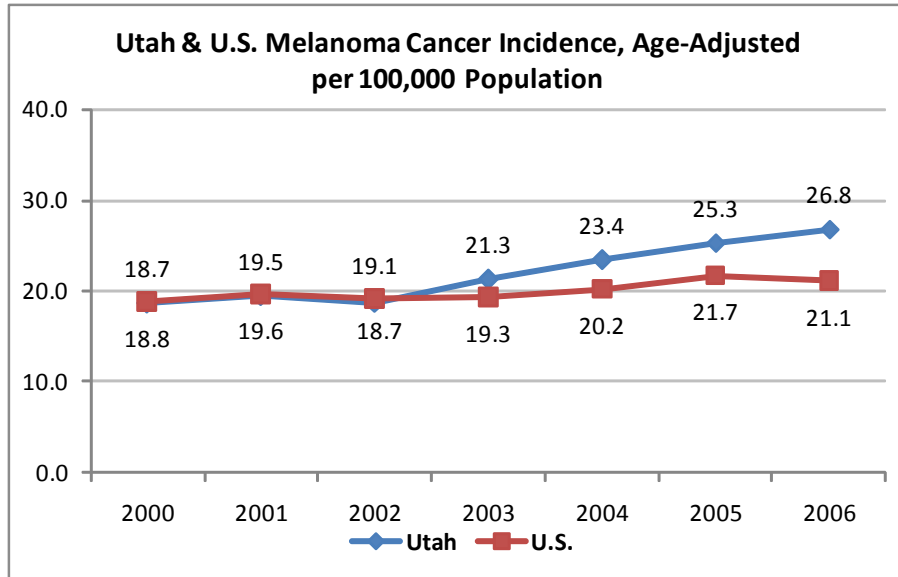
## **Partners’ Successes**

*Huntsman Cancer Institute*

HCI Patient and Public Education outreach staff created presentations on Men’s Cancers to be given at community groups, church groups, and worksites. These presentations cover the importance of screening and early detection for colon, prostate, and skin cancer. During this reporting period staff gave 3 presentations to 53 men.

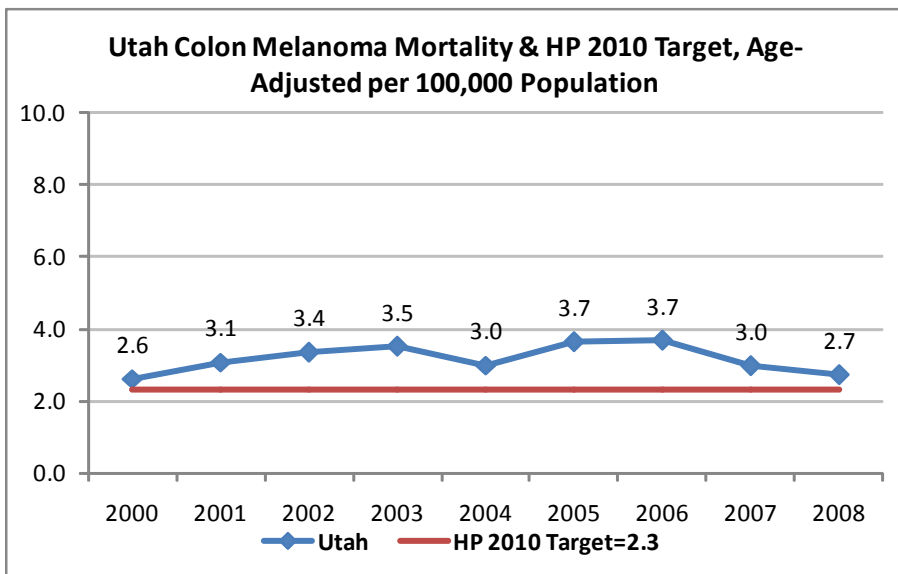
## Skin Cancer

In Utah, melanoma incidence has been rising for several years. In 2003, the melanoma incidence was 21.3 per 100,000 population. By 2006, this number increased to 26.8 per 100,000 population. In 2006, the U.S. melanoma incidence rate was 21.1 per 100,000 population.



Data Sources: Utah Data, Utah Cancer Registry/U.S. Data: SEER

In 2005, the melanoma mortality rate in Utah was 3.7 per 100,000 population. By 2008, this number had dropped to 2.7 per 100,000. The U.S. melanoma mortality rate was 2.7 per 100,000 population in 2006. The Utah Healthy People 2010 target is 2.3 per 100,000 population.



Data Sources: Utah Data, Utah Vital Records/U.S. Data: SEER

**14.1 Objective** – Increase the proportion of adults and/or children who use sun protection measures to 85% by 2010

In 2004, 23.6% of Utah adults used one of three measures to protect their skin (use sunscreen with SPF 15 or greater, stay out of the sun during the hottest parts of the day, or wear sun protective clothing). This number increased slightly to 25.2% in 2008. The Utah Healthy People 2010 goal is for 55.0% of adults to use one of four measures to protect their skin (use sunscreen with SPF 15 or greater, stay out of the sun during the hottest parts of the day, wear sun protective clothing, or avoid artificial sources of ultraviolet (UV) light).

### Media Campaigns

#### *“Sun Guy” Campaign*

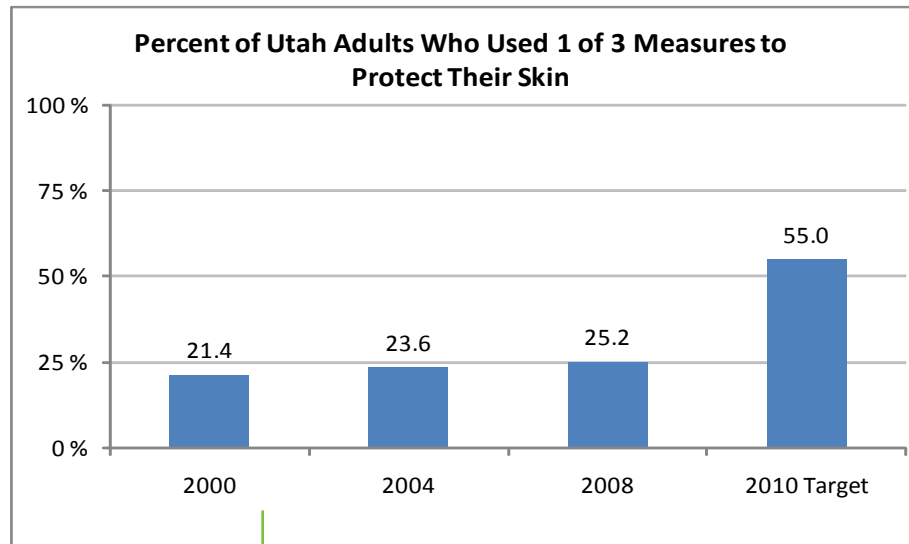
The UDOH and UCAN developed a media campaign to educate young adults about the importance of sun safety. The campaign was a humorous concept centered on the “Sun Guy,” a character that addresses aspects of sun safety such as avoiding the sun during the hottest times of the day and wearing sunscreen, a hat, sunglasses, and long sleeve shirts.

#### *Post-media Survey*

In May 2007, a post-media survey was conducted to determine the effectiveness of the media campaign.

- The survey was given to 1,518 Utah residents aged 18-74
- 59% of survey participants said they had seen or heard the skin cancer prevention commercials or ads

- 85% of those who saw or heard the commercials or ads were able to correctly recall the message presented in the ads.



Data Source: Utah BRFSS

### Public Relations & Grassroots Activities

#### *News Release*

The UCCP and UCAN issued a news release titled “Common Tanning Myths Pale in Comparison to Skin Cancer Facts.” This news release generated media coverage throughout the state.

#### *“Sun Guy” Appearance*

The “Sun Guy” made an appearance at Discovery Gateway. This event generated seven stories during the morning, afternoon, and evening news on the five major TV stations.

#### *Radio Interviews*

Radio interviews were conducted and coordinated on KSL Radio, Metro Radio Networks, and KUER.

#### *Utah Department of Education Partnership*

The UCCP and UCAN partnered with the Utah Department of Education to develop,

print, and distribute materials in elementary schools and high schools. Two posters were developed—one with the title “Shade Good” and the other titled “Can you spot the killer?”

### **UCAN Skin Committee**

#### **Education Efforts (FY 2008)**

The UCAN Skin Committee supported skin protection education for elementary school students. The Committee raised over \$4,000 to support skin cancer education activities in schools with fiscal agent partner the American Cancer Society.

#### **Dangers of Tanning Presentations (FY 2009)**

The UCAN Skin Cancer Committee conducted presentations on the dangers of tanning and tanning beds at high schools.

### **Local Health Department Grants (FY 2007)**

#### *Bear River Health Department (rural)*

The Bear River Health Department contacted 55 schools offering sun safety curriculum materials, incentives, and poster contest information.

- 465 students in 14 classes received materials. A total of 324 pre-/post- tests were completed, showing that 78% of K-2 students could correctly identify five sun safe behaviors. Students in grades 3-6 answered 59% correct on pre-tests and 85% correct on post-tests.

The Bear River Health Department also developed and printed skin cancer awareness cards directed toward winter sports and sun protection.

- 500 cards and sunscreen were distributed in outdoor recreation stores.

#### *Davis County Health Department (urban)*

Davis County Health Department staff partnered with Northridge High School

Health Occupations Students of America (HOSA) to conduct a skin cancer campaign. Three HOSA students lead the project.

The theme for the campaign was “Spot the Killer”. The target audience was sophomore students. “Killer clues” (skin cancer) were given to sophomore classes for two weeks, and the classes competed to solve the murder mystery. At the end of the two-week period, HOSA students educated their peers about skin cancer.

On May 8, 2007, a lunchtime speaker from the Dermatology Research Center spoke at the “Knight Line”, in which about 50 students attended. Sun Guy posters and facts were hung throughout the school. Lunchtime activities took place at the same time. Over 500 students participated in the lunchtime activities.

On March 28 29, 2007, eight sophomore classes were educated about skin cancer (five classes were originally targeted, but three joined during the education). An entire class period of 1.5 hours was spent talking about the skin cancer effects of tanning, the Davis County regulation, and preventive measures. A UCAN volunteer and skin cancer survivor, MaryAnn Gerber, told her story to the students. A verbal post survey was then administered. All students received UCAN lip balm and a skin cancer fact sheet.

#### *Salt Lake Valley Health Department (urban)*

The Salt Lake Valley Health Department conducted an intensive single-school intervention with Riverview Junior High.

- A program was developed and implemented that included a three-day lesson plan, an informational letter that was put in the school newsletter, a parent letter, and student certificates

- Knowledge of skin cancer and sun safety increased for both males and females

between the pretest and posttest. Correct answers increased from 72% to 96% for males and from 78% to 98% for females

#### *Southeast Health Department (rural)*

The Southeast Health Department partnered with junior high schools and the scoliosis screening program to screen 881 students in the 7th and 8th grades for skin cancer. Students were also educated, given skin safety materials and shown the DVD “Teens and Tanning: Sun Safety.”

- Five junior high schools participated in the screenings and education. A sixth school of 152 students just participated in the education.

Skin cancer awareness materials were also distributed to Gold Medal School coordinators to teach sun safety to elementary school students during Olympic field days and other outdoor spring activities.

#### *Tooele County Health Department (rural)*

Forty-six individuals attended a free clinic and were screened for skin cancer by a local doctor. Educational materials and incentives were also distributed at the clinic.

Educational and promotional materials were also distributed through local preschools, Head Start, day cares, and worksites, such as Cargill Salt, Detroit Diesel, and Dugway Army Base.

Sun safety and skin cancer information was also disseminated through community outlets and the Women, Infants, and Children (WIC) program.

#### *Utah County Health Department (urban)*

The Utah County Health Department held a “Garden of Hope” and a “Gift of Thanksgiving” event where two Spanish-speaking doctors provided free skin cancer screening exams. Educational materials

were also distributed.

- 51 individuals had some kind of lesion, 25 were referred to a doctor and/or recommended for a biopsy. All 51 individuals were called for follow-up.

- 8 individuals with melanoma, basal cell carcinoma, and/or squamous cell carcinoma were sent to a dermatologist and received follow-up.

### **Community-based Mini-grants (FY 2007)**

#### *Bear River Health Department*

The Bear River Health Department received a mini-grant to educate Logan Aquatic Center participants about sun safety protection in cooperation with the center.

### **Community-based Mini-grants (FY 2009)**

#### *Utah County Health Department*

The Utah County Health Department received a mini-grant to perform monthly skin cancer screenings, outreach, and education. Fourteen skin cancer presentations were given at schools, and 14 skin cancer screening events were held. A total of 535 people were screened at the skin cancer screening events.

#### *UCAN Skin Cancer Committee*

The UCAN Skin Cancer Committee received a mini-grant to purchase educational materials and sunscreen.

#### *Tooele County Health Department*

The Tooele County Local Health Department received a mini-grant to provide skin cancer screenings, outreach, and education. Funding resulted in the following:

- A total of 114 visits were made to 38 primary care providers. Approximately 5700 skin cancer educational materials were distributed to these providers.

- Visits to four daycares in July 2008 and again in April 2009 to discuss skin

cancer and preventative measures.

- Tooele County Health Department home visiting nurses provided education on skin cancer and prevention practices to 473 clients in the Women, Infants, and Children (WIC) program.
- A free skin cancer screening event was held in May 2009. Fifty-six individuals were screened.
- Meetings were held with the Tooele County School District to discuss incorporating skin cancer prevention into the curriculum. The district was provided with information on skin cancer curriculums.
- A sun safety article was placed in seven parent-teacher association newsletters.

#### *Wasatch County Health Department*

The Wasatch County Health Department planted 14 shade trees at a rural elementary school and educated 550 students and teachers about skin cancer.

### **Partners' Successes**

#### *Huntsman Cancer Institute*

HCI Patient and Public Education outreach staff created Skin Cancer Prevention presentations to be given at schools, community groups, church groups, and worksites. These presentations cover skin cancer statistics and its prevalence in Utah, the importance of protecting skin from the sun and tanning beds, developing sun safety behaviors, and what skin cancer and melanoma looks like. During this reporting period staff gave 110 presentations to 4,547 people including middle and high school students, lifeguards, ski instructors, and community groups. For two years we have focused on teaching safe sun habits to lifeguards at our community pools. We also created an educational piece called Melanoma – Know the Danger Signs and have distributed 3,566 copies.

For the last 10 years Huntsman Cancer Institute has hosted a free skin cancer screening each year in May. From 2007 to 2009 we screened 1,364 individuals, of these 457 were referred to a dermatologist for follow-up of a skin abnormality, and 18 had a presumptive diagnosis of melanoma.



# Treatment and Quality of Life

## Access to Quality Care

15.1 Objective – Support efforts to ensure that all cancer patients diagnosed and treated in the state of Utah have the opportunity to receive state-of-the-art therapy and services.

Community-based Mini-grants (FY 2008)

### *American Cancer Society*

The American Cancer Society received a mini-grant to recruit and train volunteers for the “Road to Recovery” program. This program provides free transportation to and from cancer treatment appointments. The American Cancer Society recruited 19 volunteers and held four trainings because of this mini-grant.

### Partners’ Successes

#### *Huntsman Cancer Institute*

In 2005 Huntsman Cancer Institute and Intermountain Health Care announced an alliance. This agreement created the Huntsman-Intermountain Cancer Care Program, which combines HCI’s leadership in laboratory, population sciences, and clinical research with Intermountain’s nationally recognized expertise in clinical quality improvement and program development.

- The program allows HCI researchers to use data about cancer care and outcomes from throughout the Mountain States region, so optimal approaches for cancer treatment can be determined.

- It makes clinical trials widely available, so more patients can receive the most advanced medicine and treatment protocols.

- It increases opportunities for cancer research on many fronts, including the causes of cancer, the best ways to deliver care, methods of identifying people with increased risk, and cancer prevention.

Working together, HCI and Intermountain combine their strengths. As this alliance continues, so will improvements in cancer research, care, and prevention.

As part of this alliance, Patient and Public Education staff members have worked with Intermountain Healthcare to develop Cancer Education Centers at many of their facilities. Currently there are 8 Cancer Education Centers across Utah from Logan to St. George and they report to the Cancer Learning Center at Huntsman Cancer Institute. The Cancer Learning Center at HCI provided cancer information to over 18,000 people during this reporting period and collectively the Cancer Education Centers at Intermountain provided cancer information to over 3,000 people.

**15.2 Objective** – Increase Utahns’ access to state-of-the-art care, regardless of their ability to pay for medical care and other cancer-related services

### Breast & Cervical Cancer Prevention and Treatment Act

Under the Breast & Cervical Cancer Prevention and Treatment Act women diagnosed with breast or cervical cancer can receive treatment through Medicaid. Women must be diagnosed through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) to be eligible. In Utah, the NBCCEDP is known as the Utah Cancer Control Program.

**15.3 Objective** – Reduce cultural barriers to receiving appropriate cancer therapy

**Community-based Mini-grants (FY 2008)**

UCAN & Alliance Community Services  
UCAN used a community mini-grant to reach 750 Hispanic women through presentations and health fairs and recruit 62 women for mammograms with Alliance Community Services. Information included breast and cervical cancer education, cancer prevention, and navigating the healthcare system.

**Community-based Mini-grants (FY 2009)**

*Utah Partners for Health*

Utah Partners for Health received a mini-grant to provide cancer education and outreach to low-income, high ethnic/racial minority populations. Education focused on healthy eating, physical activity, and healthy weight, as well as breast cancer, cervical cancer, and tobacco-related cancers.

**Partners' Successes**

*Huntsman Cancer Institute*

During this reporting period, Patient and Public Education staff handled 318 information requests in Spanish. They also provided Spanish language materials to callers and created a Spanish cancer resource guide called Guia de Recursos Comunitarios Para Pacientes con Cáncer.

HCI Patient and Public Education outreach staff created several presentations in Spanish on general cancer, early detection and screening, nutrition, tobacco cessation, and women's cancers. During this reporting period staff gave 17 presentations to 965 people. PPE staff members are committed

to providing cancer education to all underserved populations. Staff attended 30 health fairs reaching an estimated audience of 57,700 Hispanics, African Americans, Native Americans, Pacific Islanders, and the Lesbian, Gay, Bisexual, Transgender, and Queer community (LGBTQ) community.

Patient and Public Education at HCI was a co-sponsor for the Hispanic Health Care Task Force's Third Annual Conference entitled Bridging the Disparity Gap held on July 11, 2008. There were 156 attendees at this conference.

In 2009, Patient and Public Education at HCI created a Patient Navigation program to help Spanish-speaking patients navigate their treatment at HCI. The Patient Navigator attends appointments with patients, provides cancer information, helps prepare questions for the doctor's visit, makes sure that patients understand the treatment including prescriptions, and helps them access other services such as social work, financial counseling, nutrition counseling, and the cancer library. In 2009, 70 patients at HCI received Patient Navigation services.

In May 2009, PPE staff planned and hosted the first health fair targeting the LGBTQcommunity. Over 200 individuals attended the event and received cancer information pertaining to their special needs.

**15.4 Objective** – Reduce/eliminate specific population disparities in access to cancer care

**Resources for the Medically Underserved**

Resources for the medically underserved were communicated through e-mail and website updates. Spanish language web links were updated.

- Between July 1, 2006 and June

30, 2007, approximately 821 individuals accessed the Medically Underserved Resource page

### **Breast & Cervical Cancer Screenings**

UCREW and UCCP coordinated with the Tooele County Health Department and the Huntsman Cancer Institute to provide breast and cervical screenings to seven women from the Goshute Reservation in February 2008. UCREW also provided an educational session with women while waiting for mammograms.

### **Community-based Mini-grants (FY 2009)**

#### *Utah Partners for Health*

Utah Partners for Health developed culturally and linguistically sensitive patient education information on various health topics:

- Breast health
- Nutrition
- Physical Activity
- Tobacco use

**15.5 Objective** – Assure sufficient resources exist to provide quality care/services for all.

No progress to report.

## **Clinical Trials**

**16.1 Objective** – Increase referrals to cancer trials by primary care and other care providers.

### **Media Campaign (FY 2008)**

Huntsman Cancer Institute and Intermountain Healthcare collaborated on a media campaign designed to increase awareness of clinical trials. Radio advertisements in English and Spanish were produced and ran on several stations

throughout the state for a period of six weeks. The UCAN Clinical Trials committee was made aware of this campaign.

### **UCAN Website**

The UCAN website has a clinical trials page which is updated with resources containing information about current clinical trials.

## **Quality of Life**

**17.1 Objective** – Increase awareness of available treatment options and support services among cancer patients in Utah

### **Utah Cancer Resource Guide**

Patient and Public Education staff at HCI produced two editions of a resource guide for cancer patients. The guide produced in 2007 was called Cancer Resource Guide and the guide produced in 2009 is called Resource Guide – Your Guide to Cancer Support, Information and Financial Assistance. During this reporting period 5,555 copies of the guide were distributed across the state. The Utah Cancer Action Network helped provide funding to make more copies of the guide available.

### **Partners' Successes**

American Cancer Society  
Between calendar years 2005 and March 10, 2010 the American Cancer Society provided more than 25,500 education and support services to Utah cancer patients. These services are valued at more than \$2,000,000.

**17.2 Objective** – Increase the proportion of Utah cancer patients whose cancer and cancer treatment-related side effects are recognized and treated early or prevented.

## Utah Cancer Control Program

The UCCP provides breast and cervical cancer screenings to low-income women aged 40 to 65 with little or no insurance. Patients diagnosed with cancer through this program can receive cancer treatment through Medicaid due to the Breast and Cervical Cancer Prevention and Treatment Act.

## Survivorship

18.1 Objective – Assure the availability of quality programs and services for cancer survivors and caregivers

### Cancer Conference – May 2007

UCAN and the UCCP held a conference for healthcare providers on survivorship issues. Topics included dealing with cancer-related fatigue, helping patients become “healthy survivors,” Utah’s advance directive forms, different models of palliative care, follow-up recommendations for childhood cancer survivors, and other resources for cancer survivors and providers. Forty-four (44) people participated the first day of the conference, and 41 participated the second day.

### Utah Cancer Survivorship Summit

Survivorship Summit – FY 2008  
The UCAN Quality of Life Workgroup coordinated a one-day Survivorship Summit on September 22, 2007. The workgroup raised over \$14,000 to support the Summit. Most of the cancer service agencies in the state participated in this event.

Two tracks were offered—one for adult survivors, and one for childhood survivors. A panel of survivors was established for each

track. Summit attendees had the opportunity to interact with panel members after lunch.

Two hundred twenty-one (221) people attended this event.

### *Survivorship Day – FY 2009*

The UCAN Quality of Life Work Group coordinated and raised over \$10,000 for the second annual Cancer Survivorship Day in August 2008. One hundred sixty (160) people attended this event.

Topics included:

- Pain management
- Stress relief
- Caregiver needs
- Navigating the healthcare system
- Nutrition
- Long-term after effects – pediatric cancer
- Special education issues – pediatric cancer

### Alliance Community Services Breast Cancer Support Group

Alliance Community Services organizes and facilitates a monthly breast cancer support group for Hispanic women struggling with language barriers. The group meets once each month. Educational speakers are invited to present and a psychologist is present to assist with emotional support. Currently, over 100 women are members. Diagnoses extend past breast cancer and include women with ovarian cancer, lymphoma, and others.

### Community-based Mini-grants (FY 2007)

#### *American Cancer Society/UCAN Quality of Life Workgroup*

The American Cancer Society/UCAN Quality of Life Workgroup received a mini-grant to develop, print, and mail 10,000 brochures for

the Cancer Survivors' Summit.

### **Community-based Mini-grants (FY 2008)**

**Cancer Wellness House**  
The Cancer Wellness House, funded by a UCAN mini-grant, held peer to peer network program activities with 67 cancer patient attendees and collected 40 survivor surveys.

### **Community-based Mini-grants (FY 2009)**

**Cancer Wellness House**  
The Cancer Wellness House received a mini-grant to fund cancer survivor network support groups.

### **Partners' Successes**

*American Cancer Society*  
Between calendar years 2005 and 2009, the American Cancer Society provided 8,514 quality of life services to more than 4,000 Utah cancer patients. The American Cancer Society quality of life programs include the Look Good Feel Better and Road to Recovery programs, as well as lodging and transportation grants. These programs provided more than \$1,000,000 worth of direct services to patients and their families.

*Utah Cancer Registry*  
Staff from the Utah Cancer Registry presented posters at both the 2007 and 2008 Utah Cancer Survivorship Conferences. The 2007 poster was titled "Cancer Survival in Utah." The title of the 2008 poster was "Cancer Prevalence in Utah."

## **End of Life**

**19.1 Objective** – Ensure services are in place to provide needed end-of-life care and educate Utahns about these care options.

### **Community-based Mini-grants (FY 2007)**

*End of Life Partnership*  
The End of Life Partnership received a mini-grant to develop and test a presentation to educate the public about palliative care and pain management.

# Recommendations

Recommendations to further the goals of the 2006-2011 Utah Comprehensive Cancer Control Plan include focusing on the following:

Utah Comprehensive Cancer Control Plan 2006-2011 Objectives with no or limited progress:

**15.2 Objective** – Increase Utahns’ access to state-of-the-art care, regardless of their ability to pay for medical care and other cancer-related services.

**15.5 Objective** – Assure sufficient resources exist to provide quality care/services for all.

**16.1 Objective** – Increase referrals to cancer trials by primary care and other care providers.

**17.2 Objective** – Increase the proportion of Utah cancer patients whose cancer and cancer treatment-related side effects are recognized and treated early or prevented.

**19.1 Objective** -- Ensure services are in place to provide needed end-of-life care and educate Utahns about these care options.

Utah Healthy People 2010 Targets Not Met:

## Nutrition

Utah Healthy People 2010 Target: 45.0% of adults eat two servings of fruit per day.  
55.0% of adults eat three servings of vegetables per day.

Utah: 32.9% of adults ate two servings of fruit per day.  
25.2% of adults ate three servings of vegetables per day.  
(Source: BRFSS, 2007)

## Physical Activity

Utah Healthy People 2010 Target: 65.0% of adults get recommended amount of physical activity.

Utah: 55.3% of adults get recommended amount of physical activity.  
(Source: BRFSS, 2007)

## Breast Cancer Screenings (Mammograms)

Utah Healthy People 2010 Target: 80% of women (40+) receive a mammogram in the

past two years.

Utah: 67.2% of women (40+) received a mammogram in the past two years.  
(Source: BRFSS, 2008)

### **Cervical Cancer Screenings (Pap Tests)**

Utah Healthy People 2010 Target: 90.0% of women receive a pap test in the past three years.

Utah: 74.1% of women received a pap test in the past three years.  
(Source: BRFSS, 2008)

### **Colorectal Screenings (Colonoscopy/Sigmoidoscopy)**

Utah Healthy People 2010 Target: 65.0% of adults (50+) receive a colonoscopy/ sigmoidoscopy in past five years.

Utah: 57.5% of adults (50+) received a colonoscopy/sigmoidoscopy in the past five years.  
(Source: BRFSS, 2008)

### **Melanoma Mortality**

Utah Healthy People 2010 Target: 2.3 per 100,000 population.

Utah: 2.8 per 100,000 population

### **Prostate Cancer Mortality**

Utah Healthy People 2010 Target: 20.0 per 100,000 population.

Utah: 26.0 per 100,000 population  
(Source: Office of Vital Records, 2008)

### **Sun Protection Measures**

Utah Healthy People 2010 Target: 75.0% of adults use one of four measures to protect their skin from the sun.

Utah: 65.5% of adults used one of three measures to protect their skin from the sun.  
(Source: BRFSS, 2008)

## Areas Utah Falls Behind the U.S.

### **Childhood Cancer Incidence**

U.S.: 15.6 per 100,000 population.

Utah: 16.6 per 100,000 population.

### **Ovarian Cancer Mortality**

U.S.: 8.5 per 100,000 population.

Utah: 9.0 per 100,000 population.

### **Melanoma Incidence**

U.S.: 21.1 per 100,000 population.

Utah: 26.8 per 100,000 population.

**Age-Adjusting:** Age-adjusting incidence and mortality rates were adjusted using the direct method and standardized to the age distribution of the 2000 U.S. population. Incidence and mortality rates represent the average number of new cases diagnosed annually per 100,000 population.

**Behavioral Risk Factor Surveillance System (BRFSS):** The BRFSS is conducted as a random telephone survey of the non-institutionalized adult population. The survey is administered in every month of the calendar year. After annual data collection is complete, individual responses are weighted to be representative of the state's adult population, and analysis is performed on the weighted data. Utah BRFSS data was retrieved through IBIS (see description below). To find out more about BRFSS visit: <http://www.cdc.gov/brfss/>

**Healthy People 2010 (HP 2010):** Healthy People 2010 is a set of health objectives for the Nation to achieve over the first decade of the new century. Healthy People 2010 was developed through a broad consultation process, built on the best scientific knowledge and designed to measure programs over time. To learn more about HP 2010 visit: <http://www.healthypeople.gov/default.htm>

**Utah's Indicator-Based Information System for Public Health (IBIS):** This site provides statistical numerical data as well as contextual information on the health status of Utahns and the state of Utah's health care system. It houses frequently requested public health publications, indicator reports, and health datasets. For this report data from BRFSS, Utah Cancer Data Registry, and Utah Vital records was queried using IBIS. To learn more about IBIS visit: <http://ibis.health.utah.gov/home>

**Surveillance Epidemiology and End Results (SEER):** SEER currently collects and publishes cancer incidence and survival data from population-based cancer registries covering approximately 26 percent of the US population and has been used by UDOH to determine the U.S. cancer incidence and mortality rates. The SEER Program registries routinely collect data on patient demographics, primary tumor site, tumor morphology and stage at diagnosis, first course of treatment, and follow-up for vital status. To find out more about SEER visit: <http://seer.cancer.gov/>

**Utah Cancer Data Registry:** Cancer data was provided by the Utah Cancer Registry, which is funded by the National Cancer Institute's SEER Program with additional support from the Utah Department of Health and the University of Utah. Utah Cancer Registry staff members and cancer registrars at local health care facilities identify cases of cancer through routine and systematic review of pathology reports, medical records, hospital discharge lists, and vital records. Rates are computed using number of persons in the population using IBIS population numbers and all data was retrieved using IBIS. To learn more about the Utah Cancer Data Registry visit: <http://ucr.utah.edu/index.htm>

**Utah Vital Records/Death Certificate Database:** Death certificates are usually completed by physicians, coroners, and funeral directors. Death certificate data go through extensive edits for completeness and consistency. All death data are provided for Utah residents, regardless of where the death occurred. Mortality data for this report was retrieved through IBIS.