

# Cancer Prevention in Action: A Policy, Systems, and Environmental Change Approach in New York State

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## Background

Despite many advances in medical care, prevention approaches and early diagnosis, the cancer burden continues to weigh heavily on individuals, their families, the community, health care organizations, and public health. A multi-pronged approach of addressing individual behaviors and population-based activities can support and reinforce healthy behaviors and reduce cancer risk. Specifically, activities to build community support for policy, systems and environmental (PSE) change (Fig. 1) can shift whole populations to a lower level of cancer risk by changing the context in which individuals make health decisions.

Figure 1. Activities to Build Community Support for PSE Change (Community Transformation Framework)



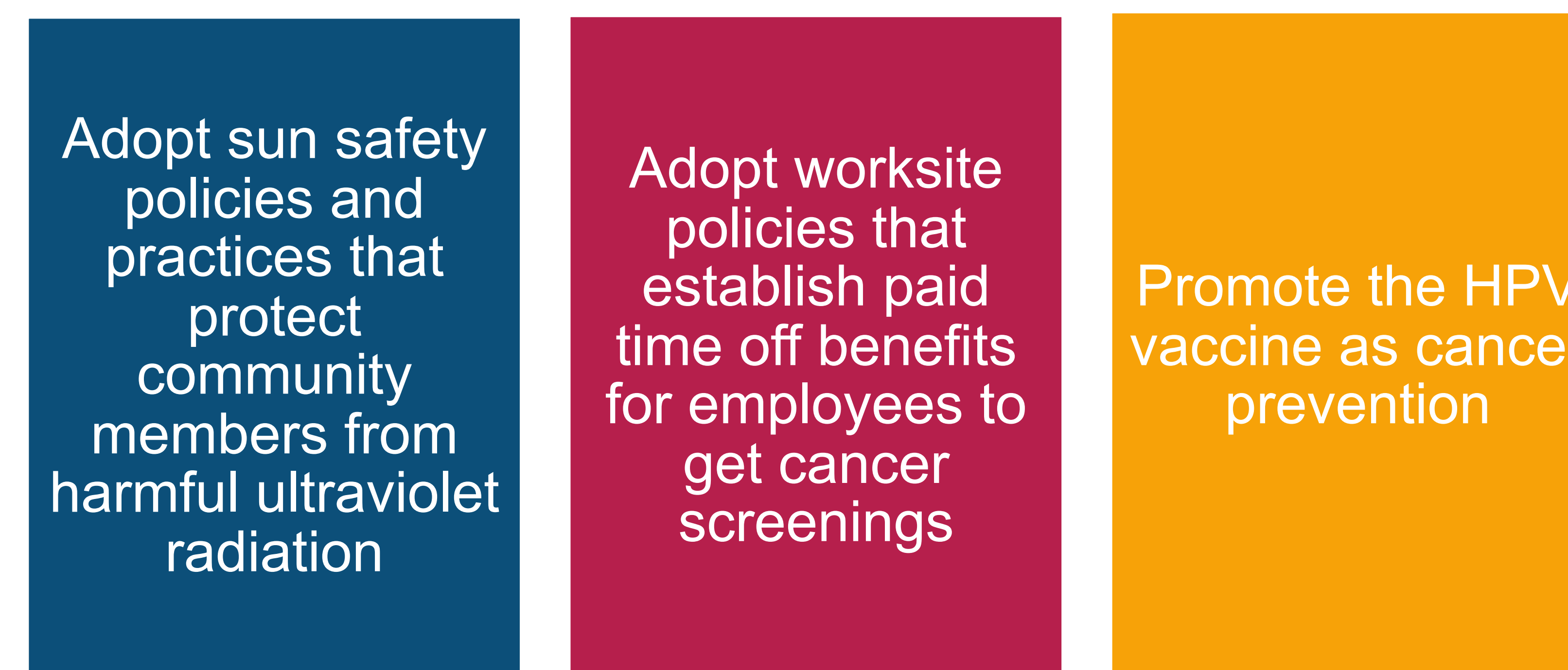
## Goals and Objectives

The goal of the New York State Department of Health (NYSDOH) Community Cancer Prevention in Action (CPiA) program is to prevent and reduce cancer in communities using a PSE change approach. To achieve this goal, the NYSDOH awarded four community contractors to collectively serve 12 counties to decrease exposure to ultraviolet radiation; increase cancer screening rates for colorectal, breast and cervical cancers; and increase awareness of and support for cancer prevention PSE changes. Their award period is five years, October 2018-September 2023.

## Methods

In order to meet program objectives (Fig.2), CPiA community contractors participate in education and mobilization activities in their communities to build awareness of and support for policy change throughout the community, including schools, worksites, recreational facilities and childcare centers. Contractors help communities to:

Figure 2. Five-Year CPiA Program Objectives




## Results

For the first program year (October 2018-September 2019), early results have been positive, as documented through program performance monitoring and local level evaluation (Fig. 3). Passed sun safety policies reach an estimated 1,077 children in child care settings, 260,124 patrons at outdoor recreation settings and 1,324 employees at outdoor worksites while paid time off policies reach an estimated 37 employees at worksites.

Figure 3. CPiA Year 1 Results and Impact in the Community



## Conclusions

Year 1 results from community contractors are positive and exceeded initial NYSDOH expectations. The application of the Community Transformation Framework has successfully built community and decisionmaker support for cancer prevention policies in local communities. As a result, the NYSDOH anticipates expanding the CPiA Program to include four additional service areas in NYS to continue support for PSE change in local communities.