



Reducing the impact of cancer in our communities

ANNUAL REPORT

JULY 2018 - JUNE 2019

SCCANCER.ORG

INFO@SCCANCER.ORG

OUR CALL TO ACTION

255,110

CANCER SURVIVORS

in South Carolina *

OUR MISSION

**The mission of the South Carolina Cancer Alliance
is to reduce the impact of cancer on
all South Carolinians.**



*Estimated Numbers of Cancer Survivors by State as of January 1, 2016, American Cancer Society

20-YEAR CANCER REPORT SHOWS DECLINE IN MORTALITY RATES

SOUTH CAROLINA CANCER ALLIANCE AND SC DHEC RELEASE REPORT
DATA FROM SC CENTRAL CANCER REGISTRY

Key Findings

- The age-adjusted all-cancer mortality rate in SC declined 17.6%, with double-digit decreases among all races and both genders.
- Mortality rates declined for the top four cancers in SC.
- The age-adjusted all-cancer incidence rate in SC declined 3.1%.
- The all-cancer incidence rate for males declined by 12.6%, however it remains higher than the rate for females.
- The all-cancer incidence rate in females increased 5.5%.
- While mortality rates have declined for many cancers in SC, significant racial disparities persist.

LUNG CANCER

Most commonly diagnosed cancer in SC, and ranks 1st for cancer deaths

Incidence and mortality rates among black men are statistically significantly higher than any other group

Risk Factors

- Smoking is primary risk factor
- Exposure to secondhand smoke can cause lung cancer in non-smoking adults

Prevention Strategies

- Decrease tobacco usage
- Offer assistance to help those who smoke to quit
- Prevent youth from smoking
- Promote policies to create smoke-free places
- Increase the minimum legal age of access to tobacco products to 21 years

PRO STATE CANCER

Most commonly diagnosed cancer in men in SC and US, and ranks 5th for cancer deaths

Strong downward trends in incidence and mortality

The death rate for black men is three times higher than for white men

Biggest risk factor is age

MELANOMA

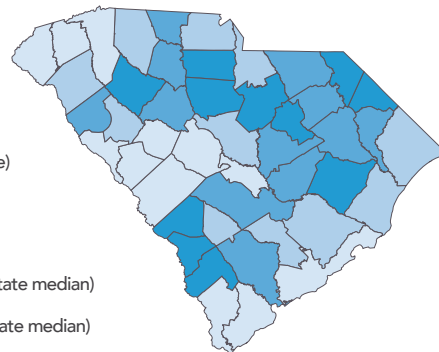
Fifth most commonly diagnosed cancer in SC, and ranks 18th for cancer deaths

Incidence increases 21.2% among white males and 24.6% among white females mirror national trends

Biggest risk factor is exposure to UV rays from sun and tanning beds

All-Cancer 5-Year Mortality Rates by County, 2011-2015

Age-adjusted (US 2000 std population) all races, males and females



State median: 183.3 (Middle value)

State rate: 174.0 (Average)

197.5-224.1 (Highest)
183.5-196.8 (Higher than state median)
171.5-183.0 (Lower than state median)
140.9-166.9 (Lowest)

COLORECTAL CANCER

Fourth most commonly diagnosed cancer in SC, and ranks 2nd for cancer deaths

One of the most deadly of the leading cancers, however it is one of the most preventable

Incidence and mortality rates among black men are statistically significantly higher than any other group

Risk Factors

- Being overweight
- Consuming a diet high in red and processed meats
- Smoking

Prevention Strategies

- Screening is critical to prevention and early detection

BREAST CANCER (FEMALE)

Most commonly diagnosed cancer among women, and ranks 3rd for cancer deaths

Screening and improved treatments have reduced mortality

The death rate for black women is 43.5% higher than for white women

Risk factors

- Reproductive history
- Family history
- Genetic predisposition
- Being overweight
- Consuming alcohol



SOUTH CAROLINA
CANCER ALLIANCE

HIGHLIGHTS AND ACCOMPLISHMENTS

Supporting and Delivering Programs

Bringing South Carolina specific programs for individuals, patients, caregivers, and health care providers. Some of these programs are designed to increase screening rates in our underserved communities.

- 5 events - 20 Years of Cancer Trends Report Annual Meeting, Health Equity Evidence Academy, Survivorship Evidence Academy, Corporate Wellness Evidence Academy, and Patient Workshop
- 400 + Individuals, patients, caregivers, and health care providers attended
- [Click here for the evaluation summaries.](#)

Building Partnerships

No one individual or organization can decrease the state cancer burden alone, although, through the grassroots efforts of committed partners across the state, we will reduce the impact of cancer on all South Carolinians.

- 300 + Volunteers develop, implement, and evaluate specific objectives and projects in the state cancer plan
- 7 Active workgroups that address breast, cervical, prostate, and lung cancer, policy and advocacy, health equity, and survivorship*
- [Click here for our quarterly newsletter outlining workgroup activities.](#)

Raising Awareness

We inform our communities about cancer, cancer risk factors, screening services as well as local, regional, and national services and programs.



- 21,000 + page views at sccancer.org, which represents an increase of 46% compared to the previous year.
- Approximately 7,500 new users at sccancer.org, which represents an increase of 75% compared to the previous year.
- 48,000 + people reached through the HPV Vaccination Now Social Media Campaign
- Gained approximately 154,400 Twitter impressions

Engaging Communities

Through our robust education sessions, we teach community members how to implement awareness programs and promote local screening services.

- Promote and organize comprehensive education programs to increase cancer screenings for residents in public housing. Currently, this program is available in 8 counties. [Click here for the evaluation summaries.](#)
- Promote and organize the faith-based initiative to educate church congregations on the cancer burden and available screening resources. Currently, 35 churches are participating in this program. [Click here for the evaluation summaries.](#)

ALLIANCE FAITH-BASED INITIATIVE LOGIC MODEL

INPUTS	STRATEGIES/ ACTIVITIES	OUTPUTS	SHORT-TERM OUTCOMES
<p>FUNDING</p> <ul style="list-style-type: none"> • SC DHEC • Chester Healthcare Foundation • Private Donations <p>EXTERNAL PARTNERSHIP</p> <ul style="list-style-type: none"> • USC School of Public Health • Local area churches • SC DHEC BCN Program • The Witness Project <p>LOCAL CHURCHES</p> <ul style="list-style-type: none"> • Church pastor • Church coordinators • Church members 	<p>STRATEGY: EXTERNAL PARTNERSHIP</p> <ul style="list-style-type: none"> • Activity 1: Develop and maintain external partnership and collaboration • Activity 2: Maintain relationship with existing churches and recruit new local churches <p>STRATEGY: EDUCATE CHURCH MEMBERS ON THE AVAILABLE SCREENING RESOURCES</p> <ul style="list-style-type: none"> • Activity 1: Increase participants knowledge on cancer related resources in SC • Activity 2: Pastor encourages congregants to follow USPSTF screening guidelines - Link health to scripture • Activity 3: Promote messages through church media <p>STRATEGY: PROVIDE EDUCATIONAL ACTIVITIES FOR MEMBERS OF THE CHURCH</p> <ul style="list-style-type: none"> • Activity: Educate participants about various cancer topics each month through guest speakers, Alliance cancer presentation, etc. <p>STRATEGY: PROGRAM MONITORING AND EVALUATION</p> <ul style="list-style-type: none"> • Activity: Develop evaluation plan and methods 	<ul style="list-style-type: none"> • Number of external partnerships/Number of new partnerships • Number and types of resources given to church coordinators for distribution each month • Development of guidelines and skills for the church pastor and church coordinators to successfully complete the program • Number of members/participants attending cancer related programs, activities, and events • Number of educational/informative activities planned by the church coordinator/committee • Ongoing evaluation meetins and support • Development of quantitative and qualitative evaluation methods such as surveys, key formant interviews, and pre/posttest 	<ul style="list-style-type: none"> • Overall changes in individual behavior, knowledge, and attitudes related to cancer • Improved knowledge of resources regarding cancer prevention and cancer screenings • Improved knowledge about various types of cancers • Increased/improved access to cancer screenings <p>INTERMEDIATE OUTCOMES</p> <ul style="list-style-type: none"> • Increased number of cancer screenings and rescreening rates among priority populations • Increased/Improved access to cancer screenings (healthcare providers, mobile units, etc.) <p>LONG-TERM OUTCOMES</p> <ul style="list-style-type: none"> • Decreased cancer mortality and morbidity rates in South Carolina rural areas • Reduce disparities/costs associated with cancer
			 



FINANCIALS

The following information has been provided to the **Secretary of State's Office** for the fiscal year
7/1/2018 - 6/30/2019

Total Revenue: \$380,572

Program Expenses: \$305,112

Total Expenses: \$330,710

Net Assets: \$140,600

Fundraising Costs: \$7,251

92.3%

**OF OUR TOTAL EXPENSES ARE
DEDICATED TO PROGRAM SERVICES**



SOUTH CAROLINA
CANCER ALLIANCE



Together, we can reduce the impact of cancer in South Carolina

You can support our initiatives in so many ways - from attending one of our events, joining one of our workgroups, or signing up to receive our quarterly newsletter.

For more information on how to become a volunteer, visit sccancer.org or call 803-708-4732.

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