



In 2021, the South Carolina Cancer Alliance and the South Carolina Institute of Medicine and Public Health released a data brief highlighting the burden of cancer on African American men. This publication was a follow-up to our Cancer in African American Report developed in partnership with the South Carolina Central Cancer Registry. The South Carolina Cancer Alliance utilized the data from the Registry and recommendations outlined in the data brief and requested funding from the South Carolina General Assembly to implement three of the four recommendations.

Recommendation 1: Improve access to screening services and early detection care by expanding safety net programs. Expansion of safety net screening and early detection programs results in earlier identification of cancer, timely access to treatments, and lower mortality rates.

Public benefit: Men in South Carolina will receive free or low-cost cancer screenings for colorectal, prostate, and lung cancer. Cancer prevention saves lives, and when cancer is detected early has a lower mortality rate.

- Action: Offer limited funding to providers in priority areas to develop stop-gap funds to increase cancer screening in men

Recommendation 2: Engage community health workers with customized resources to target African American men to reinforce the need for ongoing screenings and early detection services. Recruiting community health workers to educate patients about their health, the need for screenings and early identification, and assisting in overcoming structural barriers is an evidence-based method to improve health outcomes.

Public benefit: Men in underserved communities will receive life-enhancing resources and free or low-cost cancer screenings for colorectal, prostate, and lung cancer. Cancer prevention saves lives, and when cancer is detected early has a lower mortality rate.

- Action: Implement a lay navigation program to link patients with available prevention and early detection services.
 - Lay Health Navigator 1 - Chesterfield, Marlboro, Darlington, and Lee
 - Lay Health Navigator 2 - Fairfield, Chester, Union, and Cherokee
 - Lay Health Navigator 3 - TBA

Recommendation 3: Mobilize communities to help increase cancer education and outreach efforts to targeted populations. Community engagement is imperative when connecting with African American men and addressing barriers African American men face when accessing cancer screening services.

Public benefit: The Alliance will invest in other community-based organizations focused on improving access to cancer screening for groups at higher risk of unfavorable cancer outcomes. Men in underserved communities will receive life-enhancing resources and free or low-cost cancer screenings for colorectal, prostate, and lung cancer. Cancer prevention saves lives, and when cancer is detected early has a lower mortality rate.

- Action: Coordinate local community-based screening events to ensure screening services are optimized
- Action: Engage and mobilize community members to promote cancer prevention and early detection in designated areas. These areas are decided by the data from the SC Central Cancer Registry.
- Action: Offer financial support to various groups to reduce structural barriers to cancer screenings
- Action: Annually educate the community on the social determinates of health and the importance of addressing health disparities

All efforts and programs will be evaluated annually to ensure optimized outcomes and accountability.