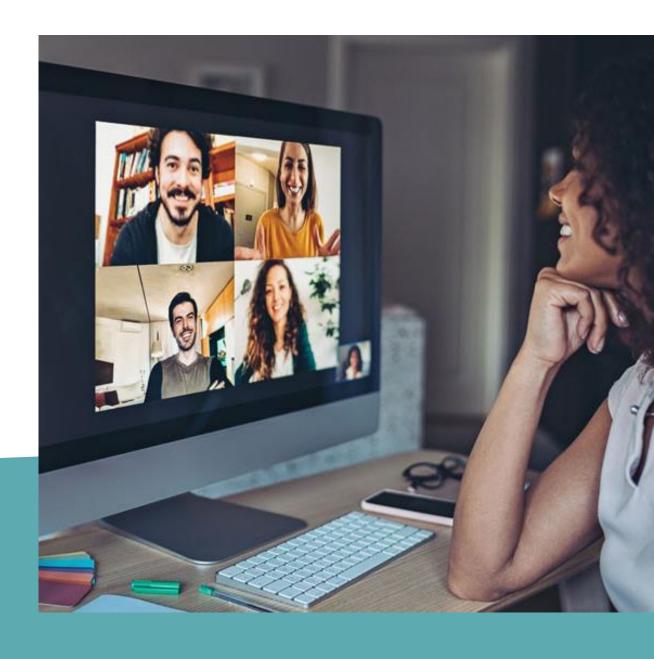
Data in Action: Using Public
Opinion Data to Inform NYS
Chronic Disease Prevention
and Control Initiatives

June 3, 2022 | 10:00-11:00am



NYSCC QUARTERLY MEMBER MEETING SERIES



Welcome



About Us

Working Together, Reducing Cancer, Saving Lives

We are New Yorkers from all walks of life who work together to reduce the burden of cancer.

The NYS Comprehensive Cancer Control Plan is a cancer prevention and control roadmap that we use to guide us in our efforts.









Who We Are

Member Affiliations

A2 Associates, LLC

Action to Cure Kidney Cancer

Adelphi NYS Breast Cancer Hotline & Support

Program

Albany Medical Center

Albert Einstein College of Medicine

Alliance of New York State YMCAs

American Cancer Society

American Cancer Society Cancer Action Network

American Childhood Cancer Organization

American Lung Association

American-Italian Cancer Foundation

Bassett Healthcare

Ben's Builders

Breast and Prostate Peer Education a service of

Niagara Falls Memorial Center

Breast Cancer Coalition of Rochester

Broome County Health Department

Broome County Health Department

Cancer Patient Support Foundation

Cancer Resource Center of the Finger Lakes

Columbia University

Cortland County Health Department

CUIMC/NYP

Cullari Communications Global

Eastern Niagara Hospital

Erie County Department of Health

Southampton Hospital

Franklin County Public Health

Fulton County Public Health

Gilda's Club NYC

Glens Falls Hospital

Great Lakes Cancer Care

Herbert Irving Comprehensive Cancer Center

HeritX.org

HITCH Inc./Open Door Family Medical

Centers

Hunter College NYS Food Policy Center

Icahn School of Medicine at Mount Sinai

Institute for Family Health

Jacobi Medical Center

Jacobs School of Medicine - State

University of New York at Buffalo

Jefferson County Public Health Service

Kaleida Health Family Planning Center

Leukemia & Lymphoma Society

Making Headway Foundation

NYU Langone Health

Pediatric Brain Tumor Foundation

Population Health Collaborative

Rochester Regional Health

Roswell Park Comprehensive Cancer

Center



Action Teams Join Today!

- Learn about the latest updates in state-wide cancer prevention efforts
- Promote Plan priorities through webinars, trainings, or workshops
- Collaborate with team members to achieve Plan goals and objectives



Skin Cancer



Lung Cancer



Colorectal Cancer



Survivorship



Environmental Carcinogens



Survivorship Lifestyle



HPV Coalition



HOME

ABOUT US Y

CANCER PLAN

ACTION TEAMS Y

MEMBERSHIP Y

EVENTS



How to Find Us



Follow us on Twitter

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NYS Cancer Consortium



Check out our Website nyscancerconsortium.org



Consortium Announcements



NYSCC Quarterly Member Meeting Series

Upcoming Meeting Dates

> September 28, 2022

11:00-12:00pm

> **December 8, 2022**

10:00-11:00am

> March 14, 2023

11:00-12:00pm



Health Promotion and Cancer Prevention

Cancer Moonshot Launches in 2022

The White House recently underscored the importance of cancer prevention and early detection by making it a national priority and cornerstone of the new <u>Cancer Moonshot Initiative</u>. The President's Cancer Panel also released "<u>Closing Gaps in Cancer Screening</u>: <u>Connecting People</u>, <u>Communities</u>, and <u>Systems to Improve Equity and Access</u>."

The Cancer Moonshot Initiative was first launched in 2016 by then Vice President Biden to accelerate progress in cancer research. The heightened focus on cancer prevention and screening in the 2022 relaunch of Cancer Moonshot initiative is a clear acknowledgement of the impact prevention work is having through communities, employers, and families.

The new Cancer Moonshot sets ambitious goals for the future of cancer prevention and control: 1) reduce the death rate from cancer by 50 percent over the next 25 years and 2) improve the experience of patients and families living with and surviving cancer. As part of the Moonshot, the U.S. Department of Health and Human Services made a commitment that supports these new Moonshot objectives: accelerating efforts to nearly eliminate cervical cancer through screening and HPV vaccination, with a particular focus on reaching people who are most at risk.

National Immunization Survey – Teen Data Released

A recent study analyzed a National Immunization Survey – Teen data set, including 81,899 adolescents aged 13 to 17 years and found a significant positive association between adolescents being permitted to consent to HPV vaccination and increased rates of initiation of the vaccine series. Initiation of the HPV vaccine series was 67.9% for adolescents permitted to consent, compared with 61.4% for those not permitted to consent.



State Strategies to Improve HPV Vaccine Uptake in Pre-Teens and Adolescents

This paper highlights several successful state initiatives that policymakers may consider adopting to improve routine HPV vaccination rates among adolescents and provide catch-up vaccinations to the estimated one million adolescents who are now behind due to the challenges of the pandemic. Find more information here.

NYSCC E-Blast

A bi-monthly e-newsletter created by and for Consortium Members

Topics Include;

- Funding Opportunities
- Health Promotion Articles
- Member Spotlights
- Meetings and Trainings of Interest
 And more!

Deadline for August E-Blast: July 29th

National Cancer Survivor Month



Data in Action: Using
Public Opinion Data to
Inform NYS Chronic
Disease Prevention and
Control Initiatives









New York's Chronic Disease Public Opinion Poll

Dr. Don Levy May 19, 2022

BACKGROUND & HISTORY

DCDP Public Opinion Poll Background & History



Annual telephone survey of NY adult residents ages 18 years and older



First survey conducted in 2013



Content development coordinated across DCDP Bureaus and programs



Contract with Siena College Research Institute to conduct annual survey



SURVEY PURPOSE

Survey Purpose

To assess public support for chronic disease prevention and control policies



- Survey examines general public's:
 - Beliefs about public health issues
 - Support for DCDP priority policy initiatives
 - Variation in support by demographics
 - Changes in support over time



INFORMING DECISION MAKERS

Survey Purpose

To generate information for action [Domain 1] in support of policy, systems, and environmental (PSE) change interventions [Domain 2]

Activities to Build Community Support

Educating and Engaging Communities Mobilizing and Empowering Communities Engaging Organizational Decision Makers Educating Government Decision Makers

Population Health Impact

PSE change interventions change the context to make individuals default decisions healthy, require less individual effort and have the potential for greater population impact

Public and decision maker education

Awareness and beliefs about the issue change

Support for policy increases

Policy adopted

Health behaviors change

Health outcomes improve

SURVEY INSTRUMENT

Description of Survey Instrument

- Twelve introductory questions to assess general beliefs about public health issues and policy interventions
- Series of questions assessing support for chronic disease prevention and control policies
- Demographics: gender, age, race/ethnicity, county, annual household income, educational attainment, employment status, children in household, smoking history





SAMPLE QUESTION



Example: Policy Question



Respondents are asked whether they would favor or oppose a policy using a four option scale.

<u>Example</u>: Current New York State regulation prohibits persons under 18 years of age from using UV radiation devices such as tanning beds or tanning booths. Would you be in favor of or opposed to a change in the regulations that would increase the age limit on the tanning regulations to restrict all minors so that all persons under 21...

- ☐ Strongly in favor
- ☐ In favor
- Opposed
- □ Strongly opposed
- □ Don't Know/Refused

^{*}Tobacco control policy questions used a 5-option scale with additional response category "Neutral" to be consistent with other statewide tobacco surveys. Strongly in favor, Somewhat favor, Neither in favor nor opposed, Somewhat oppose, Strongly oppose, Don't Know/Refused





SCRI ADMINISTRATIVE TEAM



Dr. Don LevyDirector

Meghann CrawfordDirector of Data Management

Colleen KromreyDirector of Project Management

Travis BrodbeckAssociate Director of Data Management

Leslie FosterBusiness Development Manager

Derek MastersonCoordinating Supervisor



METHODOLOGY



1,312 New York State Residents



January 3-20, 2022

MOE +/- 3.0%



60% of completed surveys by cell phone 27% in 2017

12 working and answered numbers for 1 complete, 7 attempts on every working number

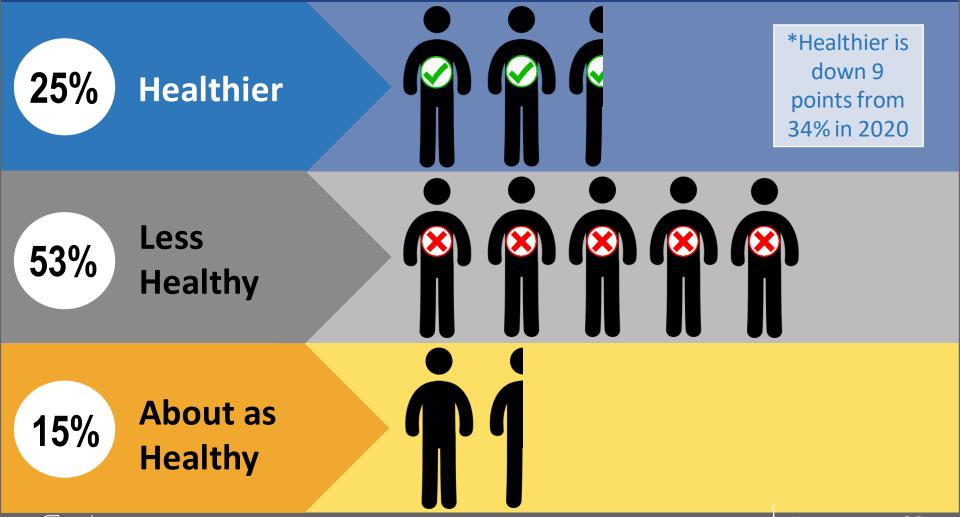


310 completed surveys conducted via online panel



Are Americans Healthy?

In general, do you think Americans today are healthier than they were a generation ago, less healthy or are they about as healthy today as they were a generation ago?







SERIOUS PUBLIC HEALTH PROBLEMS

For each of the following, tell me if you think it is a very serious public health problem, a somewhat serious public health problem, a not very serious problem or that it is not at all a serious public health problem.



Childhood obesity

92%



Access to health care

80%



Prescription opioid misuse and abuse

90%



Alcohol Consumption

77%



Heroin use

88%



Access to healthy Food and beverages

73%



Tobacco use

85%



Marketing tobacco towards minorities

70%



Amount of exercise Americans get

83%



Marijuana or cannabis use

46%



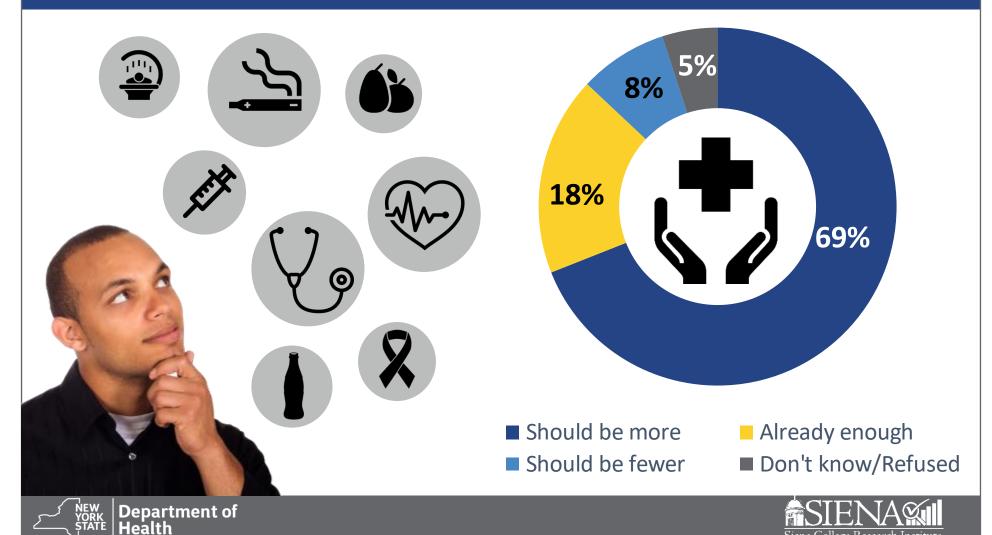
E-cigarette use and vaping

82%

Percent of New Yorkers who believe a public health problem is very or somewhat serious.

PUBLIC HEALTH POLICY

In general, do you think that there should be more public policies to promote healthy lifestyles among Americans, there already are as many public policies about healthy lifestyles as you support or that there should be fewer public policies that seek to promote healthy lifestyles?

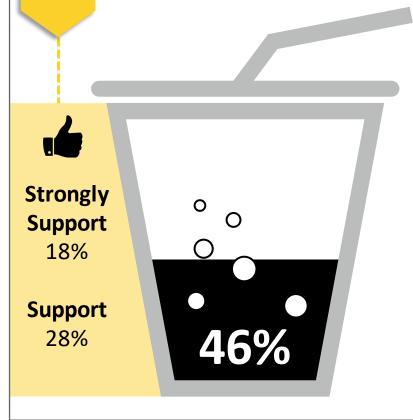


SUGAR-SWEETENED BEVERAGES

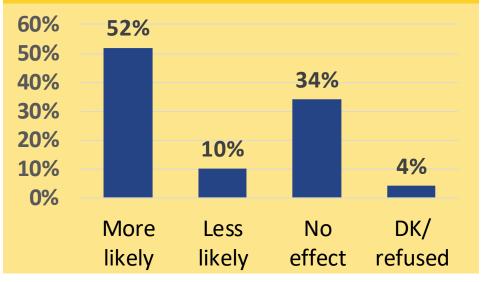
Do you support or oppose taxing sugar-sweetened beverages including regular soda?

SUPPORT TAXING SUGAR-SWEETENED





Knowing that a portion of the money from the tax would be used to fund health programs in New York would that make you more likely, less likely, or have no effect on supporting the tax?



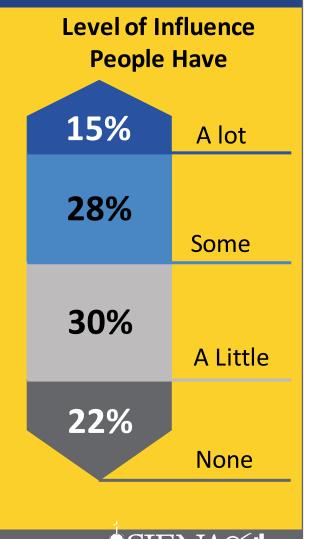




INFLUENCE ON HEALTH POLICY

In general, how much influence, if any, do you think people like you can have over which public health problems the government chooses to prioritize?







WALKABLE / BIKEABLE AREAS

There are places to walk or bicycle for recreation or exercise in my neighborhood that are safe from traffic.

76% Agree (37% Strongly)

There are places to safely walk or bicycle from my home to places such as stores, restaurants and other businesses.

71% Agree (**33% Strongly**)



22% Disagree (9% Strongly)



27% Disagree (11% Strongly)













RESTRICTING PROMOTIONS

Restricting promotions for high fat or sugary foods like buy one high fat or sugary item and get one free. Do you strongly support, somewhat support, somewhat oppose or strongly oppose?



SALES PROMOTION

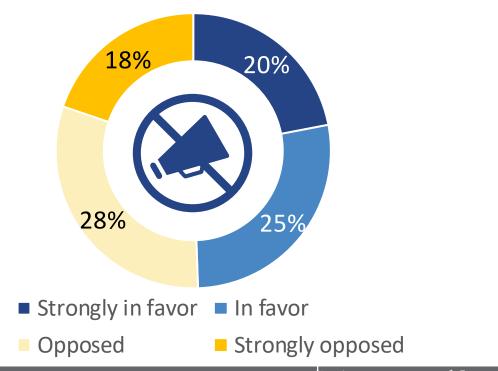


45% SUPPORT A BAN



46% OPPOSE A BAN





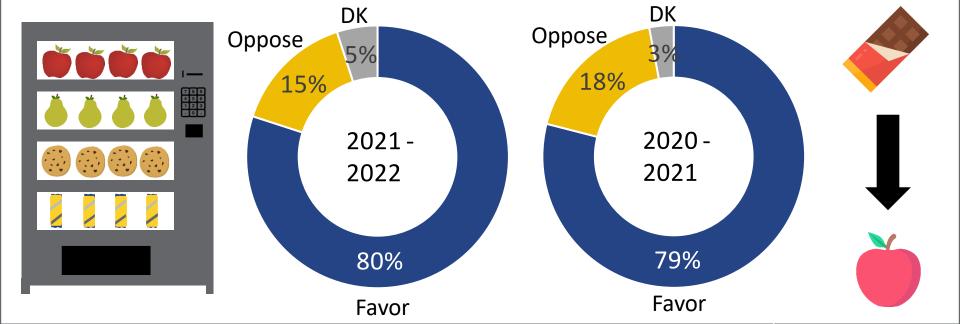




NUTRITION-RELATED POLICIES

In workplace or organizational cafeterias or vending machines, replacing some current high fat or sugary items with healthy food items. Are you...

| | Strongly Favor | Favor | Oppose | Strongly Oppose |
|-------------|----------------|-------|--------|--------------------|
| 2021 - 2022 | 43% | 37% | 9% | 6% |





INCREASED CHANCE OF CANCER

I'm going to read you some things that may affect a person's chances of getting cancer. Do you think that each of the following increases a person's chances of getting cancer a lot, some, a little, or not at all?



Smoking cigarettes

A lot: 85% Some: 11%



Infection with HPV, the Human Papillomavirus

A lot: 34% Some: 32%



Using e-cigarettes or other ``vaping´´ products

A lot: 51% Some: 29%



Not eating many fruits and vegetables

A lot: 29% Some: 32%



Exposure to the sun

A lot: 36% Some: 38%



Drinking alcohol

A lot: 24% Some: 37%



Being obese

A lot: 39% Some: 33%



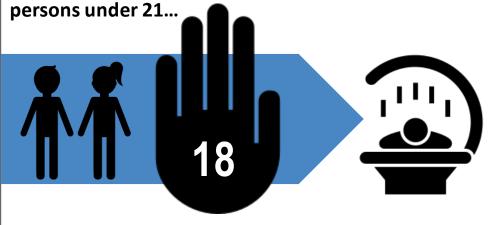
Not getting much exercise

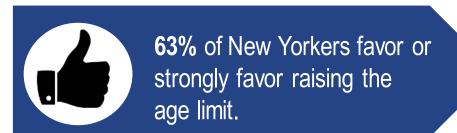
A lot: 24% Some: 35%

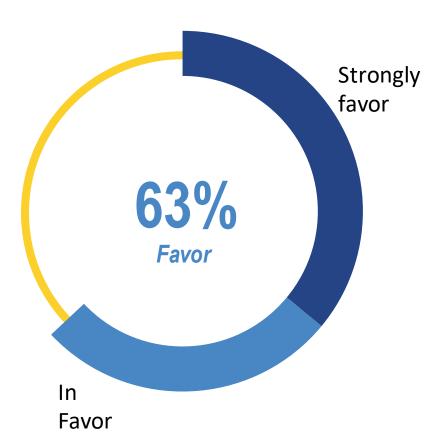
Indoor Tanning Regulations

SUPPORT TO RAISE THE AGE LIMIT ON INDOOR TANNING¹

Current New York State regulation prohibits persons under 18 years of age from using UV radiation devices such as tanning beds or tanning booths. Would you be in favor of or opposed to a change in the regulations that would increase the age limit on the tanning regulations to restrict all minors so that all





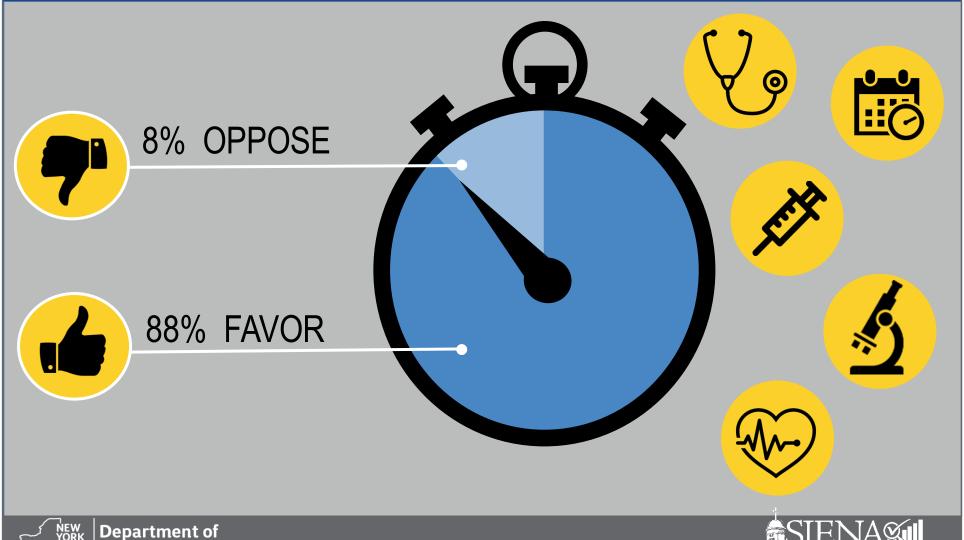






SICK LEAVE FOR HEALTH SCREENINGS

Would you favor or oppose requiring employers to offer all employees paid sick leave to allow workers to receive health screenings like being screened for cancer or other conditions?

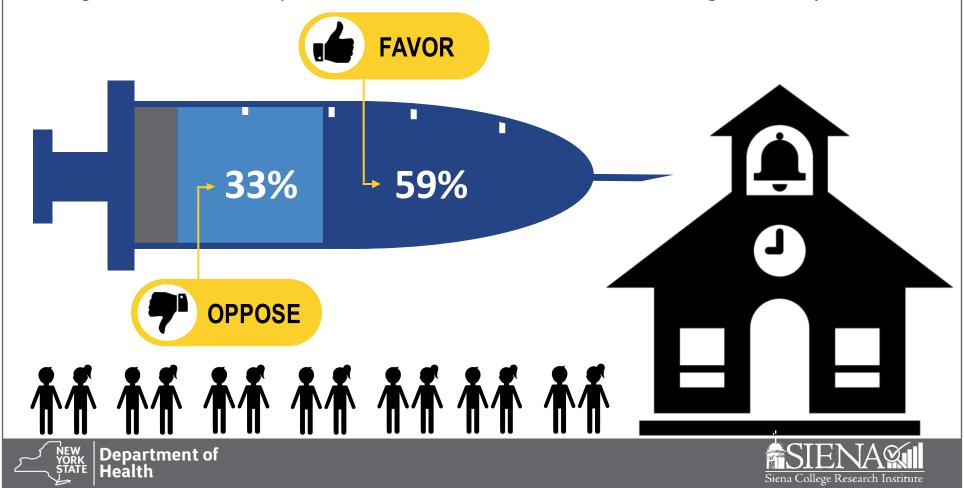




HPV VACCINATION

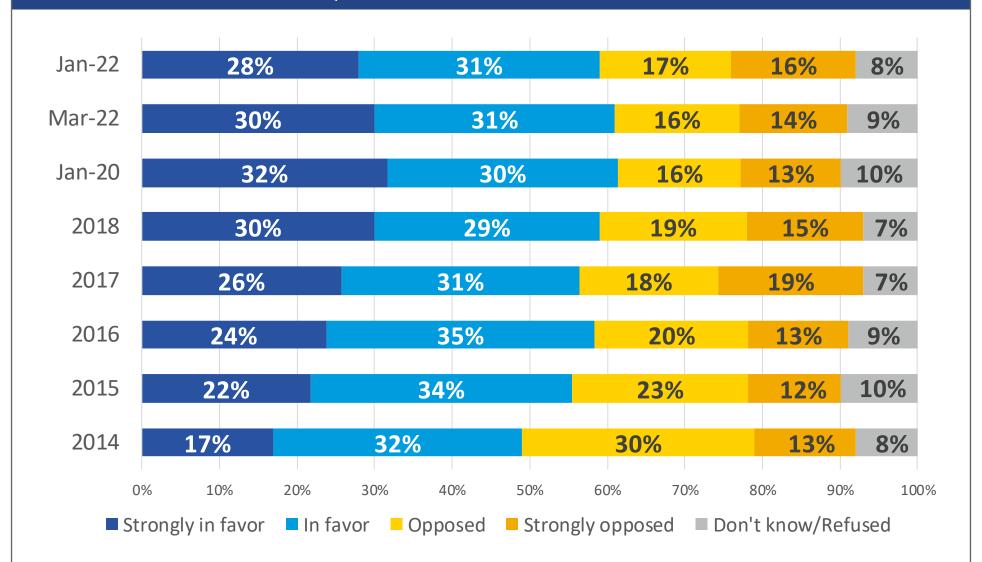
NEW YORKERS' VIEWS ON REQUIRING ADOLESCENTS TO GET HPV VACCINE PRIOR TO 6TH GRADE

The HPV vaccine series is recommended for adolescents aged 11 to 12-years old. Some states are trying to pass laws that would require all 11 to 12-year-olds to get the HPV vaccine before they are allowed to start 6th grade. Are you in favor of or opposed to requiring all 11 to 12 year-olds to get the HPV vaccine prior in order to be allowed to start the 6th grade. Are you...



HPV VACCINATION OVER TIME

NEW YORKERS' VIEWS ON REQUIRING ADOLESCENTS TO GET HPV VACCINE PRIOR TO 6TH GRADE



ELIMINATING SALE OF TOBACCO

In NYS, you must be 21 to purchase tobacco products. Would you be in favor of or oppose a policy that increased the minimum legal age of sale one year every year until eventually eliminating the sale of all tobacco products?

Eliminate the sale of all tobacco products



| Strongly in favor | 32% | |
|------------------------------|-----|--|
| Somewhat in favor | 15% | |
| Neither in favor nor opposed | 16% | |
| Somewhat opposed | 14% | |
| Strongly opposed | 19% | |

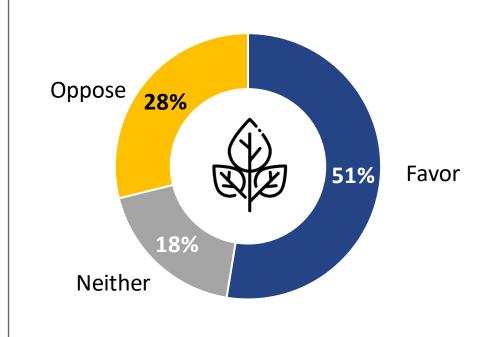




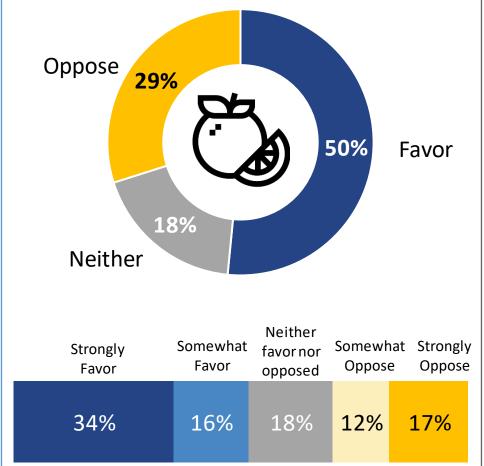
FLAVORED TOBACCO

Would you be in favor of or opposed to a policy that would ban the sale of menthol cigarettes...

Would you be in favor of or opposed to a policy that would also ban the sale of flavored tobacco products like cigars, little cigars, smokeless tobacco, hookah...



| Strongly Favor | Somewhat Favor | Neither favor nor opposed | Somewh Oppose | at Strongly e Oppose |
|-------------------|-------------------|---------------------------------|------------------|-------------------------|
| 35% | 16% | 18% | 12% | 16% |





VIEWS ON INFANT FEEDING

New Yorkers Views on Breastfeeding vs Formula

When it comes to the feeding of infants, which of the following comes closest to your view:



Breastfeeding is best



58% Both breastfeedi formula are fine

Both breastfeeding &



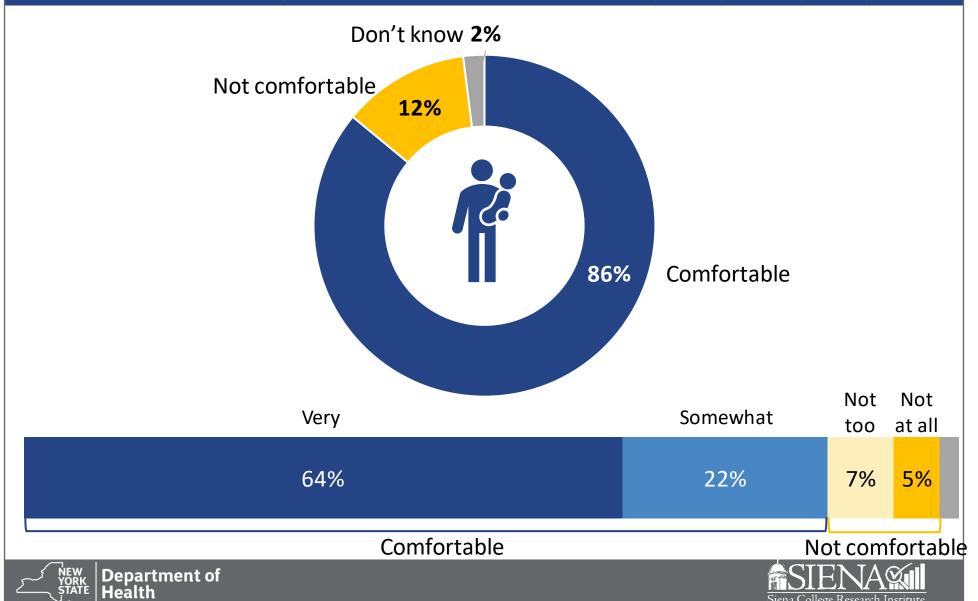
Formula is best





VIEWS ON INFANT FEEDING

How comfortable would you be if a mother breastfed their baby near you in a public place?



How have chronic disease programs & partners used the survey data?



Prevalence of Menthol Cigarette Use among Adults Smokers by Race/Ethnicity

In New York State (NYS), menthol cigarettes are used by over half of all adult smokers (52%). Black and Hispania adults, however, smoke menthols almost exclusively: 86% of Black and 72% of Hispanic smokers use menthol rigarettes, according to data from the New York State Adult Tobacco Survey, 2018. These findings further support established evidence of racial and ethnic disparities in menthol cigarette use. 1,2,3

In major cities, there are up to 10 times more tobacco ads in Black neighborhoods than in other neighborhoods.⁴ Evidence from tobacco industry documents show that tobacco companies specifically targeted African-Americans with menthol cigarette advertising.² Menthol cigarettes are more addictive than unflavored cigarettes.⁵ Adult menthol smokers are less likely than non-menthol smokers to successfully quit smoking despite increased quit intentions and quit attempts.2 Studies show significantly reduced rates of quitting among African-American and Hispanic menthol smokers compared with non-menthol smokers. 2 Nationally, Black men have the highest lung cancer mortality rate of any demographic group.6

Truth campaign estimates that, as of 2018, only 1.71% of the US population is covered by a menthol cigarette ban. Current federal law prohibits the use of characterizing flavorings in cigarettes, except for menthol. Data from the NY Chronic Disease Public Opinion Poll, which surveys adults in NYS, demonstrate 56% of adults statewide, and 68% of African Americans support banning the sale of menthol cigarettes in NYS (data not shown). Although targeted marketing is a normative business practice, when used to promote consumer products that kill up to half of their users, regulatory action, denormalization of these marketing practices, and community mobilization are warranted.

Prevalence of Menthol Cigarette Use among Adult Smokers by Race and Ethnicity NYS Adult Tobacco Survey, 2018



StatShot: Prevalence of Menthol Cigarette Use among Adults Smokers by Race/Ethnicity

Opioid Prevention Program: Data to Action Opioid-related Mortality and Public Perceptions in New York State July 2021

Introduction

The incidence of both fatal and non-fatal overdose involving opioids has increased over several years prior to 2018, prompting responses from public health. law enforcement, healthcare providers, community organizations, and others Public awareness has increased through media coverage of the crisis as well as educational outreach. The New York State Department of Health (NYSDOH) conducts an annual survey of New York State (NYS) adult residents to understand public perceptions of key health issues, including opioid use. 1 The NYSDOH also monitors opioid-related deaths and morbidity to assess the burden of opioid overdose across the state. This report examines overdose deaths involving different types of opioids from 2010 to 2019, summarizes relevant results of four annual surveys conducted between November 2016 and February 2020, and reducing opioid-related risk.

Overdose Death Involving Opioids

The seriousness of the opioid crisis is reflected in the substantial increase in rates of opioid overdose death in NYS since 2014 (Figure 1). Fatal overdose rates involving "commonly prescribed opioids" levelled off in recent years while all other

categories increased up opioids, other than met with medical uses, but is obtained drug.2 It is esting 2013 involved illicit fentar opioid in NYS increased to (3,224 deaths), then decre

Opioid-related Mortality and Public Perceptions in New York State

Overdose deaths involving opioids in New York

State, by category, crude rate per 100,000 population, 2010-2019

How You Can Help New Yorkers **Consume Less Sodium**

Background. The average American consumes about 50% more sodium than the daily recommended amount. 1.2 Consuming too much sodium increases the risk of developing high blood pressure, cardiovascular disease, and chronic kidney disease.3 Reducing sodium consumption saves the US health system billions of dollars.^{3,4} An estimated 71% of sodium ntake comes from sodium added during food manufacturing and preparation.5



Most New Yorkers are actively watching their sodium intake.

 Over 7.2 million adults in NYS. report watching or reducing sodium or salt intaked

· Watching sodium in more common amo who are Hispanic (6 non-Hispanic Black



Health care providers can help by encouraging their patients to consume less sodium.

• Approximately 1 in 5 adults in



Community partners can help by increasing the availability of nutritious food, including foods with less sodium.

How You Can Help New Yorkers Consume **Less Sodium**

New Yorkers favor increasing the age limit for indoor tanning use to protect young adults from cancer-causing UV radiation.



tanning increases a person's risk of skin cancer, including melanoma, which can be deadly. Risk increases with each indoor tanning session and is highest among those who begin tanning at a younger age. 1 Despite known risks, an estimated 2.3 million U.S. adolescents tan indoors each year.4

Policies that restrict access to indoor tanning may be effective in reducing indoor tanning and preventing future cases of skin cancer. New York State (NYS) passed legislation in 2012 to prohibit those under 16 years from using indoor tanning devices and in 2018 raised the age to prohibit use by those under 18 years of age.

widespread support to further expand state regulations

- Approximately 3 out of 4 adults support increasing the age limit on current NYS indoor tanning regulations to prohibit those under 21 years from using indoor tanning devices.
- From 2017 to 2020, support for raising the age from 18 to 21 years increased from 55% to 73% suggesting New Yorkers are growing more aware of the need to protect young adults from the harmful effects of indoor tanning

Figure 1. Trends in public support to increase the age required to use indoor tanning devices, NYS 2013-2020



New Yorkers favor increasing the age limit for indoor tanning use to protect young adults from cancer-causing UV radiation.

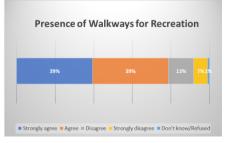


Develop reports to share information with key partners

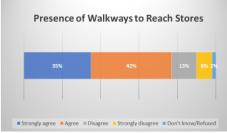


Public Opinion Poll, March 2021

There are places to walk or bicycle for recreation or exercise in my neighborhood that are safe from traffic.

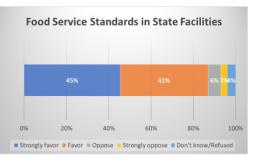


There are places to safely walk or bicycle from my home to places such as stores, restaurants and other businesses.



Public Opinion Poll, March 2021

Now thinking about state facilities including state offices, prisons and hospitals. Would you be in favor of or opposed to requiring the foods available there to meet specific nutritional standards for calories, fat and sodium?



| Phase of Study Design | Date of Data Collection | Data Source & Data Collection | Results (#) | Description of Results |
|-----------------------------|-------------------------------|--|---|--|
| Time 1: During intervention | 2019 | NYS Division of Chronic Disease Prevention Public Opinion Poll. A representative sample of adults in NYS were asked if they agreed or disagreed with the following statement: "There are places to safely walk or bicycle from my home to places such as stores, restaurants, and other business." | 31% strongly agree that there are places to safely walk or bicycle to stores, restaurants, and other businesses; 39% agree, 18% disagree, and 9% strongly disagree. | 70% of New Yorkers agree that there are safe active transportation routes in their neighborhood (including those who strongly agree and those who agree); 74% of those who make \$25,000 or less per year agree; 68% of those with an income of \$25,000-\$50,000 agree, 68% of those with an income of \$50,000 \$100,000 agree; and 71% of those with an annual income greater than \$100,000 agree. |
| Time 2: During intervention | 2020 | NYS Division of Chronic Disease Prevention Public Opinion Poll. | 35% strongly agree that there are places to safely walk or bicycle to stores, restaurants, and other businesses; 42% agree, 13% disagree, and 8% strongly disagree. | 77% of New Yorkers agree that that there are safe active transportation routes in their neighborhood (including those who strongly agree and those who agree); 69% of those who make \$25,000 or less per year agree; 73% of those with an income of \$25,000-\$50,000 agree; 80% of those with an income of \$50,000 \$100,000 agree; and 80% of those with an annual income greater than \$100,000 agree. 84% of those living in NYC agree that there are safe active transportation routes in their neighborhood, 78% of those living in suburbs agree, and 66% of those living upstate agree. |



Support evaluation of chronic disease prevention programs



Senator Skoufis, Assemblymember McMahon Sponsor Legislation to Reduce Skin Cancer Caused by UV Tanning

January 25, 2022

Senator James Skoufis (D-Hudson Valley) and Assemblymember Karen McMahon (D-Amherst) announced that they have introduced legislation (S1873/A8935) to raise the minimum age for use of ultraviolet radiation devices, such as tanning beds, from 18 to 21 years.

Public support for the proposals

In January 2022,⁵ two tobacco policy questions were asked (tobacco-free generation and banning the sale of menthol cigarettes) on the annual New York State Chronic Disease Public Opinion Poll, a survey of NYS residents age 18+. Statewide, 47% of individuals were in support (33% opposed) of gradually increasing the minimum legal age of sale until eventually eliminating the sale of all tobacco products. Banning the sale of menthol cigarettes was supported by 51% of the respondents, while 28% opposed.^{5*}



Educate decision makers to act on key public health policies

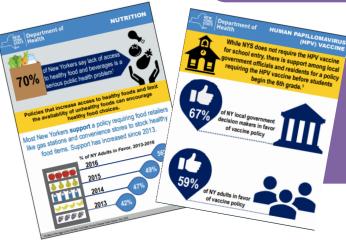


- BreastfeedingDisparities Report WorkGroup
- Opioid Surveillance Work Group

Presentations to DOH Partners



Grant funding applications



Program specific infographics



Provide data to inform state and local projects



Reports & Resources

Survey Summary Reports

- Public Opinion Survey Report, 2019
- Public Opinion Survey Report, 2016

Infographics (2016)

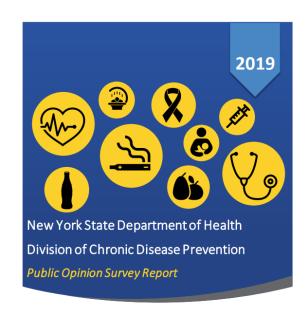
- Infographic: Breastfeeding
- Infographic: Cancer Prevention and Control
- Infographic: Human Papillomavirus (HPV) Vaccine
- Infographic: Nutrition
- Infographic: Sugar-Sweetened Beverages
- Infographic: Tobacco and E-Cigarettes

Information for Action Reports

- IFA# 2021-21: New Yorkers Favor Raising the Minimum Age for Indoor Tanning Use to Protect Young Adults from Cancer-Causing UV Radiation.
- IFA# 2021-15: How You Can Help New Yorkers Consume Less Sodium
- IFA # 2017-02: Age Restrictions for Indoor Tanning
- IFA # 2017-01: Paid Leave for Cancer Screening

Tobacco Control Program StatShots

 Prevalence of Menthol Cigarette Use among Adult Smokers by Race and Ethnicity; NYS Adult Tobacco Survey, 2018







WWW.SIENA.EDU/SRI | p: 518.783.2901 | f: 518.786.5052



DISCUSSION



THANK YOU



cancerconsortium@health.ny.gov

