State Cancer Profiles: Cancer Statistics for States and Counties Made Quick and Easy.

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ASK FOR THE AGES OF ALL SINGLE U.S. MALES WHO LIVE IN HOUSES WORTH $100,000 OR MORE.

I'M SORRY, SEYMOUR, BUT WE CAN'T RETRIEVE THAT INFORMATION FROM OUR DATA BASE.

WELL, WHAT'S THE CLOSEST THING TO IT THAT WE CAN RETRIEVE?

THE SERIAL NUMBERS OF ALL THE WASHING MACHINES IN POUGHKEEPSIE.
Outline

- Why the investment?
- What has been provided?
  - CancerControlPLANET.cancer.gov
  - StateCancerProfiles.cancer.gov
  - Behind the Story
- Evolution and Revolution
  - Design Challenges
  - Technical Challenges
- What’s next?
Why the investment?

- ROI - Return on Investment
- Bang for the Buck
- NCI Director’s Challenge:
  Eliminate suffering and death due to cancer by 2015
What has been provided?

- "Dynamic views of cancer statistics for prioritizing cancer control efforts in the nation, states, and counties”
- **Cancer sites** include All Sites, Bladder, Breast (female), Cervix, Colon & Rectum, Lung & Bronchus, Melanoma, Oral & Pharynx, and Prostate
- Targeted **Audiences** include health planners, policy-makers, cancer information providers
What was the design vision?

- **Quick and Easy** Decision Support
  - graphical and statistical summaries over geography, over time, and over demographic subgroups
  - measures of statistical stability for the layman
- **Standard** characterization of cancer burden
  - illuminate disparities so they can be addressed
  - support planning and analysis
- **Synthesize** data from existing Public Health Surveillance Systems
- Make **Seductive** - fun, interactive, exploratory
Follow 5 planning steps to develop cancer control programs

Learn why these steps are important

Step 1: Assess program priorities
- State Cancer Profiles (NCI & CDC Web site)
  - Mortality, incidence, screening & risk factors data

Step 2: Identify potential partners
- Regional and state contact information for cancer control partners

Step 3: Determine effectiveness of different intervention approaches
- Guide to Community Preventive Services (Federally-sponsored Web site). Example:
  - Increasing cessation (media campaigns, provider reminder systems)

Step 4: Find examples of research-tested intervention programs and products
- Research tested intervention Programs (NCI & SAMHSA Web site). Example:
  - “Guía Para Dejar de Fumar” - A Spanish language self-help guide for smokers who want to quit

Step 5: Plan and evaluate your program
- Guidance for comprehensive cancer control planning (CDC Web site)
- Guidance for planning and evaluation

Find information by cancer control topic

- Tobacco control
- Physical activity

Coming Soon:
- Sun safety
- Breast cancer screening
- Cervical cancer screening
- Colorectal cancer screening
- Informed decision-making for cancer screening
- 5 A Day
- Diet

PLANET Sponsors

Note: This web site is best viewed in Internet Explorer (version 5.0 or higher) or Netscape (version 7.0 or higher) at a screen resolution of 1024 by 768 or more.

We welcome your feedback on the Cancer Control PLANET and its satellite Web sites. To submit feedback, please contact us. Thank you for helping to improve this site for the cancer control community.
### Behind the Story:
#### How many? How much above?

#### Death Rate/Trend Comparison by State/County, death years through 2000
Maryland versus United States

**All Races, Both Sexes**

<table>
<thead>
<tr>
<th>Rising Trend</th>
<th>Above US Rate</th>
<th>Similar to US Rate</th>
<th>Below US Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority 1:</strong> rising (\uparrow) and above</td>
<td>[none]</td>
<td>Melanoma of the Skin (Males)</td>
<td>[none]</td>
</tr>
<tr>
<td>Stable Trend</td>
<td>Priority 4: stable (\rightarrow) and above</td>
<td>Bladder (Females) Lung &amp; Bronchus (Females) Melanoma of the Skin (Females)</td>
<td>Oral cavity &amp; pharynx (Females)</td>
</tr>
<tr>
<td><strong>Priority 5:</strong> falling (\downarrow) and above</td>
<td>Colon &amp; Rectum (Females) Colon &amp; Rectum (Males) Oral cavity &amp; pharynx (Males)</td>
<td>Bladder (Males) Breast (Females) Lung &amp; Bronchus (Males) Prostate (Males)</td>
<td>Cervix (Females)</td>
</tr>
<tr>
<td>Falling Trend</td>
<td>Priority 8: falling (\downarrow) and similar</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Created by statecancerprofiles.cancer.gov on 06/05/2003 7:55 am.
# Data Table: How many died? How much above?

<table>
<thead>
<tr>
<th>Cancer Site</th>
<th>Priority Index</th>
<th>Recent Trend</th>
<th>State Death Rate Compared to US Rate</th>
<th>Deaths per year 2000</th>
<th>Annual Death Rate 2000 deaths per 100,000 (95% Confidence Interval)</th>
<th>Rate Ratio State to US</th>
<th>Annual Percent Change in Death Rates (95% Confidence Interval)</th>
<th>Recent Trend Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lung &amp; Bronchus (Males)</td>
<td>8</td>
<td>falling ↓</td>
<td>similar =</td>
<td>1,623</td>
<td>79.2 (75.3, 83.3)</td>
<td>1.0</td>
<td>-1.9 (-2.3, -1.5)</td>
<td>1987 - 2000</td>
</tr>
<tr>
<td>Lung &amp; Bronchus (Females)</td>
<td>6</td>
<td>stable ↑</td>
<td>similar =</td>
<td>1,302</td>
<td>46.1 (43.6, 48.7)</td>
<td>1.1</td>
<td>0.4 (-0.3, 1.1)</td>
<td>1990 - 2000</td>
</tr>
<tr>
<td>Breast (Females)</td>
<td>8</td>
<td>falling ↓</td>
<td>similar =</td>
<td>795</td>
<td>27.7 (25.8, 29.7)</td>
<td>1.0</td>
<td>-4.0 (-6.0, -1.9)</td>
<td>1995 - 2000</td>
</tr>
<tr>
<td>Colon &amp; Rectum (Females)</td>
<td>5</td>
<td>falling ↓</td>
<td>above ↑</td>
<td>587</td>
<td>20.3 (18.7, 22.1)</td>
<td>1.2</td>
<td>-1.8 (-2.0, -1.6)</td>
<td>1976 - 2000</td>
</tr>
<tr>
<td>Colon &amp; Rectum (Males)</td>
<td>5</td>
<td>falling ↓</td>
<td>above ↑</td>
<td>577</td>
<td>29.6 (27.1, 32.2)</td>
<td>1.2</td>
<td>-1.9 (-2.3, -1.5)</td>
<td>1981 - 2000</td>
</tr>
<tr>
<td>Prostate (Males)</td>
<td>8</td>
<td>falling ↓</td>
<td>similar =</td>
<td>546</td>
<td>32.2 (29.5, 35.1)</td>
<td>1.1</td>
<td>-4.2 (-5.0, -3.4)</td>
<td>1991 - 2000</td>
</tr>
<tr>
<td>Bladder (Males)</td>
<td>8</td>
<td>falling ↓</td>
<td>similar =</td>
<td>122</td>
<td>6.7 (5.5, 8.0)</td>
<td>0.9</td>
<td>-1.5 (-2.0, -0.9)</td>
<td>1976 - 2000</td>
</tr>
</tbody>
</table>
Modify Quick Profile to Explore

URL has coding

Breadcrumb navigation
Customize Picks

Take off yearly points
Sample Story: What is the age distribution of the population?

**Age Distribution**
Baltimore City, Maryland, 2000
Blacks

- **Age**
  - 0-19
  - 20-39
  - 40-64
  - 65+

- **Gender**
  - Male
  - Female

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40-64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Annual Population Count (in Thousands)**

- **Current Female Count**: 67,822

Created by statecancerprofiles.cancer.gov on 06/06/2003 12:32 pm.
Source: National Cancer Institute estimates based on Census Bureau population data.
Scale is based on Baltimore City, Maryland all races.
Which research tested intervention programs (RTIPS) target my demographics?
Evolutionary Prototyping

Design & Evolve

Focus Groups

Usability Testing
Design Challenges

- Protecting *confidentiality* of cancer patients.
- Ensuring that users of the system *do not misinterpret* the information.
- Providing graphics that *support complex decisions* yet are easy to understand.
- Complying with Section 508 of the Rehabilitation Act for web *accessibility*.
- Competing *standards* for Web design
Technical Challenges

- Screen Resolution
- Netscape at NCI
- Cookie Monster
- UGBoJ - Ugly Gray Box of JAVA
- Firewalls
- Inconsistency in what data is available
- Open Source vs “OTS” (off the shelf)
What’s Next?

Near Term
- Data updated (USCS 2000, BRFSS 2002)
- Complete features (Export, Show Me)
- NCHS adopting Linked Micromap Plots

Longer Term
- Share data across the Internet
- Additional cancer statistics (stage, YPLL)
- County-level historical trends (ie Joinpoint)
Please, Help us improve!!

- **Contact Us**
  - statecancerprofiles.cancer.gov
  - cancercontrolplanet.cancer.gov
- **Email** – bellsu@mail.nih.gov

Sue Bell

Surveillance Research and Applications Branch
SRP, DCCPS, NCI