

# CANCER / STAGE SHIFTING INITIATIVE

A MISSION FOR EQUITABLE CANCER CARE & A HEALTHIER FUTURE  
BY NATIONAL MINORITY QUALITY FORUM



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## VISION

To achieve a just and fair American health system that ensures equitable access to optimal care.

Founded in 1998, National Minority Quality Forum (NMQF) is a United States-based, health care research, education and advocacy organization whose mission is to reduce patient risk and advance health equity by assuring optimal care for all.



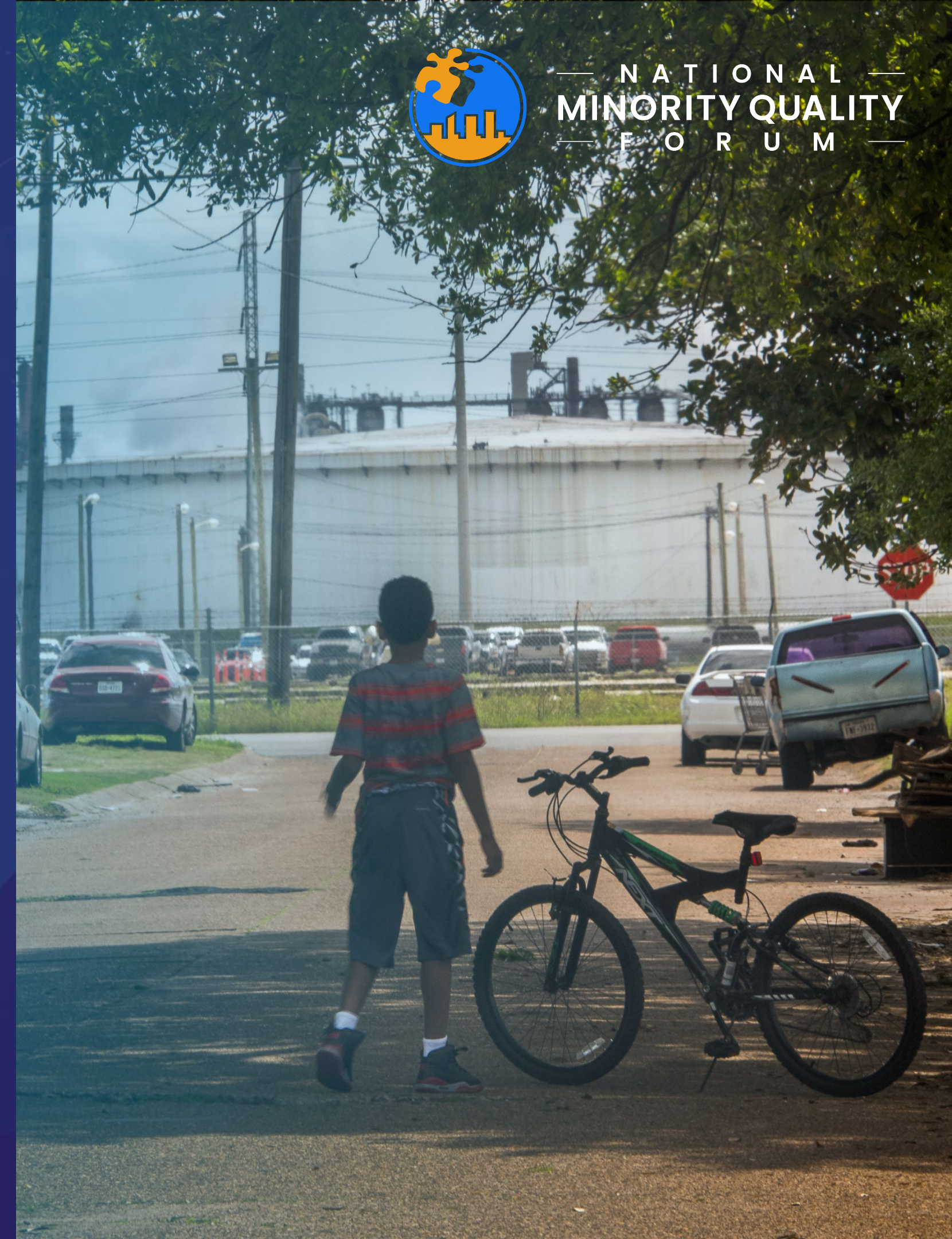


# Cancer in Minority Communities

- Minority communities make up **56%** of those living near carcinogenic toxic sites
- The disproportionate burden of cancer in historically marginalized communities is highly impacted by Redlining that forced specific demographics to live with high environmental burden.
- Only 5–10% of all cancer cases are due to genetic defects and the remaining 90–95% are due to environment and lifestyle.
- People of color receive late-stage diagnoses and do not have the same access to treatment for many types of cancer compared to their White counterparts
- **Systemic transformation in equitable cancer care requires:**
  - Shared vision for equitable, high-quality care integrating patient engagement practices and strategies with health information technologies to correct structural inequities
  - Address cancer risk factors related to biology, patient behavior, and timely access to care across populations.



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# Patient Navigation in Flint

NMQF held two patient education and listening sessions (November 2022 and May 2023) to gauge the community's concerns related to cancer burden in Flint as well as awareness of colorectal screening, multi-cancer early detection tests, and Cologuard.

Exact Sciences donated 150 Cologuard kits to McLaren Hospital in January 2023, as part of the first Flint Community Health and Cancer Screening Fair. NMQF teams is working with McLaren to ensure high risk patients receive adequate follow-up care and further testing (i.e. Colonoscopies).

NMQF hosted two Flint Community Cancer Screening and Health Fairs to provide cancer screening and education to the people of Flint.

## Key Findings of Patient Listening Sessions

- **Environmental Justice & Cancer Incidence Rates:**
  - Concerns about water crisis and its link to cancer rates.
  - Need for comprehensive research on health effects.
- **Community Concerns & Challenges:**
  - Personal cancer experiences and disparities concerns.
  - Impact of environmental factors, especially water crisis.
- **Barriers to Accessing Cancer Care:**
  - Lack of awareness, resources, transportation, systemic challenges.
  - Addressing barriers essential for improving care.
- **Building Trust & Collaboration:**
  - Trust-building with NMQF and community.
  - Community-led initiatives and partnerships.
- **Importance of Multi-Cancer Early Detection (MCED) Testing:**
  - Interest in MCED testing for earlier diagnosis and improved outcomes.
  - Discussion on benefits, risks, and research needs.

# NMQF Connect Health Fairs: Flint

In January 2023 and August 2023, NMQF hosted the Flint Community Cancer Screening and Health Fairs in Flint to provide cancer screening, health screenings and cancer education to patients. Activities included cancer screenings, mental health checks, vaccinations, entertainment and more.



**1,500+**

Patients attended  
NMQF Connect Health  
Fairs supported by  
Exact Sciences

**42**

Cologuard referrals

**332**

Participated in health  
education  
presentations

**52**

Blood pressure and  
diabetes screenings

**47**

Vision screenings

**650**

Health Passports  
distributed

**969**

Free Produce Bags  
distributed

**230,945**

Reached via social  
media

# Flint Cancer Equity Collaborative

# Establishing Community-Driven Cancer Research

The Flint Cancer Equity Collaborative will combine the collective leadership of Flint community-based organizations, researchers, clinicians, and community leaders to advance cancer equity in Flint. The coalition will aim to reduce mortality and late-stage detection, diagnosis and treatment of cancer via the following:

- Increasing cancer screening and clinical trial education in hard to reach communities via workshops and/or mini-clinics
- Patient listening sessions to educate and facilitate community-based participatory research regarding cancer clusters and cancer research in community.
- Virtual and in-person convening cancer researchers and community leaders to educate and promote awareness of cancer treatments, screening and clinical trial opportunities.
- Sharing insights from NMQF Cancer Index 2.0 with community and training community research scientists
- Building a sustainable model of collaboration between health leaders and community
- Mobilizing local resources to address the social determinants of health

Faith health leaders, community clinics, Federally Qualified Health Centers (FQHCs), and primary care providers can work together to educate community residents about the importance of clinical research participation and helping to drive innovation.



# Patient Navigation: Mini-Clinic & Workshops

As part of the Collaborative, NMQF's Connect initiative will execute Traveling Mini Clinic patient education events designed to "meet patients where they are".

Whereas many patient navigation programs are aimed at assisting at-risk patients within a particular hospital system, NMQF Connect Traveling Mini Clinic allows NMQF to help reduce patient risk for a minoritized, medically underserved, hard-to-reach population through targeted patient engagement.

Mini clinic community events play a crucial role in patient navigation and education by providing accessible healthcare services, targeted patient education addressing specific needs and interactive engagement. These events serve as valuable platforms for disseminating health information, promoting healthy behaviors, and connecting individuals with healthcare resources. These events are typically held in community centers, schools, or local businesses, making healthcare more convenient and less intimidating for individuals.





# Training Patient Navigators and Community Scientist Volunteers

**Patient Navigators help** patients navigate a complex health system to necessary clinical care and resources.

## Training and Role of Navigators:

- **Qualifications:** Culturally competent, knowledgeable about cancer screening, and familiar with local healthcare resources.
- **Training Topics:** Communication skills, cultural sensitivity, information on cancer screening procedures, and handling patient inquiries.

## Potential Activities to Address Unmet Needs:

- **Transportation:** Coordinate or provide transportation for patients who face mobility or geographic barriers.
- **Language and Literacy:** Provide materials in multiple languages and offer interpreters where needed.
- **Insurance and Financial Guidance:** Assist with understanding insurance coverage and potential financial support for screening costs.

## Follow-Up and Support:

- Ensure continuity of care by helping patients with referrals and appointment reminders.
- Address any concerns and support patients emotionally and practically throughout the screening process.





# Introducing our Health Champions



SHC works with a network Health Champions — an effort to increase awareness of a variety of health topics in underserved communities throughout the United States.



- Respected faith leaders can lead to sustainable and accountable health outcomes in communities of color.
- The church is a cornerstone of community health promotion in underserved communities with a goal to expand into a variety of health issues.
- The program now includes 25 churches nationwide and 3 regional networks who are passionately committed to promoting health in their congregations and communities.

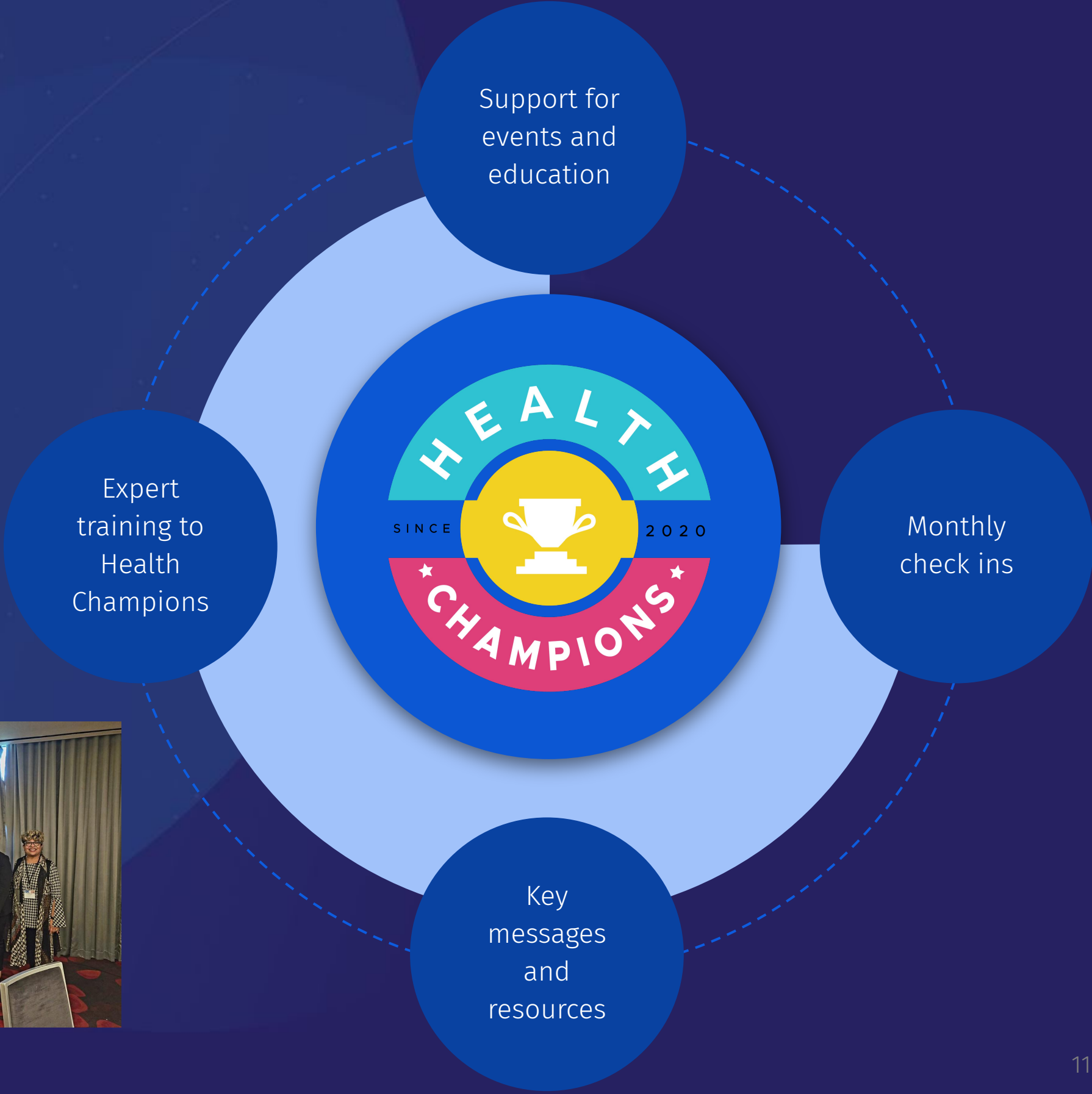


- Barbers/stylists and other service providers often have special relationships with community members that can allow them to have candid conversations about health topics.
- Working with barbers/stylists have lead to sustainable and measurable health outcomes in minoritized communities.
- We actively recruit barbers/stylists and other service providers and small business owners for each project, ensuring that they are interested in and committed to the topic at hand.



# Building Trust Through Community Engagement

Our Health Champions are committed to educating their communities about the health concerns that are affecting them. We equip our Champions with the knowledge and resources they need to effectively change health outcomes.





# NMQF's Approach to Quality Improvement

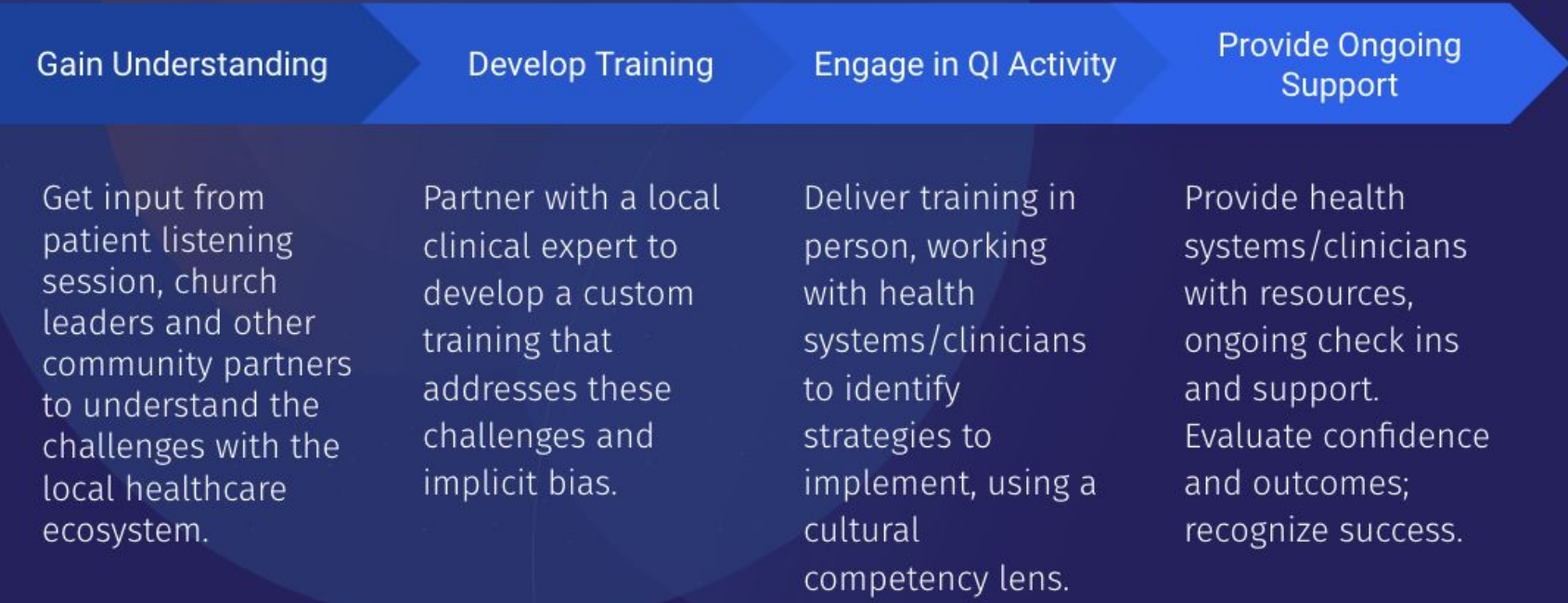
Quality improvement (QI) for clinicians is crucial in driving health equity and better outcomes for patients of color. By focusing on improving clinical practices, processes, and patient care delivery, our QI initiatives help minoritized patients receive timely, appropriate, and culturally competent care.

## QI Goals:

- Improved confidence among providers
- Increased trust and engagement from patients
- Decreased gaps in care
- Improved health outcomes



## The QI Process





# Optional: FORWARD Scholarship Program

NMQF's CSSI team has noticed the lack of culturally representative scientists in the local community. Experts in oncology research, health equity research and clinical medicine who share the lived experiences of the Flint community are rare. The Flint Oncology Researchers Advancing Research Development (FORWARD), a scholarship program uniquely tailored for early career scientists from diverse backgrounds.

- This program will seek to attract early career scientists from diverse backgrounds to study in Flint and to receive specialized oncology mentorship and research funding.
- The aim is to support early career scientists and their research projects by improving the quality of their scientific research, deepening scientific cooperation in the oncology field and engaging in academic activities.
- The duration of their project must be at least two years. The funding requested for one project should not exceed \$35,000 per year. The proposed grant program will help support a college scholarship for young scientists, expenses for research activities, and overhead costs.

