

SD Cancer Coalition: 2023-2024 Year in Review



WORKING
TOGETHER
TO REDUCE THE
BURDEN OF CANCER
IN SOUTH DAKOTA

The South Dakota Comprehensive Cancer Control Program (SD CCCP) aims to reduce the impact of cancer on South Dakotans through the promotion and support of collaborative, innovative, and effective programs and policies for cancer prevention and control. Through the SD Cancer Coalition, the SD CCCP brings together diverse organizations and individuals to monitor and assess cancer related issues in the state. The SD CCCP determines priority areas of focus on an annual basis and mobilizes resources that can impact outcomes. In this report, Coalition activities and outcomes are highlighted to review the progress made in 2022-2023 towards achieving the goals and priorities of the SD Comprehensive Cancer Control State Plan 2021-2025.

SD Cancer Plan 2023-2024 Goals

- Prevent cancer among South Dakotans
- Detect cancer in the earliest stages for all South Dakotans
- Ensure timely and appropriate access and treatment for all cancer patients in SD
- Optimize quality of life for SD cancer patients, survivors, and caregivers
- Promote health equity as it relates to cancer control in SD
- Support collaboration among stakeholders in SD to reduce duplication and maximize impact

Coalition By Numbers



94
Active
Members

34
Organizations
Represented

13
New
Members

2022-2023 Organizational Structure

SD Department of Health
Office of Disease
Prevention and Health Promotion

SD CCCP

Steering Committee

SD Cancer Coalition

SD Cancer Plan

Task Forces
(Prioritized Annually)

HPV Vaccination

Early Detection
Health Equity

Healthy, Active
Lifestyles

**Cross Cutting
Committees**

Data, Surveillance &
Evaluation

Policy, System and
Environmental
Change

Communication and
Membership
Committee

**Implementation
Grantees**

Thank You to our 2024 Steering Committee Members:

**Chair: Dr. Emily
Murphy**

Dr. Mary Milroy

Charlene Berke

Dr. Dennis Miller

Kay Dosch

Kelley Le Beaux

Kristi Gylten

Laura Gudgeon

Laura Streich

Lindsey Karlson

Lora Black

Marissa Turner

Sarah Quail

Doris Cardwell

Dr. Thavam

Thambi-Pillai

Jill Ireland

2023-2024 SD Cancer Coalition Task Force Outcomes

Task Force Name	Key Strategies	Outcomes
HPV Vaccination	<ul style="list-style-type: none"> – Provide education to the public regarding adolescent vaccination. – Continue partnership with Dental Professionals regarding their role in HPV vaccination. 	<ul style="list-style-type: none"> – Partnered with HOSA to educate students on HPV vaccination – Educated Community Health Workers on HPV vaccinations – A full-page ad was placed in the meeting materials at the State Dental Association Meeting and the September issue of the SD Dental Association Newsletter.
Healthy, Active Lifestyles	<ul style="list-style-type: none"> – Develop and disseminate Move Your Way Communication Campaign Toolkit specific to South Dakota. – Expand Park Rx program to recruit additional health care providers, including cancer specific, to support implementation. 	<ul style="list-style-type: none"> – Move Your Way graphics, branding, and technical components in SD adaptation. – Recruited Health Care Provider to expand Park Rx program. Held a fall promotional event. – Facilitated Let's Walk A Cancer Education event around survivorship with Avera. – Ongoing social media and emails targeted at healthcare professionals promoting the Park Rx Program.
Early Detection Health Equity	<ul style="list-style-type: none"> – Public education to increase cancer screening – Professional education to increase cancer screening – Reducing barriers to cancer screening 	<ul style="list-style-type: none"> – Launched the SD Lung Cancer Dashboard with SD lung cancer screening location map, incidence, mortality data and resources. – Hosted Healthcare Professionals Webinar series. – 2023 Cancer Coalition Champion Award – Educated Community Health Workers on ways to increase cancer screenings to reduce barriers to care.

Implementation Partnerships, 2023-2024

The implementation funding structure has continued as recommended. All implementation grantees implemented evidence-based activities that lead to policy, system or environmental changes that will last beyond the funding period. Data was gathered from program records. Detailed information about the grantee projects is described below. Grantee: Pioneer Regional

Project Period: June 1, 2023 – May 31, 2024

Priority Area: Priority 6: Increase risk-appropriate screening for breast cancer; Priority 7: Increase risk-appropriate screening for cervical cancer; Priority 8: Increase risk-appropriate screening for Colorectal cancer

The SD Cancer Coalition partnered with Pioneer Memorial Hospital & Health Services to run an awareness campaign of the importance of preventive screenings among Turner County residents to aid in early detection of breast, cervical, and colorectal cancer. To accomplish this, Pioneer Memorial implemented EBIs at rural clinic sites in Viborg, Centerville, and Parker. From June 2023 to May 2024. A mass mailing of 4,653 breast cancer screening reminders and 4,759 colorectal cancer screening reminders were distributed to households within the zip codes that receive services from the three Pioneer Health locations. Following the mass mailing, follow-up calls were conducted with eligible patients to schedule mammogram and colonoscopy appointments. 481 breast cancer screening phone call reminders were provided to women ages 40-74. Mailing and phone reminders resulted in 458 women screened. Colorectal cancer screening phone call reminders were provided to 101 men and women ages 50-75. Mailing and phone reminders resulted in 924 people screened, with 20 Cologuard tests distributed and returned, and one follow-up colonoscopy completed. 29 cervical cancer screening reminders were provided to women ages 21-65 and 324 women were screened during the project timeframe.

Grantee: Immunize South Dakota

Project Period: June 1, 2023 – May 31, 2024

Priority Area: Priority 5: Increase HPV Vaccination Rates

Immunize South Dakota (ISD) was awarded funding to create a digital and social media campaign for statewide awareness around HPV vaccination to improve HPV vaccination rates. The target population for messaging was individuals 9-26 years with low HPV vaccination rates in Yankton, Minnehaha, Brookings, and Codington counties scheduled to run from April to August of 2024. From April 1, 2024, to June 4, 2024, a total of 298,350 impressions were achieved with ads on social media platforms YouTube, Facebook/Instagram, and TikTok. Other media interventions included letters to providers on the need to begin the vaccination series at age 9, a guide with action items given to clinics for staff education, HPV vaccine myth busting posters for exam rooms, informational fliers for parental education, as well as parent educational videos in three languages featuring community health workers who speak the language regularly. Below, the baseline, current, and target vaccination rates for each group are compared over 2023-2024. The target HPV vaccination rate was met for the group of female and males ages 9-10 who have completed the vaccination series.

Implementation Partnerships, 2023-2024

Grantee: Sanford Health

Project Period: June 1, 2023 – May 31, 2024

Priority Area: Priority 5: Increase HPV Vaccination Rates

The SD Cancer Coalition partnered with 45 Sanford Health primary care clinics in South Dakota to facilitate interventions to identify all male and female patients ages 9-26 years from the participating locations who are due or overdue for the HPV vaccination series.

Using their electronic health records system, EPIC, Sanford used bulk communication functionality methods, Healthy Planet, to remind patients, either in their Sanford MyChart account or a mailed letter every 6 months, that they are due for their HPV vaccination series. Interventions resulted in 45,694 portal reminders sent and 1,222 call reminders. A total of 5,431 HPV vaccine doses were administered during the project period.

Grantee: Huron Clinic

Project Period: June 1, 2023 – May 31, 2024

Priority Area: Priority 6: Increase risk-appropriate screening for breast cancer.

Priority 7: Increase risk-appropriate screening for cervical cancer.

Priority 8: Increase risk-appropriate screening for colorectal cancer.

Huron Clinic was awarded funding to increase awareness of the importance of preventive screenings among Huron Clinic patients eligible for cancer screenings and improve on the number of patients getting screened to aid in early detection of breast, cervical, and colorectal cancer. To accomplish this, Huron Clinic implemented EBIs at the clinic site.

Huron Clinic utilized a tickler system within their EHR with an automated reminder phone call to patients set by the nurse or provider for the next scheduled wellness exam visit with screenings. Patients receive two phone reminders 2 weeks apart in one month, the tickler system is used first with an automated reminder with a follow-up phone call by receptionists if visits are not scheduled by the automated system. Voicemails are left if permitted in the patient chart.

The interventions implemented by Huron Clinic in the 2023-2024 program year resulted in 2 mail reminders, 628 phone call reminders, 132 text reminders, and 215 portal reminders sent to women ages 40-74 for breast cancer screening resulting in 668 women receiving their breast cancer screening. Interventions for women ages 21-65 for cervical cancer screening resulted in 692 phone call reminders, 331 text reminders, and 93 portal reminders sent, with a total of 388 women receiving their cervical cancer screening. Interventions for both men and women ages 50-75 for colorectal cancer screening resulted in 689 phone call reminders, 232 text reminders, and 58 portal reminders sent, and a total of 415 men and women receiving their colorectal cancer screening in the form of a 279 colonoscopies, 90 Hemosure tests, and 46 Cologuard tests.

Want to get INVOLVED?



The mission of the **SD Cancer Coalition** is to reduce the burden of cancer for South Dakotans. We are looking for enthusiastic and dedicated volunteers to join the coalition! **HERE'S HOW!**



Register Online: To learn more about this opportunity, please join online at

<https://www.cancersd.com/join-us/>



Join a Task Force or Committee:

Join a priority task force or committee of our coalition! Each task force identifies activities to accomplish each year which **address specific issues in cancer prevention and control** from the SD Cancer Plan.



Engage Your Organization:

The 2021-2025 State Cancer Plan contains a blueprint for strategic action and statewide partner involvement. Engage your organization in one of the **12 plan priorities**.

www.cancersd.com