

# *cancer-Community Awareness Access Research and Education*



c|CARE

**A COLLABORATIVE INITIATIVE WITH THE  
GEORGIA CANCER CENTER**

**Sponsored by the Bristol-Myers Squibb Foundation**

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**GEORGIA  
CANCER CENTER**  
AUGUSTA UNIVERSITY

# The c-CARE Project

## cancer-Community Awareness Access Research and Education

**A collaborative initiative with the Georgia Cancer Center to:**

- Provide training and education in faith-based and community sites on risks of lung cancer
- Encourage and facilitate low-dose CT (LDCT) in those eligible for lung cancer screening
- Encourage and facilitate smoking cessation in current smokers
- Train community health workers to deliver the education and promote sustainability



***Funded by Bristol-Myers Squibb Foundation***

# Long-Term Goal and Progress to Date

*To facilitate change for improving health outcomes and health equity for lung cancer prevention & early detection among minority and medically-underserved communities.*

Enrollment: Community Sites (15): 11 faith-based organizations (2 rural); 3 Federally Qualified Health Centers (FQHCs); 1 Community Center

CHWs trained: 58 to deliver evidence-based educational curriculum on lung cancer and tobacco as primary risk factor (four 90-minute sessions over one month/weekly)

Participants: N = 560 (79 rural); 93% African-American; 80% female; > 85% Overweight/Obese/Morbidly Obese; > 18% smokers

# To Facilitate Change

C-CARE addressed and evaluated individual and environmental:

➤ Knowledge, Attitudes, Beliefs, and Actions

LDCT for lung cancer screening: Provided free to those eligible –  
(only location in the state of Georgia provided at no cost)

Evidence-based Tobacco Cessation Clinic: located within the  
Georgia Cancer Center

***Following Prevention, the Best Protection is Early Detection!***





# Initial Results / Challenges / Lessons Learned

Initial Results: significant improvements in knowledge, attitudes, and beliefs.



Challenges and Lessons:

- In Actions: 41% of those eligible for LDCT did not go for screening AND 45% did not utilize tobacco cessation services
- Interviews revealed participants did not realize the:
  - ❖ Opportunity was important to their health
  - ❖ All services were free and could be navigated to care
  - ❖ Importance of early detection & quitting smoking

# c-CARE Team Members



**Dr. Martha Tingen**



**Dr. Stephen Looney**



**Mrs. Charee Dotton**



**Mrs. Lynda Thomas**



**Mr. Thomas Joshua**



**Mrs. Maudesta Caleb**



**Matthew Humphries**



**Dr. Samantha Sojourner**





## Georgia Cancer Center advances tobacco cessation in rural Georgia

Chris Curry - 2 min read - 2 days ago



Dr. Martha Tingen, along with the members of the c-CARE team present a "No Smoking" sign to leadership of Greater Young Zion Baptist Church in Augusta.

# Questions?



**For your health and well being  
Bethel AME  
has been designated  
as a tobacco-free  
environment.**



**All tobacco products including e-cigarettes are prohibited.**

c-CARE is a cancer prevention collaboration between the Georgia Cancer Center and the community.



**Need Help to Quit Smoking?**

**FREE Services Available**

**Call Now 706.721.0456**



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All Participating Sites were encouraged to establish a tobacco-free policy.



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