

Subject: Updated Dataset

Date: Monday, February 1, 2010 5:38 PM

From: Lisa Moy <Lisa.Moy@nccc.org>

To: Enrique Von Rohr vonrohr@samfox.wustl.edu

Cc: Giovanina Gardiner ggardiner@gwbmail.wustl.edu, Tina Clarke Dur Tina@nccc.org

Hi Enrique

Attached is the updated CRC data set that includes the staging information. The first worksheet contains the age adjusted incidence rates broken down by stage, county, gender, and race. The following 2 worksheets contain subsets of the data and simple graphics – showing the incidence rates over time separated by stage for all races (Worksheet 2) and for non-Hispanic Blacks (Worksheet 3). While late stage disease is decreasing (due to increased screening), non-Hispanic Blacks have higher rates of disease (and slower rate of decrease) compared to all races.

Please let me know if you have any questions.

Thanks

Lisa

From: Tina Clarke Dur

Sent: Monday, February 01, 2010 11:00 AM

To: 'Enrique Von Rohr'; Lisa Moy

Cc: Giovanina Gardiner

Subject: RE: Meeting today: 1:30pm

Hi Enrique!

I think the key “we are making progress” messages do relate to the connection between declining burden of colorectal cancer and screening.

Incidence rates are going down because of the screening...we are finding polyps and taking them out before cancer grows.

Survival rates are going up because we are catching more cancers earlier, on average. So you can see that it is somewhat biased just to look at trends in overall survival when the stage at diagnosis is becoming increasingly early, so we usually show “stage-specific survival rates” so as not to confuse better survival due to better treatment with better survival due to earlier stage at dx.

For this ACS publication, I would imagine that the visuals are being developed by some in-

house staff at ACS. We generally do the same and do not have a budget for professional design help, although we are SO GRATEFUL when we do get it!! That's why this project, to the extent that our product will represent something "templatable", will be such a major contribution.

WAIT before you send data to Jonathan, I think we'd like to add some more covariates, most importantly an early/late stage variable so that we can indeed have data to support the messages around screening catching more early stage disease. Lisa and I will work on that and get it back out to you pronto.

Talk soon! Tina

From: Enrique Von Rohr [mailto:vonrohr@samfox.wustl.edu]
Sent: Thursday, January 28, 2010 11:07 AM
To: Lisa Moy; Tina Clarke Dur
Cc: Giovanina Gardiner
Subject: Re: Meeting today: 1:30pm

Lisa/Tina,

Ok, so I think that at last meeting you guys may have talked about the data. I was a little late in getting there, so here are some thoughts/questions.

I have spent some time reviewing the attached and reading the CRC portion of the report. My take away story is that incidence rates are going down over all as well incidence by stage of diagnosis is going down. I get this from the headline on the two graphs and the downward slope confirms that. From the text I get a few thought, written in lay language:

1. If you get tested early and something is detected, your chances of survival are higher: ie get tested (screened).
2. Overall if incidence rates are going down. Why? Better testing early = if you find something early and it is taken out = cancer does not grow.

We had previously talked about you writing some story line for the data you send. Is this article along those line and if so might you reduce it down further to a few sentences?

For the data itself I think it is fine.

I am going to share this with Jonathan at this point, but let me know of your thoughts per my question above.

Just curious, but on something like this pdf, who generates it the visuals for it? Like those graphs? I realize this is another group in CA, but would be curious at the local level there who does that or if it is program that generates those graphs.

Did you watch the talk yesterday on visualizing data? Any reactions?

Best,
Enrique

On 1/21/10 1:09 PM, "Lisa Moy" <Lisa.Moy@nccc.org> wrote:
[Attached are documents for our data update at today's call:](#)

The ACS' California Cancer Facts & Report presents current cancer statistics and is an example of how this data is typically disseminated (CRC section pg. 14-16) .
[I've also attached an excel sheet of CRC incidence rate data by county, sex, race/ethnicity, and year. As we further define our message we can re-run the data with additional data variables.](#)

Thanks
Lisa

From: Giovanina Gardiner [mailto:ggardiner@gwbmail.wustl.edu]
Sent: Thursday, January 21, 2010 10:30 AM
To: Matt Kreuter; Enrique Von Rohr; Tina Clarke Dur; Lisa Moy; Doug Luke; Heather Corcoran; Andrea Spray; Kimberly Kaphingst; Kassandra Alcaraz
Subject: Meeting today: 1:30pm

I just wanted to send out another reminder that our meeting today is at 1:30p.m. CST, conference room in the HCRL. I know that some of us cannot make it; I've included the materials for the meeting here and I'll send out updates tomorrow, for those who cannot make it.

Please don't forget to continue to work on, revise manuscripts (I've attached our most recent copy to this email) – also, we'll want to keep in mind where we are submitting as we complete writing and editing, please continue to share ideas about where we can do that.

Thank you!

Gianni

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