

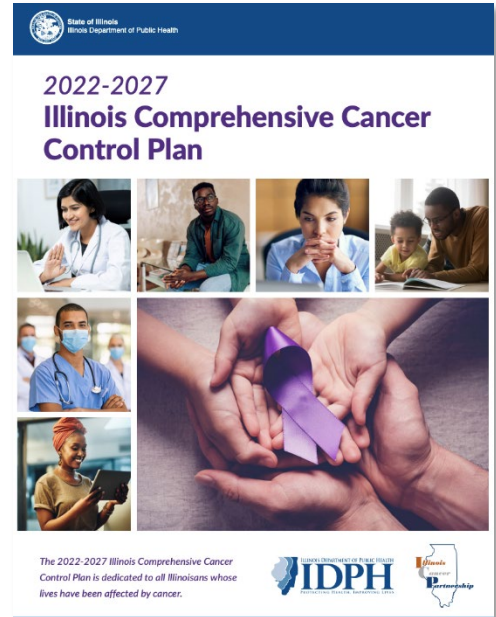
2022-2027 Illinois Comprehensive Cancer Control Plan Social Media Ambassador Dissemination Toolkit



*Thank you for signing up to be a **Social Media Ambassador** for the **2022-2027 Illinois Comprehensive Cancer Control Plan**. We are excited to share some **simple tools** to help you and your organization communicate **information** about the plan.*

If you have any questions, contact:

*Linda Kasebier, MPH, MHS
Illinois Comprehensive Cancer Control Program Manager
DPH.CompCancer@illinois.gov.*



Funding for this work was provided by the Centers for Disease Control and Prevention DP17-1701 grant awarded to the Illinois Department of Public Health.

Social Media Ambassador Dissemination Toolkit Contents

<u>CONTENT</u>	<u>PAGE</u>
About this Toolkit	3
Purpose of the Toolkit	3
Illinois Cancer Partnership Annual Meeting	3
Who should use this toolkit?	4
When should you use this toolkit?	4
One-pagers	4
2022-2027 Illinois Comprehensive Cancer Control Plan Hashtags	5
Sample Social Media Posts	6
Recommended Schedule for Social Media Posts	7
Cancer Awareness Months	7
Additional Social Media Resources for Different Cancer Sites	8
Resources for Different Cancer Sites	8
Other Ways to Share Information about the 2022-2027 Plan	9
Tips for Social Media Posts	9
Resources for Cancer Information and Data	10
Appendices	12

About this Toolkit

The Illinois Department of Public Health (IDPH) is pleased to share the 2022-2027 Illinois Comprehensive Cancer Control Plan (the “plan”). The plan provides a roadmap to guide cancer prevention, screening, treatment, and survivorship activities throughout Illinois. This toolkit has been created to assist you and/or your organization with the plan’s rollout, and to provide some simple tools to help share information about the plan.

You are invited to use one, some, or all the resources that are in this dissemination toolkit. If you have questions, contact the Illinois Comprehensive Cancer Control Program at DPH.CompCancer@illinois.gov.

Visit the 2022-2027 Illinois Comprehensive Cancer Control Plan by scanning the QRC, or at <https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



Purpose of the Toolkit

The toolkit can be used as an instrument to organize the resources that have been made available. The purpose of the toolkit is:

1. To help raise awareness of the plan and its priority areas.
2. To direct individuals and organizations to the plan document.
3. To standardize dissemination information about the plan.
4. To highlight the cancer experiences of Illinois people.

With your help, awareness of and access to the plan will be increased. The plan’s goals and objectives include cancer education, screening, treatment, and long-term survivorship care for all, regardless of geography, financial status, insurance coverage, or any other characteristic. By working collaboratively, the fight against cancer will be strengthened, cancer morbidity and mortality will be decreased, and lives will be enriched.

Illinois Cancer Partnership Annual Meeting

The Illinois Cancer Partnership hosted its annual meeting to report on progress made toward the plan’s objectives on March 31, 2022. The meeting focused on the release of the 2022-2027 plan and progress made toward objectives since the plan’s development. Interested individuals, community organizations, schools, employers, health care professionals and organizations, health insurers, and policy makers were invited to attend to learn more about the plan. Be on the lookout for future annual meeting invitations.

Who should use this toolkit?

Individuals, community organizations, schools, employers, health care professionals and organizations, health insurers, and policy makers can make use of this toolkit. This toolkit and its resources can be electronically distributed or printed.

When should you use this toolkit?

This toolkit can be used anytime you are interested in sharing information about the plan. By using the toolkit resources, you can raise awareness of the plan and its three priority areas – prevention; screening and early detection; and diagnosis, treatment, and survivorship. Health equity is embedded within each priority area. In addition, this toolkit includes information about health equity and health disparities concerning cancer.

One-pagers

The following one-pagers can be shared electronically or through print. We recommend posting in your workplace or agency, posting to social media, sharing with social and professional networks, emailing over listservs, and/or shared in newsletters. Use the materials as you see fit for your audience.

The one-pagers include a Quick Response code (QRC) that will lead to the Illinois Department of Public Health (IDPH) webpage that houses the 2022-2027 Illinois Comprehensive Cancer Control Plan, along with valuable references. The one-pagers can be shared electronically or in a printed format.

Cancer Plan: General

- General overview of the plan with a goal to highlight key takeaways, including the priority areas, overarching goals, and the role that you are encouraged to fulfill.

Cancer Plan Priority Area: Prevention

- Summarizes the five overarching goals of this priority area and presents data concerning cancer risk factors.

Cancer Plan Priority Area: Screening and Early Detection

- Highlights screening and early detection goals and presents data on up-to-date screening for breast, cervical, and colorectal cancers by race and ethnicity.

Cancer Plan Priority Area: Diagnosis, Treatment, and Survivorship

- Describes goals and presents data on Illinois cancer incidence and mortality.

Health Equity and Health Disparities: Access to Care

- Defines health equity and health disparities and identifies strategies to address access to care issues.

Health Equity and Health Disparities: COVID-19

- Describes the impact of COVID-19 on health disparities and provides suggested strategies to address them.

Health Equity and Health Disparities: Health Literacy

- Defines health equity and health disparities and identifies strategies to address health literacy.

Health Equity and Health Disparities: Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Communities

- Addresses strategies to address health disparities among LGBTQ communities and defines health equity and disparities.

2022-2027 Illinois Comprehensive Cancer Control Plan Hashtags

The following hashtags, brainstormed by the Illinois Cancer Partnership, are recommended to establish branding, consistency, and uniformity in social media messaging and presence. As mentioned, you can post on your social media page(s) as you see fit, but you are encouraged to include at least one of the adjacent hashtags in each post.

#2022IllinoisComprehensiveCancerControlPlan
#2022ILCancerPlan
#ILCanPlan
#CollaborateToControlCancerIllinois

Sample Social Media Posts

The following Tweets and Facebook posts are examples of how to share information about the plan. Use the ones below or tailor them as you see fit for your audience. For uniformity, you are encouraged to use a suggested hashtag per post. It is also recommended that your posts include an infographic of the related one-pager.

Tweets	Social Media Posts
<p>The 2022-2027 #2022ILCancerPlan is dedicated to all Illinoisans whose lives have been affected by cancer. Learn more: https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html</p>	<p>In Illinois, breast cancer is the most common cancer in women and the second leading cause of cancer death in women. Join us as we #CollaboratetoControlCancerIllinois</p>
<p>The #ILCancerPlan provides a roadmap to guide cancer prevention, screening, treatment, and survivorship activities throughout Illinois.</p>	<p>There are five cancers that can be screened for: cervical, lung, colorectal, breast, and prostate. Cancer screening tests can reduce cancer mortality by catching and treating cancer in an earlier stage when treatment works best. Learn more about the 2022-2027 #2022IllinoisComprehensiveCancerControlPlan</p>
<p>#DYK there will be an estimated 70,020 cancer cases in Illinois in 2022? #CollaboratetoControlCancerIllinois</p>	<p>Stop cancer before it starts. Visit the 2022-2027 #2022IllinoisComprehensiveCancerControlPlan to learn how to prevent cancer.</p>
<p>#DYK in Illinois, lung cancer is the leading cause of cancer deaths? #ILCancerPlan</p>	<p>The Illinois Cancer Partnership (ICP) collaborated on the 2022-2027 #2022IllinoisComprehensiveCancerControlPlan to reduce incidence and to monitor effective planning to stop cancer within the most at-risk populations.</p>
<p>Visit the 2022-2027 #ILCancerPlan to learn how to prevent cancer. https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html</p>	<p>Healthy choices are the best thing to do to prevent cancer #2022ILCanPlan</p>

Recommended Schedule for Social Media Posts

Below is a suggested topic schedule to highlight the release of the plan, which can be shared along with the accompanying one-pager:

- Week one: Release of the plan
- Week two: Prevention
- Week three: Screening and early detection
- Week four: Diagnosis, treatment, and survivorship
- Week five: Access to care
- Week six: COVID-19
- Week seven: Health literacy
- Week eight: Lesbian, gay, bisexual, transgender, and queer communities

Regular follow-up messages can also be posted to find out how people are incorporating the cancer plan into their work. Consider monthly posts highlighting sections of the plan that tie into the cancer awareness months (see below).

Cancer Awareness Months

Several cancer sites have designated awareness months, displayed in the calendar below.

January	February	March	April
<ul style="list-style-type: none"> • <i>Cervical Cancer</i> 	<ul style="list-style-type: none"> • Gallbladder and Bile Duct Cancer • National Cancer Prevention Month 	<ul style="list-style-type: none"> • <i>Colorectal Cancer</i> • Kidney Cancer • Multiple Myeloma 	<ul style="list-style-type: none"> • Esophageal Cancer • Head and Neck Cancer • Testicular Cancer
May	June	July	August
<ul style="list-style-type: none"> • Bladder Cancer • Brain Cancer • <i>Melanoma and Skin Cancer</i> 	<ul style="list-style-type: none"> • National Cancer Survivor Month 	<ul style="list-style-type: none"> • Sarcoma 	
September	October	November	December
<ul style="list-style-type: none"> • Childhood Cancer • Gynecological Cancer • Leukemia/Lymphoma • Ovarian Cancer • <i>Prostate Cancer</i> • Thyroid Cancer 	<ul style="list-style-type: none"> • <i>Breast Cancer</i> • Liver Cancer 	<ul style="list-style-type: none"> • Carcinoid Cancer • <i>Lung Cancer</i> • Pancreatic Cancer • Stomach Cancer • National Caregivers Month 	

**Priority cancers that have been identified based upon the opportunity for prevention and early detection in the 2022-2027 plan are bolded and italicized*

Additional Resources for Different Cancer Sites

Various organizations have provided resources, including social media toolkits, that can be used during cancer awareness months. Check out the provided links. The following are sample messages for awareness months for the priority cancers.

- January is cervical cancer awareness month. HPV vaccine is safe and prevents cervical cancer. Visit the 2022-2027 #ILCancerPlan to learn more (include the Prevention infographic).
- To increase cervical cancer screening rates, provide focused education to underrepresented populations through community partnerships. Visit the #ILCancerPlan for more strategies (include the Screening and Early Detection infographic).
- February is National Cancer Prevention Awareness Month. It's OK to talk to your family about being screened for cancer. Find more strategies in the #ILCancerPlan (include either the General Cancer infographic or the Prevention infographic).
- March is Colorectal Cancer Awareness Month. Wear blue for Colorectal Cancer Awareness to raise awareness and share your selfie! Find strategies in the #ILcancerplan. #DressInBlueDay (include the Screening and Early Detection infographic).
- May is Melanoma and Skin Cancer Awareness Month. Melanoma is usually curable when detected and treated early. Find strategies in the #ILCancerPlan (include either the Prevention or Screening and Early Detection infographic).
- September is Prostate Cancer Awareness Month. Get informed and check out the #ILCancerPlan for strategies (include the Screening and Early Detection infographic).
- October is Breast Cancer Awareness Month. Get informed and check out the #ILCancerPlan for strategies (include the Screening and Early Detection infographic).

Resources for Different Cancer Sites

- American Cancer Society: <https://www.cancer.org/about-us/who-we-are/press-kit.html>
- American Society of Clinical Oncology: <https://www.asco.org/sites/new-www.asco.org/files/content-files/advocacy-and-policy/documents/2018-live-to-conquer-cancer-social-media-toolkit.pdf>
- Centers for Disease Control and Prevention: <https://www.cdc.gov/cancer/dcpc/resources/infographics.htm>
- George Washington Cancer Control Center: <https://cancercontroltap.smhs.gwu.edu/health-awareness-campaigns>
- National Cancer Institute: <https://ncipamn.org/wp-content/uploads/NCI-Toolkit.pdf>
- National HPV Vaccination Roundtable: <https://hpvroundtable.org/resource-library/media-download-page/>
- Lungevity: <https://www.lungevity.org/raise-awareness-on-social-media>

Other Ways to Share Information about the 2022-2027 Plan

With your help, we hope to spread awareness about the 2022-2027 plan. The following examples are some ways to do so. You are encouraged to use any of the suggestions, but feel free to create an event that works best for your audience.

- Produce a public service announcement (PSA) to broadcast the plan.
- Host an event for your unique audience to promote the plan.
- Host a news conference with available partners (IDPH, ICCCP, ICP, etc.).
- Use information from the plan in your advocacy work.
- Create a brochure or trifold explaining the plan for your specific audience.
- Create an app for the plan.
- Host a Twitter chat with a single hashtag.
- Host a webinar.
- Generate a QR code to share your tailored information electronically.
- Connect priority cancer awareness months with the relevant one-pagers on social media.
- Find stories from cancer patients, survivors, and caretakers, and include the importance of cancer plan.
- Write a blog post to share about the plan.

Tips for Social Media Posts

For more information about writing for social media, check out the Centers for Disease Control and Prevention's (CDC) social media guide at <https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>.

Resources for Cancer Information and Data

When sharing information about the plan, you may decide to share cancer data and statistics relevant to your audience. There are several publicly available data sets that may be of use for this effort:

Behavioral Risk Factor Surveillance System

Website: <https://www.cdc.gov/brfss/index.html>

The Behavioral Risk Factor Surveillance System (BRFSS) is the nation's premier system of health-related telephone surveys that collect state data about U.S. residents regarding their health-related risk behaviors, chronic health conditions, and use of preventive services.

CDC Division of Cancer Prevention and Control

Website: <https://www.cdc.gov/chronicdisease/resources/publications/aag/dcpc.htm>

The CDC's Division of Cancer Prevention and Control (DCPC) is the national leader in efforts in prevention and early detection while improving the health of cancer survivors. In addition, DCPC works with several federal agencies for data collection regarding cancer cases in the United States. The DCPC is working with national organizations and state and local health agencies to help Americans lower their cancer risk by increasing the usage of prevention strategies and screening.

CDC National Comprehensive Cancer Control Program

Website: <https://www.cdc.gov/cancer/ncccp/>

Since 1998, the CDC National Comprehensive Cancer Control Program (NCCCP) has been responsible for providing funding, guidance, and technical assistance for programs across the United States that create plans to prevent and to control cancer. Since the creation of the NCCCP, 69 cancer plans have been created and developed.

Healthy Chicago 2025, Health Atlas

Website: <https://chicagohealthatlas.org/>

The Chicago Department of Public Health and Population Health Analytics, Metric and Evaluation (PHAME) Center at the University of Illinois at Chicago advocate for data to be accurate, transparent, and easy to understand. They created the Chicago Health Atlas so that you can review, explore, and compare health-related data over time and across communities. In addition, the atlas offers a place for residents to see progress toward implementing Healthy Chicago, the citywide plan to improve health equity. The atlas includes indicators about social and economic factors, health behaviors, demography, clinical care, physical environment, and morbidity and mortality.

Illinois Comprehensive Cancer Control Program

Website: <https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer.html>

The Illinois Comprehensive Cancer Control Program (ICCCP) encompasses four priority areas set by the CDC National Comprehensive Cancer Control Program (NCCCP), which includes primary prevention, early detection, treatment, survivorship, and health equity. ICCCP is devoted to ensuring Illinoisans are educated about cancer and prevention practices, while having the opportunity for a lifestyle to reduce cancer risks and a greater access to early diagnosis and treatment.

Illinois State Cancer Registry

Website: <https://dph.illinois.gov/data-statistics/epidemiology/cancer-registry.html>

The Illinois State Cancer Registry (ISCR) is the only population-based source for cancer incidence information in the state. Cancer cases are collected through mandated reporting by hospitals, ambulatory surgical treatment centers, non-hospital affiliated radiation therapy treatment centers, independent pathology labs, dermatologists, and through the voluntary exchange of cancer patient data with other (mostly nearby) states.

National Cancer Institute

Website: <https://www.cancer.gov/>

The National Cancer Institute (NCI) is the federal government's cancer research and training agency. NCI promotes cancer research by supporting and convening research. In addition, the NCI is responsible for the coordination of the National Cancer Plan. There are two main roles that the NCI focuses on: (1) cancer research and (2) training and support for cancer research.

U.S. Cancer Statistics Data Visualization Tool

Website: <https://gis.cdc.gov/Cancer/USCS/#/AtAGlance/>

U.S. Cancer Statistics provide official cancer information on the U.S. population. This data resource combines cancer registry data from CDC's National Program of Cancer Registries (NPCR) and the National Cancer Institute's Surveillance, Epidemiology, and End Results (SEER) Program.

Appendices

- Cancer Plan: General Cancer Plan One-pager
- Cancer Plan: Prevention Priority Area One-pager
- Cancer Plan: Screening and Early Detection Priority Area One-pager
- Cancer Plan: Diagnosis, Treatment, and Survivorship Priority Area One-pager
- Health Equity and Health Disparities: Access to Care One-pager
- Health Equity and Health Disparities: COVID-19 One-pager
- Health Equity and Health Disparities: Health Literacy One-pager
- Health Equity and Health Disparities: Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Communities One-pager

2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN

The Illinois Department of Public Health is pleased to share the 2022 - 2027 Illinois Comprehensive Cancer Control Plan (the "plan"), developed in collaboration with the Illinois Cancer Partnership.

Every day in Illinois

206 people are **DIAGNOSED** with cancer

63 people **DIE** from cancer

Cancer Statistics Center. Illinois at a Glance. American Cancer Society. <https://cancerstatisticscenter.cancer.org/#!/state/illinois>. Published 2018.

What is your role?

You are encouraged to review the plan and to incorporate its goals, objectives, and strategies in your strategic plans to reduce cancer incidence and deaths in Illinois.



With your help...

Awareness of and access to cancer

- Education
- Screening
- Treatment
- Long-term survivorship care

will be increased *regardless* of geography, financial status, insurance coverage, or any other characteristic.



The Plan



Has three priority areas, all with a focus on health equity:

- Prevention
- Screening and early detection
- Diagnosis, treatment, and survivorship



Provides a **roadmap to guide activities** across the cancer continuum, from primary prevention to survivorship and palliative care.

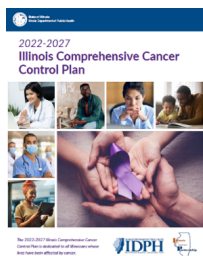


Presents an **organized approach for addressing cancer burden** through high need, high feasibility, and evidence-based strategies.

Cancer affects everyone, but not everyone equally.

Quote from 2021 community engagement town hall participant.

Learn more



Visit the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code, or visit:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN PRIORITY AREA: PREVENTION



I feel like prevention is the greatest [thing] that we can do in trying to reduce the number of people that are affected by cancer.

Quote from a non-Hispanic Black community member from southern Illinois (2021, Community engagement focus group)



PREVENTION GOALS



Promote healthy living habits among youth and adults



Reduce exposure to environmental carcinogens



Prevent tobacco-related lung cancers among youth and adults



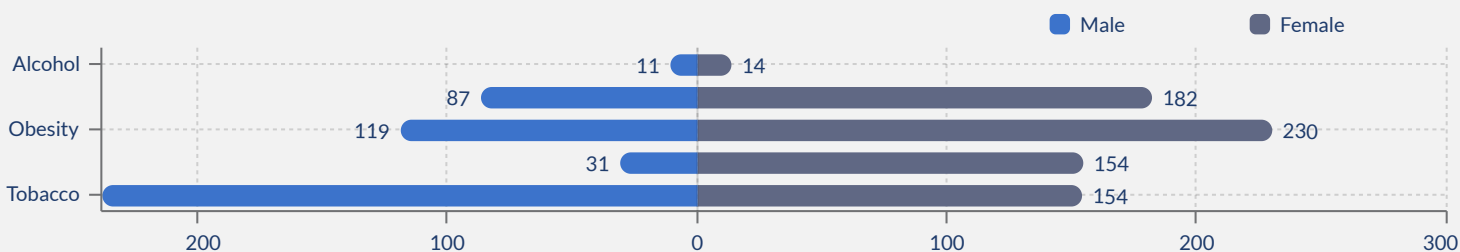
Prevent HPV-related cancers



Promote awareness of hereditary cancers and use of genetic counseling

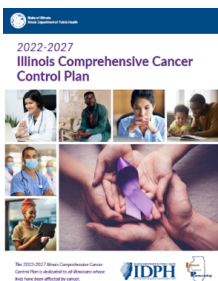
Rate of New Cancers Grouped by Associated Risk Factors and Sex

Illinois 2018; Rate per 100,000 people



U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2020 submission data (1999-2018): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; www.cdc.gov/cancer/dataviz/, released June 2021.

Learn more



Find objectives and strategies for cancer prevention in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN PRIORITY AREA: SCREENING AND EARLY DETECTION



Screening is everything. So much depends on when you catch it... Many people aren't aware of their exposure... they don't get the mammograms... pap smears... colonoscopies.

Quote from a rural, non-Hispanic White cancer survivor from community member from central Illinois (2021, Community engagement focus group)



SCREENING AND EARLY DETECTION GOALS



Increase cancer screenings



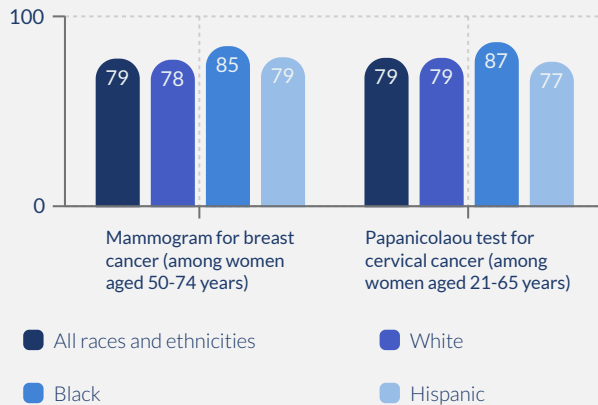
Reduce late-stage cancer diagnosis



Reduce cancer mortality rates

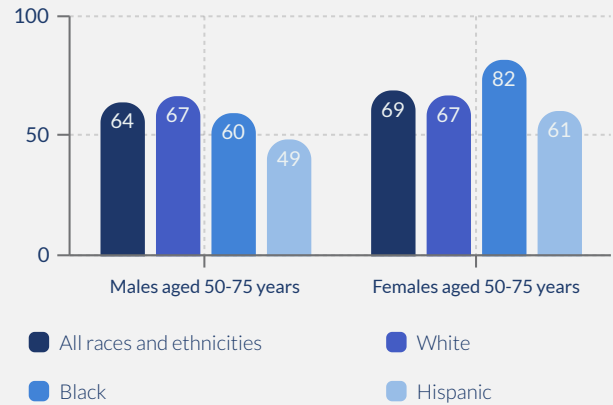
Prevalence (%) of up-to-date breast and cervical cancer screening by race and ethnicity

Illinois 2018; Age-adjusted prevalence



Prevalence (%) of up-to-date colorectal cancer screening by race and ethnicity and sex

Illinois 2018; Age-adjusted prevalence

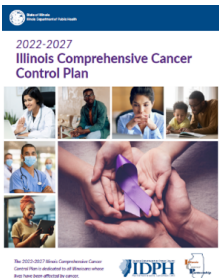


U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2020 submission data (1999-2018): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; www.cdc.gov/cancer/dataviz, released June 2021.

Learn more

Find objectives and strategies for cancer screening and early detection in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



Funding for this work was provided by the Centers for Disease Control and Prevention DP17-1701 grant awarded to the Illinois Department of Public Health.

2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN PRIORITY AREA: DIAGNOSIS, TREATMENT, AND SURVIVORSHIP



Location impact[s] survivorship... people going to the doctor... how people will make the decisions on... [caring for] themselves and their family because of lack of resources, or resources that are there that they don't feel like they are deserving of or don't understand them.

Quote from a non-Hispanic Black cancer survivor from Cook County, Illinois (2021, Community engagement focus group)



DIAGNOSIS, TREATMENT, AND SURVIVORSHIP GOALS



Promote awareness and access to navigation services, including financial and care navigation, to reduce disparities in cancer outcomes.



Increase diagnosis of high-risk patients with familial or genetic risk factors.



Increase awareness of ongoing care coordination for monitoring, follow-up, and recurrence screening.



Raise awareness of the need for increased quality of life for enhanced recovery and survivorship and available resources.



Support the availability of telehealth and outreach programs.

Rate of New Cancers and Cancer Deaths by Race and Ethnicity, Both Sexes

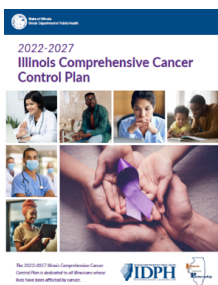
Illinois 2018; Age-adjusted rates per 100,000 people



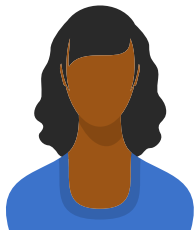
U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2020 submission data (1999-2018); U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; www.cdc.gov/cancer/dataviz, released in June 2021.

Learn more

Find objectives and strategies for cancer diagnosis, treatment, and survivorship in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting: <https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN HEALTH EQUITY AND HEALTH DISPARITIES: ACCESS TO CARE



Location does impact survivorship. It impacts people going to the doctor. It impacts how people will make the decisions on what they're going to do to take care of themselves and their family because of a lack of resources or resources that are there that they don't feel like they are deserving of or don't understand them.

Black Non-Hispanic cancer survivor and caregiver from Cook County - 69 years of age (2021, Community engagement focus group)



What is health equity and health disparities?



Health equity



Is the attainment of the highest level of health for all people



Health disparities

Are health differences closely linked with social, economic, and / or environmental disadvantages



What are some strategies to address health disparities?



Community partnerships

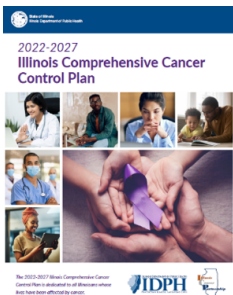


Community health workers



Patient navigators

Learn more



Find more information on health equity strategies in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN HEALTH EQUITY AND HEALTH DISPARITIES: COVID-19



I think one of the few good things about the COVID discussion is that health equity issues are finally coming into discussion by a broader audience. I think a lot of people weren't even aware that living in a rural community could impact the quality of your life, the quality of your health, the length of your life. And I think that's one of the few blessings, is that we are now starting to talk about issues like health equity, and patient navigators, and living in rural communities, and how that impacts the quality of your life. So, as terrible as COVID has been, I'm grateful that this is the discussion that's starting to occur.

Asian cancer survivor and caregiver from Cook County - 63 years of age (2021, Community engagement focus group)



COVID-19 and health disparities



The global COVID-19 pandemic exacerbated health inequities and disparities, especially among racial and ethnic minority groups, rural residents, and people of lower socioeconomic standing. As COVID-19 unveiled these long-standing health inequalities, it presented an opportunity for people to have conversations about health disparities that may not have occurred otherwise.



What are some strategies to address health disparities?



Ensure access to
health care



Patient
navigators



Targeted outreach
and screening

Learn more



Find more information on health equity strategies in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN HEALTH EQUITY AND HEALTH DISPARITIES: HEALTH LITERACY



It's also a point of literacy and understanding. So, the doctor went to medical school and he or she is an expert. But if they can't deliver that message and that information in a way that's understandable, then they haven't done a good job. And so, I may sit in the office, I may get lots of information which is good pertinent information. But if I don't understand it, I don't have anything.

Black Non-Hispanic cancer caregiver from central Illinois - 65 years of age (2021, Community engagement focus group)



What is health equity and health disparities?



Health equity



Is the attainment of the highest level of health for all people

Health disparities



Are health differences closely linked with social, economic, and / or environmental disadvantages



What are some strategies to address health disparities?



Culturally adapted health care

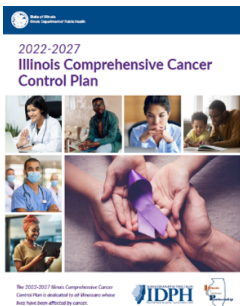


Education materials for varying literacy levels



Patient navigators

Learn more



Find more information on health equity strategies in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>



2022-2027 ILLINOIS COMPREHENSIVE CANCER CONTROL PLAN HEALTH EQUITY AND HEALTH DISPARITIES: LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ) COMMUNITIES



It's all about finding – I'm connected with the LGBTQ community, and just finding an open and affirming provider that's not going to have bias about your sexual orientation is like a whole extra step and can be complicated for people to overcome and make sure that they feel safe with a doctor.

White Non-Hispanic cancer caregiver from Williamson County - 39 years of age (2021, Community engagement focus group)



What is health equity and health disparities?



Health equity



Is the attainment of the highest level of health for all people



Are health differences closely linked with social, economic, and / or environmental disadvantages



What are some strategies to address health disparities?



Cultural competency training for all staff

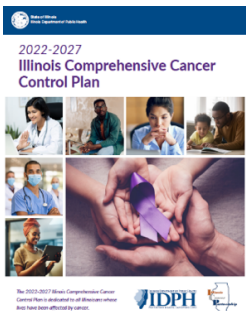


Core expectation of LGBTQ-welcoming behavior



LGBTQ - patient support teams

Learn more



Find more information on health equity strategies in the 2022 - 2027 Illinois Comprehensive Cancer Control Plan by scanning the QR code or visiting:

<https://dph.illinois.gov/topics-services/diseases-and-conditions/cancer/2022-2027-illinois-comprehensive-cancer-control-plan.html>

