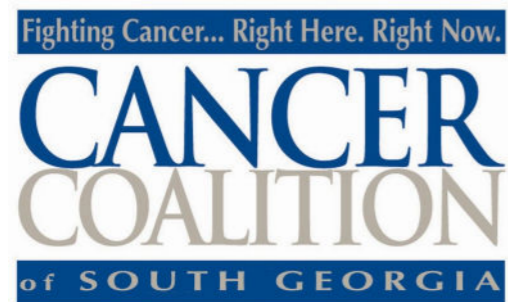


# Cancer Coalition of South Georgia

# 2011

*Annual  
Report*

**Fighting Cancer...Right Here. Right Now.**



2332 Lake Park Drive Albany, GA 31707  
229.312.1700

[www.sgacancer.org](http://www.sgacancer.org)



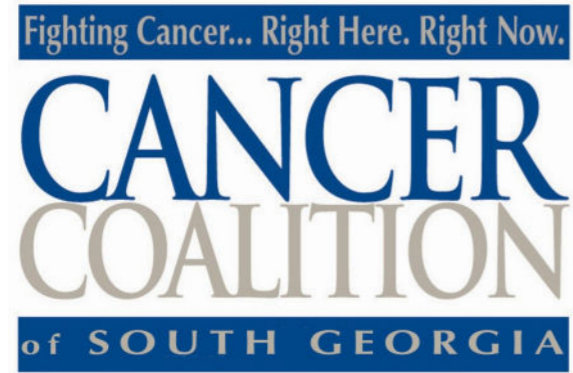
Like us on Facebook!



Follow us on Twitter  
@FightCancerSGA

*Never underestimate the power of a small, dedicated  
group of people to change the world;  
indeed, that is the only thing that ever has.*

*Margaret Mead*



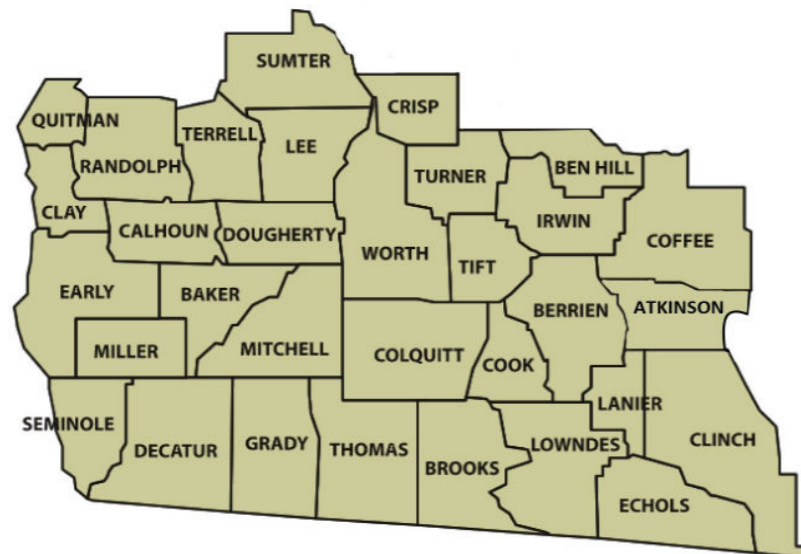
### Our Mission

The Cancer Coalition of South Georgia coordinates, facilitates and supports cancer control efforts throughout the region to ensure south Georgians have access to the highest quality cancer education, prevention, screening, treatment and research.

### Our Vision

To be a national model of rural comprehensive cancer control

### Our Region



# How You Can Help

The Cancer Coalition of South Georgia is grateful for the trust placed in us by the individuals and organizations that support us.

We honor that trust by using our funds wisely - working hard to better understand cancer in south Georgia, providing cancer education, and helping residents prevent and find cancer early.

Different from national organizations, we offer you the opportunity to invest in a local organization where 100% of your donation stays here in south Georgia.

Please consider making a donation In Honor or In Memory of someone special.

To donate, please visit our website at [www.sgacancer.org](http://www.sgacancer.org), or complete the form below and mail to: **Cancer Coalition of South Georgia 2332 Lake Park Drive Albany, GA 31707**

#### RECIPIENT INFORMATION

In Honor Of /In Memory Of (please circle):

\_\_\_\_\_

Please send acknowledgement card to: (Name)

\_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Note: Donation amount is not disclosed for memorial or honorary gifts.

#### DONOR INFORMATION

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

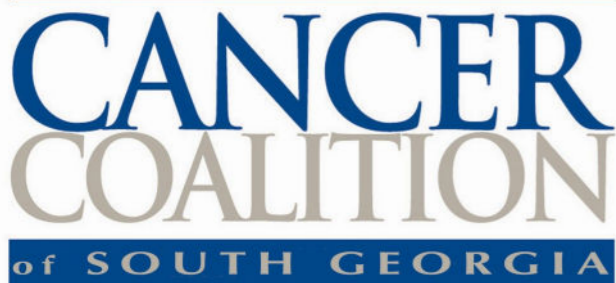
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

Thank You!

Fighting Cancer... Right Here. Right Now.



## Our Staff

### Chief Executive Officer

Diane Fletcher, MA, BSN  
diane.fletcher@sgacancer.org

### Vice President

#### Cancer Prevention and Control

Denise Ballard, MEd  
denise.ballard@sgacancer.org

### Chief Financial Officer/Chief Operating Officer

Jennifer Johnston, MBA  
jennifer.johnston@sgacancer.org

### Emory Prevention Research Center (EPRC)

#### Director for Southwest Georgia

J.K. Veluswamy  
jk.veluswamy@sgacancer.org

### Community Cancer Screening Program™ Manager

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### Communications and Development Manager

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mandy.flynn@sgacancer.org

### Community Cancer Screening Program™

#### Project Coordinator/Navigator

Beverly Nembhard  
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### Community Cancer Screening Program™

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### Marketing and Communications Specialist

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### Office Coordinator

Sheila Turner  
sheila.turner@sgacancer.org

2332 Lake Park Drive  
Albany, GA 31707

(229) 312-1700  
(229) 312-1705 fax

www.sgacancer.org

## Who We Are

Every hour of every day, five people in Georgia learn that they have cancer.

Every hour of every day, two people in Georgia die from cancer.

*Every hour of every day...*  
**our family members, friends, coworkers, neighbors - people we all know and love - are touched by cancer.**

Now in our tenth year of fighting cancer, the Cancer Coalition of South Georgia continues its dedicated efforts to change such alarming statistics, efforts that are outlined in this report. *Every day, every hour* of our work is focused on better preventing and controlling cancer for residents of our 32 counties in south Georgia.

Created in 2002, the Cancer Coalition has been sustained by the region's four cancer centers, our dedicated leadership, and hundreds of steadfast partners. Our positive impact is now evident throughout the region's many communities. To better reflect our mission against cancer and our broad service area, in 2012 our organization, formerly the Southwest Georgia Cancer Coalition, became the **Cancer Coalition of South Georgia**.

Our name has changed, but our purpose remains the same: to provide south Georgians with high-quality cancer education, prevention, screening, research, and access to care. As detailed in this report, the Cancer Coalition **saves lives and healthcare dollars**, and *every day* our programs, services and projects bring resources to the local area.

Nearly everyone in south Georgia has been affected by cancer. *Every hour* of our work is committed to better understanding and preventing cancer right here, to finding cancers early, to helping local patients access the care and assistance they need, and to educating community members and local cancer professionals. Simply put, 100% of our funding stays here - right here - to help fight cancer. Unlike national organizations, we can assure supporters that all donations are invested in the health of individuals and families living right here in south Georgia.

**With your help, every day we strive to create a future when our area is not known for its suffering from cancer, but rather for how well we have conquered it.**



**We work in collaboration with the region's cancer centers at Phoebe Putney Memorial Hospital, John D. Archbold Memorial Hospital, South Georgia Medical Center, and Tift Regional Medical Center, plus Emory University and other academic institutions, community hospitals, businesses, civic groups, churches, public health departments, cancer survivors, volunteers and other concerned residents.**  
**By bringing additional funding, expertise and opportunities to the area, the Cancer Coalition builds upon the excellence of existing healthcare services.**

## Our Volunteers

In 2011, our corps of dedicated volunteers gave more than 250 hours of their time to help with Cancer Coalition community projects and fundraising events such as Bunko, Cancer Awareness Night at Mellow Mushroom, Cancer Doesn't Break For Lunch campaign, Belk Charity Days, and others. We are grateful for the time and talent of our volunteers in helping us to reach and serve more people in south Georgia.

# Board of Directors



**Glenda Battle, RN, BSN**  
Chair

Decatur Co. Board of Commissioners, Retired  
Leesburg



**Richard Royal**  
Vice Chair

Georgia State Representative, Retired  
Camilla



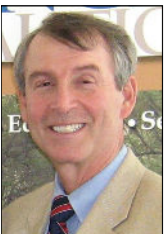
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Secretary/Treasurer

Bethel AME Church  
Albany



**Terri Lupo**  
Assistant Secretary/Treasurer

Georgia Power  
Valdosta



**Jim Hotz, MD**  
Medical Director

Albany Area Primary Health Care  
Albany



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Chief Executive Officer

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Primary Care of Southwest Georgia  
Blakely

Clay Banks  
Keystone Foods  
Camilla

Annette Bowling  
Albany Advocacy Resource Center  
Albany

James Brown  
Capital City Bank & Trust Co.  
Albany

Pam Cartwright  
South Georgia Medical Center  
Valdosta

Billie Gatewood  
Survivor Advocacy Group  
Americus

Javier Gonzalez  
Abraham Baldwin Agricultural College  
Tifton

Steve Johnson, MD  
Archbold Memorial Hospital  
Thomasville

Julee Brooke Lewis  
Ross-Lewis Law Firm  
Douglas

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Sammie Dixon, MD

Gatewood Dudley, MD

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Jacqueline Grant, MD, MPH, MPA

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Cecillia Morris

J. Paul Newell, MD

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Raymond Moreno, MD  
Tift Regional Medical Center  
Tifton

Perry Mustian  
Archbold Memorial Hospital  
Thomasville

Robin Rau  
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Colquitt

Bill Richardson  
Tift Regional Medical Center  
Tifton

John "Wink" Strickland  
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Valdosta State University  
Valdosta

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Phoebe Putney Memorial Hospital  
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Mark Wilson  
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Valdosta

#### Board of Directors

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Theresa Gillespie, PhD, RN

Karen Glanz, PhD, MPH

Joseph Lipscomb, PhD

Karl E. Peace, PhD

##### Legal Counsel

Timothy C. Sanders

Alexander and Vann, LLP

For complete biographies  
of board members,  
please visit [www.sgacancer.org](http://www.sgacancer.org)

# Financial Support

July 1, 2010 – December 31, 2011

#### \$250,000 – \$499,999

Phoebe Putney Memorial Hospital

#### \$100,000 – \$249,999

Centers for Disease Control and  
Prevention (via Emory University  
contracts)

Georgia Cancer Coalition  
Georgia Research Alliance  
John D. Archbold Memorial Hospital  
South Georgia Medical Center  
Tift Regional Medical Center

#### \$50,000 – \$99,999

Southwest Georgia Public Health  
District 8-2

#### \$10,000 - \$49,999

Exact Sciences Corporation  
Georgia Department of Public Health

#### \$1,000 – \$9,999

Albany State University  
American Psychological Assoc.  
Charity League of Albany  
Keystone Foods, Camilla  
Georgia Power Foundation, Inc.  
Jim and Trish Hotz  
MillerCoors, Albany Brewery  
Dr. and Mrs. Phillip Roberts  
The Albany Herald  
Jose Tongol, MD  
Jane Willson

#### \$500 – \$999

AB&T  
American Cancer Society  
Dale Ammons  
Glenn Booker  
Capitol City Bank & Trust Co.  
Emory University  
Ricardo Fernandez  
Georgia Southwestern State  
University Men's Soccer Team  
Harley Langdale, Jr. Foundation Inc.  
Kay Fuller Interiors  
Joe and Carolyn Lipscomb  
Terri and Jerry Lupo  
Eugene and Florence Miles  
SB&T  
The Veranda, P.C.

#### \$100 – \$499

100 Black Men of Albany  
A&K Fashions  
Ann Addison, PhD

Albany Lighting Center  
Alice & Jay  
Allen's Jewelers  
Lily Ballard  
Clay and Nickolette Banks  
Rosemary Barfield  
Glenda Battle  
Bla Bla Kids  
Blush Studios, Inc.  
Annette Bowling  
Judy Campbell  
Carter Political Items Collectors  
Amy Carter  
Sybil Carter  
Pam Cartwright  
Chicago Lost & Found  
Click Photography  
Reverend Ernest Davis, Jr.  
Dollywood

Don Fisher Photography  
EDN Inc., d/b/a Burger King  
Lynne Feldman, MD  
Keith and Diane Fletcher  
Jim and Billie Gatewood  
Georgia Society of Clinical Oncology  
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Harrison Greene  
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Carolyn Hatcher  
HeritageBank of the South  
Donald and Denise Hotz  
Bill Hughey and Family  
Ivey's Outdoor & Farm Supply  
John Ross Jewelers  
J. Steven Johnson, MD  
Dr. and Mrs. Walter Judge  
Dianne Key  
Kirbo & Kirbo, PC  
Robert Krywicki, MD  
Dellen Lyall  
Deborah McCormick  
James McGahee  
Mint Julep Day Spa & Salon  
Dr. and Mrs. Raymond Moreno  
MSA Chiropractic  
OB-GYN Associates at The Veranda  
Betty Pope  
Place on the Pointe  
Plantation Gallery  
Precious Gems MC  
Clendon and Pamela Raines  
Shirley Rogers  
Richard Royal  
Royal Collection  
Bernard Scoggins, M.D.  
Serenity Day Spa

Simply You  
String Beads  
Sylvia Szpak  
Tommy Crow Studios  
Turner's Fine Furniture  
Villager Cleaners  
Warehouse Package Store  
Deborah and John L. Weaver  
Janet Webb  
Joel Wernick  
Who's Who?!  
Susan Wiley

#### \$1-\$99

Dede Adair  
AntZie PantZie  
Atlanta Braves  
Atlanta Falcons  
Backwoods Outdoors  
Terri Barnard  
Bonnie Bennett  
Jennifer Bode  
Zoe Bonner  
Jane Braun  
James Brown  
Jana Carter  
Jessica Chapman  
Ingibjorg Clum  
Kimberly Cook  
Michelle Fletcher  
Haley Davidson  
Abby Davis  
Gerald and Helen Dixon  
Drs. Dockery, Williams, Odom &  
Deriso  
Richard Doherty  
Joyce Edenholm  
Sandra Edge  
Eighty Five Broad  
Mike and Mandy Flynn  
Milliscent Fowler-Whitney  
Lynn Free  
Friedman's Clothing  
Kay Fuller  
Kim Fuller  
Charles Greene  
Jackie Griffin  
Bobby Hand  
Suzanne Hardison  
Mary Ann Heddon  
Henry's Fine Edibles  
Peggy Hodge  
Andi Hoff, Mack's Hair Salon  
Juanita Holton  
Kathleen Hosty  
Miriam Howard  
Michelle Huskey

All contributions to the Cancer Coalition of South Georgia are used  
to improve the lives of people in our local communities.  
We thank our donors for their support and investment  
in improving lives in south Georgia.

Vicki Inman  
Patti Jarrett  
Dawn Jensen  
Cindy Johnson  
Blair and Jennifer Johnston  
Ray and Martha Johnston  
JustGive  
Kendall's Lawncare  
Jennifer King  
Cristin Kirbo  
Judith Lebel  
Lark Ledbetter  
Adrienne Leigh  
Love Letters  
M.B. Strother Designs  
Elaine Mercer  
Merle Norman Cosmetics & Gifts  
Moonbeads  
Kent Morrison  
Mr. and Mrs. Perry Mustian  
Caroline Myers  
Beverly Nembhard  
Oro World Jewelers  
Roxanne Paul  
Quick Cash Pawn  
Pearly's Famous Country Cooking  
Jamie Reid  
James and Pam Reynolds  
Frances Rice  
Rustic Branch  
Salt-Lick Sausage Company  
Sassy Britches  
Christina Silvi  
Harriet Tate  
The Parlor Boutique  
The Quail's Nest  
Paige Mosser Theriac  
Marsha Vick  
Kimberly White  
Amanda Williams  
Mr. and Mrs. Mark Wilson  
James Womack  
Wood's Galleries

# Financial Highlights

Cancer Coalition of South Georgia, Inc.  
Fiscal Year July 1, 2010 through June 30, 2011

## Good Stewardship

The Cancer Coalition is a strong, stable, transparent and high-quality organization. We fully comply with all 33 of the highest national standards for nonprofit organizations, exceeding the performance of similar organizations across the country (National Panel on the Nonprofit Sector, Principles for Good Governance and Ethical Practice: A Guide for Charities and Foundations, 2007).

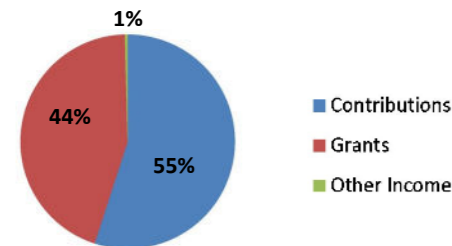
## Monitoring and Leveraging Donations

We constantly monitor and evaluate our programs to hold ourselves accountable for efficient and effective use of funds to accomplish our mission. We also leverage the funding from our various sources in pursuing additional sources of support for our initiatives. The Cancer Coalition continues to develop a diversified revenue base for long-term sustainability.

### STATEMENT OF ACTIVITIES

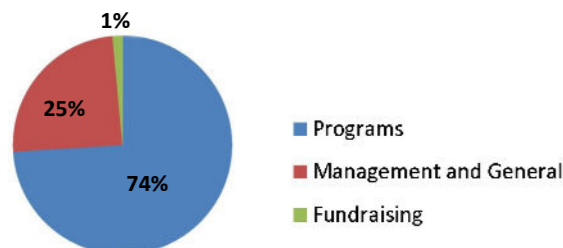
#### Revenue

Contributions	\$ 529,555
Grants*	\$ 429,231
Other Income	\$ 4,002
<b>Total Revenue</b>	<b>\$ 962,788</b>



#### Expenses

Programs**	\$ 720,341
Management & General	\$ 238,562
Fundraising	\$ 14,116
<b>Total Expenses</b>	<b>\$ 973,019</b>



### STATEMENT OF FINANCIAL POSITION

#### Assets

Cash	\$1,133,137
Unconditional promises to give	\$ 64,446
Property & Equipment	\$ 40,455
<b>Total Assets</b>	<b>\$1,238,038</b>

#### Net Assets

Accounts Payable	\$ 1,260
Unrestricted	\$1,204,468
Temporarily Restricted	\$ 32,310
<b>Total Net Assets</b>	<b>\$1,238,038</b>

\* Grants include state, federal and private.  
\*\* Programs include all direct costs associated with research, education and outreach, including program staff salaries.

A complete copy of financial statements audited by Draffin & Tucker, LLP is available upon request or on our website at [www.sgacancer.org](http://www.sgacancer.org).

# 2011 Partners

## South Georgia Regional Cancer Centers

Residents of south Georgia are fortunate to have access to four cancer centers, all accredited by the American College of Surgeons Commission on Cancer. The Cancer Coalition secures additional resources and opportunities for these centers, specifically in the areas of cancer research, professional development, patient support services and public education. In turn, the cancer centers strongly support the Cancer Coalition, including Phoebe Putney Memorial Hospital's provision of new office space for our organization. As our founding partners, each center is essential in furthering our common mission to improve lives across the region and we are grateful for their ongoing support.



#### Regional Cancer Centers

Phoebe Putney Memorial Hospital, Albany  
John D. Archbold Memorial Hospital, Thomasville  
South Georgia Medical Center, Valdosta  
Tift Regional Medical Center, Tifton

#### Other Health Care Providers

Willie Adams, MD, Albany  
Albany Area Primary Health Care  
Albany Community Hospice  
Albany Dermatology Clinic, P.A.  
Albany Ear, Nose and Throat  
Albany Gastroenterology  
Albany General Surgery  
Albany OB-GYN  
Albany Surgical, PC  
Albany Urology Clinic  
Allen Urology, Albany  
Clarence Calhoun, MD, Albany  
Cardiovascular Surgical Associates, Albany  
Moon Chung, MD  
Crisp Regional Hospital, Cordele  
Early County Health Department  
Winship Cancer Institute of Emory University  
Gynecology Associates, Americus  
LabCorp  
Georgia Health Sciences University Cancer Center  
Miller County Hospital  
Miriam Worthy Women's Health Center, Albany  
OB-GYN Associates of Albany  
OB-GYN Associates at the Veranda  
Phoebe Endoscopy Center  
Phoebe Sumter Medical Center  
Phoebe Surgical Oncology  
Premier OB-GYN  
Primary Care of Southwest GA, Inc.  
South Central Primary Care  
Southwest Georgia Family Medicine Residency  
Southwest Georgia Healthcare  
Spring Creek Health Cooperative, Blakely  
Summit Women's Care of Albany, PC

#### Surgical Associates of Albany

Women's Health Professionals, Albany

#### Colleges and Universities

Abraham Baldwin Agricultural College  
Albany State University  
Darton College  
Emory University  
Georgia Southern University  
Georgia Southwestern University  
Georgia State University  
Georgia Health Sciences University  
Mercer University  
Morehouse College  
University of Georgia  
University of Pennsylvania  
Valdosta State University

#### Regional Cancer Coalitions of Georgia

Central Georgia Cancer Coalition  
East Georgia Cancer Coalition  
Northwest Georgia Regional Cancer Coalition  
Southeast Georgia Cancer Alliance  
West Central Georgia Cancer Coalition

#### Government Entities

Georgia Cancer Coalition (GCC)  
Georgia Research Alliance  
Georgia Department of Community Health  
Georgia Department of Public Health  
Georgia State Senators and Representatives  
Georgia U.S. Congressmen  
Local City and County Government Officials  
South Georgia Public Health District  
Southwest Georgia Public Health District  
State of Georgia Office of the Governor

#### Industry/Businesses

Albany Area Chamber of Commerce  
Alexander & Vann, LLP, Thomasville  
Capitol City Bank & Trust Company, Albany

Draffin and Tucker, LLP, Albany  
Early County Chamber of Commerce  
Georgia Power, Valdosta  
Keystone Foods, Camilla  
Langdale Industries, Inc., Valdosta  
Miller County Chamber of Commerce  
Ross-Lewis Law Firm, Douglas  
Sharpe Solutions, LLC, Tifton  
Thomasville-Thomas County Chamber of Commerce  
Tifton-Tift County Chamber of Commerce  
Valdosta-Lowndes County Chamber of Commerce

#### Other Partners

Albany Advocacy Resource Center, Inc.  
Albany Herald  
American Cancer Society  
American College of Surgeons Commission on Cancer  
Bethel AME Church, Albany  
Early County Tobacco Coalition  
Early County Family Connection FACES  
Georgia Association for Primary Health Care, Inc.  
Georgia Center for Oncology Research and Education (CORE)  
Georgia Society of Clinical Oncology (GASCO)  
Grady County HELP Agencies, Inc.  
Family Connections Partnership  
Lowndes County Partnership for Health  
Miller County Collaborative  
Miller County School System  
Miller County Tobacco Coalition  
Mitchell County Food Bank  
Moultrie YMCA  
National Colorectal Cancer Roundtable  
South Georgia Chapter of the Association of Clinical Research Professionals, Inc. (ACRP)  
Southern Georgia Evaluation Association (SGEA)  
Southwest Georgia Area Health Education Center (SOWEGA-AHEC)  
Southwest Georgia Community Action Council  
South Georgia newspapers, radio and television

# Saving More Lives

## Center to Reduce Cancer Disparities

The burden of cancer is greatest for individuals who suffer from health-related disparities, and south Georgia is one of the worst suffering areas of the state.

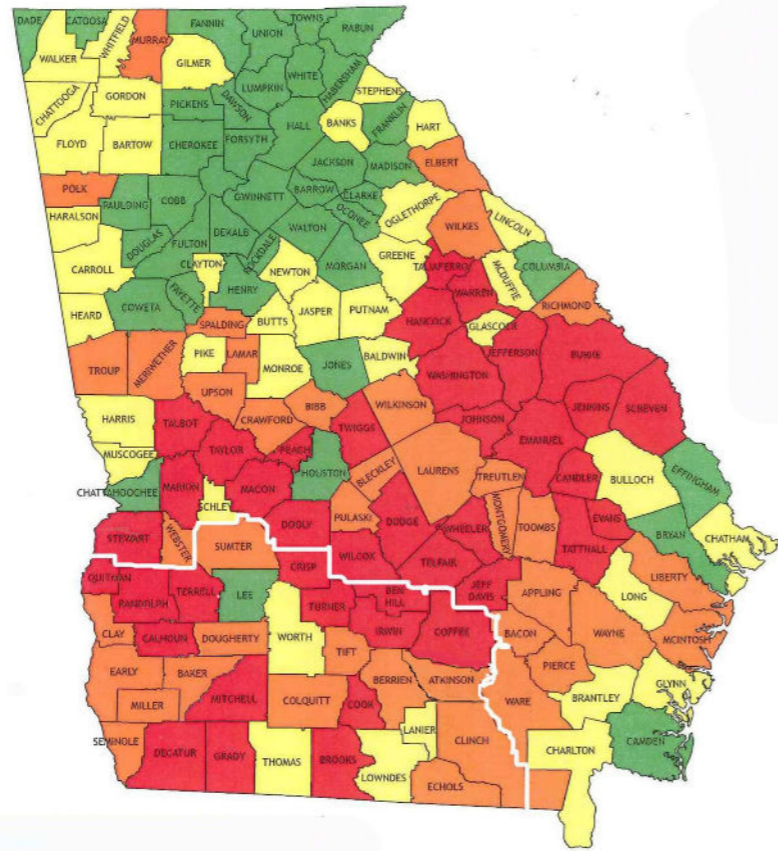
Fourteen of our 32 counties - nearly half the region - are in the "red", or worst, category of health-related rankings. Another 13 counties are ranked "orange", meaning second to last in the state.

Our **Center to Reduce Cancer Disparities** reduces the terrible burden of cancer in our communities by first identifying the community's greatest needs. We then provide programs focused on cancer prevention, risk reduction, early detection of cancer, primary medical care and individualized health navigation services.

By engaging local residents and organizations in our work, we create new infrastructures so people in the community can address their health issues and disparities – and find long-term solutions. For example, we led collaboration among one county's school district, hospital, public health department, local government, community organizations and businesses to successfully tackle their dramatic smoking rates. Our collaborative approach, along with the funding and expertise we bring, ultimately will improve the health of our residents - and may, in fact, save their lives.

Our work to reduce disparities is supported by funds from the State of Georgia, Phoebe Putney Memorial Hospital, John D. Archbold Memorial Hospital, South Georgia Medical Center, Tift Regional Medical Center, the Centers for Disease Control and Prevention, corporate and individual donors, and tremendous in-kind contributions from our clinical partners.

Two examples of the Center's 2011 programs are our tobacco control efforts in 14 counties of the Southwest Public Health District, with concentration in Miller and Early counties, and the Community Cancer Screening Program™.



### Health Disparities in Georgia

32 counties of Cancer Coalition of South Georgia outlined in white

Ranking Key - 1 (green) being the best, 159 (red) being the most in need.

Green: 1-39

Yellow: 40-79

Orange: 80-119

Red: 120-159

Ranking is based on 15 health-related indicators, including poverty, lack of health insurance, unemployment, shortage of physicians, high rates of obesity, diabetes, heart disease and cancer deaths.

Source: [www.togetherwecandobetter.com](http://www.togetherwecandobetter.com)

# Snapshots Of 2011



# 2011 Cancer Care Grants

Helping Patients and Families  
Through Local Organizations

Each year the Cancer Coalition supports the patient assistance programs at Archbold, Phoebe, South Georgia and Tift Regional's cancer centers, as well as selected local nonprofit organizations that also assist cancer patients.

Funds are used to help patients with critical out-of-pocket expenses, such as medication costs, food and nutritional supplements, and transportation to treatment. The Cancer Coalition has awarded **\$158,000** since the grants program started in 2006.

In 2011, **\$22,000** was given to eight local organizations to help south Georgians carrying a financial burden of cancer. In addition to the cancer centers, the following organizations received funding:

Spring Creek Health Cooperative  
Southwest Georgia Community Action Council, Inc.  
Grady County Help Agencies, Inc.  
Mitchell County Food Bank

## State and National Initiatives

The Cancer Coalition of South Georgia serves as a strong voice for our residents who may be unable to advocate for their needs. Six Georgia State Senators and 18 Georgia State Representatives represent our 32 counties, and our board of directors and leadership staff keep the legislators and the Governor's office informed about our region, our work and general cancer-related issues. In fiscal year 2011, we were grateful for state funds of **\$211,000** coming to our area to support our programs and services.

Our focus is on south Georgia; however, by collaborating with organizations across the state and the nation, we bring even more benefit to our area. In 2011, the Cancer Coalition was honored by being invited to join the **National Colorectal Cancer Roundtable (NCCRT)**. The NCCRT is a members-only, national coalition of public, private, and voluntary organizations whose collective mission is to advance colorectal cancer control efforts. Our regional colorectal cancer screening program has often been noted as a best practice and its success led to our recognition as an NCCRT member.

We actively participate – and often serve in leadership roles – in many other state and national initiatives including:

- Georgia's State Cancer Plan
- National Rapid Quality Reporting System (RQRS)
- Biorepository Alliance of Georgia-Oncology (State Biobank)
- Council of Regional Cancer Coalitions of Georgia
- Georgia Center for Oncology Research and Education (CORE)
- Georgia Cancer Coalition Distinguished Cancer Clinicians and Scientists
- Cancer Patient Navigators of Georgia
- Georgia Department of Public Health and Georgia Department of Community Health cancer control programs



The Cancer Coalition of South Georgia believes it is irresponsible to inform individuals that they need cancer screening without providing a way for them to receive the screening tests. Furthermore, we believe it is unethical to provide cancer screening tests without a way for people to receive the medical care they need if a problem is found.

Our Community Cancer Screening Program™ sets the standard as a **responsible, ethical and highly effective system** of providing individuals with guidance, cancer screening and necessary medical care. Developed by our Cancer Coalition in 2006, we coordinate care among local community health centers, public health departments, hospitals and physicians, ensuring that medically underserved individuals have a medical home as well as access to specialty care. Our staff of highly-trained, professional Health Navigators work with primary care clinicians to identify patients in need of breast, cervical, prostate and colorectal cancer screening. The navigators then individually assist the patients in overcoming any barriers to care, and patients receive potentially life-saving cancer screenings at low or no cost. Our model of care has been recognized nationally and in 2010, it was adopted as Georgia's statewide model. By bringing additional resources to our region and coordinating existing local services, we have successfully increased the local capacity to find, prevent and control cancer.

In 2011, in collaboration with our clinical partners, we served **746** uninsured and under-insured men and women in **24** south Georgia counties.

A total of 656 free or low-cost cancer screenings were completed, including:

**347 colorectal cancer screenings - 126 patients had high-risk polyps removed**

**88 breast cancer screenings - one abnormal mammogram**

**148 prostate cancer screenings - 9 screenings with abnormal results**

**73 cervical cancer screenings - 2 screenings with abnormal results**

**Removal of high-risk polyps in 126 colonoscopy patients prevented development of a number of impending cancers and potentially saved hundreds of thousands of healthcare dollars.**

**It costs approximately \$2,000 for a colonoscopy with polyp removal versus \$100,000 or more for late stage colon cancer treatment.**

## Tobacco Control

The fight against tobacco use in our region gained strength in 2011 as we continued our focus on preventing and stopping the use of tobacco, and protecting residents against second-hand smoke. More than 60 teens and their adult youth leaders were educated during the Southwest Georgia Youth Tobacco Summit in May. During the day long event they were given the tools and information needed to advocate for tobacco-free schools, recreation areas, and communities.



Southwest Health District and the Cancer Coalition were partners in promoting the free Georgia Tobacco Quitline. Grant monies totaling \$50,400 from the Georgia Department of Public Health (DPH) were used for a targeted print, billboard, and television campaign in the district's 14 counties. Preliminary outcomes showed an increased number of calls to the Quitline from individuals in those communities.

Another **\$72,000** DPH grant was awarded and used for tobacco control efforts in Early County, which suffers from particularly high rates of smoking and lung cancer.

# Searching For Answers

We must conduct careful research to learn why our area suffers from high cancer rates and high numbers of cancer deaths. Research studies give us the information we need to design and provide effective services to fight cancer here.

The Cancer Coalition serves as the critical link between researchers and the people in our communities. By partnering with Georgia's universities, we bring to south Georgians the opportunity to be part of cutting-edge research that typically is available only in large cities. At the same time, we give researchers the chance to conduct studies that include our rural population. Cancer Coalition leadership and staff members play key roles in planning and conducting research in our region, and local physicians and healthcare professionals are given opportunities to be involved with

studies. Our region's cancer centers also benefit from studies that add to their research portfolios.

Led by Dr. Michelle Kegler, the renowned **Emory Prevention Research Center (EPRC)** is one of only 32 CDC-funded centers nationwide, and it is the major research partner of the Cancer Coalition of South Georgia. As the EPRC's primary community partner, we work together to study cancer prevention and how to reduce health disparities in our communities, with particular attention



WITH THE **CANCER COALITION OF SOUTH GEORGIA**

to tobacco use, physical activity, and nutrition.

Our highly successful partnership also allows our collaborative work to be shared with the scientific community and puts our region in the national spotlight. In 2011, the EPRC received a **national Community Engagement Best Practices Award** that recognized how well they respect our local culture and encourage local community members to advise our region's research activities.

Since 2004, **more than \$915,000 has been brought to our area** to conduct EPRC research. The funding has supported the local economy by our **hiring of 23 research staff from 10 counties**. And our proven track record breeds even more success as Emory University experts bring new grant opportunities to south Georgia through the Cancer Coalition.

**From 2004 – 2011, more than 2,700 research interactions, including interviews, phone calls and home visits, have been completed with residents in all 31 counties we served during that time. In the past year alone, 392 individuals and families from 16 counties have participated in EPRC/Cancer Coalition studies.**

In addition, the EPRC provides **exemplary, local, no-cost public and professional education**, bringing state-of-the-art expertise to south Georgia. Our collaborative efforts lead to **better informed residents** and a **strengthened workforce** in our area of the state.

Finally, the EPRC also supports local community organizations through grants and technical assistance provided by its Cancer Prevention and Control Research Network. The Cancer Coalition's partnerships help the EPRC reach these organizations and the funds are used for programs focused on healthy eating and exercise. In 2010 - 2011, **a total of \$32,000** was given to south Georgia organizations, including local churches, school systems and help agencies.

## Biobank

With funding from the Georgia Cancer Coalition and the support of Phoebe Putney Memorial Hospital, our Cancer Coalition continued to partner with Georgia Health Sciences University and maintained our regional site of the statewide Biobank.

**In 2011, 234 tumor and blood specimens were donated to the statewide Biobank by local patients having cancer surgery at Phoebe Putney Memorial Hospital.**

# Promoting Healthy Communities

With accurate and understandable information about cancer, south Georgians can make better decisions about their health.

Partially funded by state and corporate grants, in 2011 the Cancer Coalition continued to provide **easily accessible, high quality health education in our communities - all at no cost to residents**. Healthy individuals are more able to work and contribute in other ways to their community; healthy communities are more productive communities. Thus our efforts not only improve lives, but also directly improve the area's economic vitality.

We tailor our educational activities to meet specific needs, such as teaching African-American men about their risk for prostate cancer and teaching men and women over 50 years old about colorectal cancer screening. In addition, we regularly measure how our education affects the participants' knowledge levels or their health behaviors.

We also use media informational messages about cancer to broadly educate the public. In 2011, the Cancer Coalition blanketed the region with important health messages, with an estimated **2.1 million** exposures to the information. In addition, the more than **5,700** visitors to the Cancer Coalition's website were provided access to program information, cancer-related news, and free educational webinars.



**In 2011, we educated 3,614 members of the public about cancer, and provided professional development and training to 286 local healthcare professionals via webinars, videoconferences and on-site lectures, all at no cost to them.**

# Supporting Professional Excellence



A well-prepared workforce is vital to reducing our region's burden of cancer.

The Cancer Coalition brings education and training opportunities locally for physicians, nurses, other healthcare professionals and students, helping to enhance patient care across the region.

Our strong academic partnerships and partial funding support from the State of Georgia allow us to **give local professionals access to additional expertise and resources**. Such was the case in April of 2011 when Dr. Deborah Morosini, at left, presented "Women and Lung Cancer" live and via videoconference

to 82 health professionals in Dougherty, Thomas, Tift, Lowndes and other counties.