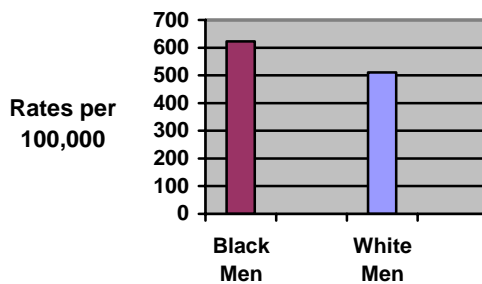


# EAST GEORGIA CANCER COALITION

-Fact Sheet-

- EGCC – 29 county diverse region
- 955,034 citizens with a distinctive mix of rural/urban, black/white, rich/poor, educated/uneducated, young/old with a growing Hispanic population
- Rural Areas – non-diversified economic structure with historic dependence on agricultural economy
- High intergenerational poverty
- Low educational attainment levels
- Cancer is the 2<sup>nd</sup> leading cause of death in GA (21.4% of all deaths from 2000 – 2004)
- The region represented close to 13% of the total deaths due to cancer in GA, however, the 29 county region only accounts for 9.4% of the state’s total population



◦ Black males are 22% more likely than white males to be diagnosed with cancer

◦ Overall rates, per 100,000, were 623 (black males) and 510 (white males)

- Cancer outreach activities and programs must involve the entire community: government, schools, the faith community, the private sector, and the media
- Flexibility and innovative planning must be an integral part of the region’s health care initiatives
- **Need to provide:**
  - Culturally-appropriate information regarding prevention, detection, & treatment
  - Local access to state-of-the-art services & treatment; clinical trials
  - Continued research progress and encouragement of new research (e.g. genetics)
  - Identification & elimination of community risk factors (e.g. unhealthy behaviors)