

## UNDERSTANDING HOUSTON: A DEMOGRAPHIC SNAPSHOT



### POPULATION:

Houston: **2.3 million** Harris County: **4.7 million**<sup>1</sup>



### UNINSURED RATE:

Houston: **23%** Texas: **17%**<sup>1</sup>



### MEDIAN HOUSEHOLD INCOME:

Houston: **\$53,600** Texas: **\$63,826**<sup>1</sup>



### LANGUAGE DIVERSITY:

**48%** of households speak a language other than English **38%** of households speak Spanish<sup>1</sup>



### KEY RESOURCES AND CANCER CENTERS:

Two of Texas's four National Cancer Institute-Designated Cancer Centers are in Houston<sup>2</sup>

- MD Anderson at The University of Texas
- Dan L. Duncan Comprehensive Cancer Center at Baylor College of Medicine

## CANCER LANDSCAPE: PREVALENCE, INCIDENCE, AND MORTALITY RATES



### MORTALITY RATES (2016-2020)

DEMOGRAPHIC	RATE (PER 100,000)
Texas	144.5
Harris County	139.4
Non-Hispanic Black	184.2
Non-Hispanic White	149.3
Hispanic	103.9
Asian/Pacific Islander	91.2
American Indian/Alaskan Native	58.8

**PREVALENCE:** In 2021, Harris County had a relatively low cancer prevalence rate of **5.2** per **100,000**. However, certain areas, such as West and Southwest Houston, experienced higher rates, reaching up to **8.6** per **100,000**.

## THE IMPACT OF CPRIT FUNDING

Between **2010 and 2024**, a total investment of **\$19,688,123.06** was provided by CPRIT to three grantees highlighted in this case study. These grantees included both university-based health systems and small community-based nonprofits, each receiving funding multiple times during this period.

### » SCREENINGS PROVIDED

Total Screenings: **281,170**

- Vaccine: 124,358
- Clinical Assessment: 58,899
- Diagnostic: 40,587
- Screening: 30,725
- Survivorship: 16,129
- Tobacco Cessation: 10,448
- Genetic Testing: 24

» **46,060** people screened for the first time in the Houston Area

» As a result of grant activities, **359** policy and system changes were implemented

### » TRAININGS PROVIDED (2017-2022)

Professional: 19,585  
Public: 214,831  
Total: **234,416**

*Project periods extended from 2010 to 2024; however, due to changes in data reporting, the available data years are 2017 to 2022.*

<sup>1</sup> U.S. Census Bureau. (n.d.). Houston city, Texas. Retrieved June 25, 2024, data.census.gov/profile/Houston\_city,\_Texas?g=160XX00US4835000

<sup>2</sup> List of National Cancer Institute (NCI)-Designated Cancer Centers

## HIGHLIGHTING KEY PROJECTS

### OBJECTIVE

### APPROACH

### IMPACT

#### TOBACCO SCREENING AND CESSATION



Enhance tobacco screening and cessation services.

Formed partnerships with mental health providers; integrated smoking cessation into routine care.

Expanded reach and access to tobacco-related care; contributed to the professional growth of leaders in cancer prevention.

#### CULTURALLY TAILORED SERVICES FOR ASIAN COMMUNITIES



Provide cancer prevention, education and survivorship services to diverse Asian populations.

Developed multilingual educational materials; conducted community screenings; assisted with health insurance navigation.

Addressed language and cultural barriers; improved access to preventive care; highlighted the role of grassroots organizations.

#### COMPREHENSIVE CANCER PREVENTION PROGRAM



Address screening, patient education, and navigation services.

Partnered with a large safety-net hospital; created accessible educational materials; improved follow-up care.

Increased screening rates; reduced patient follow-up gaps from 40-50% to nearly zero; enhanced navigation through the healthcare system.

### OVERALL IMPACT



**Summary:** Tailored, community-based approaches and strategic partnerships have significantly advanced cancer prevention.

**Benefits:** Improved access to care, addressed barriers such as language and insurance, and enhanced patient follow-up and navigation.

*"[The grant's focus was] educating the providers, working with them to develop sustainable ways of screening our patients, and to know where to refer them to for tobacco use care"*

*"We've had an impact on thousands of people... [especially] the African American and Hispanic population...raising awareness about the importance of early detection and screening and healthy living and taking care of yourselves...I really feel that it's been extremely worthwhile."*

## LESSONS LEARNED



#### PARTNERSHIPS

Crucial for success; balance between large entities and grassroots organizations. Large entities offer administrative support; grassroots organizations engage directly with underserved populations.



#### PROGRAM IMPACT

Significant impact on racial and ethnic minorities; focus on health insurance access and culturally relevant materials.



#### REPORTING CHALLENGES

Small organizations struggle with reporting; successful models include central organizations managing data for multiple partners.



#### OVERALL IMPACT

Resources and systems developed have long-term benefits beyond grant periods, enhancing cancer prevention and support for underserved communities.