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Creating a Culture  
of Health to Counter  
Cancer

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According to the Centers for Disease Control and Prevention (CDC), over 70 percent of Americans are currently overweight or obese.<sup>1</sup> Compared with individuals of normal weight, those experiencing overweight or obesity remain at a significantly greater risk for multiple chronic diseases, including diabetes, hypertension, cardiovascular disease, stroke, and at least 12 cancers.<sup>2</sup> Aside from not smoking, obtaining and maintaining a healthy weight is the single most important lifestyle risk factor that will reduce cancer risk and improve health outcomes.

The American Institute for Cancer Research (AICR), American Cancer Society, and other organizations provide evidence-based recommendations that



The Ohio Patient-Centered Primary Care Collaborative (OPCPCC) is a coalition of primary care providers, health professionals from the medical neighborhood, insurers, employers, consumer advocates, government officials and public health professionals. They are joining together to create a more effective and efficient model of healthcare delivery in Ohio. That model of care is the Patient-Centered Medical Home (PCMH).

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have proven to reduce cancer risk and all-cause mortality by approximately 35 percent.<sup>3</sup> A summary table of the 2018 AICR expert report on Food, Nutrition, Physical Activity and the Prevention of Cancer: A Global Perspective can be found below. Concordance with these guidelines are critical to counter the direct medical costs for cancer that currently exceeds \$80 billion per year, according to the Agency for Healthcare Research and Quality (AHRQ).<sup>4</sup>

Yet how can primary care providers and clinicians promote healthier lifestyles in an obesogenic culture? First, we must educate families and empower them to adopt sustainable behaviors that

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align with their personal, cultural, social, and psychological beliefs and attitudes. Registered dietitians are uniquely trained experts capable of supporting clients throughout the behavior change process. Although the impact of the dietitian is most impactful when provided in a one-on-one or small-group setting, there are online programs that can improve adherence to the guidelines. AICR's *New American Plate Challenge* ([www.napchallenge.org/](http://www.napchallenge.org/)) is a complimentary, 12-week blueprint for healthier living that has shown positive results.<sup>5</sup>

In addition to individual-level programs or counseling, stakeholders must promote both community and national policies to encourage creating living spaces that promote healthier food choices and physical activity. One in three U.S. residents will be diagnosed with cancer in their lifetime.<sup>6</sup> Our future must create a culture of health to counter the devastating obesity epidemic in order to alleviate many cancers and other obesity-related diseases.

## 2018 AICR Recommendations for Cancer Prevention and Survivorship

GOALS		SPECIFIC RECOMMENDATIONS
Body Weight	Be a healthy weight	Keep weight within the healthy range and avoid weight gain in adult life. Aim to be at the lower end of the healthy BMI range.
Physical Activity	Be physically active	Walk more and sit less. For maximum health benefits, scientists recommend 150 minutes of moderate, or 75 minutes of vigorous, physical activity a week.
Plant Foods	Eat a diet rich in whole grains, vegetables, fruits, and beans	Make whole grains, vegetables, fruits and pulses (legumes) such as beans and lentils a major part of our usual diet. Aim to fill at least two-thirds of your plate with vegetables, fruits, whole grains and beans at all meals.
Meat	Limit red meat and avoid processed meat	Limit red meat (beef, pork, lamb) to 3 portions of lean beef per week (12-18 oz). Eat little, if any processed meat (ham, bacon, salami, hot dogs, sausage)
Sugar	Limit consumption of sugar-sweetened drinks, fast foods, and highly processed foods.	Drink mostly water and unsweetened drinks. Limit highly processed foods high in saturated fat, starches, and sugars.
Alcohol	Limit alcohol consumption	For cancer prevention, it is best not to drink alcohol. If you choose to drink alcohol, limit consumption to 1 drink for women and 2 drinks for men per day.
Supplements	Meet nutritional needs through diet alone	For most people, it is possible to obtain adequate nutrition from a healthy dietary pattern. It is best to discuss any dietary supplement with your doctor or a registered dietitian.
Other	Avoid tobacco and excess sun exposure	Not smoking and avoiding other exposure to tobacco and excess sun are also important in reducing cancer risk.

Source: AICR Food, Nutrition, Physical Activity and the Prevention of Cancer: A Global Perspective.

### Resources Cited:

1. <https://www.cdc.gov/obesity/data/adult.html>
2. <https://www.cancer.gov/about-cancer/causes-prevention/risk/obesity/obesity-fact-sheet>
3. <https://blog.aacr.org/aicr-guest-post-five-healthy-habits-lower-cancer-risk/>
4. <https://www.cancer.org/cancer/cancer-basics/economic-impact-of-cancer.html>
5. [www.napchallenge.org/](http://www.napchallenge.org/)
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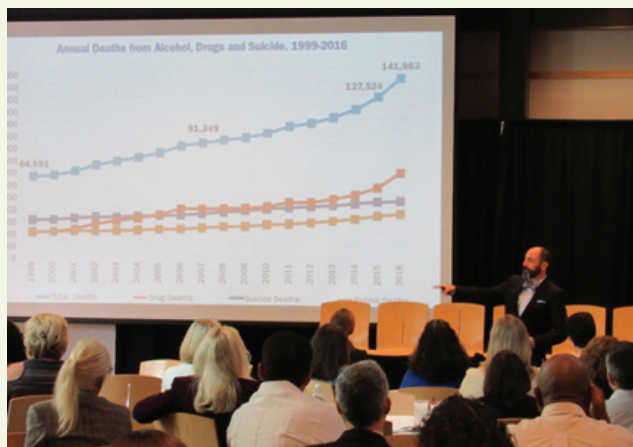
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Dr. Colleen Spees is an Associate Professor in the Division of Medical Dietetics at The Ohio State University College of Medicine. She holds joint faculty appointments in the College of Food, Agricultural, and Environmental Sciences and College of Education and Human Ecology. In addition, she is a member of OSU's prestigious Comprehensive Cancer Center. Her research laboratory focuses on evaluating biomarkers of biobehavioral interventions in vulnerable populations ([www.go.osu.edu/hope](http://www.go.osu.edu/hope)). Dr. Spees is a Fellow of the Academy of Nutrition and Dietetics, executive member the Academy's Nutrition Access and Cancer Health Outcomes Committee, recipient of the Academy's Distinguished Practice Award, and 3-time winner of the Award for Excellence in Oncology Nutrition Research. In 2017, she was awarded the Outstanding Young Investigator of the Year Award from OSU's College of Medicine and was appointed to the American Cancer Society's Guidelines for Dietary and Physical Activity for Cancer Prevention and Survivorship.

## OPCPCC Annual Conference

The seventh annual Ohio Patient-Centered Primary Care Collaborative (OPCPCC) annual conference was held on Fri., Sept. 14 in Columbus. The conference theme was *Primary care and behavioral health: Pulling the patient out of the silos* and featured Benjamin F. Miller, Psy.D., Chief Strategy Officer of [Well Being Trust](http://www.wellbeingtrust.com) as the keynote speaker. The conference included a panel about school-based primary care, primary care, and behavioral health; a presentation about the Ohio primary care and behavioral health survey administered by the Ohio Psychiatric Physicians Association; and some Ohio examples of primary care and behavioral health integration. View slides and learn more on the OPCPCC conference webpage.





# Announcements and Upcoming Events OPCPCC Activities and Events

**Tue., Jan. 22 at 11 a.m.** OPCPCC Center for Provider and Patient Engagement call

**Wed., Jan. 30 at 10 a.m.** OPCPCC Workforce Learning Center meeting

**Tue., Feb. 26 at 12:15 p.m.** OPCPCC Patient Engagement webinar (tentative)

**Tue., Mar. 26 at 11 a.m.** OPCPCC Center for Provider and Patient Engagement call

The OPCPCC website is currently hosted by the Ohio Department of Health (ODH). A new ODH website was launched on Nov. 29 and has a new look and improved search capabilities. Users may still reach the ODH main page at [www.odh.ohio.gov](http://www.odh.ohio.gov), but program URLs have changed. To find PCMH content on the new website, select “P” in the alphabet search or type “patient” in the search box. View the new PCMH website for health professionals and the PCMH Consumer page.

The Ohio Department of Health’s Primary Care Office (PCO) has been awarded the Health Resources and Services Administration’s State Oral Health Workforce (SOHW) grant to address dentist workforce needs in underserved areas. The SOHW grant will create three new programs: the FQHC Residents to Service Loan Repayment Program, the Free Clinic Loan Repayment Program, and the Oral Health Professions Promotion program. The FQHC Residents to Service Loan Repayment Program will be available to residents in Ohio Advanced Education in General Dentistry, General Practice or Pediatric residency programs who have completed a student rotation in an Ohio Federally Qualified Health Center through the Ohio Primary Care Workforce Initiative and who commit to one or two years of service in an Ohio FQHC upon completion of training. The Free Clinic Loan Repayment Program will offer loan repayment to volunteer and part-time paid staff dentists who practice in Ohio’s free clinics for fewer hours than required by other state or federal loan repayment programs. Lastly, through the Oral Health Professions Promotion program the

PCO will partner with professional associations, dental student groups, safety net providers, and current workforce program participants to increase interest in oral health professions careers by elementary, high school, and college students from underserved areas. For more information on these new programs, please contact Star Sawicki by email at [Star.Sawicki@odh.ohio.gov](mailto:Star.Sawicki@odh.ohio.gov) or by phone at (614) 644-8496.

**January is Cervical Health Awareness Month.** Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. About 79 million Americans currently have HPV. Many people with HPV don’t know they are infected. And each year, more than 11,000 women in the United States get cervical cancer. An average of 467 cases of cervical cancer were diagnosed each year in Ohio in 2011-2015. [Learn more](#) and [view Ohio data](#).

**February is American Heart Month.** Heart disease is the leading cause of death for men and women in the United States. Every year, 1 in 4 deaths are caused by heart disease. The good news? Heart disease can often be prevented when people make healthy choices and manage their health conditions. [Learn more](#).

**March is Colorectal Cancer Awareness Month.** Colorectal cancer is the third most common cancer in the United States and the second leading cause of death from cancer. Cancers of the colon and rectum made up the fourth greatest percentage of new invasive cancer cases (incidence) reported to the Ohio Cancer Incidence Surveillance System (OCISS), comprising 9.6 percent of newly diagnosed cancers in Ohio from 2007 through 2011. The good news? If everyone age 50 and older were screened regularly, 6 out of 10 deaths from colorectal cancer could be prevented. [Learn more](#) and [view Ohio data](#).

If you have ideas or would like to contribute an article for an upcoming newsletter, please send your ideas to [PCMH@odh.ohio.gov](mailto:PCMH@odh.ohio.gov).

## OPCPCC Membership

The Ohio Patient-Centered Primary Care Collaborative (OPCPCC) invites you to become a member of OPCPCC and join us in spreading PCMH throughout Ohio. **Membership in OPCPCC is free** and benefits include:

- Notices of conferences and networking opportunities
- Quarterly Newsletters
- Ohio PCMH Weekly updates

Please complete the [on-line membership form](#), to ensure that you will receive updates about OPCPCC and PCMH activities in Ohio. Please call (614) 644-9756 with any questions regarding membership in OPCPCC.