

# San Francisco Cancer Initiative SF CAN



**SF CAN** San Francisco  
Cancer Initiative



## Did You Know . . .

- 1 in 3 women will receive a cancer diagnosis at least once in their lifetime.
- Half of all men will receive a cancer diagnosis at least once in their lifetime.
- San Francisco patients, families, and taxpayers pay at least \$200 million annually for cancer care, not including time lost from work.
- African-American men in San Francisco are twice as likely as Caucasian men to die from cancer and lose twice as many years of life to cancer.
- 10 percent of San Franciscans still smoke tobacco, a major cancer risk factor.
- Nearly one-third of eligible San Francisco women have not had a mammogram in the past two years – a rate worse than the rest of California.
- The screening rate for colorectal cancer is still under 50 percent of what it should be in resource-challenged safety-net clinics.
- Liver cancer is prevalent in San Francisco's Asian-American community and on the rise among African-American and Latino men.

“SF CAN is an original public-private partnership aimed at reducing cancer deaths and diminishing its debilitating effects on health and quality of life. San Francisco’s size, population, and progressive culture make it an ideal place for an effort like this.”

— Alan Ashworth, PhD, FRS, president of the UCSF Helen Diller Family Comprehensive Cancer Center and the E. Dixon Heise Distinguished Professor in Oncology at UCSF

# SF CAN will reduce mortality for one of the world’s most common and deadly diseases, in our community, and in our lifetimes.

Despite many remarkable clinical advances, cancer now kills more San Francisco residents than any other cause. San Francisco’s cancers often disproportionately strike and kill people of color and those most disadvantaged in society. Moving forward requires new approaches that address how cancer affects different populations and must ensure everyone receives access to screening and prevention.

The San Francisco Cancer Initiative (SF CAN, for short) is a collaborative effort, supported by UCSF, to reduce the incidence of cancer in San Francisco. As a leader in the field of precision population science, UCSF will coordinate and accelerate the efforts of SF CAN to better understand how cancer affects different segments of the community, leveraging advances in data and information technology and cancer treatment.

We believe that **half of all cancers could be avoided if we put into practice what we know about cancer’s causes and how to prevent them.** Please join us in reducing cancer’s impact in San Francisco and beyond.



## The Mission We Share

Capitalizing on the strengths of community partners and advisers, SF CAN will:

- Explore the key contributors to cancer disparities, including adverse social and economic conditions, awareness of prevention measures, and access to screening and high-quality health care.
- Align and support government, health systems, and community groups in an energized, collaborative effort to improve health.
- Build and sustain strong working relationships and open channels for sharing innovation citywide.
- Share promising, evidence-based prevention and screening practices across the entire San Francisco community.
- Develop and advance promising, community-based solutions.
- Engage the San Francisco philanthropic community, serving our city and creating a model for communities everywhere.
- Use San Francisco as the test bed for implementation, eventually extending this model across and beyond the Bay Area.

SF CAN mobilizes partners to reduce the incidence and impact of cancer in our community.

Uniting health care and bioscience experts, the city's health systems, government, and community leaders, SF CAN advances an urgent mission: decreasing the number of cancer deaths and the inequities we observe in cancer outcomes across San Francisco's diverse population.

Taking a systematic, coordinated approach, this breakthrough initiative initially focuses where there is the greatest potential for progress: on the five types of cancer that account for nearly half of the city's cancer cases – breast, colorectal, liver, lung, and prostate. For each of these cancers, promising, evidence-based prevention and screening practices exist but are not being fully implemented across all communities. Our plan is to develop an integrated program with a strategic approach that puts what we know about each cancer type into wide practice.

Today, there is unprecedented momentum in San Francisco toward reducing the physical, emotional, financial, and societal burdens of cancer – in our city and in our lifetimes.

Perhaps no single city is better positioned to take on the cancer challenge than San Francisco.

Although the challenge is great, San Francisco has the benefit of UCSF, a world leader in cancer research and care with expertise in every area of discovery, from bioscience to population science. Across the university, award-winning cancer science luminaries, committed physician-scientists, and up-and-coming researchers are passionate about game-changing breakthroughs.

Home to some 850,000 people, San Francisco is the ideal living laboratory in which to study cancer disparities and advance innovative, community-based solutions that begin with awareness, prevention, and screening.

San Francisco's first strength is diversity. African-American, Latino, and Asian communities represent the majority of San Francisco residents. These three communities also experience a disproportionate cancer burden compared to the overall population.

Our second advantage is innovation. San Francisco is a world-renowned engine of discovery and invention.

Finally, San Francisco is a forward-thinking community that embraces new ways of doing things and cares about social justice. Citizens, civic partners, and community leaders here are dedicated to sharing the benefits of innovation equitably. SF CAN provides an unprecedented opportunity to do just that.

With your partnership,  
San Francisco will model  
new approaches to cancer  
for all communities.

In San Francisco and across the Bay Area, the effort to understand, treat, and pursue cures for cancer will continue. But there is so much more we can accomplish in our city today through prevention or early

detection of the most common cancers, which profoundly impact our lives, our families, our neighbors, and our city.

It's time to apply San Francisco's brilliant minds to one of the greatest health care challenges of our time.

We know what to do. And with sustained will and cooperation across the city, we **can** do it. San Francisco **can** reduce the incidence and impacts of cancer, in our city and in our

lifetimes. We **can** create a model for other cities in and beyond the Bay Area. With your partnership, San Francisco will.

“SF CAN is unique in bringing together expertise, energy, and commitment to organize an integrated, cross-disciplinary approach to the challenge of cancer control in a major American city.”

— Robert Hiatt, MD, PhD, associate director of population sciences in the UCSF Helen Diller Family Comprehensive Cancer Center and professor and chair of the Department of Epidemiology and Biostatistics at UCSF

## How Philanthropy Makes a Difference

As the backbone support organization for SF CAN, UCSF is asking our philanthropic partners to help alleviate the suffering and pain cancer causes across San Francisco. Opportunities for partnership include:

- **Evidence-based interventions and training:** As a bioscience leader, UCSF has conducted significant research on treatment protocols, screening approaches, behavior modification, and culturally competent care. Donor support will enable UCSF to share evidence-based best practice models, develop materials, conduct training, and carry out other activities to help facilitate our shared goals.
- **Research implementation:** Applying a precision population health model to San Francisco's cancer burden will require extensive data collection, communication, and coordination. Donor gifts will enable us to use data to develop more precise and tailored approaches to prevention and identify public health interventions that could make an impact at the population level.
- **Data connectivity:** With expertise in sharing information across San Francisco campuses and with affiliated physicians, UCSF is uniquely positioned to drive an innovative data-sharing model that ensures productive collaboration across city health care centers, nonprofits, hospitals, and community groups. Philanthropic gifts can be applied to interconnect disparate data systems.
- **Evaluation:** Assessing the success of our program and interventions will be crucial to ensuring SF CAN's impact. Philanthropy will enable us to evaluate our progress and create a framework for other communities that seek a citywide approach to cancer prevention and screening.

To learn more about SF CAN and how you can help us in this endeavor, please visit [sfcancer.org](http://sfcancer.org)

“ Someone’s ability to survive cancer should not be dependent on their socioeconomic status. We know that prevention and access to quality health care can make all the difference, so I’m proud to stand with UCSF, DPH, and our community health organizations . . . . ”

San Francisco Mayor Edwin M. Lee

