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Population Health Collaborative awarded $225,000 through Health Research, Inc. and New York State Department of Health.

Buffalo, NY (January 15, 2020) – Cancer Prevention in Action (CPiA) is a New York State Department of Health and Health Research Inc. program supporting local cancer prevention and risk reduction interventions using a policy, systems and environmental (PSE) change approach.

PSE strategies are commonly used public health approaches to reduce disease burden. Successful PSE strategies are evidence-based, community collaborations that create change to make healthy lifestyle choices easy and feasible options for everyone in a community. These strategies apply to all cancer control continuum stages and various settings, including neighborhoods, schools, workplaces, and healthcare settings.

The Population Health Collaborative, which focuses on creating connections for Western New York health, will work with these funds to educate on the importance of sun safety with the end goal of community organizations adopting sun safety policies and practices. The grant will also focus on community education interventions to enhance support for the HPV vaccine as cancer prevention. The scope of this work will be conducted in Erie and Niagara Counties, through the fall of 2021.

John Craik, Executive Director of Population Health Collaborative noted that the types of cancer targeted through this initiative are preventable or at least reduceable. “We can prevent loss of life and suffering through some pretty straightforward policy, systems and environmental changes,” he said. “At the end of the day we will work with a large number of partners to make those changes to save lives, and that’s an exciting prospect.”

For more information on this project please contact Karen Hall, Program Director: khall@phcwny.org.

About Population Health Collaborative
The Population Health Collaborative (PHC) is a regional health collaborative that serves the eight-county area of Western New York. Our mission is to “improve population health in Western New York by connecting diverse groups and aligning resources and expertise.” The Population Health Collaborative was initially supported through several Robert Wood Johnson Foundation grant programs, and we have been recognized for our work as a leading neutral convener in our region. www.pophealthwny.org.