

# African American/Black Community Brief



## African American/Black 10 Key Cancer Facts

- **The lifetime probability of being diagnosed with cancer among black men and black women is 41% and 34%,** respectively, compared with 42% and 39%, respectively, among whites.
- **The overall cancer death rate in males was 47% higher in blacks than in whites in 1990, but reduced to 24% higher in 2012.** Among females, the disparity decreased from 19% higher in 1991 to 14% in 2012.
- **Lung cancer accounts for the largest number of cancer deaths among both men (27%) and women (22%),** followed by prostate cancer in men (12%), and breast cancer in women (19%). For both men and women, colorectal cancer is expected to be the third leading cause of cancer death.
- **During 2008 through 2012, the overall breast cancer incidence rate in black women was 124.3 cases per 100,000 women,** which was 3% lower than that in white women (128.1 per 100,000 women). However, rates were higher in black women than in white women in 7 states (Alabama, Kentucky, Louisiana, Mississippi, Missouri, Oklahoma, and Tennessee) and were not significantly different in 24 states.
- **Breast cancer incidence rates are also higher among blacks than whites for women under age 45.** The median age of diagnosis is 58 years for black women, compared with 62 years for white women.
- **From 2003 to 2012, colorectal cancer death rates declined faster in black women than in white women (3.3% vs 2.9%** per year), but declines were slower in black men than in white men (2.5% vs 3.0%). As a result, the racial gap is shrinking in women, whereas rates in men have remained about 50% higher in blacks than in whites since 2005.
- **The 5-year relative survival rate is lower in blacks than in whites for every stage of diagnosis for most cancer sites.** Much of the difference in survival is due to barriers that limit access to timely, appropriate, and high-quality medical care, which also results in later stage at diagnosis, when treatment choices are more limited and often less effective.
- **In black men, incidence rates from 2003 to 2012 decreased by 2.0% per year for all cancers combined** as well as for the top three cancer sites (prostate, lung, and colorectal).
- **In black women, overall cancer incidence rates during this time remained unchanged,** reflecting increasing trends in breast cancer, countered by decreasing trends in lung and colorectal cancer rates.
- **Obesity increases cancer risk, and black women have the highest body mass index (BMI) of any sex-racial/ethnic group.** During 2013-2014, nearly 6 in 10 black women were obese (BMI $\geq$ 30) compared to nearly 4 in 10 white women. The prevalence of obesity is similar in black and white men (38% and 35%, respectively).
- **Blacks are also less likely than whites to participate in leisure time physical activity** and to meet recommendations for aerobic activity.



## African American/Black Community Statistics

- 41.2 million African Americans in the US
- 2.4 million affluent African American households with an income of \$75,000 or more
- \$1.1 trillion in buying power, \$1.3 trillion by the year 2017
- African Americans/Blacks make up approximately 13% of the US population.

## African American/Black Community Behavior

- Credibility of marketers is linked to meaningful and consistent involvement in the African-American community.
- African Americans donate 25% more of their discretionary income than do whites.
- Approximately 15% of African American philanthropic dollars fund educational causes.
- 38% of African Americans select products or services when they feel the marketing tactics are created with them in mind as well as show them visually using or benefiting from it.
- About 189,910 new cancer cases and 69,410 cancer deaths were expected to be diagnosed among blacks in 2016, including 93,990 cases in men and 95,920 cases in women.
- Prostate cancer is expected to be the most commonly diagnosed cancer in black men, and breast cancer is expected to be the most commonly diagnosed cancer in black women.
- The value of religion, reading religious materials, prayer, and other forms of non-organized religious participation are part of the fabric in the life and culture of many African Americans/Blacks.
- Compared with other racial or ethnic groups, African Americans/Blacks are more likely to report a formal religious affiliation, with 87% describing themselves as belonging to one religious group or another.

**Community Briefs** provide an overview of the community of focus. These documents are meant to be used as refreshers after training.

