Community Outreach and Engagement: Addressing Cancer Prevention and Control Through NCI Supplements

6th NCI Cancer Centers HPV Vaccination Summit
Why Introduce Community Outreach and Engagement (COE) 45 Years Into the Cancer Centers Program?

- To encourage COE activities at NCI cancer centers
- To emphasize what each cancer center brings to the NCI Cancer Centers Program that is unique
- To recognize in review, COE efforts that were already undertaken at NCI cancer centers
- To provide the opportunity to write a single, cohesive narrative about these activities
Community Outreach and Engagement 2.0 (PAR-20-043)

- How appropriately has the Center defined and justified its catchment area?
- How well has the Center identified and prioritized the cancer research and control needs of its catchment area population?
- How effectively has the Center established the necessary institutional- and community-based infrastructure to involve stakeholder’s participation in the planning, prioritization, and conduct of cancer research across the spectrum of basic, clinical, translational, and population sciences?
- How effectively have community needs been communicated to Center leadership and Research Programs to catalyze research?
- How effectively has the Center enacted cancer control efforts designed to reduce the burden of cancer within its catchment area, by disseminating and implementing evidence-based interventions and guidelines, public education, public health policy recommendations, influence on health policy?
- How appropriate and effective is the leader (or leaders) in relation to expertise and time commitment?
- As applicable, how reasonable and appropriate are the Center’s plans for extending its reach within and beyond the catchment area, including globally?
Community Outreach and Engagement 2.0
Synergy: COE and HPV Vaccination Initiatives

Community Outreach and Engagement

HPV Vaccination
COE and HPV Vaccination Initiatives

- **COE Strengths**
  - Cancer burden is well described
  - Key cancer disparities unique to catchment area
  - Focus on minority and underserved populations
  - Clear process for assessing community needs
  - Long-term commitment

- **HPV Vaccination**
  - HPV-related cancer incidence and mortality
  - HPV vaccination rates
  - Environmental scan
  - 13 years and counting...
COE and HPV Vaccination Initiatives

- **COE Strengths**
  - Robust outreach, partnerships, networks
  - Strong linkages to – and input from – the community
  - CBPR, implementation science, health communication research, health care delivery research, rural and/or global health research

- **HPV Vaccination**
  - State cancer coalitions
  - Immunization providers: LHDs, FQHCs, RHCs, primary care and pediatric practices, VFC
  - State primary care associations
  - GYN, school health, sexual health, pharmacists, dentists
  - Community-clinical linkages
  - ACS = local, state, national
COE and HPV Vaccination Initiatives

**COE Strengths**
- Investigators from all cancer center programs are involved
- Trans-disciplinary working groups
- Specific examples of research and peer-reviewed funding

**HPV Vaccination**
- Basic, clinical, translational, population sciences
- HPV interest groups across cancer care continuum
- Junior faculty involvement
- NIH, NCI, CDC, HRSA, ACS
- CCSG / CTSA pilot funding
COE and HPV Vaccination Initiatives

**COE Strengths**

- Statewide coalition: state representatives, industry leaders, clinicians, advocates, researchers, health education personnel
- Metrics to evaluate COE efforts
- Aligns with cancer center mission and strategic planning
- Develop COE best practices, knowledge, and tools → disseminate

**HPV Vaccination**

- State HPV vaccination coalition
- Guideline / policy implementation
- Rigorous program and outcomes evaluation
- Changes in parental / provider KAP
- Decreases in missed vax opportunities
- Increases in HPV vax rates
- Decreases in pre-cervical cancer rates
- Summits, publications, conference presentations, RTIPs
Thank you!
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