

Background

- Community Outreach and Engagement (COE) plays a vital role in reducing the cancer burden in its catchment area.
- Catchment area data guides the cancer center prioritization process working closely with community stakeholders and institutional leadership.
- Establishing priorities encourages the use of evidence-based strategies to be implemented for cancer prevention and control.

Objective

- Demonstrate how catchment area guides the cancer center prioritization process for COE and research initiatives.

Methods

- We adapted the Cancer Center Prioritization framework from the Wilmont Cancer Institute.¹
- COE led the development of 178 trusted partnerships throughout its catchment area.
- The California Cancer Registry (CCR) provided cancer surveillance data for the catchment area and COE used publicly available data.
- COE Community Advisory Board requested local data for the Korean, Filipino, LGBTQ+, and Antelope Valley communities.
- COE launch the Cancer Healthcare in Los Angeles Survey (CHILAS) to get detailed information on these communities.

Reference

1. Cartujano-Barrera, F., Cupertino, A.P., Hayes, E., Lucas, C., Paskett, E.D., Kobetz, E., Freeman, J., Hermance, K., Nikisha, R., Kamen, C. Determining the Cancer Center priorities at the Wilmont Cancer Institute: A proposed framework informed by an academic-community collaborative approach. *The Oncologist*. 202, 30, oyaf282.

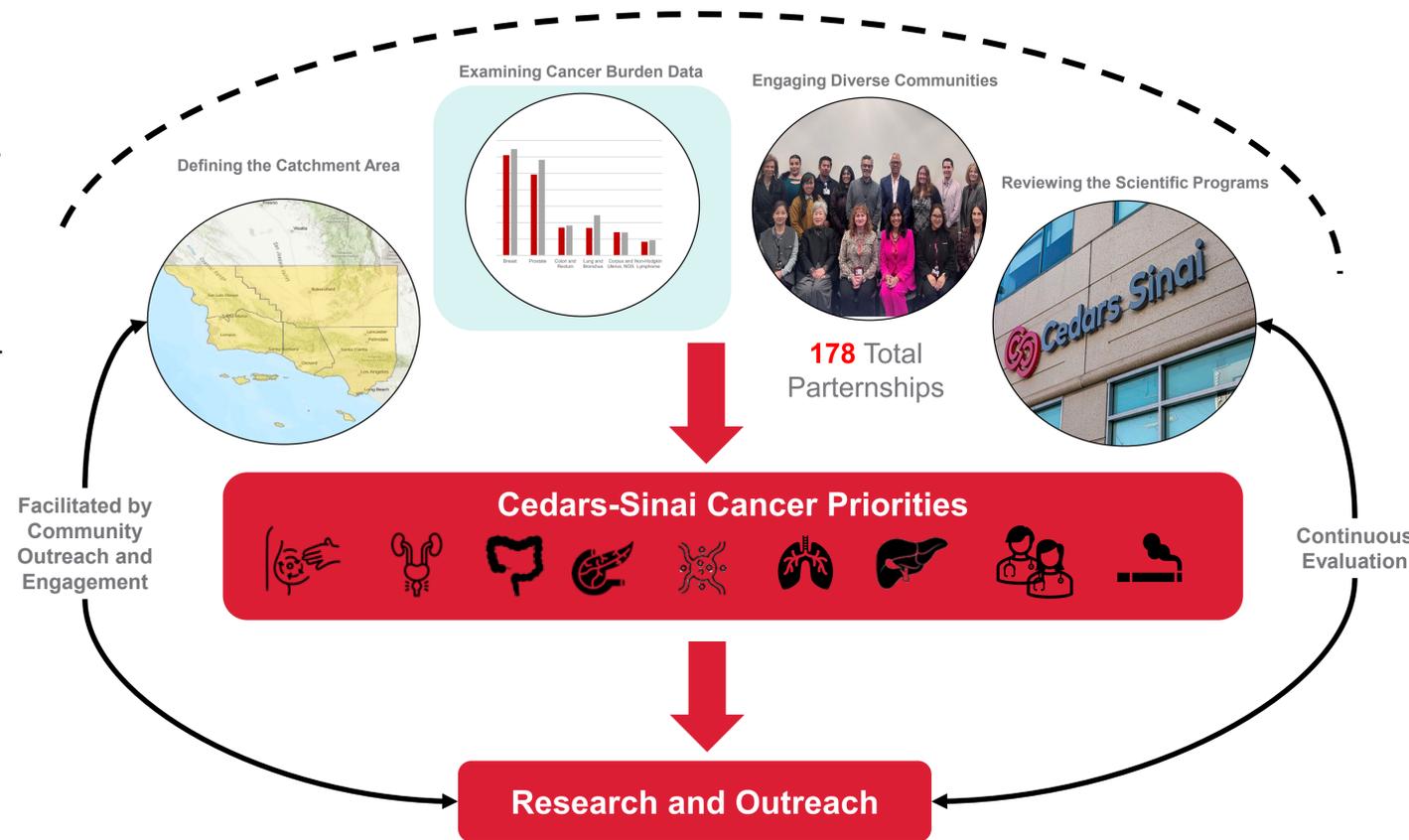
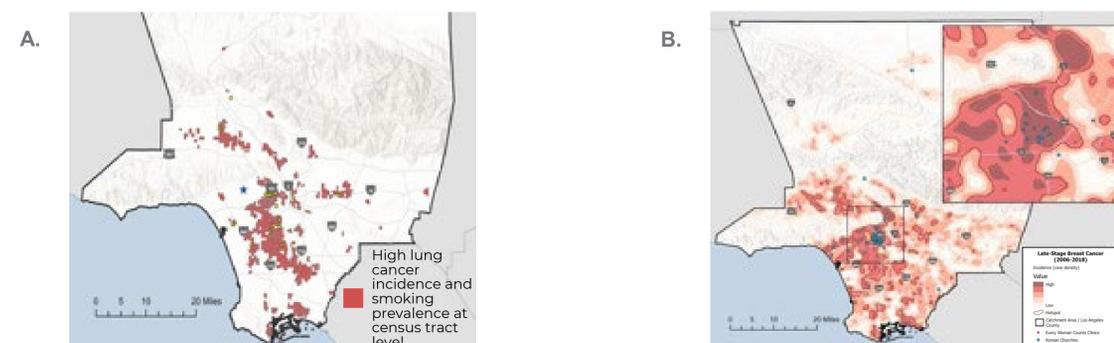


Figure 1. Adapting the Wilmont Cancer Institute proposed framework for Cancer Center prioritization.¹

COE Generated Catchment Area Data to Address Gaps

	Antelope Valley	Filipino	Korean	LGBTQ+
Tobacco Use				
Current smoker (ages 18+)	18.8	13.2	18.4	11.3
Cancer Screening and Prevention				
Mammogram in past 2 years (females, ages 50-74)	67.1	57.6	45.1	74.1
Pap test in past 3 years (females, ages 21-65)	52.9	36.2	41.6	52.4
Prostate-Specific Antigen test in past year (males, ages 40+)	35.7	9.7	17.4	19.6
Colonoscopy in past 10 years (ages 50-74)	34.2	34.7	55.9	61.3

Figure 2. Geospatial Analysis of lung cancer burden with smoking (A) and late-stage breast cancer incidence (B)



COE and Research Initiatives

Faith in Action! (CBCRP Grant, PI: Gillian Gresham) Increasing Breast Cancer Screenings in the Korean Community



Be Your Own Fan Increasing Colorectal Cancer Screenings in the Filipino Community



The Quit Alliance Supporting Tobacco Cessation among LGBTQ+ Communities



Community Cancer Navigators in the Antelope Valley Increasing Breast Cancer Screenings in Semi-Rural Communities



South LA Lung Cancer Coalition Understanding Barriers to Lung Cancer Screening

