Democratizing Catchment Area Data: Enhancing the Capacity of Community Health Educators to Prioritize Outreach and Engagement Across Counties

J. McDougall, L. Tallent, K. Briant, E. Carosso, C. Chavez Mendoza, M. Cobbinah, C. Dee, N. Gonzalez, G. Ibarra, S. Johnson, J. Lopez-Ramirez, L. Marin-Gomez, S. McSorley, M. Olivera, D. Padron, M. Shen, J. Mendoza

Fred Hutch Cancer Center

1. Background
Through regional engagement and partnership building with community members, organizations, and community advisory boards in Western, Central, and Eastern Washington State (WA), the Office of Community Outreach and Engagement (COE) at the Fred Hutch/University of Washington/Seattle Children's Cancer Consortium (the Consortium) partners to develop strategies to address community-specific cancer burden, needs, and priorities. The Consortium's eight Community Health Educators (CHEs) focus on specific populations (e.g., Black and African Descent, Indigenous, Latinx, rural, and urban). These CHEs lead the work of COE by attending community events and developing partnerships throughout the statewide catchment area. Limited resources and large catchment areas require CHEs and community partners to prioritize opportunities for outreach and engagement.

2. Goals
The overall goal of this new initiative is for CHEs to use publicly available data to guide decision making around resource allocation for the implementation of cancer control work. The objectives of this project are for CHEs to:

- Explore the burden of cancer and prevalence of screening in WA for breast, prostate, colorectal, or lung cancer using the most recent public cancer data
- Identify areas within WA with a high burden of cancer and/or low prevalence of cancer screening
- Develop a plan that prioritizes outreach and interventions with the populations that experience the highest cancer burden
- Develop and strengthen community partnerships to expand the reach and impact of this work

3. Solutions and Methods
In collaboration with an epidemiologist, the Consortium's CHEs are using data from State Cancer Profiles, Cancer InFocus™ Washington, and the WA Cancer Registry to identify counties with the highest age-adjusted incidence and mortality rates and the lowest rates of cancer screening. CHEs whose work focuses on a specific population are describing the cancer burden for that population. Office of COE staff keep project data (e.g., project goals, geographic area and population served, cancer site focus, outcomes) for outreach events, workshops and seminars, etc. in Airtable, a customizable data-tracking platform. To assess current engagement and gaps/opportunities for future outreach, CHEs are developing maps in Canva that overlay Office of COE project data by county for calendar year 2025 in the counties with the highest cancer burden and/or lowest screening prevalence.

4. Outcomes
For this work in progress, CHEs are learning to use publicly available data to inform decisions about COE. CHEs will present on the burden of cancer in their regions and plans for targeted outreach at the Office of COE's strategic plan retreat in January 2026.

5. Lessons Learned and Future Directions

The Consortium's Office of COE staff are advancing data-driven community outreach and engagement, enhancing the data literacy of CHEs, and empowering CHEs to prioritize opportunities to reduce the burden of cancer in our 39-county catchment area. Upon successful completion of the first maps and plans for targeted outreach, we look forward to adapting these methods for COE staff use in any cancer center's catchment area.