

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

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## BACKGROUND

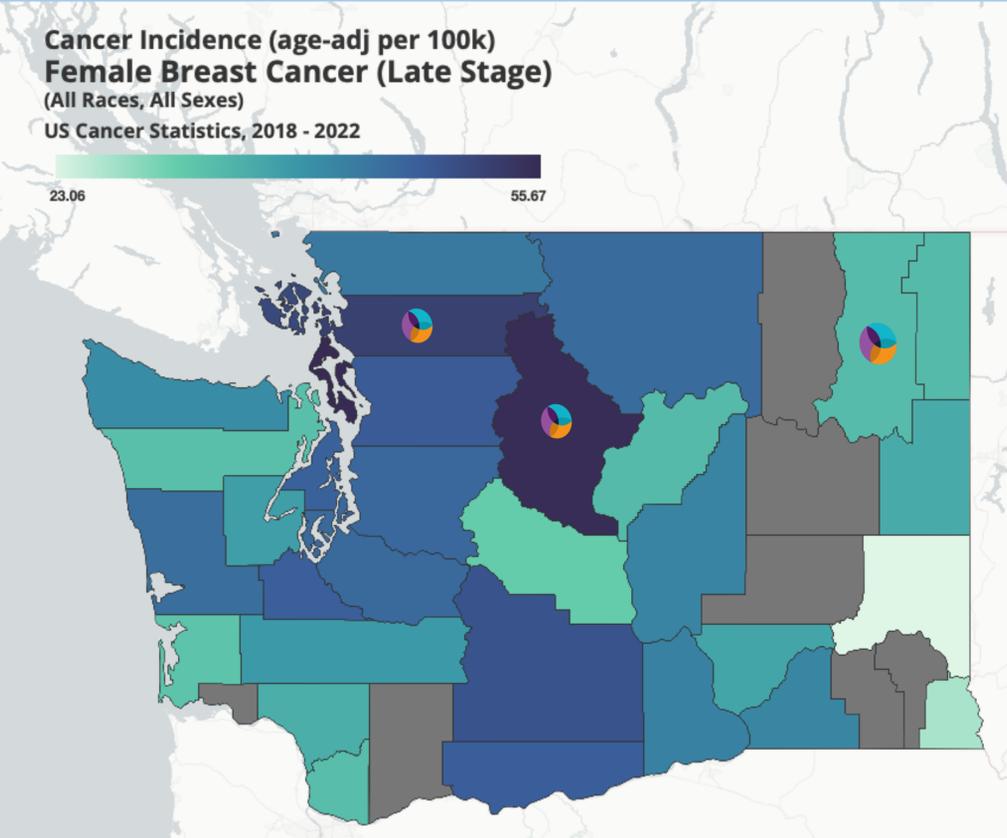
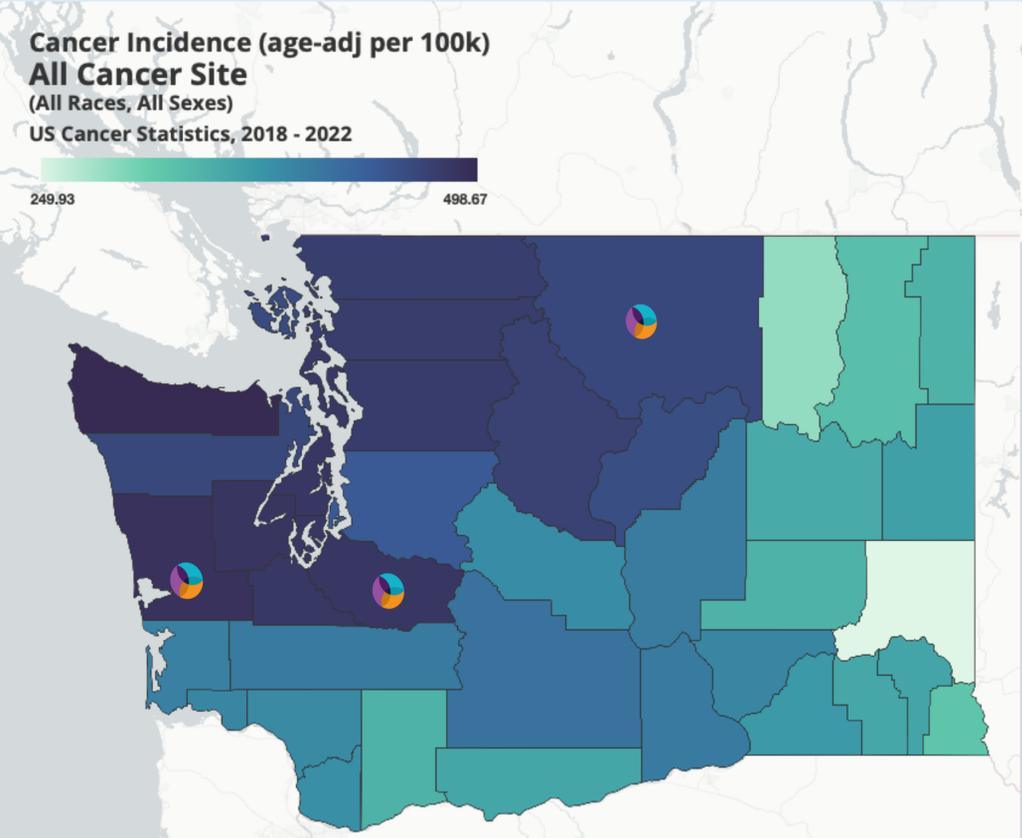
- Community Health Educators (CHEs) partner with community members, organizations, and community advisory boards in Western, Central and Eastern Washington State (WA)
- Together, they develop strategies to address community-specific cancer burden, needs, and priorities
- Limited resources and large catchment areas require CHEs and community partners to prioritize opportunities for outreach and engagement

## OBJECTIVES

- Explore the burden of cancer and prevalence of screening for breast, prostate, colorectal, or lung cancer using publicly available 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

## METHODS

- Data accessed using Cancer InFocus™ Washington & State Cancer Profiles
- Data sources:
  - Surveillance Epidemiology & End Results (SEER)
  - National Program of Cancer Registries (NPCR)
  - Behavioral Risk Factor Surveillance System (BRFSS)
  - United States Census
  - American Community Survey
  - CDC Places



## FUTURE DIRECTIONS

- Strategies for outreach and engagement:
  - Partnering with local care providers
  - Developing relationships with WA Tribes
  - Collaborating with Consortium investigators to bring evidence-based interventions and new research opportunities to identified counties
- Enhancing the capacity of community partners to use publicly available data
- Disseminating data and findings on our podcast, Cancer Health Equity Now
- Sharing data-driven outreach and engagement approach with other cancer centers
- Developing strategies to measure impact

## SUMMARY OF RESULTS

- High overall cancer incidence: Greys Harbor, Pierce, & Okanagan counties
- High incidence of late-stage female breast cancer: Skagit & Chelan counties
- Low prevalence of breast cancer screening: Stevens county



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