DATA DRIVEN APPROACH TO SHAPING COMMUNITY OUTREACH AND ENGAGEMENT AT NCI-DESIGNATED CANCER CENTER

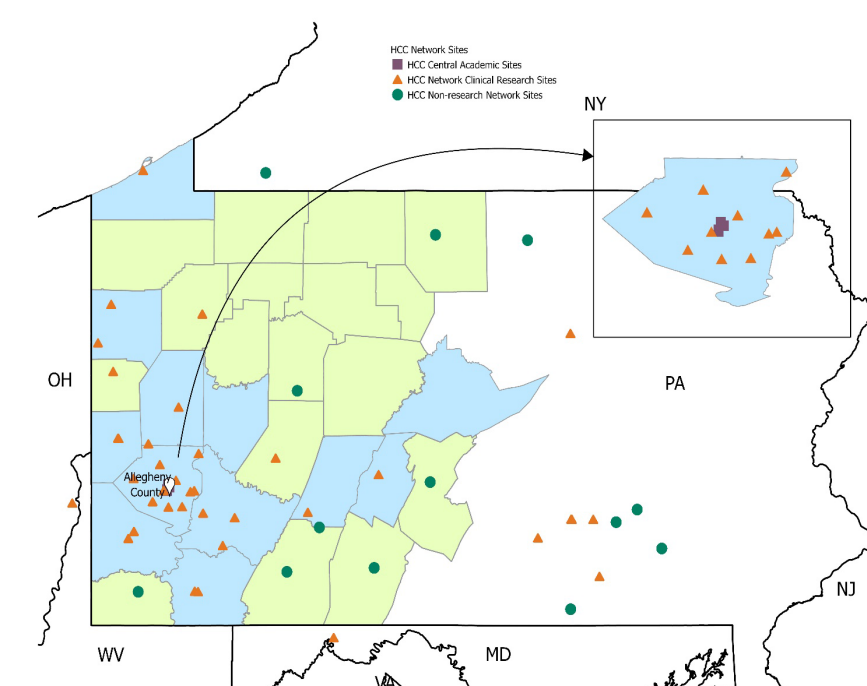Tipre M[1,2], Radio S[2], Boyd J[2], De Genna NM[1-3], Baskin ML[1,2]

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BACKGROUND

- Most National Cancer Institute (NCI)-Designated Comprehensive Cancer Centers (CCC) have tasked their Office of Community Outreach and Engagement (COE)[1]
    - To assess and monitor the cancer burden in their catchment area;
    - Address disparities and inequities in cancer by facilitating cancer outreach activities including education and screening; and
    - Support research that prioritizes community needs
- However, the process is still new with no standardized guidelines on how to use catchment area data to inform COE activities[2]

PURPOSE

- At UPMC Hillman Cancer Center (Figure 1), Pittsburgh, Pennsylvania (PA), we used catchment area data-driven approach to re-structure the office of COE towards a more community-engaged program
- We present **selected** key actions taken by COE team and subsequent outcomes in the last 2 years

- 29 counties (of 67) in PA
- ~4 Million (30% of PA) population)
- 8% minority populations
- 13.1% below poverty line
- 11% uninsured

Figure 1. UPMC Hillman Cancer Center Catchment Area

ACTIONS TAKEN

- Catchment area data analyzed in context of population demographics, social determinants of health, geographical and cultural environment
- Identified priority cancers and regions of cancer health disparities within catchment area (Breast, Cervical, Colorectal, Lung, Prostate)
- Developed strategic goals and metrics for each of the three COE programs based on Pennsylvania Cancer Control Plan 2023-2033
    - I. Outreach and Education
    - II. Cancer prevention and early detection
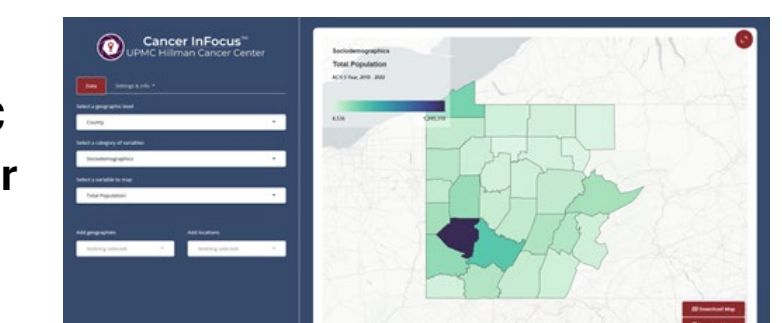   - III. Evaluation and research

OUTCOMES

- Established catchment area-representative Community Advisory Board in 2023-2024
- Program #1 (Outreach and Education) (Figure 2)
    - Cancer burden data informed mailing distribution list across 29 counties (newsletters, flyers)
    - Expanded school program **Healthy Choices for Students (HCFS)** from 3 to 9 counties
- Program #2 (Cancer Prevention and Early Detection) (Figure 3)
    - Implemented a model community health worker program for lung cancer screening in selected priority areas including urban, semi-urban and rural area (CHWs =3)
    - Increased partnerships with community-based clinics and organizations within catchment area from 6 to 14 counties
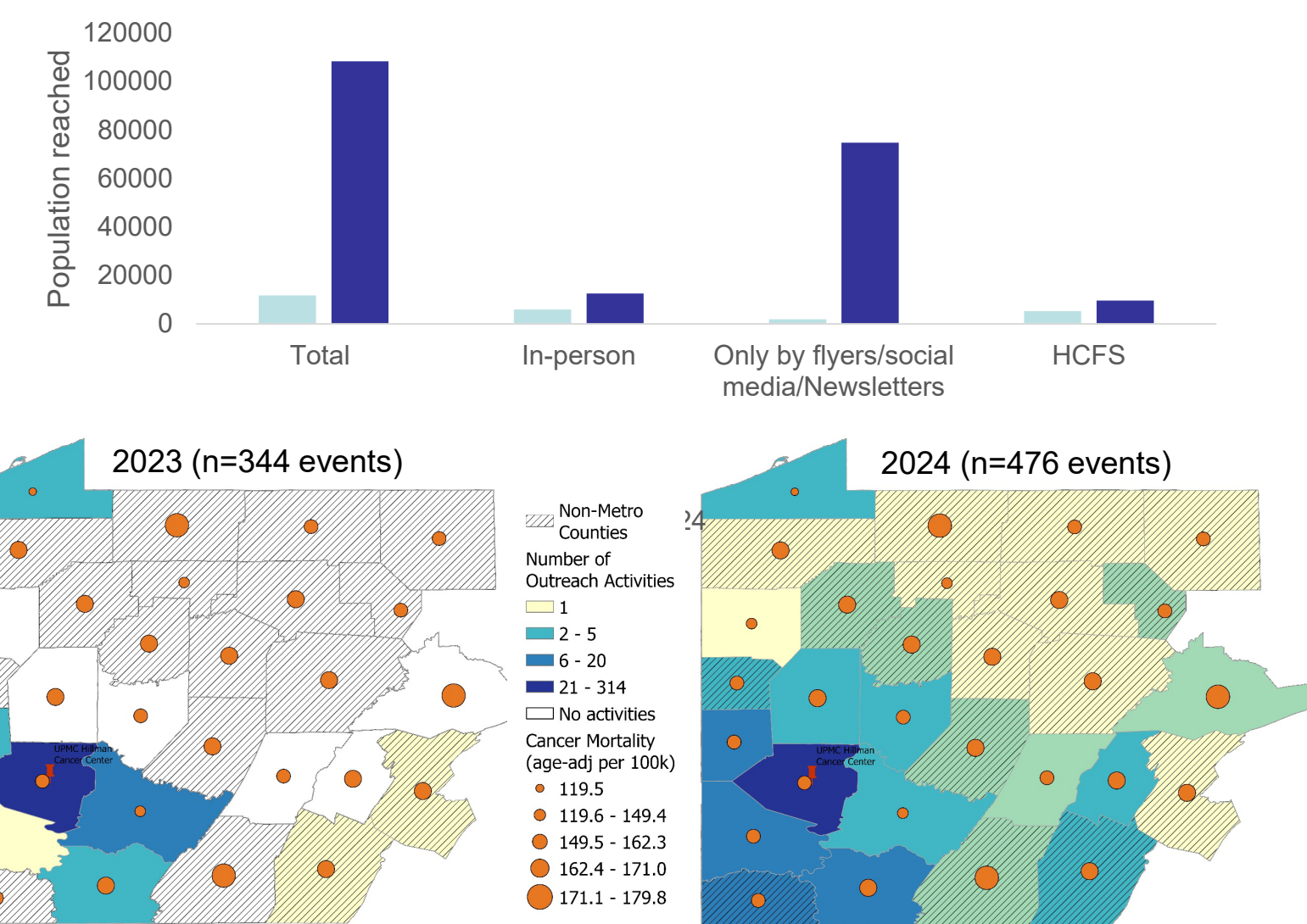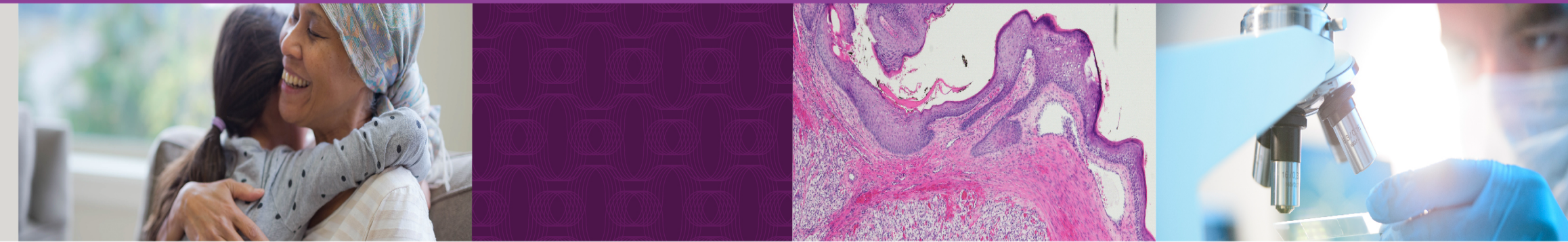

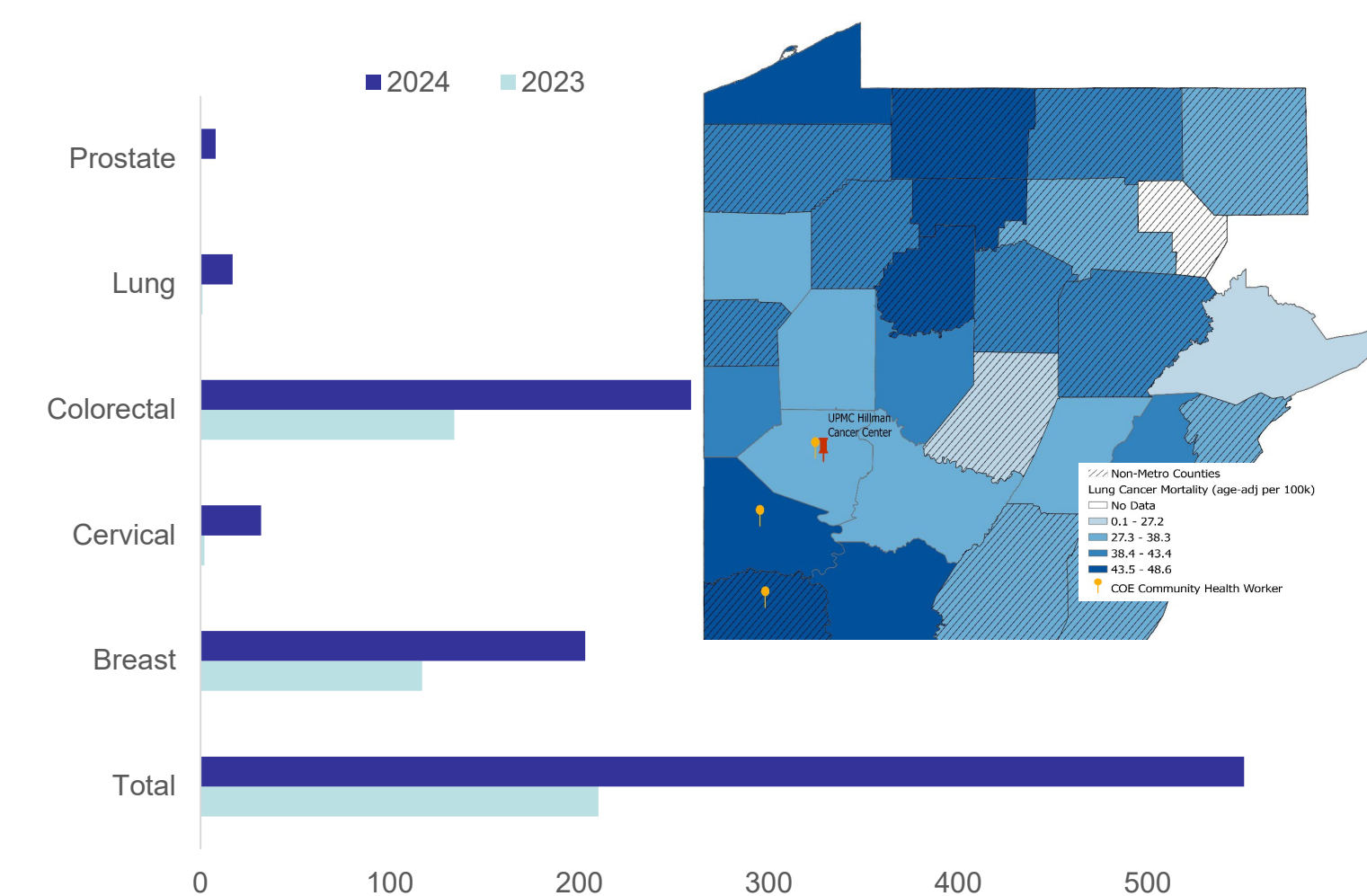**Figure 2. Outreach and Education (2023-2024) Data**

Figure 3a. People Navigated for Screening and Preventive Services; 3b. Map of Lung cancer mortality rates and CHW locations

OUTCOMES Contd.

- Program #3 (Evaluation and Research)
    - Facilitated pilot studies that prioritize catchment area-relevant research
        - 15 catchment area- relevant pilot studies funded in 2023 (n=7) and 2024 (n= 8)
    - Design, sampling and implementation of cancer-focused community needs assessment
        - Informed by population demographics cancer burden
        - Oversampling for minority and rural populations
    - Implementation of Cancer InFocus Data visualization tool for UPMC HCC

Figure 4. UPMC Hillman Cancer InFocus

IMPACT

- Critical assessment of catchment area data instrumental in strategic planning and implementation of COE activities
- Infrastructure expansion
- Targeted outreach and screening activities in priority areas

REFERENCES

1. Paskett ED, Hiatt RA. (2018) doi: 10.1158/1055-9965.EPI-17-1050. PMID: 29716925.
2. Stanley, N. B., Burus, T., et al., (2024). https://doi.org/10.1080/28322134.2024.2416192