

CANCER INFORMATION SERVICE

National Cancer Institute

Partnering to Plan Successful Programs to Reach the Medically Underserved

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Partnership

NCI's Cancer Information Service

- The CIS is a program of the National Cancer Institute which is organized nationally, and implemented regionally.
- The CIS expands NCI's capacity disseminate and to translate science into practical application and build capacity in states, tribes, and territories for evidence-based cancer control planning and application.
- CIS Atlantic Region serves PA, NJ, DE

Partnership

Christiana Care Health System-Helen F. Graham Cancer Center

- Located in Newark, DE
- Christiana Care Health System is the largest provider of cancer care and services in Delaware
- NCI's Community Cancer Center's Program (NCCCP)
 - A pilot program of 14 sites testing the concept of a national network to expand cancer research and deliver the latest, most advanced cancer care to more Americans in their home communities.
 - ✓ Draw more patients into clinical trials
 - ✓ Reduce cancer healthcare disparities
 - ✓ Explore standards for collecting & storing research specimens
 - ✓ Link to national computer networks for conducting research and sharing results

CIS and Graham Cancer Center Partnership

- Partnership built on trust and collaboration
- Mutual goal of reaching medically underserved & ethnic minority populations to address health disparities
- Both parties were focused on increasing the NCCCP's capacity to expand and strengthen its outreach and education programs using evidence-based strategies and programs
- Both parties were responsible for the program success
 - Input into the design
 - Development & delivery of the program
 - Recruitment and implementation of the strategies
 - Shared evaluation outcomes

Partnership Objectives

- Build staff capacity to understand and utilize best practices in program planning
- Guide Graham Cancer Center staff in the principles of evidence-based programming
- To strengthen the Center's ability to engage underserved populations of New Castle County Delaware with information regarding cancer prevention, early detection and awareness and understanding of clinical trials

Underserved Community

The community we are striving to serve in New Castle County Delaware includes:

- Racial and ethnic minorities
- Elderly
- Women
- Uninsured
- Lacking access to care

Process

- **Step 1:** Development of a Needs Assessment to determine participants training needs
- **Step 2:** Analyze needs assessment findings and develop a training concept
- **Step 3:** Share concept with Christiana staff and make adjustments
- **Step 4:** Developed & delivered a tailored trainings “ABC’s of Successful Program Planning” to address training gaps and implementing evidence-based programs
- **Step 5:** Evaluation and Outcomes

Training

- Series of 4 trainings evolved
- National Level training focused on clinical trials
 - Clinical Trials Education Series
 - ✓ CT Process, Human Protection, Barriers to Recruitment
 - One two-hour webinar (online) training
- Evaluation Results
 - N=57 participants
 - 22% stated feeling somewhat or very comfortable discussing clinical trials prior to the training; 69% post
 - 7 out of 8 questions – all showed an increase in knowledge (range: 13%-53%)

Training

- Regional Level – comprehensive training focused on Program Planning and Evidence-Based Practice (EBP)
 - Program Planning (ABC's)
 - ✓ Using What Works – focused on EBP
 - ✓ Cancer Control P.L.A.N.E.T. – portal to find EBP
 - ✓ Theory at a Glance – helping understand anchor EBP
 - ✓ Making Health Communication Program Work
 - ✓ Health Literacy – indicator for health outcomes
 - Evaluation (n = 10)
 - ✓ Two-part training with multiple exercises
 - ✓ Post test showed that 80% felt confident developing SMART Objectives
 - ✓ 9 out of 10 participants agreed they understood what “evidence-based” meant and why it is important to use EBP
 - ✓ 70% had an increased knowledge of cancer health disparities

Translating Science into Practice

- Training focused on implementation of an EBP
- Body & Soul – a faith-based program encouraging the consumption of fruit and vegetable in the African-American community
- Evaluation:
 - Six churches have been trained in B&S
 - ✓ Church survey developed to capture initial metrics
 - ✓ Four have held kick-off events and are involved in programming
 - ✓ Two are pending kick-off events
 - Graham Cancer Center used the B&S platform to address other chronic diseases (example)
 - ✓ cholesterol program to help track progress

Lessons Learned

- Tailored trainings on the principles of program planning have changed practices with Graham Cancer Center
- These principles/strategies have been disseminated throughout the other DE community hospitals
- As members of the NCCCP Disparities subcommittee these strategies and program planning approaches have been introduced and used in developing strategic plans with measurable goals and objectives
- Materials for metrics, goals and outcomes being used for grant writing
- This partnership is an effective channel for disseminating and implanting evidence-based programs
- Strengthened the relationship between the two NCI funded cancer programs



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