The Use of State-Wide Needs Assessment to Engage Communities to Identify Cancer Prevention and Control Priorities and Action Steps

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Results

Discussions & Future Directions

• Planning and implementation of state-wide catchment area needs assessment takes substantial amount of time and effort
• Establishing a strong collaboration with both internal and external partners is a key to successful implementation of needs assessment
• A plan of actions based on needs assessment is an evolving process
• An ongoing discussion among all parties involved will continue based on annual updates of needs assessment

Research Gaps

• National Cancer Institute (NCI) designated cancer centers play an important role in addressing cancer needs for their catchment areas
• Community Outreach and Engagement (COE) office is a recent requirement by NCI to establish bi-directional collaborations between communities and cancer centers
• To date, there is no published research to document the process COE uses to apply a catchment-wide cancer needs assessment to engage with communities

University of Nebraska Buffett Cancer Center (BCC)

• Catchment: State of Nebraska
• Mostly rural: 79 out of 93 counties are rural
• Racial/ethnic minority diversity increasing

Research Questions

1. What were the processes and collaboration strategies?
2. What were data sources and data collection activities?
3. How were the findings used to develop a plan of action?

Existing Data

• Nebraska Cancer Registry
• NCI State Cancer Profile
• Behavioral Risk Factor Surveillance System

Qualitative Data Collection (Listening Sessions)

• Developed semi-structured interview guide based on literature review, with input solicited from partners.
• Used partner connections to recruit participants from underrepresented communities
• Conducted in-person and Zoom listening sessions

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• Individualized reports for recruitment partners
• Data product updates

• Facilitate meetings to connect partners with researchers
• Local cancer centers
• Advocacy groups
• Community organizations
• Tribal governance
• Overview of project
• Solicit input regarding data collection methods/needs
• Q&A
• Commitment to help

Leverage existing contacts for buy-in

Ongoing progress updates

- Regular meetings
- Delegate responsibility
- Action-oriented
- Draft & revise data collection materials
- Draft, revise, & approve products for public release

Close the loop

Workgroups identified

| Internal: |
| Community Advisory Board (CAB) |
| Internal Advisory Board (IAB) |
| Clinical Trials Outreach |
| Strategic Communications |
| Center for Reducing Health Disparities |

| External: |
| Nebraska Cancer Coalition (NC2) |
| Nebraska Comprehensive Cancer Control Program (NE CCCP) |

Form core planning team

- COE |
- NC2 |
- NE CCCP

Define focus of needs assessment

- Priority populations
  - Rural, African-American, Hispanic, Native American, LGBTQ
- Data needs & resources
- Cancer care continuum
- Cancer type for "deep dive" 
- Identify additional partners
- Solution-focused actionable items of importance to the community

Identify potential partners

- CAB interviews (2023 Apr)
- Combined CAB/IAB (2022 Dec)
- Priority identified
- Combined CAB/IAB (2023 Feb)
- Workgroups identified