

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

Kendra Ratnapradipa,¹ Krishtee Napit,¹ Jordan McCullough,² Bev Luma,² Josiane Kabayundo,¹ Nikki Carritt,² Laura Schabloske,³ Tamara Robinson,³ Jolene Rohde,⁴ Shinobu Watanabe-Galloway^{1,2}

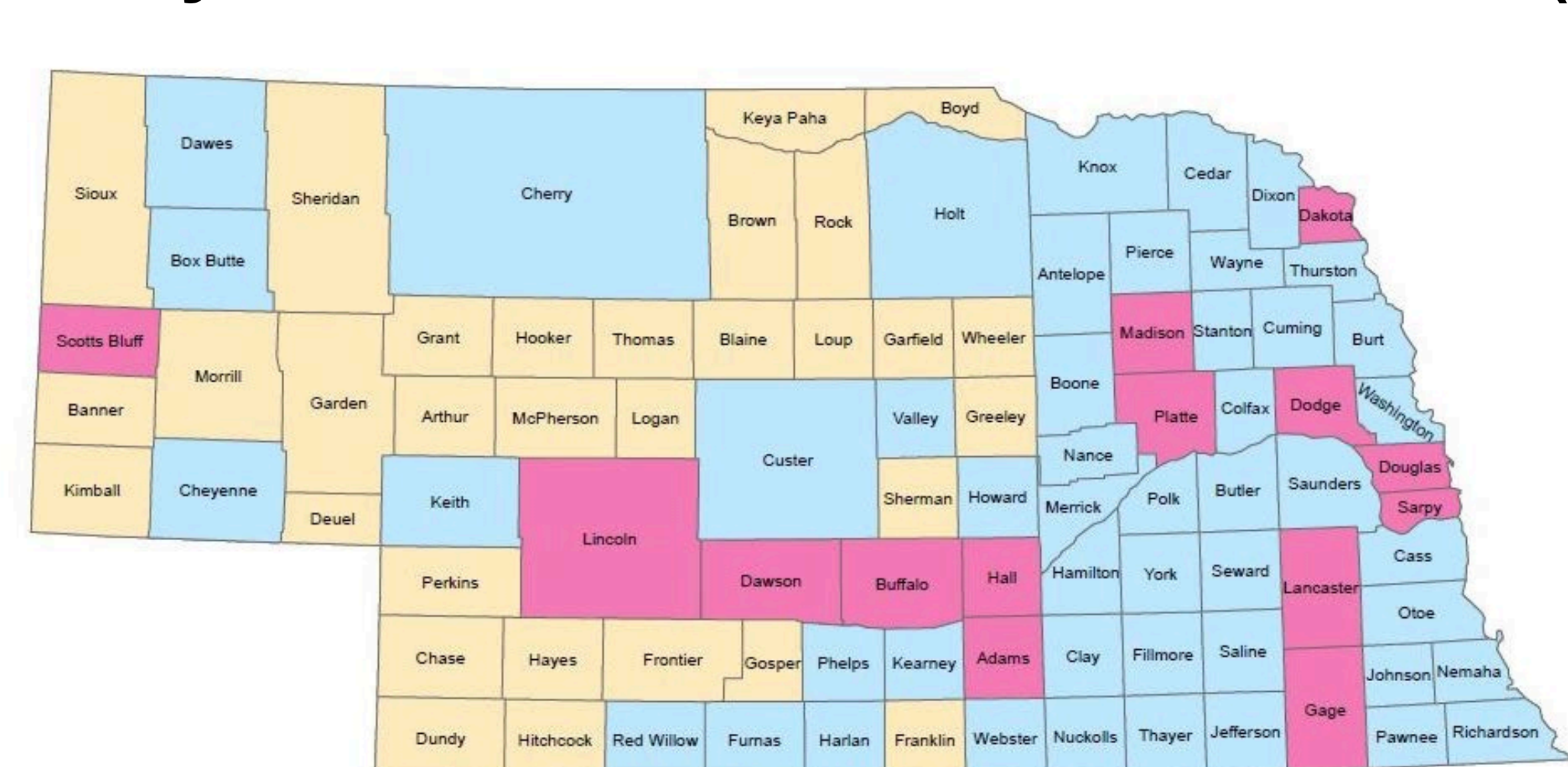
1 University of Nebraska Medical Center (UNMC) Department of Epidemiology, 2 UNMC Buffett Cancer Center, 3 Nebraska Cancer Coalition, 4 Nebraska Comprehensive Cancer Control Program

Background

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)



County Classification
 Frontier
 Rural
 Urban

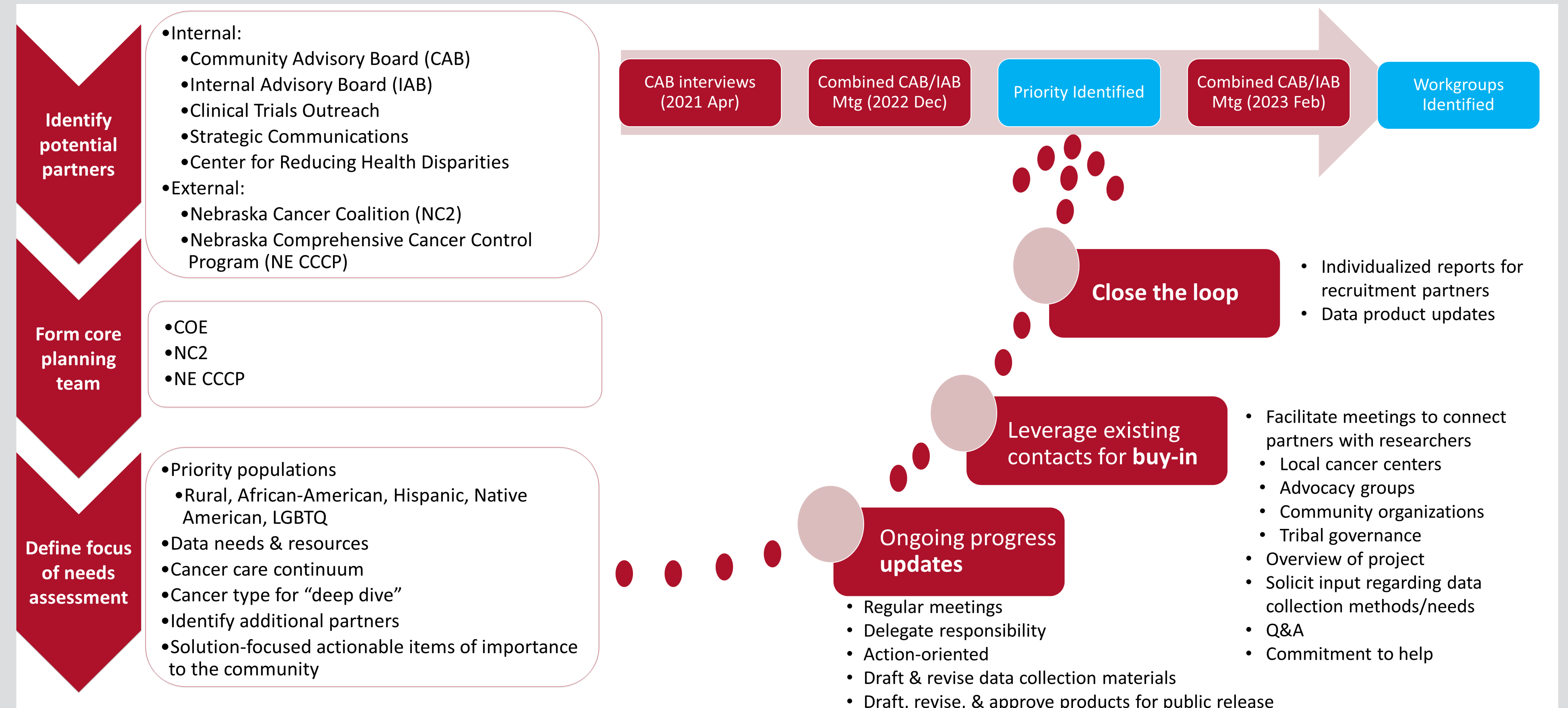
Source: 2010 Census, US Census Bureau

- 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**?

Results



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

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