

# Building Community Capacity for Sustainable Cancer Control Interventions in Appalachian Virginia

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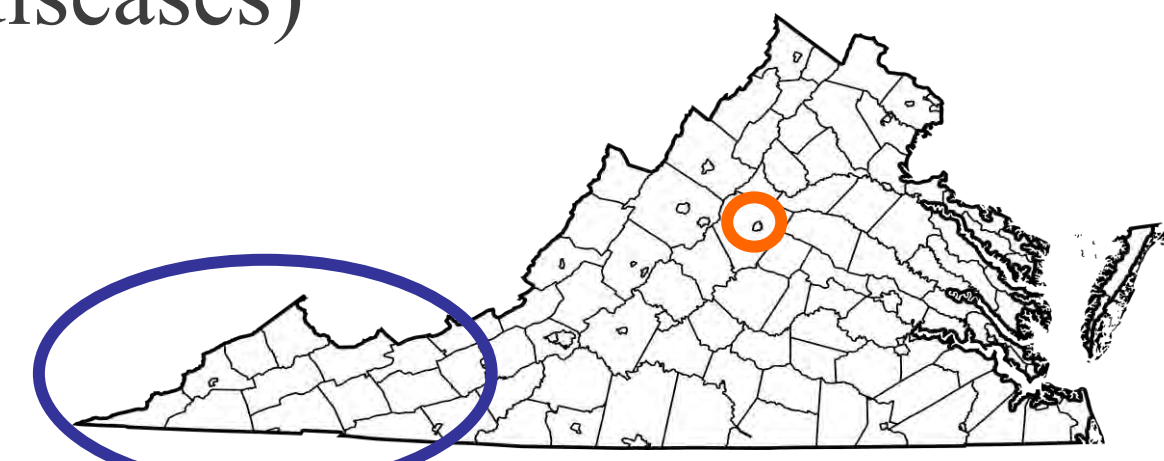
## OBJECTIVES

- To describe how Community Advisory Board (CAB) members systematically identified priority cancer control areas during the first year of a research capacity building project
- To identify changes in the CAB's capacity related to conceptualizing, planning, resourcing, executing, and sustaining regional cancer control projects during this time

## BACKGROUND

### Southwest Virginia:

- Close-knit communities that are primarily rural
- Disproportionately impacted by cancer, including higher cancer mortality
- Impacted by poor social determinants of health (i.e., medically underserved, high rates of poverty, low educational attainment, high rates of un/underinsured, high prevalence of chronic diseases)



### UVA Cancer Center Without Walls (CCWW)

- Means by which the UVA Cancer Center connects its resources and research expertise to address the needs of its catchment area
- Southwest Virginia CAB
  - Established in 2013 and includes 40+ representatives from three health districts
  - Received a Eugene Washington PCORI Engagement Award in 2018 to advance its capacity to conceptualize, plan, resource, execute, and sustain regional cancer control projects

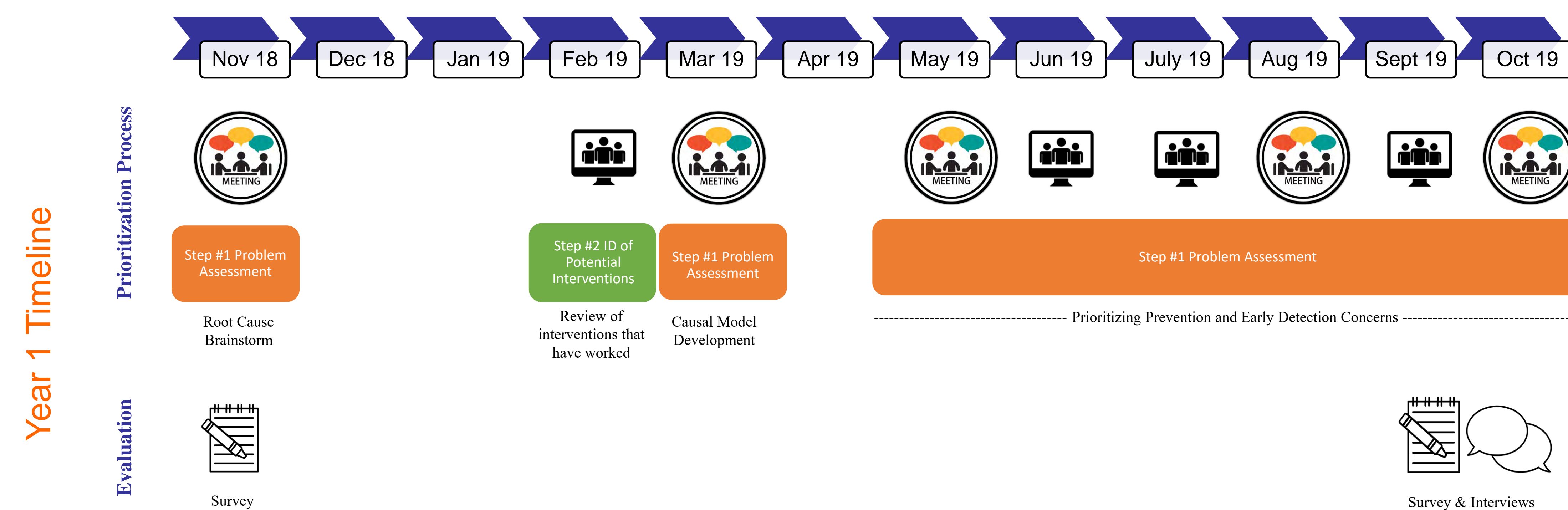
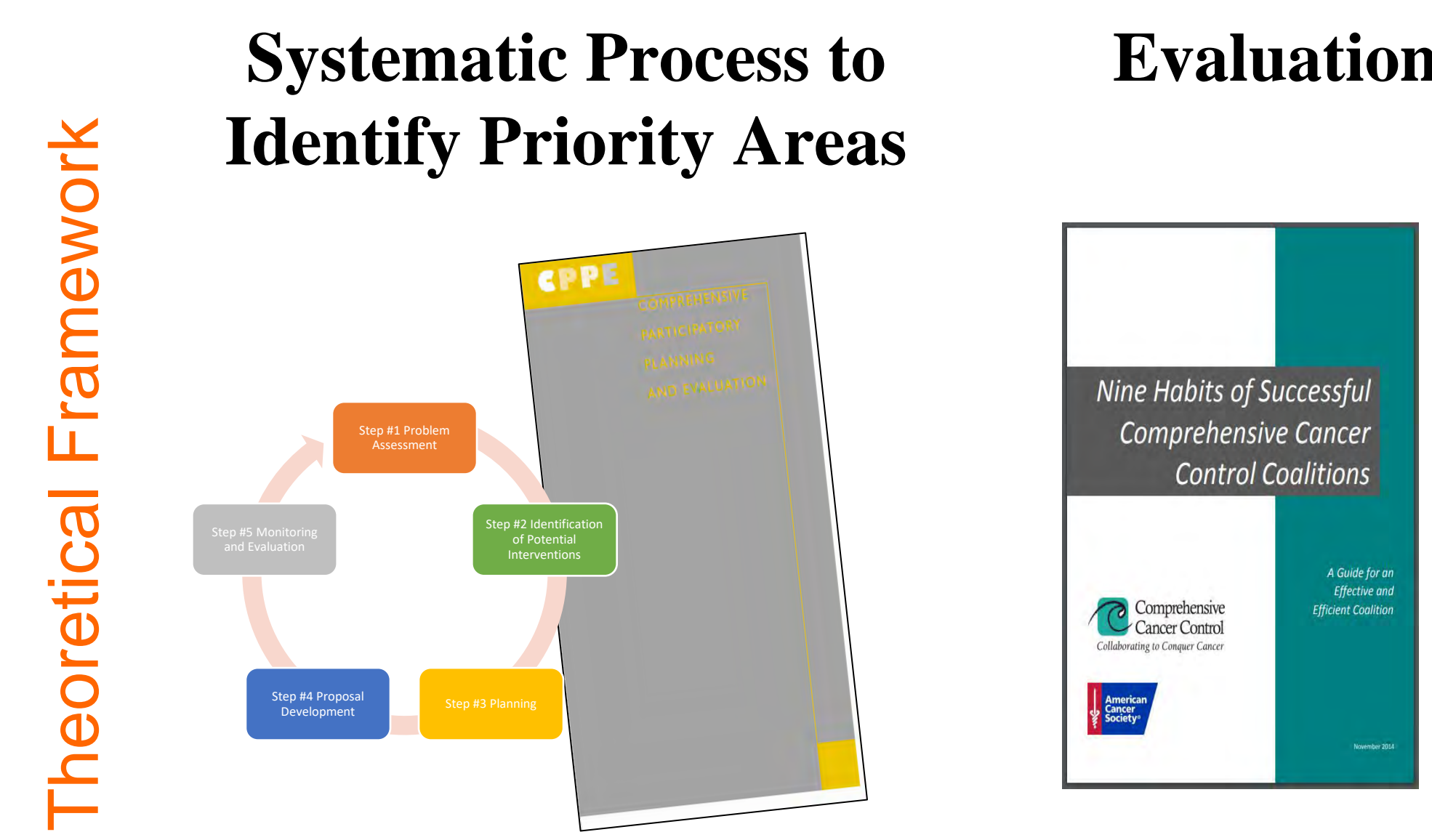
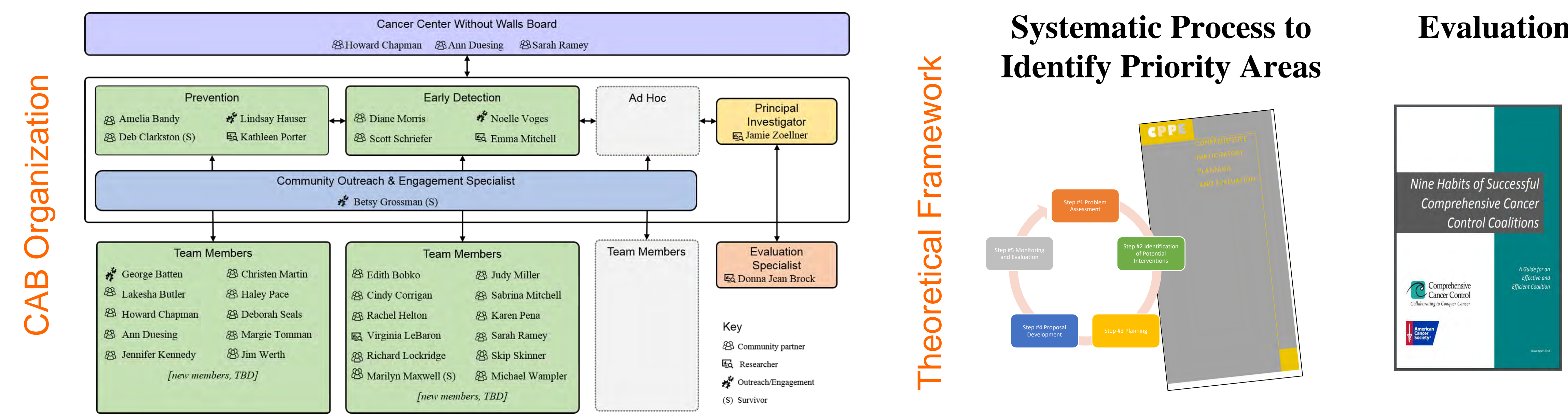


### Acknowledgements:

- UVA Cancer Center Without Walls Southwest Virginia Community Advisory Board
- Patient Centered Outcomes Research Initiative (PCORI) Engagement Contract # 12054

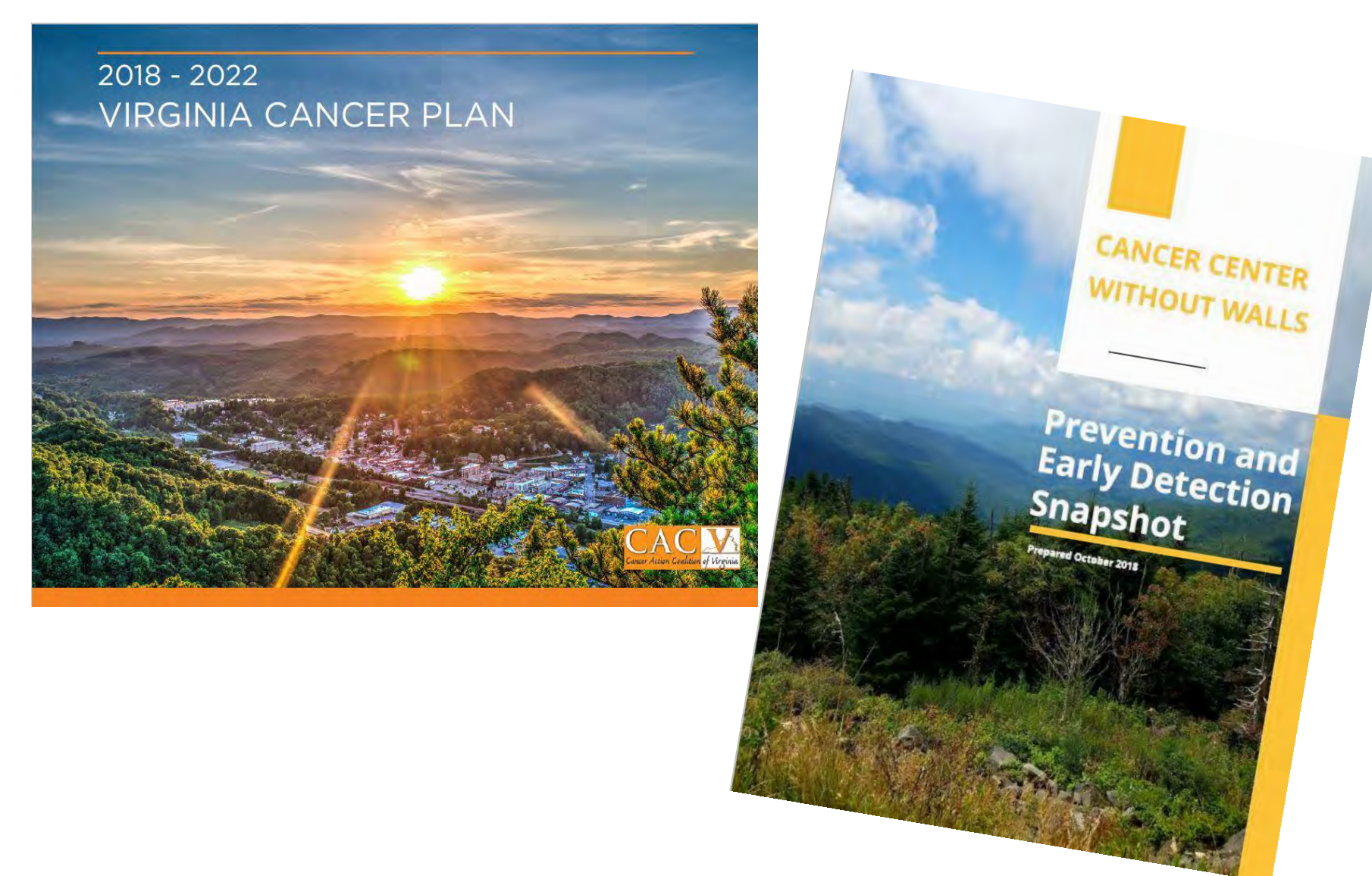


## METHODS

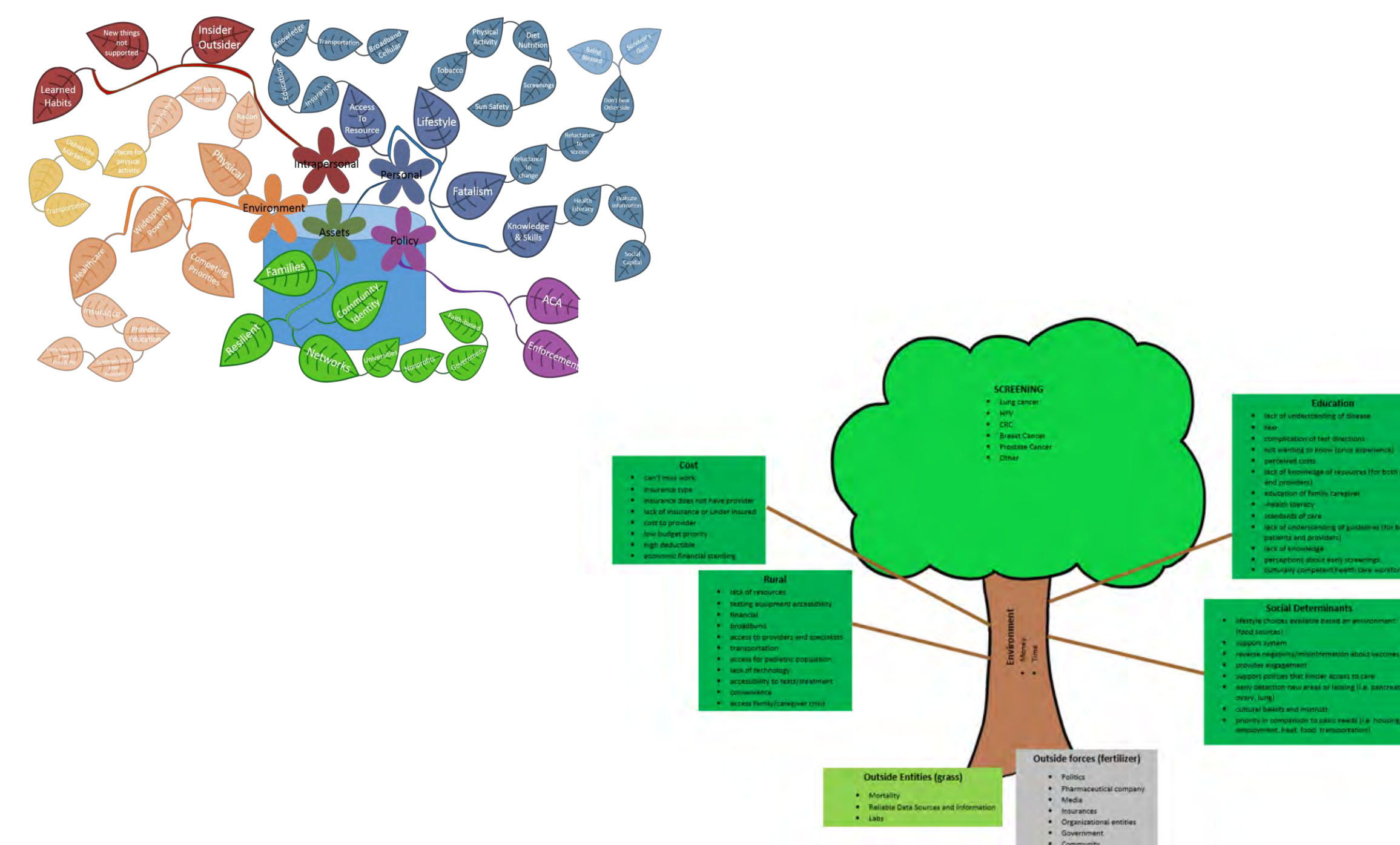


## PRIORITIZATION PROCESS & IDENTIFIED PRIORITY AREAS

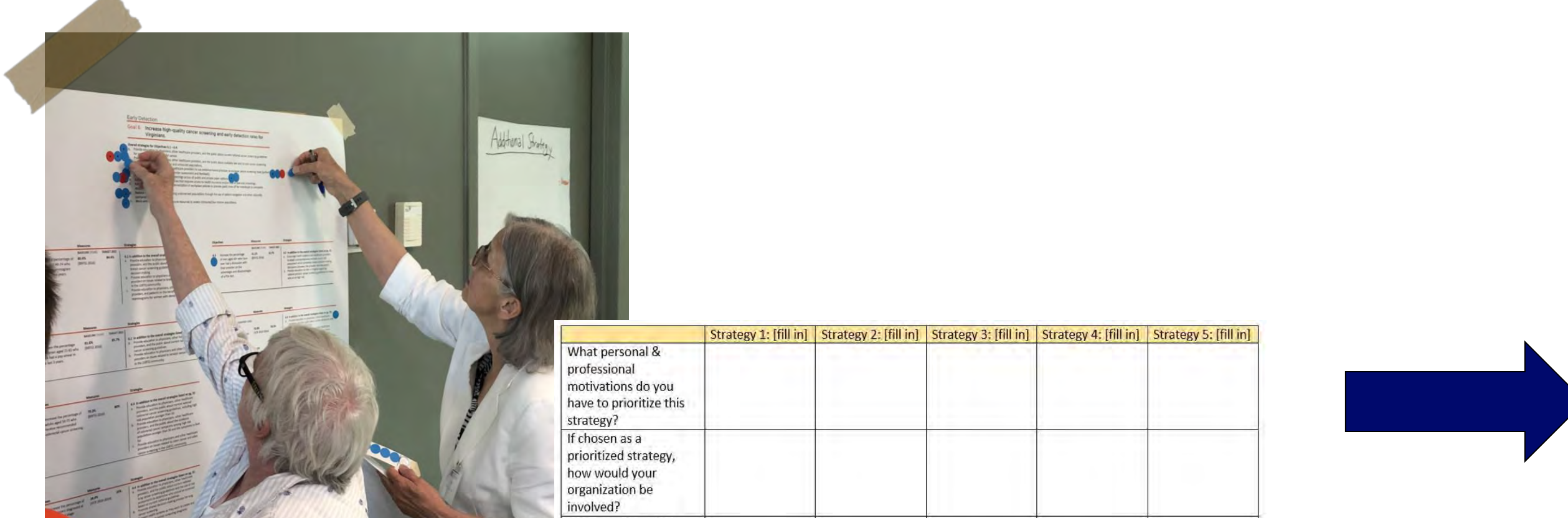
### Reviewed Evidence on Needs



### Created Causal Maps



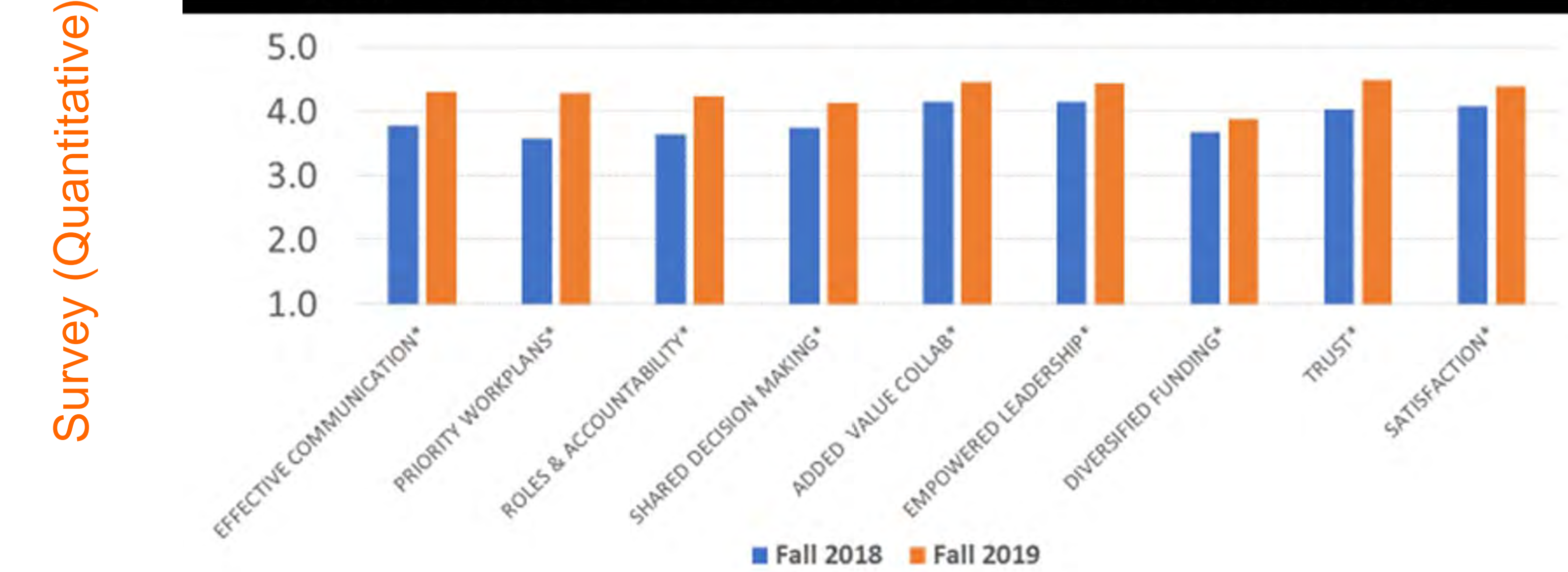
### Ranked Priority Areas Using Evidence, Causal Maps, and Experience



- Prevention Priority Areas**
- Increasing educational programs to prevent tobacco use and to encourage cessation
  - Increase HPV vaccination rates by intervening at the patient and provider/system levels
- Early Detection Priority Areas**
- Reducing barriers to colorectal and lung cancer screening for underinsured and uninsured populations at policy, system, provider, and patient levels

## EVALUATION OF CAB CAPACITY

### Paired Mean Scale Score Comparisons (n=29)



- Interviews (Qualitative)**
- Strengths the CAB has developed**
- CAB has moved forward as a group
  - Formalized process for developing an action plan that takes into account stakeholder input and regional data
  - Established small subcommittees that focus on prioritized areas and report back to the larger CAB
  - Established tasks, roles, and accountability structures
  - Identified key expertise and resources needed to carry out action plans
  - Improves efficacy for finding future funding
  - Developed a website
  - Increased collaboration efforts
- Areas (Still) Needing Improvement**
- Keeping a diverse group informed and engaged as the process moves from planning to action
  - Balancing diverse stakeholder priorities as planning moves to action
  - Solving inequities in influence as direction is decided upon
  - Retaining key stakeholders and identifying gaps in stakeholder representation
  - Leveraging unused CAB member expertise
  - Identifying and obtaining funding in competitive funding climate

## NEXT STEPS

- The structure of the CCWW CAB will be reorganized to support subgroups for each priority area. As needed, additional researchers and stakeholders engaged in work related to the priority areas will be recruited to join the CCWW CAB.
- In Year 2, Action Teams for the subgroups will continue to engage in the CPPE process, with the goal of developing research and other grant proposals to address the identified priority areas.
- Continued CAB capacity evaluation to further identify assets and areas needing strengthening as well as recommendations for next steps

## CONCLUSIONS & IMPLICATIONS

### For cancer prevention and control in Southwest Virginia

- By engaging in the CPPE process, the CAB has enhanced the likelihood of the sustainability of the developed cancer control projects.
- The CPPE process has set the stage by which the CAB (members) can continue to develop capacity which will allow for future impact on cancer control needs.

### For cancer prevention and control in other regions

- This process highlights ways (i) other cancer control focused groups can build and measure capacity to address priority needs in their region and (ii) academic institutions build research capacity among their community partners.