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

METHODS

Systematic Process to Identify Priority Areas

Step #1 Problem Assessment
- Review of Literature
- Brainstorming
- Identifying potential interventions

Step #2 Identification of Potential Priority Areas
- Root Cause Analysis
- Determining the root causes of cancer
- Selecting interventions that have worked

Step #3 Planning Priority Areas
- Developing a plan
- Identifying priority areas
- Developing plans

Step #4 Proposal Development
- Creating proposals
- Identifying priority areas

PRIORITIZATION PROCESS & IDENTIFIED PRIORITY AREAS

Reviewed Evidence on Needs

Created Causal Maps

Ranked Priority Areas Using Evidence, Causal Maps, and Experience

PREVENTION PRIORITY AREAS

1. Increasing educational programs to prevent tobacco use and to encourage cessation
2. Increase HPV vaccination rates by intervening at the patient and provider/system levels

EARLY DETECTION: PRIORITY AREAS

1. Reducing barriers to colorectal and lung cancer screening for uninsured and underinsured populations at policy, system, provider, and patient levels

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

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

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.