Program for the Elimination of Cancer Disparities (PECaD)

Annual Report to Stakeholders 2013-2014

A Year of New Partnerships and Growth

Published July 2014

Table of Contents

About the Program for the Elimination of Cancer Disparities (PECaD)

Annual Report to Stakeholders

The purpose of this annual report is to provide our stakeholders with a summary of the progress made toward the elimination of cancer disparities in our region and our communities. This report provides updates for ongoing work within PECaD from June 2013 to May 2014.

Who We Are

The mission of the Siteman Cancer Center's Program for the Elimination of Cancer Disparities (PECaD) is to create a national model for eliminating local and regional disparities in cancer education, prevention and treatment. Working through a community advisory committee and cancer site-specific community partnerships, PECaD develops outreach and education, quality improvement and research, and training strategies that foster healthy communities and environments less burdened by cancer disparities.

Program Director

Graham A. Colditz, MD, DrPH

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Acknowledgements

We wish to acknowledge and thank the members of our Disparities Elimination Advisory Committee, cancer site-specific community partnerships and many community organizations for their dedication and collaboration to eliminate cancer disparities in our region.

Funding

PECaD is funded by the National Cancer Institute at the National Institutes of Health (U54 CA153460), The Foundation for Barnes-Jewish Hospital, Washington University School of Medicine, and the Siteman Cancer Center. PECaD also receives additional funding from philanthropic organizations for specific programs and projects.

Overview

The Program for the Elimination of Cancer Disparities (PECaD) of the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine was established in 2003 with institutional funds to address the excess cancer burden within the region and the state, particularly for minority and medically-underserved populations. We work with community partners to develop outreach and education, quality improvement and research, and training strategies that will foster healthy communities and environments less burdened by cancer disparities.

Our efforts this past year have continued to build on a strong platform of initiatives to reduce cancer disparities in our region. Our greatest efforts have focused on expanding outreach to new communities and partners while enhancing current partnerships to better serve our community. We are confident that these efforts will contribute to a reduction in cancer mortality over the next 10 to 20 years. In this report, we share some of the ways we are making progress and intermediate successes, which in the long term will help to reduce cancer mortality among groups that bear the disparate burden of cancer death in our region. This report will summarize activities, provide updates, and describe results and impact PECaD is having on the community.

From the PECaD Co-Chairs:

"It was very refreshing to see so many new things happening across PECaD this year. Our community members seem to be more informed and knowledgeable about their health and, to me, this shows we are continuing to make progress and have a positive impact on our community."

Maranda Witherspoon, MPPA
Community Co-Chair

"PECaD has grown tremendously, and during this last year, I have seen many of our efforts come full circle. I'm pleased to see the increasing depth and breadth of faculty and community engagement and partnering to identify new opportunities and sustain ongoing programs."

Graham Colditz, MD, DrPH
Academic Co-Chair

LEADERSHIP

Overview

Our community advisory committee, the Disparities Elimination Advisory Committee (DEAC), serves as our executive body. The DEAC is chaired jointly by an academic representative and a community representative. Our leadership structure also includes our Internal Scientific Leadership Team, which has community representation as well. The Leadership Team works to translate and mold recommendations and insights from our DEAC into programmatic approaches for our research, community outreach and training programs. Both the DEAC and the Internal Scientific Leadership Team work closely with community partners and our cancer community partnerships to shape our cancer site-specific programmatic strategies.

Updates

In January 2014, we expanded the DEAC membership to include two new members: The Rev. Donna Smith-Pupillo from the faith-based community and Galen Gritts from the Native American community. Through our new partners, we hope to better serve the St. Louis Metro and Metro East community through targeted, culturally-relevant efforts.

This year, PECaD expanded its collaboration with the Office of Field Education at the George Warren Brown School of Social Work, utilizing the skills of Master of Social Work and Master of Public Health students to conduct PECaD program evaluation and increase the number and impact of our outreach activities. These students have brought a wealth of new ideas and energy to PECaD's efforts and will continue to be integrated as we enhance programming and broaden outreach efforts.

Left to right: Students Haley Herr, Ambriah Brown, and La'Shawnda Jennings (SIUE).

Current DEAC Membership

Academic and Community Co-Chairs

Graham Colditz, MD, DrPH	Program Director, PECaD
Maranda Witherspoon, MPPA	Program Officer, Missouri Foundation for Health

Community Members (Voting)

Leon Ashford, PhD	*Community Advocate & Prostate Cancer Survivor; Retired Professor*
Mikki (Mary) Brewster, MSW	*Community Advocate & Breast Cancer Survivor; Retiree of St. Louis Public School District*
Pamela Jackson, RN, BSN, MA	*Community Volunteer & Advocate*
Sherrill Jackson, RN, CPNP, MSA	*President, The Breakfast Club; Certified Pediatric Nurse Practitioner, Betty Jean Kerr People's Health Centers, Inc.*
Veronica Richardson, RN, MSN, MBA	*Vice President of Quality Improvement, Grace Hill Neighborhood Health Centers*
Donald Suggs, DDS	*Founder & Owner, St. Louis American Newspaper*
Galen Gritts	*Community Ambassador, Kathryn M. Buder Center for American Indian Studies at Washington University; Community Volunteer*
Rev. Donna Smith-Pupillo, RN	*Executive Director, Deaconess Faith Community Nurse Ministries*

Academic/Institutional Members (Voting)

Sarah Gehlert, PhD, MSW, MA	*E. Desmond Lee Professor of Racial and Ethnic Diversity, Washington University George Warren Brown School of Social Work*
Melody Goodman, PhD	*Assistant Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine*
Lannis Hall, MD, MPH	*Director of Radiation Oncology, Siteman Cancer Center at Barnes-Jewish St. Peters Hospital; Assistant Professor, Washington University School of Medicine*
Aimee James, PhD, MPH	*Associate Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine*
Vetta Sanders Thompson, PhD	*Associate Professor, Washington University George Warren Brown School of Social Work*
Molly Tovar, EdD	*Director, Kathryn M. Buder Center for American Indian Studies, Brown School of Social Work, Washington University*

COMMUNITY PARTNERSHIPS

Overview

PECaD's site-specific cancer community partnerships foster ongoing dialogue with community stakeholders, including individuals and community organizations in the region. Each partnership works to refine program strategies that are designed to reduce and ultimately eliminate cancer disparities. The partnerships create an avenue through which community cancer needs and priorities can be reflected in the implementation of PECaD activities.

The membership of each partnership consists of cancer survivors and advocates, representatives from community health care organizations, representatives of community-based organizations, and academic faculty members and staff. Partnership members meet regularly to review progress and refine goals and projects as needed.

We have three site-specific community partnerships — breast cancer, colorectal cancer and prostate cancer. Each group has actively participated in notable activities that have advanced PECaD's mission.

Breast Cancer Community Partnership

The Breast Cancer Community Partnership (BCaP) expanded outreach efforts to North County breast cancer survivors, increasing access to programs and services designed to assist survivors in leading healthier lives. The BCaP remains engaged with the academic community and local community organizations. BCaP members identified a magnitude of programs available to the community; however, it was noted that many programs are underutilized. Multiple reasons for underutilization were identified including location of programming and lack of community member and provider knowledge. A subcommittee was developed to address the issue of underutilization of services available to survivors. The subcommittee drafted a plan to market existing programs to the community and bring current programming into the communities that are in greatest need of services. The subcommittee decided to focus on "Life after Survivorship" with the theme "Engaging the Community, Empowering Survivors."

As a result, the BCaP agreed that the Return to Wellness (RTW) program would provide an excellent pilot program opportunity for reaching survivors in North County. PECaD's partner, Cancer Support Community of Greater St. Louis, had already received funding to launch RTW in North County, so PECaD was able to join this effort and assist with programming and logistics. RTW was offered at K.I.S.S. Fitness in Florissant, which is owned by a new PECaD volunteer. The purpose of this seven-week program was to empower breast cancer survivors, provide opportunities to connect with other survivors, and learn about healthy lifestyle choices. The program included educational workshops, support group discussions, and gentle exercise. Mikki Brewster, Dr. Vetta Sanders-Thompson, Dr. Denise Hooks-Anderson, and Dr. Lannis Hall each spoke to the survivors during the program. RTW North County was a huge success, with 14 participants (enrollment is generally 10 to 12 people) and several waitlisted participants. Cancer Support Community of Greater St. Louis is seeking additional funding and plans to partner with PECaD's BCaP to implement the program again in fall 2014.

The BCaP is also developing a breast cancer resource guide that will be accessible to survivors and those going through treatment. The resource guide is slated to be available in spring 2015 and will include information about screening opportunities, treatment and support services, such as transportation and medication assistance.

Prostate Cancer Community Partnership

In the past year, the Prostate Cancer Community Partnership (PCCP) has focused on educating high-risk, African-American men about prostate cancer and providing education, screening, and resources to the community. The group conducted a second evaluation of its reach at community PSA screening events held since 2005. The evaluation assessed how well they are reaching the target population and the nature of individual health care follow-up activities completed by participants in community PSA screening events. This past year, the PCCP reached a predominantly African-American population (97%) with a mean age of 55. Twenty-nine percent report a family history of prostate cancer, and 75% of those who attended our educational sessions were very/somewhat satisfied. The PCCP has secured additional funding from The St. Louis Men's Group Against Cancer to expand its outreach efforts. Additionally, the group has expanded its membership to include new members from Lane Tabernacle CME Church, St. Louis University, and the 100 Black Men of Metropolitan St. Louis

Colorectal Cancer Community Partnership

The Colorectal Cancer Community Partnership (CCCP) has been active this past year doing outreach work and recruiting new members. CCCP members convened for a meeting in December 2013 to identify potential outreach activities and community partners through a nominal group process technique. As a result of this nominal group process, **the CCCP participated in health fairs, organized their first Community Education Day event, and began developing a colorectal cancer community resource guide.** The Smart Health Community Education Day, called "Knowledge is Power: Learning about Your Colon Health," took place on May 10, 2014. Twenty-nine attendees learned about the importance of research as well as ways to prevent colorectal cancer. There was also a poster session, which included summaries of research projects using community-friendly language. Attendees rated the Smart Health Community Education Day very highly. The community resource guide is a compilation of colorectal cancer information, resources in the St. Louis Metro and Metro East areas, and education on ways to increase screening. The guide is slated for dissemination in August 2014.

Above: A panel of physicians and health experts at the Smart Health Community Education Day in May 2014.

Outreach and Education

The key goals of PECaD's Community Outreach and Education Program are to:

- Engage in and extend effective outreach efforts that promote cancer prevention messages in the community
- Identify medically underserved parts of the community and related barriers to quality cancer care
- Enhance community health and access to quality cancer care and health information

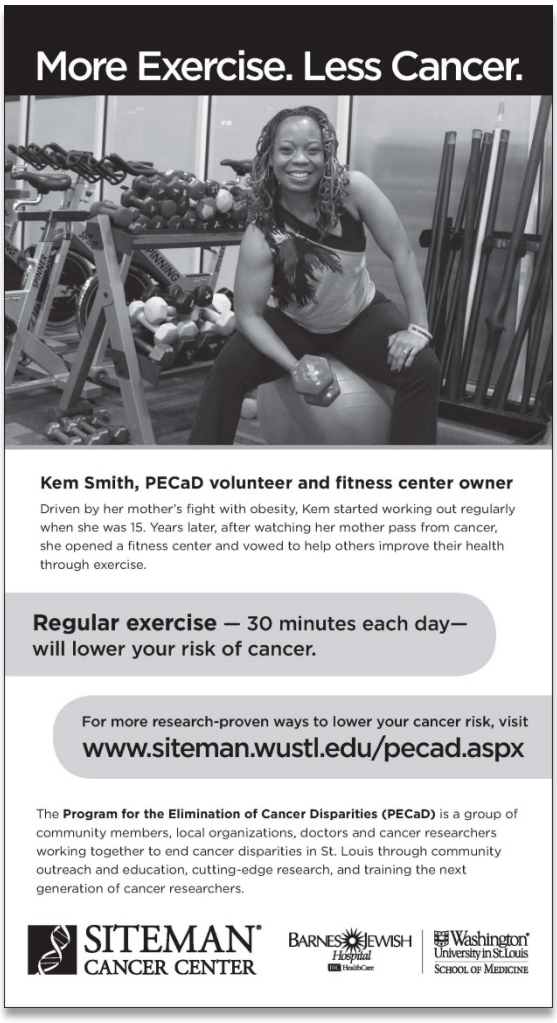
Media Outreach Updates

Newspaper Campaign

Our ads in the St. Louis American reach nearly 245,000 readers each week. Starting in March 2013, we began a ten-month campaign highlighting the "8ight Ways to Stay Healthy and Prevent Cancer," a set of research-proven ways to lower an individual's cancer risk. Each month, the color ads focused on one of the eight ways, providing specific, culturally-relevant tips and resources for lowering cancer risk. The first and last month of this campaign provided an overview of all the eight ways.

Once per month, advertorial columns called *From the Doctor: Why Prevention Matters* accompanied each ad in the Health Matters section of the newspaper to offer readers a clinician's view on that month's way to prevent cancer. To broaden PECaD's ties with clinicians at Barnes-Jewish Hospital and Washington University School of Medicine, these columns were written by residents from the Department of Medicine. This experience builds internal awareness and support for PECaD and provides an excellent community outreach opportunity for the residents.

As in previous years, we also published an eight-page cancer prevention newspaper insert in January 2014. This insert included all of the ads from the 8ight Ways campaign plus information about PECaD's mission and goals.



Beginning in April 2014, we launched a new ten-month campaign in the St. Louis American newspaper. The new campaign uses people involved with PECaD to share cancer prevention messages through their own journey with cancer or involvement with PECaD. The advertorial columns provide additional space to tell the person's story, share more about PECaD, and provide additional cancer prevention information and resources.

Left: April 2014 ad featuring Kem Smith, a new PECaD volunteer who opened her fitness center for PECaD-supported cancer survivor meetings.

Radio Campaign

Like the previous year, PECaD continued its Health Connections radio sponsorship with Clear Channel Radio on KMJM Majic 100.3 FM and Hallelujah 1600 AM. PECaD-affiliated cancer prevention and health disparity experts from Siteman and Washington University were interviewed live on the FM radio station at 7:30 a.m. on the first and third Sundays of each month on the show "Sunday Morning Live." Each interview was re-aired on the AM radio station at 5:30 p.m. From June 2013 to April 2014, over 15,000 listeners heard interviews with PECaD physicians and health experts.

Topics discussed on air with PECaD experts include:

- The 8ight Ways to Stay Healthy & Prevent Cancer
- PECaD in the Community
- PECaD Breast Cancer Community Partnership & the St. Louis Regional Breast Navigator Workgroup
- The Importance of Clinical Trials
- The Truth About E-Cigarettes
- Return to Wellness: Life After Survivorship
- Cancer and Genetics

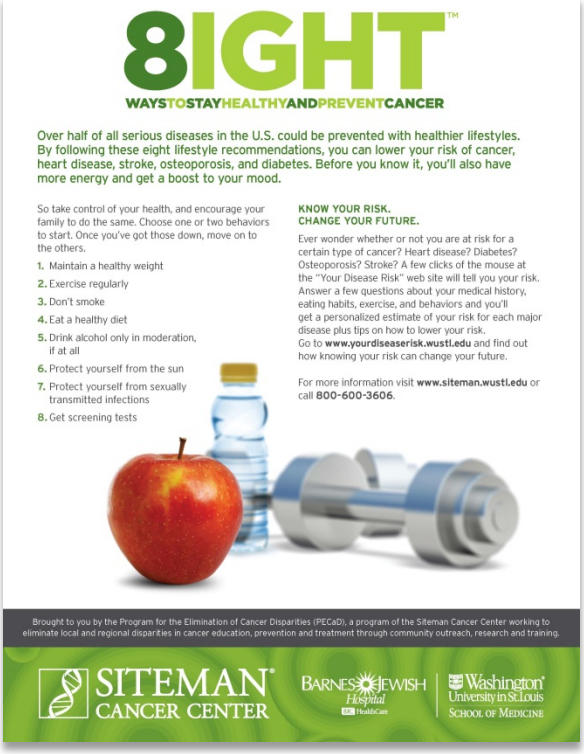
Outdoor Billboard Campaign

PECaD took important cancer prevention messages to a new height – outdoor billboards that stand nearly 40 feet over major intersections and pedestrian walkways. This is the first time PECaD has used outdoor billboards to share cancer prevention information. Seventeen billboards — 11x30 feet each — were up for twelve weeks from mid-August to mid-November 2013 at various locations in North St. Louis City and North County. This campaign allowed PECaD to target cancer prevention information to areas that have historically suffered from higher rates of cancer disparities. This highly visible campaign had an estimated 12,322,174 impressions over the twelve-week run.

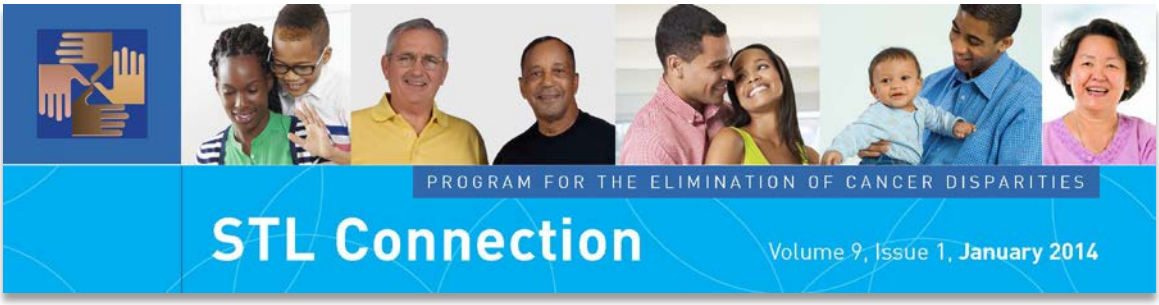
There were three different billboard designs, but all of them have the same 8ight Ways to Stay Healthy and Prevent Cancer branding and style. The messages on the billboards were: “Exercise Regularly: It Will Lower Your Risk Of Cancer;” “Eat A Healthy Diet: It Will Lower Your Risk Of Cancer;” and “Stop Smoking: It Will Lower Your Risk Of Cancer.” The billboards also included the web address 8ightways.wustl.edu, which provides people with all of the 8ight Ways information on the Siteman Cancer Center website. Plans to continue this campaign are underway for 2014.

Red Plum Insert Campaign

PECaD ran a second new outreach campaign to coordinate with the launch of the billboards in August 2013. **PECaD placed a full-page, double-sided educational ad in Red Plum inserts.** Red Plum inserts (a compilation of local ads and coupons) are delivered each week directly to consumers' homes. **PECaD ran 124,600 inserts that went to sixteen zip codes in North St. Louis City and North County.** As pictured below, the front of this full-color ad was a list of all the 8 Ways to Stay Healthy and Prevent Cancer. The back of the ad provided readers with PECaD's vision, goals, and an answer to the question "What it is a cancer disparity?" The ad also directed cancer survivors and community members who wish to get involved with PECaD to call (314) 747-4611 or email PECaD@wudosis.wustl.edu.



Stay Connected! Read the PECaD Newsletter



Through our quarterly newsletter, *STL Connection*, we continue to provide program information and updates with the nearly 400 community and academic partners who share our commitment to ending health disparities. Look for our next newsletter in July 2014. If you would like to add someone to our newsletter distribution list, email pecad@wudosis.wustl.edu.

Outreach with Community Partners Updates

Faith-Based Outreach

As a member of the Faith Communities Joined for Health (FCJH) consortium, a group of community and academic partners working to help churches and other faith-based organizations, PECaD has worked to incorporate evidence-based cancer prevention education into health ministries. PECaD has built on this established partnership while also recognizing a need to reach the churches through multiple channels. In that vein, PECaD has become a resource for local churches by establishing a relationship with the Clergy Coalition and agreeing to serve as a connector for members of churches associated with the Clergy Coalition in need of cancer services or cancer information.

In September 2013, PECaD participated in the Shalom Church City of Peace HealthFest (pictured right) which serves more than 1,500 community members who would not otherwise receive healthcare services. Immediately following that event, PECaD was invited to place educational materials in kiosks at the church and began serving as a connector for those church members. Since Shalom hosts mammography vans a few times every year, this relationship has also afforded PECaD the opportunity to inform community members about additional opportunities to get the screenings they need and may not otherwise be able to obtain.

Through the Missouri Foundation for Health grant "Healthier Food Consumption Via Faith-Based Organizations," FCJH worked with Operation Food Search and PECaD to provide cooking demonstrations and nutrition education that encouraged faith-based organizations to make healthier food choices for their congregations. Workshops were held in June and August 2013 at three locations within the community: Calvary Missionary Baptist Church, Coleman-Wright Christian Methodist Episcopal Church, and Lane Tabernacle Christian Methodist Episcopal Church.

American Indian/Native American Colorectal Cancer Education and Screening

PECaD participated in the 24th Annual Washington University Pow Wow on April 5, 2014, which is the largest Pow Wow in the Midwest. During the event, **PECaD staff and volunteers disseminated culturally-competent educational materials about colorectal cancer.**

This year, PECaD made a concerted effort to ensure that the St. Louis Native American population was informed about the 8ight Ways to Prevent Colon Cancer, factors that increase the risk for colon cancer, tests that are available to screen for colon cancer, and where to go if they were in need of colon cancer screenings or treatment. PECaD staff, students, and volunteers were present to answer questions about colon cancer prevention and treatment. PECaD provided information on survivorship programs and services offered through our partner organizations such as the American Cancer Society (e.g., transportation assistance, "Look Good, Feel Better") and Cancer Support Community (e.g., medication assistance, support groups). The event was a success, with several attendees noting the diversity of information that was presented. PECaD looks forward to continuing to partner with the Kathryn M. Buder Center for American Indian Studies by bringing pertinent health information and screening opportunities to the Pow Wow and serving as a resource for cancer questions and needs throughout the year.

Public Libraries in St. Louis City and County

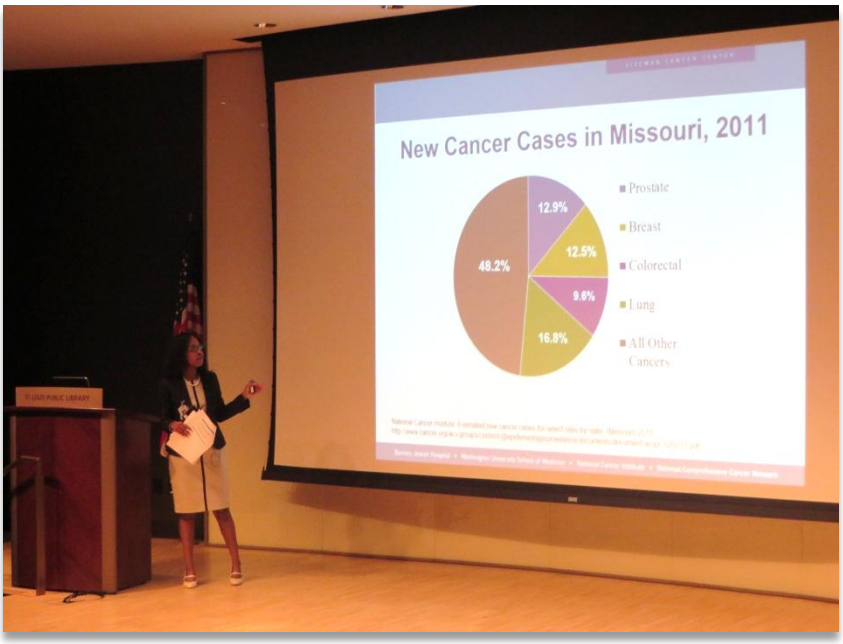
Recent research suggests that 20% of questions asked at libraries are related to health, and 75% of Americans think it is important that libraries provide health information. For many community members in St. Louis, their nearest library branch (not Google) may be the most convenient way to get accurate and reliable health information. As a result, kiosks were set up at public library branches to provide comprehensive, up-to-date and accurate cancer prevention and health information to the community. This project, a collaboration between PECaD, the Washington University School of Medicine Becker Medical Library and the City of St. Louis Public Library (SLPL), builds on the libraries' strength of providing free resources to the public and allows PECaD to share health disparity and cancer prevention education to a new audience.

Upon completion of the Central Library Branch renovation, a fifth kiosk was established there in the Saint Louis Public Library system. In August 2013, PECaD began evaluating the SLPL kiosks to ensure they are accessible to community members, remain well stocked, and that a stocking protocol could be developed. During fall 2013, 8ight Ways to Stay Healthy and Prevent Cancer DVDs were integrated into the SLPL inventory. These DVDs are currently circulating throughout all 19 libraries within the SLPL system and are available for community members to checkout upon request. We revised and repeated the cancer health information workshops for SLPL staff. This training equipped the library staff with necessary tools to connect community members with credible cancer health information and helpful resources. One revision to this training included educating SLPL staff on using the Your Disease Risk tool to assist community members with assessing their own risks for certain chronic diseases and cancers. This year's training also included information on how and when to use the cancer community toolkits, EBSCO, and Medline Plus.

In an effort to expand outreach to the areas of the St. Louis Metropolitan Area that are most in need, PECaD now has information in the six most northern branches of the Saint Louis County Library system: Natural Bridge, Florissant Valley, Indian Trails, Lewis and Clark, Prairie Commons, and Jamestown Bluff.

Through the library partnership, a larger partnership was formed with additional local organizations. This larger group, which includes PECaD, launched the Consumer Health Information Speaker Series in fall 2013. The series, called "Can I Catch

That?", is offered every few months at Central Library. Topics covered by PECaD staff and partners include: the Affordable Care Act; cancer prevention; diabetes; heart disease; dental health; and more.



Above: PECaD Program Coordinator Monique Norfolk, MPH, presents at one of the Consumer Health Information Speaker Series events at Central Library in downtown St. Louis.

The St. Louis Regional Breast Navigator Workgroup

The St. Louis Regional Breast Navigator Workgroup was established in 2010 based on a recommendation from the St. Louis Integrated Health Network (IHN) Breast Cancer Referral Initiative and the PECaD Breast Cancer Community Partnership. The workgroup's main goals are to improve communication among regional navigators and to develop more efficient and effective processes for breast cancer screening, referral, diagnosis, treatment, and survivorship. PECaD supports and underwrites the activities of the workgroup, including administrative and logistical support, securing facilitator time, and fostering progress on discussion topics for the purpose of aiding the group's advancement.

The breast navigator workgroup continues to meet regularly with high attendance to uncover important issues and discuss potential solutions. The agendas and featured topics are selected by the navigators themselves.

Breast Navigator Workgroup Meeting Discussion Topics:

- Hereditary breast cancer
- Breast cancer prevention strategies
- Breast radiologic imaging update
- Cosmetology options available to breast cancer survivors

The St. Louis Regional Breast Navigator Workgroup, PECaD, the Breast Health Center, and the Division of Public Health Sciences, Department of Surgery, are working together with organizations in the Bootheel region as direct response to requests to establish a workgroup in that area. As a result of this team effort, a regional breast navigator workgroup has been established in the Bootheel. PECaD's role is to advise and support, providing an explanation of patient navigation, an overview of how the St. Louis Regional Breast Navigator Workgroup began and currently operates in St. Louis, and assist as the Bootheel determines which local partners need to be at the table. Over the last eight months, PECaD and the St. Louis Regional Breast Navigator Workgroup have worked in the Bootheel to coordinate navigation efforts across organizations in an effort to better serve members of that community. These coordinated efforts assist in reducing barriers for community members to receive the care they need. Bootheel regional breast navigator

workgroup meetings are held bi-monthly, and PECaD will continue to serve as a support for this region in years to come.

Also, during the initial implementation of the Affordable Care Act, the navigators will continue to work together to advocate for breast health care for their patients. This workgroup will support participants in figuring out how to navigate patients in multiple contexts, including prohibitively high-deductible health plans, the lack of Medicaid expansion by the 2014 Missouri Legislature, and new challenges as they arise.

PECaD in the Community: *NEW* Events and Outreach

This year, PECaD expanded outreach efforts to include several new events. These new platforms are building bridges with a wider array of community partners with the hope of spreading our cancer prevention and health disparity messages even farther.

PECaD hosted the City of St. Louis Department of Health's first Magic Session in March 2014. Dr. Heidi Miller facilitated this event where navigators and breast cancer survivors described their experiences. The participants developed messages they hope will inspire women to not only get screened but also follow through and receive the treatment that they need.

The Washington University School of Medicine's Office of Diversity Programs hosted its annual *Health Professions Fair* on February 11, 2014. Approximately 150 high school students from multiple Saint Louis Public Schools attended and, for the first time, PECaD participated in this event to share information about working in public health education and research. Program Coordinator Monique Norfolk and Postdoc Shahnjayla Connors provided students with an opportunity to learn how to identify tumors and polyps through hands-on colon and breast cancer health education models. Students also learned what the top four most invasive cancers are in the state of Missouri, eight ways that cancer can be prevented, and how the Your Disease Risk tool can be used to assess an individual's cancer risk.

PECaD Research Assistant Kelsey Bobrowski and Practicum Student Paige Edmonds attended Washington University School of Medicine's *Health Happenings Fair* on February 14, 2014. They disseminated educational materials including The 8ight Ways to Stay Healthy and Prevent Cancer, the PECaD mission statement, and the Your Disease Risk paper tool.

On February 26, 2014, DEAC Co-Chair Maranda Witherspoon and PECaD Program Coordinator Monique Norfolk spoke as part of the *Gephardt Institute's STL Prep (Perception, Reality, Engagement and Partnership)* panel. Witherspoon and Norfolk explained PECaD's history and shared examples of program successes. Dr. Melody Goodman talked about PECaD's Community Research Fellows Training (CRFT) program. All panel speakers described the significance of university and community partnership to a room of approximately fifty colleagues from various departments and programs across the university.

On March 11, 2014, Program Coordinator Monique Norfolk was invited to attend the *Hazelwood Bright Futures* monthly meeting, which is comprised of community

organizations that primarily serve North County (including Parents As Teachers, Hazelwood School District, SLCL representatives) to present about PECaD. The partners were interested in PECaD serving as a connector to local organizations to increase community member access to cancer resources.

On April 12, 2014, the Siteman Cancer Center hosted its first ever *See, Test, Treat* event, which provided free cancer screenings to uninsured and underinsured women. PECaD participated in the event, which was held at the Center for Advance Medicine. During the event, PECaD staff members Kelsey Bobrowski and Suzanne Lino-Camacho, along with student Paige Edmonds disseminated health education materials and health resource information from partner organizations (the American Cancer Society and the Cancer Support Community of Greater St. Louis). They also provided additional information about PECaD and ways that community members can get involved.

Quality Improvement and Research

Overview

The current research projects within PECaD continue to make progress. These projects, their accomplishments, and next steps are summarized on the following pages. PECaD also has one new spin-off grant:

James, A. Supplemental funding awarded under PECaD parent grant to expand network of partners in the Colorectal Cancer Partnership, conduct priority-setting exercises with partners, develop a resource guide on colorectal cancer, and conduct colorectal cancer outreach activities, tying the Supplement activities to the Full Research Project. $65,000 total. 9/1/2013 to 8/31/2014.

Completed Project Updates

Assessing Barriers to Participation in Tissue Research

Principal Investigator: Bettina Drake, PhD, MPH
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460)
Timeline: 2010 to 2012

Improving participation rates of minorities in biorepositories is a key step to ensuring that minorities are well represented in clinical research. This project used a community-based participatory research approach to identify barriers and challenges related to the recruitment of African-American men for biospecimen collection and to identify strategies to improve current recruitment methods. Fifteen focus groups with 72 African-American men were completed. Analysis of these focus groups identified core themes regarding men's thoughts on participation in biorepository research.

Update: Dissemination of results of this project is ongoing. A methodology paper describing the recruitment process, challenges, and lessons learned is under peer review. The lessons learned have been implemented in the recruitment process of the Prostate Cancer Prospective Cohort (PI: Dr. Drake) and increased minority participation from 7 to 12%. The project team will continue to share its expertise on biorepository recruitment across programs and clinical groups at Washington University and research studies within Siteman. Dr. Drake is now a co-investigator in the Leukemia SPORE Developmental Research Program to partner with investigators in their recruitment of minority participants. In addition, Dr. Drake and the team are collaborating with The Cancer Genome Atlas at NIH by facilitating the use of high-grade, minority prostate cancer samples collected in their multi-institution prostate cancer research projects.

Ongoing Research Project Updates

A Systems-Level Intervention to Increase Colorectal Cancer Screening in Community Health Centers

Principal Investigator: Aimee James, PhD, MPH
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460)
Timeline: 2010 to present

This project works with safety-net health centers in St. Louis City and St. Louis County in Missouri, in East St. Louis/St. Clair County in Illinois, and in the Bootheel region of Missouri. This is a randomized control trial testing the effectiveness of community health center-selected, systems-level, evidence-based interventions for increasing rates of colorectal cancer screening.

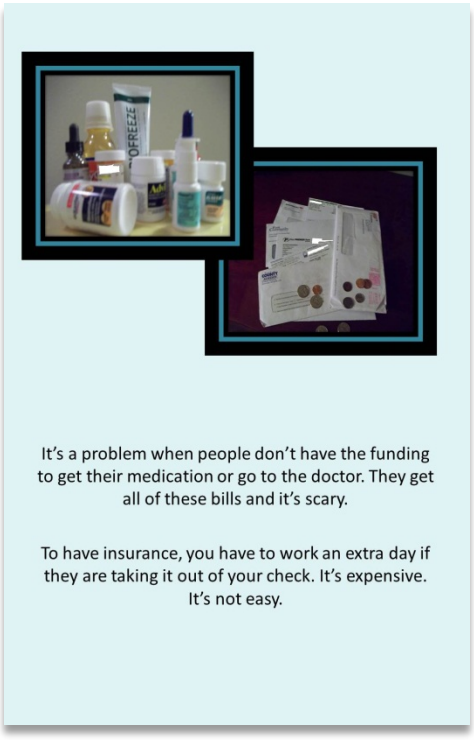
ACCOMPLISHMENTS	NEXT STEPS
✓ Eleven health centers recruited for randomization	□ Continue to recruit additional health centers
✓ Organizational assessments and interviews completed	□ Continue follow up with participants
✓ Highly-tailored intervention implementation menus offered to each health center	
✓ NEW! Colon cancer screening interventions implemented at all eleven health centers	
✓ NEW! Participant recruitment is done with ongoing follow up	
✓ NEW! Exit surveys with the health centers have been started to assess implementation and perceptions of the intervention and the study	

Using Photovoice to Engage Community Members About Colorectal Cancer Screening

Principal Investigator: Aimee James, PhD, MPH
Funding: National Cancer Institute at the National Institutes of Health (R21 CA147794)
Timeline: 2011 to 2014

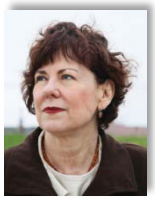
This project uses a participant-driven approach in which community members are provided with cameras to capture images relevant to colorectal cancer screening. The community-selected images and narratives gathered from this study can be built upon for future community-based studies and outreach to promote cancer screening and eliminate colorectal cancer disparities.

ACCOMPLISHMENTS	NEXT STEPS
✓ Full Photovoice process completed by three groups ✓ Reception and showcase of Photovoice images open to the public; attended by 50 people ✓ NEW! Images and messages integrated into PECaD outreach activities	□ Continue to identify local sites for displaying posters □ Continue to disseminate findings from the research study □ Educate other researchers about Photovoice methodology



Left: A participant's Photovoice poster depicting the costs of care.

Community–Based Participatory Approach to Improving Breast Cancer Services for Women Living in St. Louis



Principal Investigators: Sarah Gehlert, PhD (pictured) and Graham Colditz, MD, DrPH
Funding: Susan G. Komen For The Cure®: Vulnerable Community Grant
Timeline: 2011 to 2014

Using a variety of information sources, this project aimed to understand disruptions in the course of breast cancer treatment as a possible explanation for excessive breast cancer mortality in North St. Louis. In collaboration with four local community partners (Betty Jean Kerr People's Health Centers; Committed Caring Faith Communities; Christian Hospital; and Women's Wellness Program of the Saint Louis Effort for AIDS), this project sought to enhance community trust by creating an established presence in the community. After a report was presented at a Town Hall Meeting on July 13, 2013, a White Paper was finalized and sent to the funder.

ACCOMPLISHMENTS	NEXT STEPS
✓ Community Partnership Center created and serving the community	□ Continue presentations on health topics in schools, churches, and community-based organizations
✓ 93 interviews with breast cancer survivors	□ Collaborate with the St. Louis Department of Health on programs and interventions based on findings
✓ Focus groups conducted with breast cancer navigators	□ Expand breast cancer support group to work on positive messages and outreach
✓ Two Town Hall meetings held to present findings and obtain feedback from community members	□ Collaborate with stakeholders to support breast cancer navigation services
✓ NEW! Published a White Paper based on feedback from the Town Hall meetings and study findings	
✓ NEW! Established a breast cancer survivor support group with monthly brunch meetings	

Right: Three women interviewed for the study shared their breast cancer perspectives and experiences at the 2nd Town Hall Meeting in July 2013.

Community Research Fellows Training Program

Principal Investigator: Melody S. Goodman, PhD
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460 and U54 CA153460-03S2)
Timeline: 2012 to present

The project promotes the role of underserved populations in the research enterprise by increasing the capacity for community-based participatory research between researchers, community-based organizations, and community health workers in the St. Louis area. This unique training program aims to enhance community knowledge and understanding of the research process so that community members can participate in research projects as equal partners to address disparities.

ACCOMPLISHMENTS	NEXT STEPS
✓ Fifty community research fellows accepted into Cohort I ✓ NEW! Created a Community Advisory Board that meets quarterly and includes five Cohort I fellows ✓ NEW! Certificate ceremony and reception honoring 45 fellows that completed the training held on August 8, 2013 ✓ NEW! Forty-one community research fellows accepted into Cohort II	□ Cohort II training currently in progress □ A certificate ceremony honoring the Cohort II fellows is scheduled for August 21, 2014

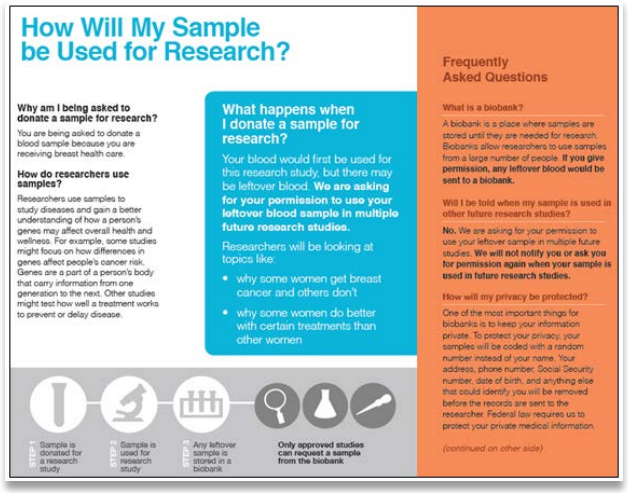
Above: Cohort I community research fellows, Drs. Eberlein, Colditz, Goodman, Jewel Stafford, and the Community Advisory Board members at the August 2013 ceremony.

Preferred Consent Models for Secondary Uses of Biospecimens Among Diverse Women

Principal Investigator: Kimberly Kaphingst, ScD
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460-03S1)
Timeline: 2012 to present

This project investigates preferences for models of informed consent for secondary research uses of biospecimens among a racially and socioeconomically diverse sample of women. This supplemental project builds upon PECaD resources and existing collaborations with community organizations. A partnership with Siteman Cancer Center and The Breakfast Club, Inc. has been created to recruit women who have used breast health services in the past.

ACCOMPLISHMENTS	NEXT STEPS
✓ Worked with several organizations to recruit 50 participants	□ Continue to enroll participants in the randomized study
✓ NEW! Created three plain language brochures	□ Analysis of collected data
✓ NEW! Presented data about designing easy-to-read consent materials at a local educational fair	□ Share research findings with both community and organizational stakeholders at local presentations and national conferences
✓ NEW! 25 participants have completed the randomized aim	



Above: A plain language brochure describing an informed consent model

Training Program

PECaD's Transdisciplinary, Community-Based Participatory Research Training Program is designed to produce accomplished researchers capable of using the tools of community-based, clinical and basic research to establish independent research programs in the service of underserved patients and communities. Led by Drs. Sarah Gehlert and Aimee James, trainees engage in meaningful professional development activities, including a Research Methods Workshop Series, Transdisciplinary Journal Club, Works in Progress, and more.

The PECaD postdoctoral training program has a total of fifteen trainees (including both postdocs from our formal training program and other young researchers who have participated in PECaD projects).

Trainee: Shahnjayla Connors, PhD, MPH, CPH

Mentor: Dr. Sarah Gehlert

Research Interests: Dr. Connors is a molecular biologist with public health training focused on social determinants of health and health disparities. She is interested in eliminating health disparities with transdisciplinary methods, and her current research focuses on the relationships between psychosocial and biological factors that contribute to cancer and cancer disparities. Her doctoral work focused on transcriptional regulation of the anti-apoptic protein, Bcl-xL, in breast epithelial cells treated with cigarette smoke condensate. This research identified a novel regulator of Bcl-xL and provided insight into the role smoking has on the transformation of breast epithelial cells. Dr. Connors has also conducted research on the prevention of prostate cancer with green tea and cancer chemoprevention clinical trials.

Recent Work with PECaD: Dr. Connors participated in the St. Louis Komen Project, which focused on assessing and eliminating the barriers to breast cancer treatment in African-American women in North St. Louis. She is particularly interested in adherence to recommended breast cancer treatment and is currently conducting a study in collaboration with breast and plastic surgeons at the Siteman Cancer Center to assess the rates, patterns, and determinants of breast reconstruction in women treated at Siteman. Dr. Connors is searching for a position in which she can pursue transdisciplinary cancer disparities research with the ultimate career goal of directing a national center of minority health.

Trainee: Jean Hunleth, PhD, MPH

Mentor: Dr. Aimee James

Research Interests: Dr. Hunleth is interested in addressing health inequities in the St. Louis region and globally through community-engaged and contextually-rich research. The goal is to identify and interrupt the social and economic processes that underpin disparities in cancer-related mortalities. Her approach is informed by more than ten years of work on health-related interventions and anthropological research projects in Zambia. Dr. Hunleth's research in Zambia included an 18-month ethnographic and participatory research project with children, in which she examined children's roles in caring for adults who suffered from TB and HIV. As both a practitioner and researcher, Dr. Hunleth is dedicated to translating local knowledge into programmatic and policy changes to reduce barriers to diagnosis and care.

Recent Work with PECaD: Dr. Hunleth worked with Dr. James on the Photovoice for Colon Cancer Screening project and presented some of those findings at the 2014 Society of Public Health Education annual conference in Baltimore, MD. She is also working with the full research project of PECaD to provide assistance with implementation and development of procedures and is an active member of the Colorectal Cancer Community Partnership. Dr. Hunleth has worked closely with Dr. James on the strategic plan and logistics for the partnership and project activities.

Publications and Presentations

Papers

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Academic Presentations

Lyons, S.A., Goodman, M.S. Community Research Fellows Training Program Evaluation: Using SAS to Analyze Pre- and Post-Test Data. NorthEast, SAS Users Group. 2013:1-6. (Oral presentation)

Gennarelli, R., & Goodman, M.S. Measuring Internal Consistency of Community Engagement using the ALPHA option of PROC CORR. NorthEast SAS Users Group 2013: 1-7. (Oral presentation)

Melody S. Goodman "Using Data and Engaging Communities to Address Health Disparities". Healthy Lives- Health Communities conference. Columbia, MO April 2014. (Oral presentation)

Leota Amsterdam Kimberly A. Kaphingst, Bethany Johnson, Vetta Sanders Thompson, Jewel D. Stafford, MSW, Melody S. Goodman, PhD "Community Research Fellows Training- Evaluation of Health Literacy Session". Association for Prevention, Teaching and Research Annual Meeting, Washington, DC. March 2014. (Poster Presentation)

Jacquelyn V. Coats, Vetta Sanders Thompson, Bethany Johnson Javois, Jewel D. Stafford, Melody S. Goodman "Enhancing the Infrastructure for Community Based Participatory Research Through Training: The Community Research Fellows Training Program" " Poster presentation Association for Prevention, Teaching and Research Annual Meeting, Washington, DC. March 2014 (Poster Presentation)

Hunleth, J. (March 17 and 19, 2014) "Medicine East and West" and "Bridging Anthropology and Public Health" at Conference on Cross-Cultural Perspectives on Anthropology and Global Health, sponsored by the Ford Foundation, Washington University in St. Louis. (Panel member)

Hunleth, J., McCray, N., McQueen, A., Gilbert, K., James, A. (March 21,2014) "The role of photovoice in colorectal cancer prevention in medically-underserved communities with high burdens of cancer. Society of Public Health Education annual conference," Baltimore, MD.

Hunleth, J., McCray, N., Cooper, J.K., Mueller, N., McQueen, A., Gilbert, K., James, A. (March, 2013) Challenges and Lessons in Implementing a Photovoice Study of Colorectal Cancer Prevention. Society of Behavioral Medicine annual meeting, San Francisco, CA.

Hunleth, J. "'Going on holiday': Examining school break as a time/space for securing children's futures in the context of illness in urban Zambia," (November 2013) American Anthropological Association annual meeting, Chicago, IL.

Noel L, Goodman M, Connors SK, Butler D, McMillan R, Oliver C, McCullough I, Gehlert S. A Community-Based Participatory Research Approach to Improving Breast Cancer Services for African American Women Living in St. Louis. (December 6-9, 2013) Sixth AACR Conference: The Science of Cancer Health Disparities in Ethnic Minorities and the Medically Underserved, Atlanta, GA.

Connors, SK, Goodman, MS, Gehlert, S. Patterns of Breast Reconstruction after Mastectomy by Race: A Single Institution Study. (April 3, 2014) 10th Annual Postdoc Scientific Symposium, Sponsored by The Office of Postdoctoral Affairs, The Vice

Chancellor for Research, and The WU Postdoctoral Society, Washington University School of Medicine

Connors SK, Goodman MS, Chavakula N, Noel L, Gehlert S. Treatment Delay among African American Women in St. Louis, Missouri. (December 6-9, 2013) Sixth AACR Conference: The Science of Cancer Health Disparities in Ethnic Minorities and the Medically Underserved, Atlanta, GA

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