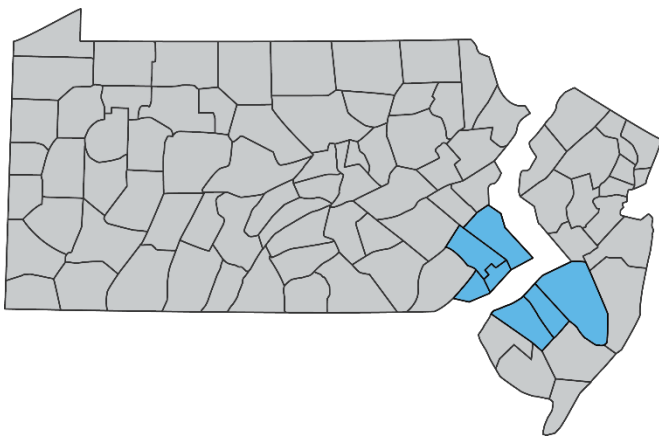


Community Outreach and Engagement Sidney Kimmel Cancer Center at Thomas Jefferson University (SKCC)

Catchment Area

The Sidney Kimmel Cancer Center at Thomas Jefferson University (SKCC) has a seven-county catchment area spanning two states across the Greater Philadelphia region. This diverse catchment area is home to more than 5 million residents.



The seven-county catchment area for the Sidney Kimmel Cancer Center at Jefferson

Community Engagement Focus

Engaging community members in cancer research has numerous benefits that is not without challenges for both the community member and the researcher. Overcoming these challenges has the potential to generate high-impact science and reduce catchment area disparities.

At a Glance

This project aimed to:

1. Identify barriers and facilitators to integrating COE into each of the SKCC's research programs.

2. Develop a program to foster bidirectional collaborations between community members and SKCC investigators. Pilot at least one community member-investigator collaboration.
3. Increase meaningful engagement between SKCC investigators and the communities in our cancer center catchment area.

Collaborators

The success of this project is due to the engagement of:

- SKCC leadership and investigators
- The SKCC Community Outreach and Engagement Office
- The SKCC Community Advisory Board
- The American Cancer Society
- Project HOME in Philadelphia
- Community members in the catchment area

The Approach

Aim 1: Identify barriers and facilitators to integrating COE into each of the SKCC's research programs.

Guided by the Consolidated Framework for Implementation Research (CFIR), we conducted an environmental scan of the four SKCC research programs to understand the readiness and capacity of each research program to embrace COE-reflective research, as well as the challenges and opportunities to enhance COE representation within each research program.

Survey: We created a 39-item survey based on the constructs of the CFIR. Surveys were distributed to all SKCC investigators through multiple channels (meetings, email, newsletter). We received 77 survey responses (47 percent response rate). The key findings were that there is a high level of enthusiasm for community-engaged research across all types of investigators (basic science, clinical, translational, and population science), but few investigators were able to correctly identify the SKCC catchment area or felt comfortable working directly with community members in their research.

Interviews: We conducted in-depth interviews with 16 investigators across all four research programs. We uncovered many suggestions from investigators about how to increase community-engaged research at SKCC. Ideas included a training session for investigators, providing mentorship for investigators, matching community organizations to investigators, and facilitating greater interactions in the catchment area for investigators.

Aim 2: Develop a program to foster bidirectional collaborations between community members and SKCC investigators. Pilot at least one community member-investigator collaboration.

Based on our findings from Aim 1, we developed the Making Research CLEAR (Community Learning and Experience About Research) Program at SKCC.

We created the infrastructure for community members to:

- Be paired one-on-one with an SKCC scientist
- Have a behind-the-scenes look at the cancer research process
- Provide direct input to scientists about their research, goals, and activities
- Share their story about cancer or their healthcare experience




The CLEAR Program Logo, as designed by community partners

In developing the program, we created a program curriculum, marketing materials, an introduction and training component for the investigator and the community member, a data and evaluation component (intake forms, pre-tests and post-tests, and interview guides), and the appropriate legal and oversight documentation (confidentiality agreements). The program is currently being piloted with three community members, each matched to a basic or translational scientist.

Aim 3: Increase meaningful engagement between SKCC investigators and the communities in our cancer center catchment area.

To accomplish this aim, we undertook two activities:


- We conducted a workshop to assist SKCC investigators in translating their research to a lay audience. After attending the workshop, participants were more likely to feel comfortable talking about their science with community members and feel that they had the skills to successfully translate their science to a lay audience.


Sidney Kimmel Cancer Center
 Jefferson Health | NCI – designated

SKCC WORKSHOP

Essential Skills for Sharing
Your Science with the
Community

Join us for a **90-minute interactive workshop**
 with Susanna Greer, Ph.D., American Cancer Society



Dr. Susanna Greer will guide you through the process of creating and delivering **your own** effective, lay-audience friendly, research statement and discuss real-life approaches to science communication that work (and don't work), with opportunities for practice and feedback

- Learn the basics of science communication
- Create a lay audience science statement
- Understand real life approaches to science communication
- Deliver your own research statement and get feedback

Researchers and clinicians from all disciplines and at all levels are welcome

Workshop led by the American Cancer Society

- We organized the SKCC's first Community Science Day, in collaboration with a local community-based organization in our cancer center catchment area. Community Science Day will feature research posters in lay language, cancer screening and prevention resources for community members, 60-second science talks from investigators, and opportunities for community members to collaborate with SKCC investigators on ongoing cancer research. Community Science Day will be in the spring of 2022 (delayed from the fall of 2021 due to COVID-19 restrictions).

Implementation Guidance

1. **Take it slow.** Creating a new program, especially one that centers around community members and community input, takes time. Don't cut corners in understanding the needs of the community and how to create a program that meaningfully engages community members in all aspects of the research continuum.
2. **Evaluation is key.** When building a program, think about evaluation at every step of the way. Whether it is process evaluation (i.e., how community members and investigators utilize the new program), impact evaluation (i.e., changes in knowledge, attitudes, and skills related to community-engaged research), or outcome evaluation (i.e., long-term integration of community members in research), all forms will provide valuable insight into the successes and challenges of the program.

“The SKCC is committed to opening its doors to community members and patients, whether that’s to receive top-notch cancer care or to contribute to our cancer research programs.”

—Dr. Andrew Chapman, Interim Director, SKCC

ARE YOU INTERESTED IN LEARNING ABOUT CANCER RESEARCH?

CLEAR.
COMMUNITY LEARNING AND EXPERIENCE ABOUT RESEARCH

Sidney Kimmel Cancer Center (SKCC) at Jefferson Health is looking for people who are passionate about cancer "care" to help build positive relationships between researchers and the community.

Program Opportunity:

- Be paired one-on-one with SKCC scientists
- Get a behind-the-scenes look at the cancer research process
- Attend lab meetings, cancer center seminars, and community events
- Give direct input to scientists about research development, processes, and outcomes
- Share your story about healthcare or cancer

Program Requirements:

- Must be passionate to learn about cancer research
- Able to commit 1-2 hours per week for a span of 8-12 weeks
- Must be 18 or older and live in the Philadelphia area

Stipend Available

Want to learn more? Scan here

Recruitment Flyer for the CLEAR Program

Find Out More

To learn more about this work, visit:

<https://sidneykimmeltcancercenter.jeffersonhealth.org/outreach.html>

SKCCOutreach@jefferson.edu

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Community outreach and engagement (COE) activities across the translational research continuum

National Cancer Institute (NCI)-designated cancer centers' COE efforts should span all cancer center programs, including basic, clinical, translational, and population research. In FY20, NCI issued a call for Cancer Center Administrative Supplements to support COE activities that focus on either basic science or the translation of evidence-based interventions into community practice. The long-term goal of the supplement initiative is to build capacity for cancer centers' COE programs to adapt and implement evidence-based programs and successfully collaborate with cancer center investigators across research programs and in partnership with community members. To learn more, visit us at: <https://cancercontrol.cancer.gov/research-emphasis/coe>