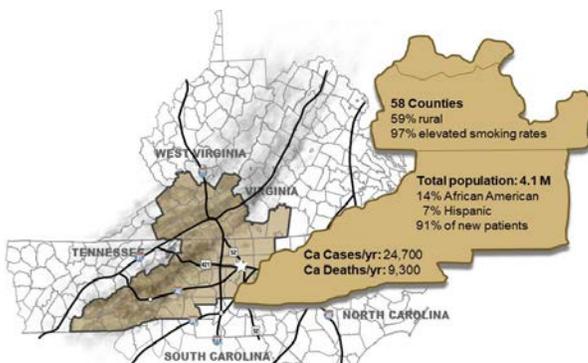


Community Outreach and Engagement Wake Forest Baptist Comprehensive Cancer Center

Catchment Area

The current catchment area of Wake Forest Baptist Medical Center Comprehensive Cancer Center (WFBCCC) consists of 58 counties in rural and Appalachian regions within central and western North Carolina, southwestern Virginia, and southern West Virginia, with 4.1 million residents. WFBCCC is the only academic medical center in the region, and the catchment area accounts for 91 percent of new patients.



Community Engagement Focus

To facilitate bidirectional communication between WFBCCC researchers and community stakeholders regarding research that meets the needs of the diverse communities within the catchment area, a project including the establishment of a WFBCCC Community Research Symposium was developed. The symposium features key science and cancer research concepts related to WFBCCC research and relevant to the catchment area.

The first symposium of its kind at WFBCCC, the 2021 Community Research Symposium was held during three 90-minute sessions in September and October. It was open to the public and widely publicized with strategic

recruitment prioritizing cancer advocacy organizations, community-based health organizations, and cultural organizations, in addition to students in medicine and biomedical research at Wake Forest School of Medicine (WFSM), and high school students participating in STEM health care career pipeline programs.

At a Glance

Project strategy facilitated collaboration and engagement between research scientists and community stakeholders. Central to the strategy was: (1) the establishment of a Community Research Symposium for the cancer center, designed for an audience of non-scientist/lay community stakeholders; and (2) a symposium planning process that involved collaboration between research scientists and community stakeholders.

Collaborators

Oversight for the project was provided by the Community Outreach and Engagement (COE) program of the WFBCCC, building on existing partnerships and relationships with several entities including the Community Advisory Board (CAB), Advocates for Research in Medicine, and the Cancer Genetics and Metabolism (CGM) Program. The WFSM, along with several community partner organizations, including local non-profit organizations focused on addressing the needs of cancer patients and their families, and a regional cancer coalition were all key collaborators.

The CAB serves to ensure integration of community engagement in the clinical, research, and educational activities of the WFBCCC. The CAB consists of representatives from community-based organizations,

health care providers, academic institutions, faith leaders, individual stakeholders (patients/survivors/caregivers), and lay advocates.

Advocates for Research in Medicine (ARM), launched in January 2021, is the first research advocate program for WFBCCC. Research advocates are trained to provide the patient perspective in the design, implementation, and dissemination of research in the cancer center.

The research advocate program scope was expanded through this supplement to focus on basic/translation research, in addition to clinical and translational research.

CGM is one of four research programs at WFBCCC. The primary scientific goals of this program are to support the clinical, translational, and basic research missions of the WFBCCC related to genetic alterations and metabolic reprogramming. The central theme of the CGM program is to bring science and clinical care together by fostering and enhancing collaboration between scientists and clinicians.

WFSM includes MD, PA, and biomedical graduate programs in addition to residencies and fellowships. WFSM provided students with access to the community research symposium on cancer genetics and metabolism. This facilitated an opportunity to further their education in both the role of research in medicine, and in community-engaged and community-focused care.

The Approach

The COE program collaboratively developed a supplement project team with the CGM program leaders. The project team (1) reviewed CGM's research portfolio to identify projects most relevant to the catchment area populations and priorities; (2) recruited CGM research scientists (eleven in total); and (3) identified research advocates to serve on a newly formed Community Engagement Core (CEC) to help lead the project.

The resulting CGM CEC, the first basic science community engagement core for WFBCCC, includes a team of culturally diverse research scientists with expertise in transcription factors, DNA repair, cellular defense and metabolism, precision oncology, gene-

environment interactions, and immunotherapy; and is inclusive of leukemia, melanoma, ovarian, and breast cancer specialties.

The project team and the newly developed CGM CEC were provided with an opportunity for applied learning, capacity building, and bidirectional communication around community outreach and engagement. The researchers worked collaboratively with the community stakeholders from the research advocate program to establish and plan the first WFBCCC Community Research Symposium.

The collaborative symposium planning process facilitated the identification of key concepts within CGM to guide development of the symposium agenda. Terms and vocabulary relevant to the concepts then informed the creation of a Cancer Genetics and Metabolism Research glossary for a lay audience.

The glossary for the call today is awesome ... I need to print that out and study it!

North Carolina ACS staff person

The 2021 symposium (September 24, October 7, and October 18) included 15-minute educational research presentations tailored for a lay community audience. The research advocates were also given the opportunity to tell their stories, including their motivation for serving as research advocates. Many opportunities for attendee interaction and engagement with presenters was included.

A total of 73 unique individuals attended the three sessions of the 2021 Community Research Symposium. There was an electronic evaluation form in REDCap that was distributed following the symposium, and attendee participation was almost 60 percent. An affirmative "Strongly Agree" was provided for 78 percent of responses

received to the evaluation question “I learned something new.” Likewise, an affirmative “Strongly Agree” was provided for 70 percent of responses received to the evaluation question, “I intend to share information gained from this presentation with people in my personal life.” The CGM CEC and research advocates also provided separate evaluation feedback about the planning process.

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I really felt this was very well done, presented important information and done in a way that it was understandable to a lay person.

Community Research Symposium attendee (anonymous evaluation comment)

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Implementation Guidance

Implementation Tips

- Engage community stakeholders in the development of an educational community research project early in the planning process.
- Establish a team of cancer center research scientists committed to community outreach and engagement, who can provide peer support for continuing COE education, including improved plain language communication beyond the initial activity.
- Facilitate researcher partnerships with patients trained as research advocates for an optimal applied learning experience for both groups through collaborative participation in the process.
- Provide supplemental educational materials and resources to augment real-time education events, like a glossary of relevant terms in lay language.

Sustainability Plans

The first annual WFBCCC Community Research Symposium garnered interest in the WFBCCC’s research, not only from external community stakeholders,

but also from within the cancer center and broader institution. Cancer survivors and others from the community provided significant positive feedback. Clinical providers, administrators, social service workers, and others who are critical to the work of the WFBCCC expressed that they also benefit from, and appreciate, research presentations in accessible language. Attendees also expressed that presentations needed to be provided again in even more accessible language.

The project team is in the process of creating additional outreach and education resources on the key CGM concepts used to guide the content of the symposium and glossary, in the form of videos and fact sheets, together with a communication and marketing plan for effective dissemination and continued service to the community.

Due to the success of the inaugural symposium, WFBCCC will now conduct an annual Community Research Symposium geared to a non-scientist community audience. Each year, the project team will collaborate with a WFBCCC Scientific Research Program to develop a symposium with a focus on key topics of research conducted by members and most pertinent to the cancer priorities of the catchment area. Given the success of the layperson cancer research glossary, a glossary will be developed to accompany the topics of each symposium.

The 2022 WFBCCC Community Research Symposium will be a collaborative process with the neuro-oncology research program, and planning has already begun. We are fortunate to have an endowment for community education and outreach that will be able to support our future activities.

“

Just wanted to say today’s symposium was fantastic!! ... I feel in such a short time I learned so much!!

... I really look forward to the next one!!

Community Research Symposium attendee (anonymous evaluation comment)

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CANCER RESEARCH GLOSSARY: CANCER GENOMICS & METABOLISM

Office of Cancer Health Equity

First Annual Community Research Symposium

2021



Find Out More

The WFBCCC Office of Cancer Health Equity (OCHE) is the primary facilitator of the COE mission with a focus on addressing the disproportionate burden of cancer within the catchment area. OCHE supports COE efforts by informing research designed to address catchment area needs and by providing a sustained presence in the community to ensure that community input is used to tailor outreach and education programs. OCHE seeks to enhance the understanding of the needs of the WFBCCC catchment area; remove barriers to care for underserved populations; increase diverse participation in research; and facilitate community engagement to improve cancer health outcomes.

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Contact

336-713-3665

CancerEquity@wakehealth.edu

www.wakehealth.edu/Locations/Facilities/Comprehensive-Cancer-Center/Office-of-Cancer-Health-Equity

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>