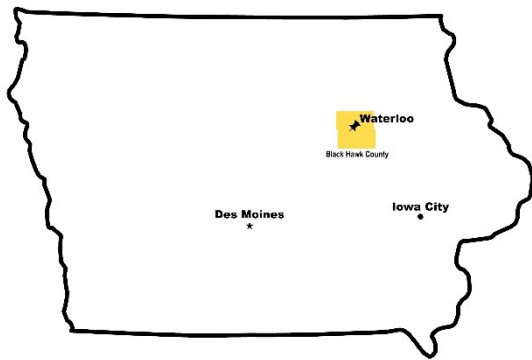


Cancer Center Supplement to Partner with Comprehensive Cancer Control Coalitions to Study Implementation of Evidence-based Interventions

University of Iowa Holden Comprehensive Cancer Center

Catchment Area

The University of Iowa Holden Comprehensive Cancer Center is located in Iowa City, Iowa. Holden’s catchment area is the state of Iowa.



Data from the Iowa Cancer Registry indicate that cancer disparities in Iowa are the greatest between the Black/African American and White populations. Iowa also has the second highest cancer mortality among the Black population of all 50 states. Within Iowa, the city of Waterloo has a large proportion of Black residents who experience substantial disparities. In 2018, Waterloo was named the worst city in the United States for Black Americans by 24/7 Wall St. due to disparities in employment, homeownership, and income.¹ Therefore, the focus of this supplement was collaboration with the Black/African American community in Waterloo/Black Hawk County, Iowa.

Public Health Focus

To address these disparities, we used a participatory process to build trust with and empower community members through the development of a steering committee. The steering committee members identified

topics of interest and determined cancer-related priority areas for this project. Using a participatory process helped to ensure that efforts, resources, and actions were appropriately focused on areas that were identified as important by community members.

At a Glance

The goals of this project were to (1) strengthen relationships between Holden Comprehensive Cancer Center, the Iowa Cancer Consortium, and Black/African American communities in Iowa by testing a process to collaborate in identifying cancer-related community needs and (2) address cancer-related community needs in Waterloo/Black Hawk County by matching evidence-based interventions with community-identified needs, then adapting, implementing, and evaluating these interventions. Additionally, we plan to adapt this process of collaboration to inform future partnerships with other communities in Iowa.

Collaborators

This project is a collaboration between Black/African American community members from Waterloo/Black Hawk County, the Iowa Cancer Consortium, the Iowa Cancer Registry, and University of Iowa Holden Comprehensive Cancer Center.

The nine-member community steering committee is made up of Black residents of Waterloo/Black Hawk County, including a chaplain, leaders of community organizations, medical professionals, cancer survivors, and community volunteers.

The Iowa Cancer Consortium, Iowa’s statewide cancer control coalition, is a 501(c)(3) funded primarily by the

Iowa Department of Health and Human Services. The mission of the consortium is to reduce the burden of cancer through advocacy, equity, and collaboration. The consortium develops, revises, evaluates, and supports implementation of the Iowa Cancer Plan. Consortium staff participated in planning and facilitating meetings and will provide funding for the evidence-based intervention.

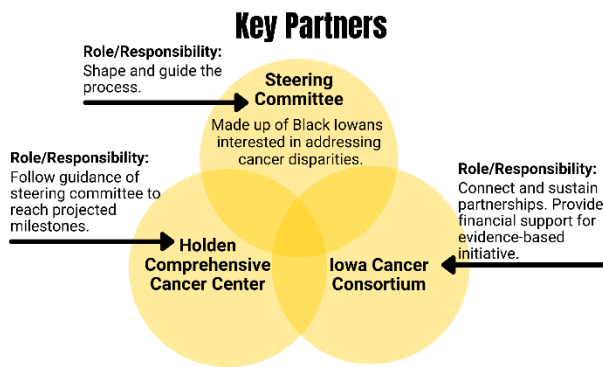
The Iowa Cancer Registry is a population-based cancer registry serving the state of Iowa. It has been a member of the National Cancer Institute's Surveillance, Epidemiology, and End Results Program since 1973. Data provided to the steering committee members was provided by Iowa Cancer Registry faculty and staff.

Collaborators from Holden include Community Outreach and Engagement faculty and staff from the Department of Epidemiology and the Department of Community & Behavioral Health, and a basic scientist from the Department of Molecular Physiology and Biophysics.

steering committee. Nominated members were then asked to nominate others from the community. After introductory phone calls, nine individuals agreed to participate on the steering committee. No nominated individuals declined participation.

The committee began meeting monthly in February 2022. Between meetings, a Holden Community Outreach and Engagement team member obtained feedback via telephone conversations with each committee member to strengthen relationships and gather input on meeting structure, organization, and topics of interest.

During the first several meetings, heavy emphasis was placed on relationship building, providing an overview of the project, and sharing data from the Iowa Cancer Registry. Using data provided by the Iowa Cancer Registry, the committee identified several areas of interest.



<p>Spring 2022</p> <p>Reviewed Iowa Cancer Registry Data</p> <p>Determined areas of interest:</p> <ul style="list-style-type: none"> • Prostate cancer disparities • Racism in health care • Racism, stress, and cancer connection • Chamberlain Manufacturing & cancer cluster investigation <p>Requested cancer cluster investigation</p>	<p>Summer 2022</p> <p>Attended HCCC Scientific Retreat</p> <p>Cancer, racism, and stress connection presentation</p> <p>Prostate cancer screening panel</p>	<p>Fall 2022</p> <p>Filmed Health Equity Video for Iowa Cancer Consortium</p> <p>Iowa Cancer Summit Presentation</p> <p>Received cancer cluster results</p> <p>Speaker from GO2 Foundation for Lung Cancer</p>
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The Approach

The first step consisted of forming a steering committee. The Holden Community Advisory Board and Iowa Cancer Consortium members nominated community members from Waterloo/Black Hawk County to participate in the

Steering committee members spent significant time over the course of the last year sharing their experiences with and learning from experts so that they are able to make informed decisions as they determine their next steps.

This project also led to several other projects. A Holden researcher hired one steering committee member to act as a project advisor and co-investigator on a project designed

to identify barriers to cancer care for Black Iowans, and the steering committee member was instrumental in shaping and guiding the overall project. Steering committee members volunteered to provide feedback on a survey about racism in the health care system for another cancer center researcher. A steering committee member created a survey to collect data on prostate cancer screening in Black men in Black Hawk County and received funding from the city of Waterloo to gather data. The survey results will be shared with the steering committee, community organizations, the Black Hawk County Board of Supervisors, and the City of Waterloo.

Steering committee members are eager for action and believe their work will serve as a catalyst in breaking down disparities in Black Hawk County. We will continue our collaborative efforts, and the committee will choose an appropriate evidence-based intervention to implement in 2023.

This project serves as the foundation to long-term, bidirectional relationships between Holden Comprehensive Cancer Center, Iowa Cancer Consortium, and Waterloo/Black Hawk County community members.

Implementation Guidance

Implementation Tip #1

Regular telephone and email check-ins between staff and steering committee members were an ideal way to obtain feedback on the meetings, gather additional information, and strengthen relationships. Meeting structure and topics were adapted based on input received during calls. As the project evolved and relationships were solidified, the planned check-ins began to occur more naturally on an as-needed basis.

Implementation Tip #2

Forming relationships is both a crucial and time-consuming process. At the start of the project, steering committee members questioned Holden Comprehensive Cancer Center's long-term commitment to the community. Additionally, steering committee members had a desire to delve into data and learn about numerous issues

impacting their community. We did not rush the process and provided data and learning opportunities as requested by the committee.

Implementation Tip #3

Community members were in the driver's seat for this project. They identified the frequency of meetings, meeting topics, and action items. Cancer center faculty and staff needed to remain flexible and be willing to shift plans, direction, and timelines to respond to the requests and ideas of steering committee members.

Sustainability Plans

Moving forward, Holden Comprehensive Cancer Center remains committed to funding and supporting the work of the Waterloo/Black Hawk County steering committee. During the December meeting, steering committee members agreed they remain committed to continuing their work. They have chosen to start by addressing community and provider education, with a focus on patient rights and racism in the health care system, risk factors for cancer, and cancer screening.

Additionally, the process of community engagement used in Waterloo/Black Hawk County will serve as a model for engaging other communities in Iowa. We have started discussions with our Community Advisory Board about expanding this model to another community in Iowa. The Community Advisory Board will provide input on selecting the next community and assist in making connections within that community.



Members of the steering committee discuss their poster with Holden Director Dr. George Weiner at the Holden annual research retreat in Iowa City.



Reference

¹ Stebbins S, Comen E. The worst cities for Black Americans. 24/7 Wall St. Published November 9, 2018. <https://247wallst.com/special-report/2018/11/09/the-worst-cities-for-black-americans-4/4/>.

Find Out More

This project was funded through an administrative supplement from the National Cancer Institute to the University of Iowa Holden Comprehensive Cancer Center-P30CA086862.

Holden Comprehensive Cancer Center Community Outreach and Engagement strives to alleviate Iowans' cancer burden by engaging Holden researchers and the population in assessing and addressing community-identified cancer control needs. For more information, please visit our website: <https://cancer.uiowa.edu/community-outreach-and-engagement>

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National Cancer Institute (NCI)-Designated Cancer Centers' community outreach and engagement (COE) efforts should span all cancer center programs, including basic, clinical, translational, and population research. The FY21 COE supplement is designed to increase COE activities and partnerships among center staff and comprehensive cancer control coalitions. The long-term goal is to build greater connections between cancer centers and state, Tribe, territory, and Pacific Island Jurisdiction-level coalitions that will lead to smoother translation of center research findings and products into use in clinical and community settings.

To learn more, visit us at: <https://cancercontrol.cancer.gov/research-emphasis/supplement/coe>