

COMMUNITY OUTREACH & ENGAGEMENT

Why is community engagement important?

Community engagement is the meaningful involvement of the community in research, clinical care and programs.



It enables us to **better understand and serve** the population's needs, making our research more timely and relevant.



It allows for **increased funding** as grant proposals are increasingly asking for intentional COE plans.



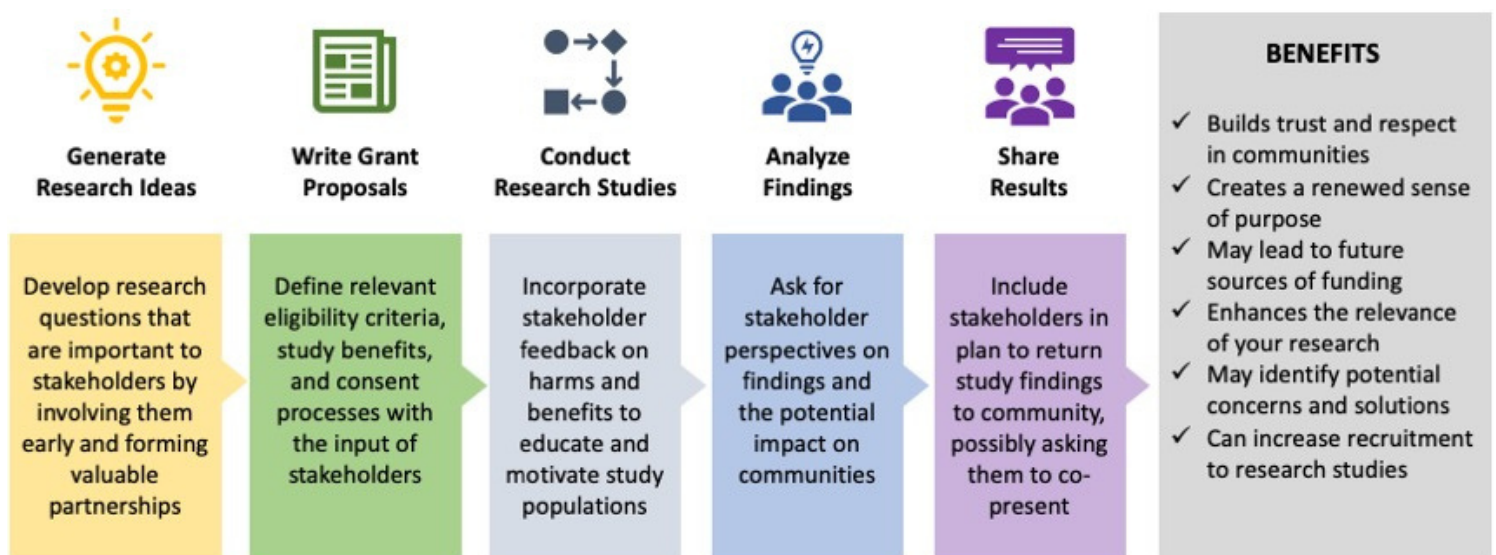
Community engagement **connects us to our mission** – to serve the entire state as NC's only public NCI designated cancer center.

How can I build a relationship with the community?

UNC Lineberger's COE team helps researchers explore ways to engage patients and community members and can connect researchers to potential partners.

Engaging Community Stakeholder in Research

(community stakeholder are patients, caregivers, providers and community-based organizations)



Contact Us:

Email: askCOE@unc.edu
unclineberger.org/community-outreach/



COE Coaching Guide:

How to infuse catchment priorities, community outreach & engagement over research lifespan

1) **Pre-Research:** Consider process for determining research focus that is catchment connected

- How can this research address a cancer burden / catchment priority?
 - Ex: Are there LCCC collaborators that can utilize the knowledge that will be gained by the research to address a cancer burden/catchment priority?
- How can this engage patients/community in developing the research question?
 - Ex: Are you engaging patient/community advisors (or CAB) in proposal?
 - Ex: Are you building off work that previously engaged community partners?

2) **During Research:** Consider how research itself can engage community members/organizations

- Ex: Does a patient/community member serve on research advisory committee?
- Ex: Do non-academic partners in NC help conduct research (e.g., recruitment assists)?
- Ex: Are students from high schools or historically Black college (HBCU) involved in lab?

3) **Post-Research:** Consider the policy or practice impact in catchment area

- What is the “So What?” of your research? Does it impact policy or practice in NC?
- Have you presented the findings of your research to non-academic audiences?
 - Ex: Researchers present findings to lay audiences (Impact = informing/educating)
 - Ex: Members speak at ACS scientific breakfasts and other community events
 - Ex: Lab participates in fundraisers (Impact = disseminating research and learning about community priorities, which could inform future research ideas)
- Strategize how your research could be more impactful across catchment area (NC)
 - Ex: Meet w/COE Office to develop dissemination plan for sharing results
 - Ex: Meet w/COE Office to identify community partners that could advise on how to translate your research results to create more impact

Examples from Lineberger Research Programs:

Population Science: (CPC)

- Colorectal cancer mortality hotspot found in catchment area using CIPHR data
- Identified predictors of CRC mortality hotspots
- Modeled statewide impact of, & piloted, CRC screening outreach programs in NC
- Engaged community partners to secure grants & conduct study
- Improved screening rates in NC
- Led to change in insurance policy coverage in BCBS

Basic Science: (MT)

- Registry/CIPHR analyses show that pancreatic cancer is prevalent in NC, especially among African American men (1.4X > whites)
- Studied KRAS gene mutations
- Identified new therapeutic approaches to treat pancreatic cancer
- Involves undergrads in Der lab
- Der Lab presented at Pancreatic Cancer Action Network and participated in their fundraisers

Clinical/Trans. Science: (BC)

- Black/white disparities in breast cancer mortality monitored using CIPHR data
- Carolina Breast Cancer Study identified biological and access-related root causes of black/white disparities
- Breast SPORE engaged patient advocates who advised studies
- Intervention studies funded
- Program members shared results at Komen Breakfast & ACS Community Advocacy Network; 100+ public, legislators attended