



# LINEBERGER COMPREHENSIVE CANCER CENTER

## Community Outreach and Engagement

*Meet the team!*



### WHO IS COE?

The Office of Community Outreach and Engagement (COE) meaningfully engages the community in UNC Lineberger’s research, clinical care, and programmatic and policy efforts to better understand and serve the population’s needs. Infusing community perspectives helps ensure Lineberger’s efforts are timely, relevant, and responsive to cancer patients and caregivers, community providers and public health practitioners, policy makers, and the public at large. Community engagement is a key priority for UNC Lineberger as a National Cancer Institute-designated cancer center.

### WHAT CAN COE DO FOR ME?

Our team can advise on topics such as health literacy, how to engage patients and community organizations, and cultural sensitivity & humility in working with populations disproportionately affected by cancer.

Some frequent requests our office receives include:

- Providing data on current cancer burden in North Carolina and beyond
- Giving guidance in the formation of a community advisory board (CAB)
- Receiving assistance from UNC Lineberger’s CAB
- Providing technical assistance on how to create a community-engaged research proposal
- Matching researchers with patient advocates and community partners
- Connecting researchers with each other

### COE AIMS



**Monitor cancer burden and identify disparities** in Lineberger catchment area (North Carolina)



**Synergize** institutional and community efforts to **engage diverse stakeholders** in addressing the cancer burden and reducing cancer disparities in North Carolina



**Amplify cancer outreach and supportive care** efforts with diverse stakeholder audiences



**Facilitate impactful and equity-focused cancer research** in North Carolina and beyond

### CONTACT US:

email: [askCOE@unc.edu](mailto:askCOE@unc.edu)

Visit: [unclineberger.org/community-outreach/](http://unclineberger.org/community-outreach/)



Established in 2018, the Office of Community Outreach and Engagement (COE) at UNC Lineberger infuses community perspectives to help guide Lineberger's research & clinical efforts, ensuring those efforts are timely, relevant and responsive to cancer patients and caregivers, providers, public health practitioners, and policymakers. It is one of only 52 National Cancer Institute-designated COE offices and the only public COE office serving the state and people of North Carolina.

**84** community-engaged studies or outreach activities led by  
**51** Lineberger researchers from  
**15+** departments  
to monitor the statewide cancer burden and identify & address disparities

2020-2021

2020-2021  
Partnered with NC HBCUs, Lineberger's Cancer Network and its training and education core to host a total of  
**20** webinars  
in the Biology of Cancer series focusing on exploring cancer disparities

**1st** round of the Community Pilot Funding Program awarded  
**\$50,000** to **5** NC community organizations  
to address cancer disparities in their communities  
2021

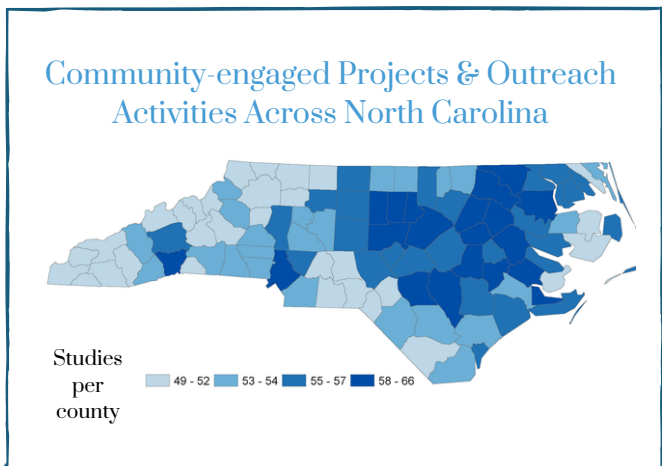
**Patients And Researchers Together**  
**15+** members of the multidisciplinary team  
Dedicated to motivating patients to donate their biospecimens for research & improving biospecimen research at Lineberger

**15** 2021 patient advocates worked with staff and researchers to guide Lineberger programs and research studies

**Lineberger Patient Advocate Activity**

**10** MPH Capstone students + **8** BSPH Capstone students + **9** practicum students & research assistants  
Engaged in COE work since 2018

In 2020-2021 each of NC's 100 counties had at least **49** Lineberger studies or projects engaging or benefitting its citizens (as shown in the map to the right)



2020-2021  
**Community Advisory Board**  
**12** diverse CAB members residing throughout the state & representing community- and faith-based organizations  
**14** developmental awards applications reviewed in clinical & population sciences  
**7** researcher requests completed

UNC Lineberger Cancer Network has hosted **74** telehealth webinars with professionals in oncology practices across the state since 2018

**Telehealth Webinars**

Helped establish Lineberger Equity Council

**14** center-wide listening sessions and town halls

**PHASE 1**

**6** areas of Lineberger where DEI change is needed

**22** ways changes will be implemented

**PHASE 2**

**80+** members implementing these changes in **10** areas including:

- Patient care
- Dismantling ineffective systems
- Conducting research with an equity lens, including clinical trials recruitment
- Improving the faculty & staff pipeline
- Addressing microaggressions

**Southeastern American Indian Cancer health Equity Partnership**

**2** community event  
**175** community reach  
**4** lectures  
**255** lecture reach

**PURPOSE:** to understand and address the cancer-related health needs of American Indian communities in our catchment areas and beyond

A collaboration between UNC Lineberger, Duke Cancer Institute, and Atrium Health Wake Forest Baptist

**LEAP** Lineberger Excellence in Advocacy Program  
Established UNC Lineberger's **1st** model to provide up to **\$40,000** annually to compensate community and patient advocates

**3** years of COE at UNC Lineberger