

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