



# On the Journey Together Community Outreach & Engagement Through Cancer Health Disparities

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# Defining Community Outreach & Engagement

- ▶ ...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people.
- ▶ Community engagement involves those affected in understanding the risks they face, and involves them in response actions that are acceptable.

# Framing COE & Cancer Health

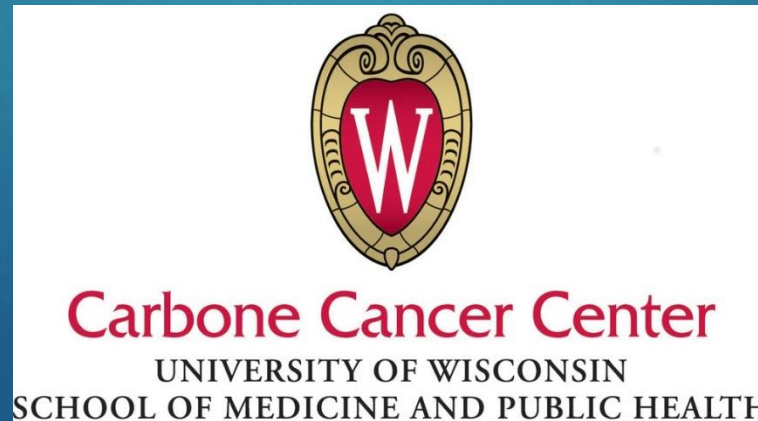
- ▶ Cancer Centers – **working with community stakeholders** – should identify community needs, communicate those needs across the Center's leadership and research programs (i.e., “in-reach”), and catalyze activities of special relevance to the Cancer Center's self-defined geographic catchment area population.

Centers are expected to work with communities to disseminate and implement evidence-based **interventions (EBIs) and guidelines, public education, and public health policy recommendations.**

# UW Carbone's COE Mission and Vision

- ▶ Our mission is to reduce the burden of cancer and cancer health disparities through impactful population science research integrated with community outreach and engagement across Wisconsin spanning prevention to the end of life.

We envision conducting the research, and community outreach and engagement, essential for defeating cancer and achieving health equity across Wisconsin and around the world.





# Cancer Health Disparities Initiative

- ▶ The Mission of the Cancer Health Disparities Initiative (CHDI) is to partner with communities, UW and Carbone Cancer Center faculty to reduce inequities in cancer burden through research, outreach, education, and training.

We are committed to the Wisconsin Idea and employ a community-based participatory approach, which places community-defined needs, partnership and capacity building **at the center of our work.**



Cancer Health  
Disparities Initiative

# Madison Gospel 5k Foundation

- ▶ Madison Gospel 5k Foundation is an organization that began in 2019
- ▶ A charitable organization that is focused on the health and wellness of families of color.
- ▶ Events and activities that promote living a healthy lifestyle.
- ▶ Health fair coupled with race event offers resources and information
- ▶ UWCCC is a sponsor and hosts a health fair booth





# Meadowood Health Partnership

- ▶ Meadowood Health Partnership is located inside of the Meadow Ridge Public Library
- ▶ Resources and services are geared towards families
- ▶ Holistic approach to improve SDoH
- ▶ Education, Outreach and Information support from CHDI



# Men's Health Talk Second Baptist Church

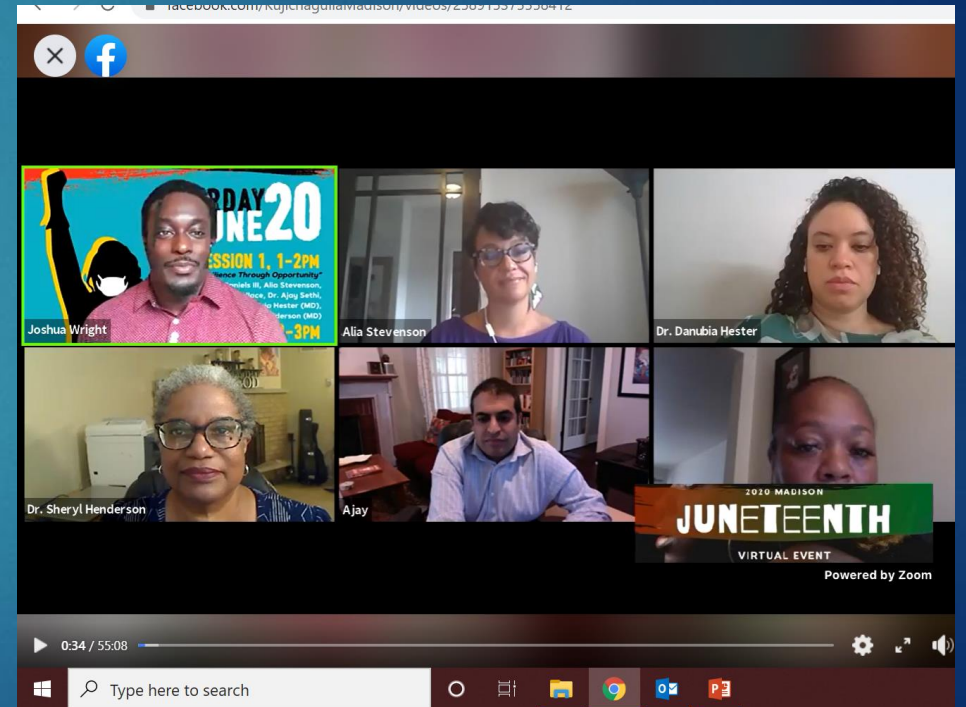
- ▶ African American Church 60+ years old
- ▶ Committed to promoting and advocating health and wellness with members and in the community
- ▶ Semi-annual health presentations
- ▶ Cancer Education: Basics, Prevention, Screening
- ▶ Complimentary topics: Diabetes, Heart Disease, Mental Wellness





# Juneteenth Celebration Kujichagulia-Madison Center for Self Determination

- ▶ Celebrated annually in Madison for 30+ years
- ▶ Focus on African American cultural experiences and highlighting the African diaspora
- ▶ Health and wellness in the African American community an important feature within the event
- ▶ This year's virtual event gave COVID-19 a large amount of attention among the scope of health awareness



# Community-Led Report

- ▶ **Nuestra Comunidad, Nuestro Futuro** calls attention to the strengths, health challenges and cancer concerns of the Latinx communities in southcentral Wisconsin.
- ▶ Centering and prioritizing voices in the community, supporting their narrative, and paired with relevant data.



# Summary

- ▶ The definitions being used will set the direction of the work
- ▶ Activities range from spreading awareness, education, research and beyond
- ▶ Where does the community fit in? Ideally, at every phase.
  - ▶ Co-creation / Planning
  - ▶ Facilitation & Recruitment / Audience
  - ▶ Proposals and Grant applications / Research Subjects



# Thank-you!

- ▶ Community Partners
- ▶ UW Carbone Cancer Center
- ▶ WI Cancer Collaborative
- ▶ Colleagues past and present in the Cancer Health Disparities Initiative
- ▶ Questions, comments, ideas and feedback:
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