Technical Assistance Resources from GW Cancer Institute

GW Cancer Institute
March 2015
BACKGROUND
GW Cancer Institute

• Founded in 2003

• **Vision**: A world with less cancer and care that is patient-centered, accessible and equitable.

• **Mission**: To create healthy communities, prepared patients, responsive health care professionals and supportive health care systems through research, advocacy and translation of evidence to practice.
CDC Cooperative Agreement

- **Title**: “Enhancing Implementation of Comprehensive Cancer Control Activities”
- **Timeframe**: 5 year grant (2013-2018)
- **Purpose**: provide technical assistance (TA) and training opportunities to support National Comprehensive Cancer Control Program grantees and their partners
TA Team

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CURRENTLY AVAILABLE TECHNICAL ASSISTANCE RESOURCES
Comp Cancer 101 Wiki

**Guidance:** summarizes CDC directives and best-practices

**Snapshot:** presents trend information

**Option:** presents strategy ideas that are not required

**Resources:** includes links to information and resources

**Examples:** provides CCC program/coalition examples of implemented guidance or options

**Submission form:** users add their own content to the page

Users click on a task or decision-point to expand it

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**Guidance:**

Strategies are activities designed to meet the state objectives. Strategies should be clearly labeled, specific, and logically related to objectives. Strategies should be evidence-based or have strong justification for hypothesized effectiveness. The plan should describe criteria and rationale for choosing the selected strategies, and how strategies will integrate with existing activities (see Tool Indicators 3, 20-24).

**Snapshot:**

- At least 1 action plan annual objective with any evidence-based or promising practice source: 91.3% (63 of 69; in 2011-2012; Source: article)
- HIGH level of description on strategies (63 plans, 2005-2007; Source: article)

**Resources:**

- Search the Community Guide for systematic reviews summarizing the evidence for cancer control interventions.
- Review NCICai slider, modules, and handouts on “Using what works: Adapting evidence-based programs to fit your needs.”
- Use NCICai’s RTIPs database to search for research-tested cancer control interventions.
- Visit NCICai’s Research to Reality online community of practice, featuring discussions and cyber-seminars on what is working in cancer control.
- The Cochrane Collaboration systematic reviews summarize primary research in order to establish whether there is conclusive evidence for specific treatments or interventions.
- NCICai’s Physician Data Query summarizes information and evidence on a wide range of cancer topics.
- Search NAACHCai’s Model Practice Database.
- Search AHDOi’s Health Care Innovation Exchange.
- Search PubMed for scholarly articles on specific topics.
- See Public Health Information & Data Tutorial to learn about how to find and evaluate the quality of information.
- CDC presentation slides from a 2010 NCCCP Director’s meeting contain lists of strategies and example activities for each of the six priority areas.

**Examples:**

- See GW Cancer Institute’s Priority Alignment Tool (forthcoming) for example strategies.

**Submission form:**

Don’t see your program/coalition’s ideas or perspectives on CCC plans here and want to share? Add to the page!

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**Organizing plan content**

- Summarize plan content and key information at the beginning of the plan
- Make your plan as readable and easy to navigate as possible to encourage use
Cancer Plan Goals are searchable by:

- Keyword
- Location
- Cancer control continuum
- Cross-cutting Topic
- Cancer type
- Health behavior/ Risk factor
- Patient population
Submit resources and success stories

Topic e.g. “Cancer - Lung”

Format e.g. “Toolkits + Guides”

Filtered Results
To subscribe: email cancercontrol@gwu.edu or go to www.cancercontroltap.org
Social Media Toolkits

- Toolkits target specific awareness months

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2014</td>
<td>Breast Cancer</td>
</tr>
<tr>
<td>November 2014</td>
<td>Lung Cancer</td>
</tr>
<tr>
<td>January 2015</td>
<td>Cervical Cancer/HPV</td>
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<tr>
<td>February 2015</td>
<td>World Cancer Day</td>
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<tr>
<td>March 2015</td>
<td>Colorectal Cancer</td>
</tr>
<tr>
<td>September 2015</td>
<td>Prostate Cancer</td>
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</tbody>
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- Explains social media basics and provides a mini-tutorial on media management
- Provides sample Facebook posts and Tweets to use
Online Academy

Executive Training on Navigation and Survivorship

• Covers the nuts and bolts of navigation and survivorship program development and implementation
• CE credits for nurses and social workers

tinyurl.com/GWOnlineAcademy
Webinars

Past Topics

• Effects of the Affordable Care Act among Cancer Survivors
• National Partnership Support to Comprehensive Cancer Control Coalitions
• Cancer Program Partnerships with Area Health Education Centers
• Tools for Cancer Plan Assessment, Development and Monitoring

Archived webinar recordings available!
“Ask the Expert” Series
Small group web-based discussions hosted by subject matter experts

December 10th 2014
Conducting the Survivorship Care Plan Use Survey
Sarah Birken, PhD
Department of Health Policy and Management
University of North Carolina at Chapel Hill

October 21st 2014
PSE Changes and the Affordable Care Act
Juliette Forstenzer Espinosa, MA, JD, LLM
Department of Health Policy
GW Milken Institute School of Public Health

Summary notes available online!
TA Peer Matching

Technical Assistance matching system to facilitate peer learning and new connections in Comprehensive Cancer Control

People volunteer to share their expertise

Join

Peer Database

Self-identified volunteers in the Database:
1. Have solid knowledge or expertise in topics related to cancer, public health programs, research methods, or special populations,
2. Are willing to be contacted to help someone,
3. Want to make a difference in cancer control!

People request technical assistance

Request

GW Cancer Institute looks for a match from the Peer Database to meet the request

Match Found

I have a question. I need information. How do I...?

Volunteer expert helps person requesting technical assistance

GW will provide assistance

How it works:
Priority Alignment Tool

Available now!

tinyurl.com/PriorityAlignment

- Streamlines the top 9 national cancer and chronic disease priorities into a simple tool
- Provides sample goals, objectives, strategies, indicators and targets for each priority topic
- Pilot tested, in final review phase
Much more to come!

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• Send us a message at [cancercontrol@gwu.edu](mailto:cancercontrol@gwu.edu)
  – Let us help promote you! Send us your success stories and resources.
  – Help us be more helpful! We want to hear your suggestions, ideas, feedback, and requests.