

# CAROLINA COMMUNITY NETWORK

...reducing breast, prostate and colorectal cancer disparities

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*Underserved Populations & Cancer Disparities*

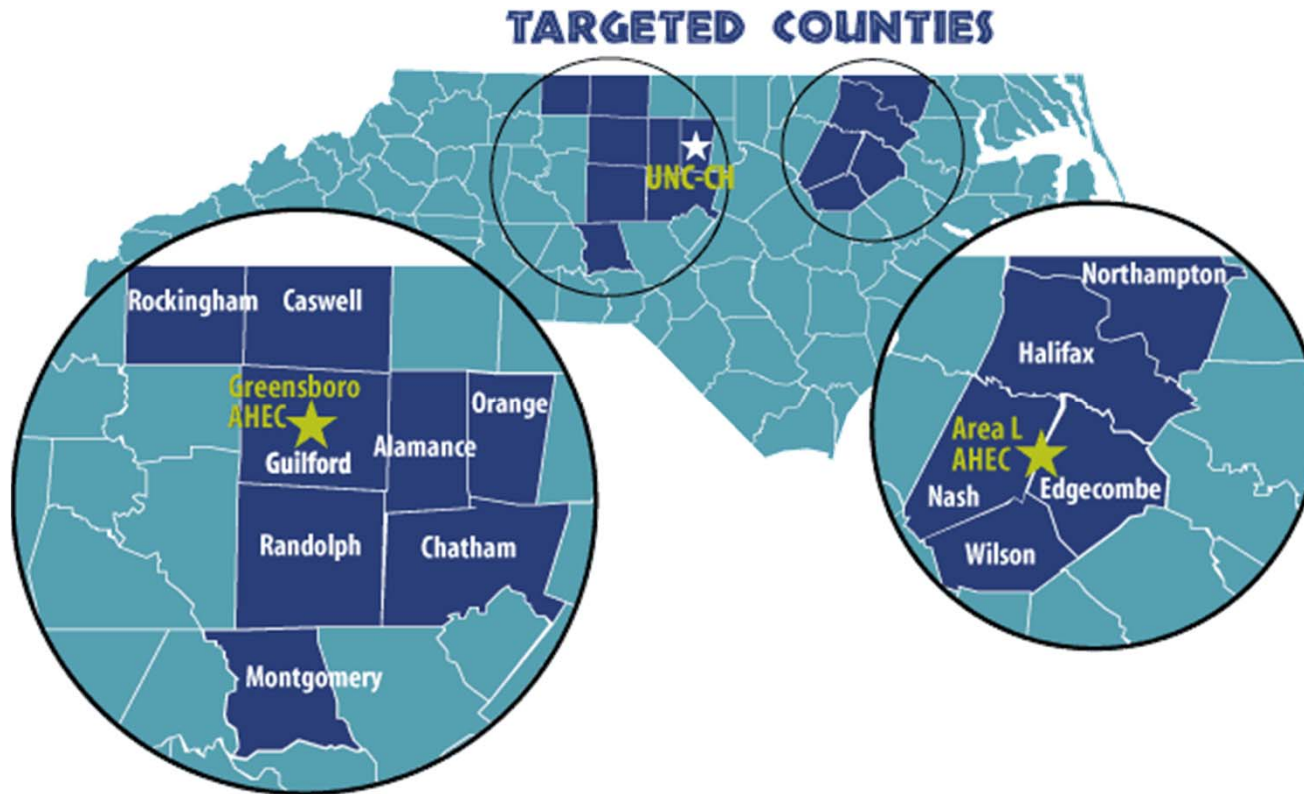
April 4, 2016

Cancer Center Administrators Forum, Fort Worth, TX



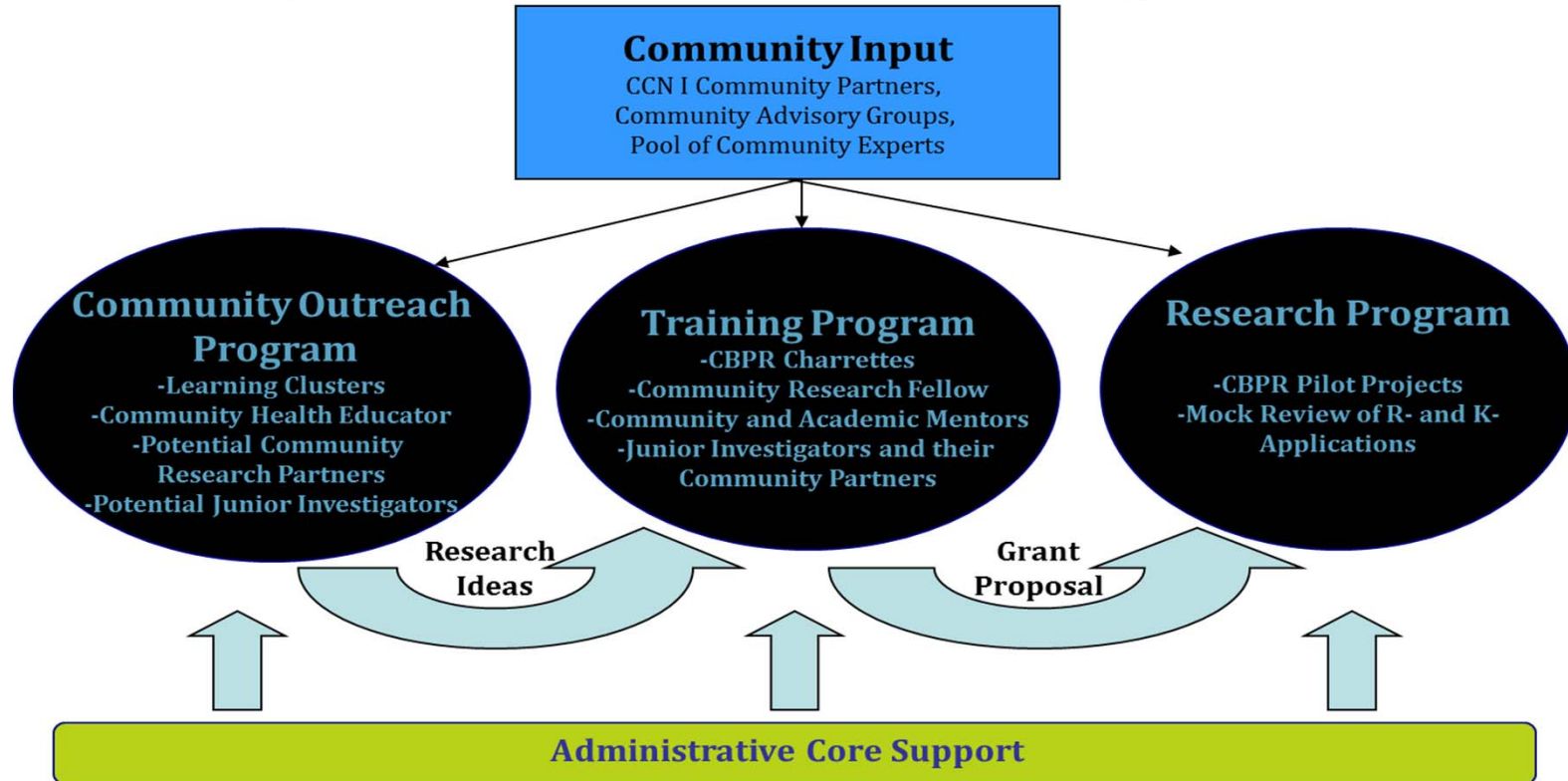
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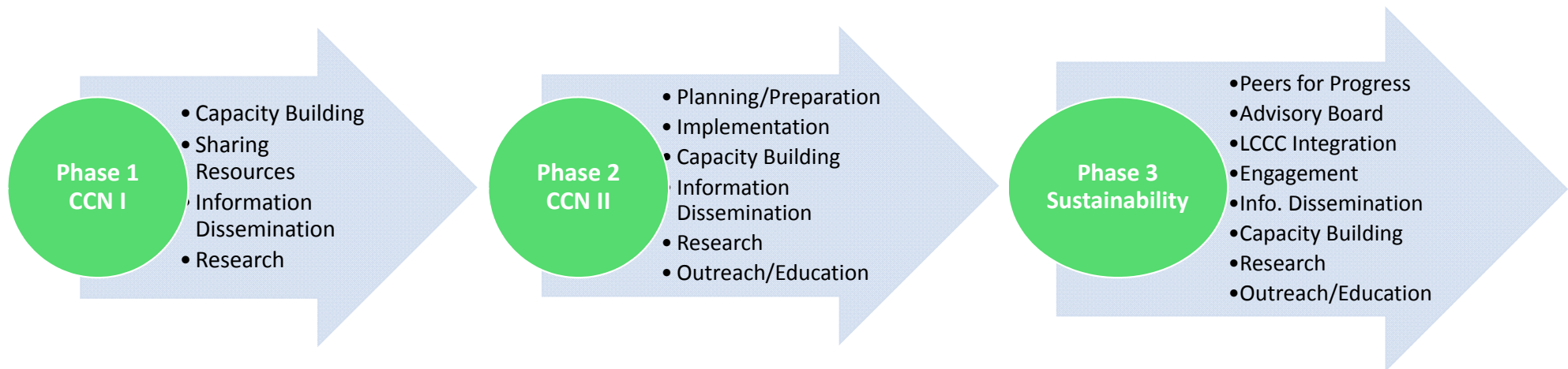


**Mission:** To reduce prostate, breast and colorectal cancer disparities among adult African Americans by leveraging long-standing university-community relationships and the community-based participatory research expertise at UNC to enhance and extend cancer education, research, and training.

**Figure 3. Generation of CBPR Research through CCN II**



# Phases of Community Engaged Cancer Health Disparities Work



# Phase 1 – Infrastructure Development

- Partnership Identification and Enhancement
- Capacity Building – community workshops
  - Research 101
  - Grant writing
  - Community-based Participatory Research (CBPR) with Photovoice methods
  - Clinical Trials 101
  - Introduction to Evidence Based Interventions (EBIs)
  - Health Communication
- Sharing Resources – Community Grants Program, materials
- Information Dissemination – manuscripts, tailored cancer information
- Community outreach/education - community events
- Research Facilitation/ Consultation – linking trainees and community



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# Rural Health Group LHA Program



Rural Health Group  
Lay Health Advisor Graduating Class 2007



LHAs register participants at program in Hollister

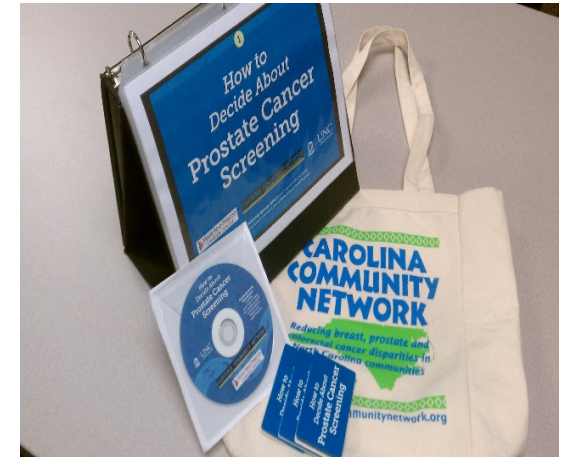
## Phase 2 – CCN II

- Partnership Maintenance – capacity building
  - Planning/Preparation
  - Implementation
- } Learning Clusters
- Prostate Cancer Ambassadors
  - Roanoke Valley Breast Cancer Coalition Conference –  
Voices in the Valley: Saving our Sisters
- Information Dissemination – Manuscripts, Tailored Information
  - Research Facilitation/Consultation – Example: assisted with focus groups with breast cancer survivors to learn about barriers/facilitators to clinical trial participation
  - Community Outreach/Education - Lay health advisors (Rural Health, Barbers, Ambassadors), Lunch and Learns



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# Prostate Cancer Ambassadors



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## Phase 3 – Sustainability

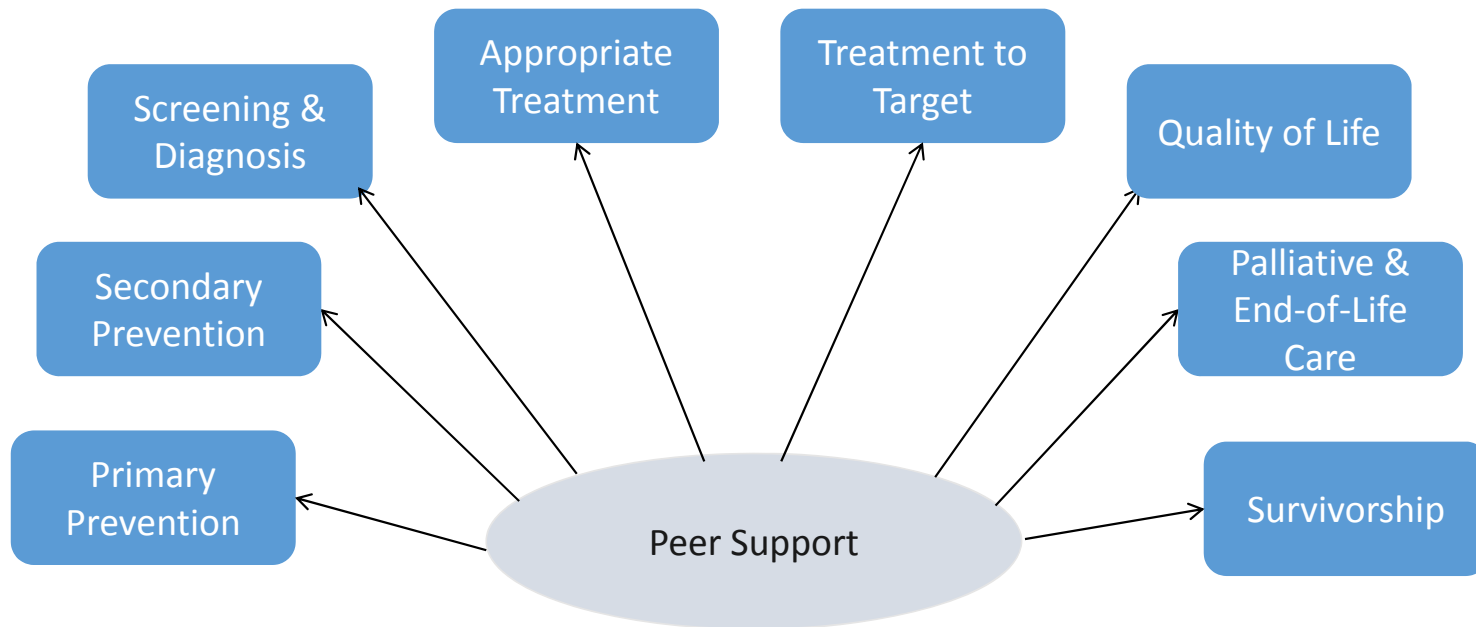
- Integration into LCCC
  - Community Health Disparities Advisory Board
  - Link across research divisions (Peer Support)
- Information Dissemination – EBIs, Manuscripts, Tailored Information
- Research Facilitation/Consultation – Development of Community Lay Navigator Program
- Community Outreach/Engagement - Peers for Progress



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# Peer Support Across the Prevention & Care Continuum



# Fundamental Role of Social Connections and Support



Human beings are more effective and happier when they have someone

- they can talk to about personal matters
- who cares about them
- who can help them when they need help

The risk of death associated with social isolation is greater than the risk associated with cigarette smoking

House, Landis & Umberson. *Science*, 1988 241: 540-544.

Holt-Lunstad, Smith, & Layton *PLOSMedicine*, 2010, 7: July e1000316  
[www.plosmedicine.org](http://www.plosmedicine.org)

Harlow, H.F., & Harlow, M. (1966)  
Learning to love. *American Scientist*  
54: 244-272.

[www.peersforprogress.org](http://www.peersforprogress.org)

# Standardization with Flexibility, Adaptability

## *Four Key Functions of Peer Support*



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