GW Cancer Center Technical Assistance Project: 
Supporting Comprehensive Cancer Control Efforts Nationwide

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BACKGROUND

Addressing a complex disease like cancer requires multi-stakeholder involvement. Technical assistance is vital to engage stakeholders and support a coordinated approach to cancer prevention and control. In 2013, the Centers for Disease Control and Prevention (CDC) awarded the Institute for Patient-Centered Initiatives and Prevention (CDC) a cooperative agreement to provide technical assistance to comprehensive cancer control (CCC) programs.

As a CDC-funded technical assistance provider, the GW Cancer Center conducts ongoing project evaluation and needs assessments through an annual survey to CCC professionals to guide the development of project activities. Through the design and implementation of comprehensive, high-quality training and technical assistance, the GW Cancer Center’s goal is to respond to the various needs of cancer control programs and their partners in all 50 states, Washington, D.C., seven tribal groups and seven U.S. Territories and Pacific Island Jurisdictions as they implement their cancer control plans.

KEY FINDINGS

Survey respondents selected CCC activities from a list of 13 options and had the opportunity to share other needs in an open text format. Respondents overwhelmingly indicated technical assistance for coalition functioning (i.e., membership engagement strategies, grants, funding and sustainability, coalition leadership and operations; building and sustaining organizational partnerships) as a major need (n=55). Technical assistance was also requested for specific topic areas highlighted below.

CONCLUSIONS

Ongoing needs assessment and evaluation inform the GW Cancer Center’s innovative technical assistance activities and the dissemination of technical assistance products through the Technical Assistance Portal (TAP). The GW Cancer Center continues to work closely with the Comprehensive Cancer Control National Partnership to ensure technical assistance efforts are coordinated and complementary in meeting identified needs.

COMPREHENSIVE CANCER CONTROL COALITION SUPPORT

CCC National Partnership

The GW Cancer Center is one of 18 organizations that make up the Comprehensive Cancer Control National Partnership (CCCP). Through coordination and collaboration, CCCNP assists CCC coalitions with developing and implementing CCC plans at the state, tribe, territory, U.S. Pacific Island Jurisdiction and local levels.

Technical Assistance Portal (TAP)

The GW Cancer Center’s Cancer Control TAP was created in response to a need voiced by cancer control professionals for a centralized website featuring existing and new technical assistance. TAP includes a resource repository, monthly e-newsletter, a “Comp Cancer 101 Wiki,” as well as webinars and Ask the Expert sessions on topics prioritized throughout ongoing needs assessment.

Community Roundtables

The GW Cancer Center is working with four Area Health Education Centers around the country to organize roundtables to integrate cancer and chronic disease prevention efforts.

POLICY, SYSTEMS AND ENVIRONMENTAL (PSE) CHANGE

The policy, systems and environmental (PSE) change approach “supports the improved health and well-being of individuals and families through a comprehensive and practical approach.” PSE change can address disparities in cancer care and lead to improved health outcomes by maximizing the reach and impact of cancer control interventions to the population level.

Action4PSEChange.org

This online tool provides an explanation of each step of the PSE change process and highlights PSE change success stories from CCC programs nationwide. The tool also provides an extensive list of resources for planning and implementing PSE change.

Action for PSE Change Training and Resource Guide (Coming Soon)

This no-cost online course thoroughly explores PSE change from its evidence base to a full-length case study. The training also includes supplemental information on communicating with stakeholders and a companion resource guide for the online training and website.

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REFERENCES


FUNDING AND ACKNOWLEDGMENTS

This work was supported by Cooperative Agreement 1U18DP006419-01 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the views of the Centers for Disease Control and Prevention.

The GW Cancer Center would like to thank the members of the comprehensive cancer control steering committee for their contributions to the technical assistance program and content of the portal.

SURVIVORSHIP AND PATIENT NAVIGATION

Cancer Survivorship E-Learning Series for Primary Care Providers

This no-cost continuing education series provides forums to educate primary care providers about how to better understand and care for cancer survivors in the primary care setting. The related National Cancer Survivorship Resource Center Toolkit provides guidance on promoting survivorship care guidelines.

Executive Training on Navigation and Survivorship

The Executive Training on Navigation and Survivorship teaches the nuts and bolts of patient navigation and survivorship program development, implementation, evaluation and sustainability.

Oncology Patient Navigator Training: The Fundamentals

This competency-based training for cancer patient navigators uses interactive presentations to prepare patient navigators to effectively address barriers to care for cancer patients and survivors.

Advancing the Field of Cancer Patient Navigation: A Toolkit for CCC Professionals

This toolkit guides CCC programs in advancing patient navigation and can be used to educate and train patient navigators, provide technical assistance to coalition members, build navigation networks and identify policy approaches to sustain patient navigation programs.

Supporting Cancer Survivors Through CCC Programs

This survivorship report presents a national snapshot of the current state of cancer survivorship in the U.S. and can assist CCC staff and coalition members with identifying cancer survivorship needs and opportunities for engagement.

COMMUNICATION

Online Communication Training for CCC Professionals 101 and 102

This two-part training uses interactive web-based presentations and supplemental guides to train CCC professionals on communication strategies. 101 covers media planning and media relations, while 102 provides in-depth training on designing and implementing evidence-based communication campaigns. Both courses have supplemental guides including resources and templates.

Social Media Toolkits

The GW Cancer Center publishes multiple social media toolkits for various health awareness observances throughout the year. These toolkits can help public health professionals establish a social media strategy, manage social media accounts, implement best practices and evaluate their social media efforts. Toolkits include evidence-informed sample messaging, tips and other resources.

GET INVOLVED!

SHARE YOUR PSE STORY

SUBSCRIBE TO A NEWSLETTER

TAKE A TRAINING

ACCESS RESOURCES

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