Mentorship Program on Evidence-Based Health Communication Campaigns for Comprehensive Cancer Control Professionals: Procedures, Outcomes and Lessons Learned from the 2015-2016 Cohort

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Learning Objectives

• Explain the process and structure of the Mentorship Program
• Describe the value of a web-based and evidence-based semi-structured Mentorship Program
• Identify areas for programmatic improvement and adaptation
Mentorship Program Need

• CDC “Enhancing Implementation of Comprehensive Cancer Control (CCC) Activities” cooperative agreement
• 2014 GW Cancer Center needs assessment
  – Collaborating, enhancing connections and building relationships
  – Evidence-based practices and interventions
  – Communication plans
Mentorship Program Purpose and Objectives

Planning, implementing and evaluating evidence-based communication campaign

Mentoring

Experiential Learning

Training and support

Increased skills in core public health competency areas, with a special focus on communication

Increased opportunities for networking and collaborative learning


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Cancer Center
Mentorship Program Participants: Mentors

Dr. Brad Love
Associate Director for the Center for Health Communication at the University of Texas

Leslie Quiroz
Communications Specialist at ICF International

Dawn Swindle
Health Education and Communications Director at Indiana State Department of Health
Mentorship Program Participants: Mentees

Miriam Karanja
Colorectal cancer screening to African American males in rural county in Arkansas

Marisa Nelson
Mammovan use in workplaces in Arkansas

Riddhi Desai
HPV vaccination administration in New Jersey clinics
- NCI Research 2 Reality (R2R) Mentorship Program structure
- CDC CCC technical assistance cooperative agreement
- $500 for mentees (implementation)
- $1,000 for mentors’ commitment
- $2,000 per mentor-mentee pair for in-person meeting travel
- GW infrastructural and human resources
- Reference materials and webcams
• Mentorship Program curriculum and description creation
• Portal creation
• Mentee application creation and review; mentor recruitment
• Administrative tasks
• Monthly Mentorship Program only, Ask-the-Expert and guest lecture meetings
• Mid- and post-program evaluation creation and administration

<table>
<thead>
<tr>
<th>Input</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short-term outcomes</th>
<th>Intermediate outcomes</th>
<th>Long-term outcomes</th>
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</thead>
</table>

- Internal meetings
- Ask-the-Expert discussions
- Internal meetings with guest speakers
• Mentorship Program portal
• Monthly meetings and seminars
- Kick-off
- Evidence-based communication
- Using community assessment, evidence and theory
- Selecting and adapting evidence-based approaches
- Choosing message appeals, tactics and channels
- Pre-testing messages
Jan
- Building relationships with journalists

Feb
- Kicking off and publicizing communication campaigns

Mar
- Implementing, evaluating and improving campaigns

Apr
- Tailoring dissemination of successes

May
- Taking stock of potential partners for dissemination

Jun
- Presentation of projects from mentors and mentees

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**Input Activities Outputs Short-term outcomes Intermediate outcomes Long-term outcomes**

**Short-term outcomes**

**Intermediate outcomes**

**Long-term outcomes**

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*GW Cancer Center*
• Mentorship Program portal
• Monthly meetings and seminars
• In-person meetings and site-visits
• Project reports from each mentee, including narrative of implementation efforts and preliminary evaluation results
• Communication and dissemination of projects
• Mentorship Program report and updated curriculum
### The Mentorship Program…

<table>
<thead>
<tr>
<th></th>
<th>Mentors</th>
<th>Mentees</th>
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</thead>
<tbody>
<tr>
<td>Increased connections to other organizations and professionals</td>
<td>5.0</td>
<td>3.7</td>
</tr>
<tr>
<td>Advancement of learning and professional development goals</td>
<td>4.3</td>
<td>4.0</td>
</tr>
<tr>
<td>Development of evidence-based communication project</td>
<td>N/A</td>
<td>3.7</td>
</tr>
<tr>
<td>Satisfaction with the relationship between mentors and mentees</td>
<td>5.0</td>
<td>4.3</td>
</tr>
<tr>
<td>Satisfaction with Mentorship Program</td>
<td>4.6</td>
<td>4.0</td>
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</table>
• Implementation and some evaluation of a high quality communication campaign in line with comprehensive cancer control goals and scope of work designed to have a positive health outcome
• Recognition and visibility of work through GW Cancer Center and chosen project dissemination outputs
Core Competencies for Public Health Professionals self-assessment

- Analytical/assessment skills
- Policy development/program planning skills
- Communication skills
- Cultural competence skills
- Community dimensions of practice skills
- Public health sciences skills
- Financial planning and management skills
- Leadership and systems thinking skills

Self-assessment ratings
- 1=None
- 2=Aware
- 3=Knowledgeable
- 4=Proficient
<table>
<thead>
<tr>
<th>Communication Skills</th>
<th>Mentee 1 Pre</th>
<th>Mentee 1 Post</th>
<th>Mentee 2 Pre</th>
<th>Mentee 2 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assess the literacy</strong> of populations served</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>4</td>
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<tr>
<td><strong>Communicate [...] with</strong> <strong>linguistic and cultural proficiency</strong></td>
<td>3</td>
<td>3</td>
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<tr>
<td><strong>Solicit input</strong> from individuals and organizations</td>
<td>3</td>
<td>4</td>
<td>2</td>
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<tr>
<td><strong>Select approaches</strong> for disseminating public health data and information</td>
<td>4</td>
<td>3</td>
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<tr>
<td><strong>Convey data and information</strong> to professionals and the public using a variety of approaches</td>
<td>3</td>
<td>4</td>
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<tr>
<td><strong>Communicate information</strong> to influence behavior and improve health</td>
<td>4</td>
<td>4</td>
<td>3</td>
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<tr>
<td><strong>Facilitate communication</strong> among individuals, groups and organizations</td>
<td>3</td>
<td>4</td>
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<tr>
<td><strong>Communicate the roles</strong> of governmental public health, health care, and other partners in improving the health of a community</td>
<td>3</td>
<td>4</td>
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<tr>
<td><strong>Total score</strong></td>
<td>26</td>
<td>29</td>
<td>26</td>
<td>32</td>
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<tr>
<td><strong>Average total</strong></td>
<td><strong>3.3</strong></td>
<td><strong>3.6</strong></td>
<td><strong>3.3</strong></td>
<td><strong>4.0</strong></td>
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<tr>
<td>Benefit</td>
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<td>--------------------------------------------------</td>
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<tr>
<td>Mentor-mentee pairing and connection regardless of location</td>
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<td>Access to experts across the country</td>
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<tr>
<td>Potential to reach a large and wide audience</td>
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Areas for Improvement

- Initial in-person meeting
- Structured deadlines
- Supplement with online Communication Training for CCC Professionals 101 and 102
- Knowledge test in addition to competency self-assessment
Acknowledgments

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Mandi Pratt-Chapman, MA
Thank You!

www.CancerControlTAP.org

- Free online learning modules on:
  - Patient navigation
  - Cancer survivorship
  - Communication and Media
- Comprehensive Cancer Control toolkits and guides
- Webinars and Ask-the-Expert sessions
- …and more!

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