**Needs Assessment on Comprehensive Cancer Control: A Guide for Future Directions for Technical Support**

Mandi Pratt-Chapman, MA; Kanako Kashima, BA; Anne Willis, MA

The George Washington University Cancer Institute, cancercontrol@gwu.edu

### BACKGROUND

In 2013 the George Washington University (GW) Cancer Institute was awarded a cooperative agreement from the Centers for Disease Control and Prevention (CDC) to provide Technical Assistance (TA) to enhance Comprehensive Cancer Control (CCC) activities.

To guide project activities and ensure efforts are aligned with the greatest areas of need, the GW Cancer Institute conducted a comprehensive needs assessment from June 2013 through June 2014. The following were key findings:

1. Many TA resources exist, but they are not accessed by everyone and do not fill every gap.
2. There is a need to strengthen local partnerships and integrate with state-level efforts to enhance activities.
3. More assistance is needed to help states link cancer and chronic disease efforts.
4. Online education programs should be developed based on adult learning theories and promising online education practices.
5. Social media may be useful to health care professionals for professional development, but health care professionals may not prefer social media over other electronic channels for TA.

From the needs assessment, the GW Cancer Institute determined that providing the following strategies will fill gaps and meet needs:

1. Communication and Coordination of TA efforts
2. Professional education and training
3. Support for cancer and chronic disease integration efforts
4. Enhanced connections across CCC programs and stakeholders

### APPROACH

**Most Desired TA Topics Identified by CCC Practitioners (n=62)**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence-based practices and interventions</td>
<td>16%</td>
</tr>
<tr>
<td>Cancer and chronic disease prevention</td>
<td>39%</td>
</tr>
<tr>
<td>Grants, funding and capacity building</td>
<td>69%</td>
</tr>
<tr>
<td>Policy, systems and environmental change</td>
<td>63%</td>
</tr>
<tr>
<td>Survivorship</td>
<td>58%</td>
</tr>
<tr>
<td>Program evaluation</td>
<td>55%</td>
</tr>
<tr>
<td>Affordable Care Act</td>
<td>55%</td>
</tr>
</tbody>
</table>

**How the GW Cancer Institute is Providing TA**

- E-newsletter
- Ask-the-Expert Series
- Community Roundtables
- Comp Cancer 101
- E-newsletter
- Online Training
- Survivorship Report
- Online Training
- Resource Repository
- Priority Alignment Tool
- Webinars
- Ask-the-Expert Series

### LAUNCHED TA PRODUCTS

- **E-newsletter**
  - 5 monthly newsletters & 528 subscribers to date; featuring new webinars, trainings, events, resources and funding opportunities from multiple entities, including the CDC, CCC National Partners, Cancer Control P.L.A.N.E.T. and Research to Reality (R2R)

- **Webinars**
  - The quarterly webinar series features educational presentations and discussions on topics identified in the needs assessment

- **Ask-the-Expert Series**
  - A forum for up to 12 CCC grantees to engage a topic expert with a focus on identifying ways to adapt interventions and approaches to local settings

- **One-on-One Assistance**
  - Individual assistance provided to 12 CCC grantees to date

### UPCOMING TA PRODUCTS

- **Survivorship Report**
  - The report presents a national snapshot of the current state of post-treatment cancer survivorship in the U.S. to guide CCC program efforts and help advance goals

- **Online Training**
  - The GW Cancer Institute is developing free web-based trainings for CCC practitioners. Topics include our signature Executive Training on Navigation and Survivorship, a competency-based patient navigator course, a training on communications and developing media plans, and a course on policy, among others

- **Comprehensive Cancer Control 101 Coalition Guide**
  - The guide is intended to provide fundamental information about CCC coalitions, from how they are structured to how they are funded, and will include TA for state cancer planning and program evaluation

- **Priority Alignment Tool**
  - The tool will help states better align their goals and activities with various national public health priorities

- **State Cancer Plan Goal Bank**
  - The goal bank will allow programs and coalitions to search for existing and available cancer plan goals to help with cancer plan drafting

- **Mentorship Program**
  - The program will build public health competencies for program coalitions or staff, provide intensive TA and enhance networking and knowledge-sharing

- **Expert Database**
  - Matches programs and coalitions needing TA to self-identified experts with past experience

### FUNDING ACKNOWLEDGMENT

This work was supported by Cooperative Agreement #5U58DP005113-08 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

### ONGOING NEEDS ASSESSMENT

The GW Cancer Institute will continue to be responsive to the needs of CCC partners and stakeholders by conducting an ongoing needs assessment and thorough evaluation of all TA activities and products.