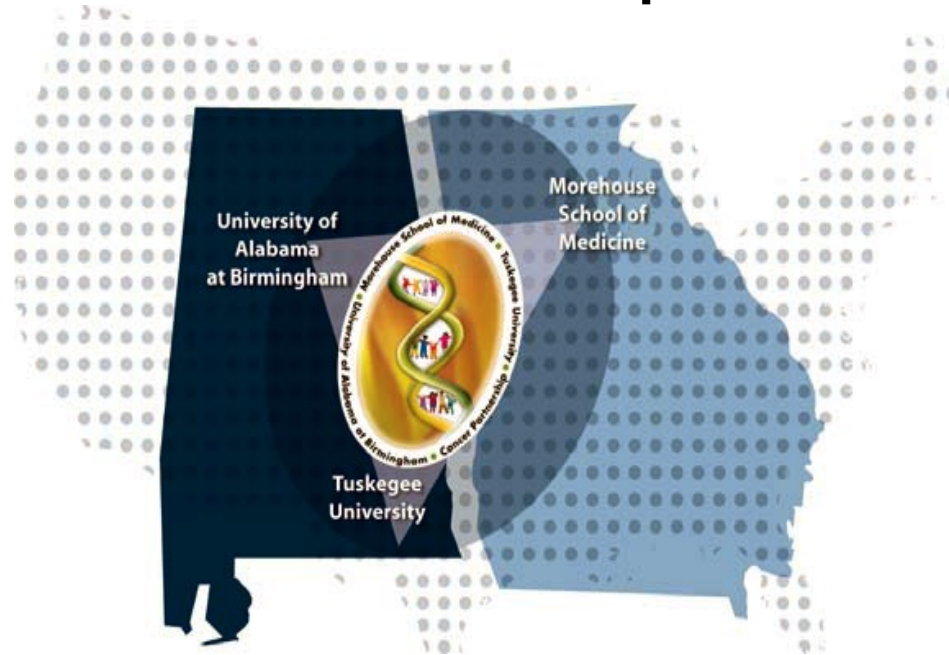


Morehouse School of Medicine/Tuskegee University/University of Alabama at Birmingham O'Neal CCC U54 Partnership



Outreach Core (OC)

Brian M. Rivers, PhD, MPH

**Contact Principal Investigator/Co-Director of OC
Professor & Director, Cancer Health Equity Institute
Morehouse School of Medicine**

***A DEEP SOUTH* Outreach Strategy**



Vivian Carter, PhD
Tuskegee University



W. Dean-Colomb, MD
Tuskegee University



Roland Matthews, MD
Morehouse
School of Medicine



Brian Rivers, PhD
Morehouse
School of Medicine



Yu-Mei Schoenberger, PhD
University of Alabama
at Birmingham

Outreach Core Team

Joint Cancer Advisory Roundtable (JCAR) Members



Felecia Barrow, MPA
 Disability &
 Preparedness Specialist
 Alabama Dept of
 Public Health



Lynn Durham, Ed.D.
 President & CEO
 Georgia Center for
 Oncology Research
 and Education (CORE)



**Sheryl Gabram-Mendola,
 MD, MBA, FACS**
 Chief Scientific Officer
 Georgia CORE



Joel McCloud, MD
 Internal Medicine
 Specialist
 Mulberry Medical
 Associates



**Pooja Mishra, MBA,
 MHA, FACHE**
 Executive Director
 Grady Georgia Cancer
 Center of Excellence



Darrell Sabbs
 Phoebe Health
 System (Albany, GA)

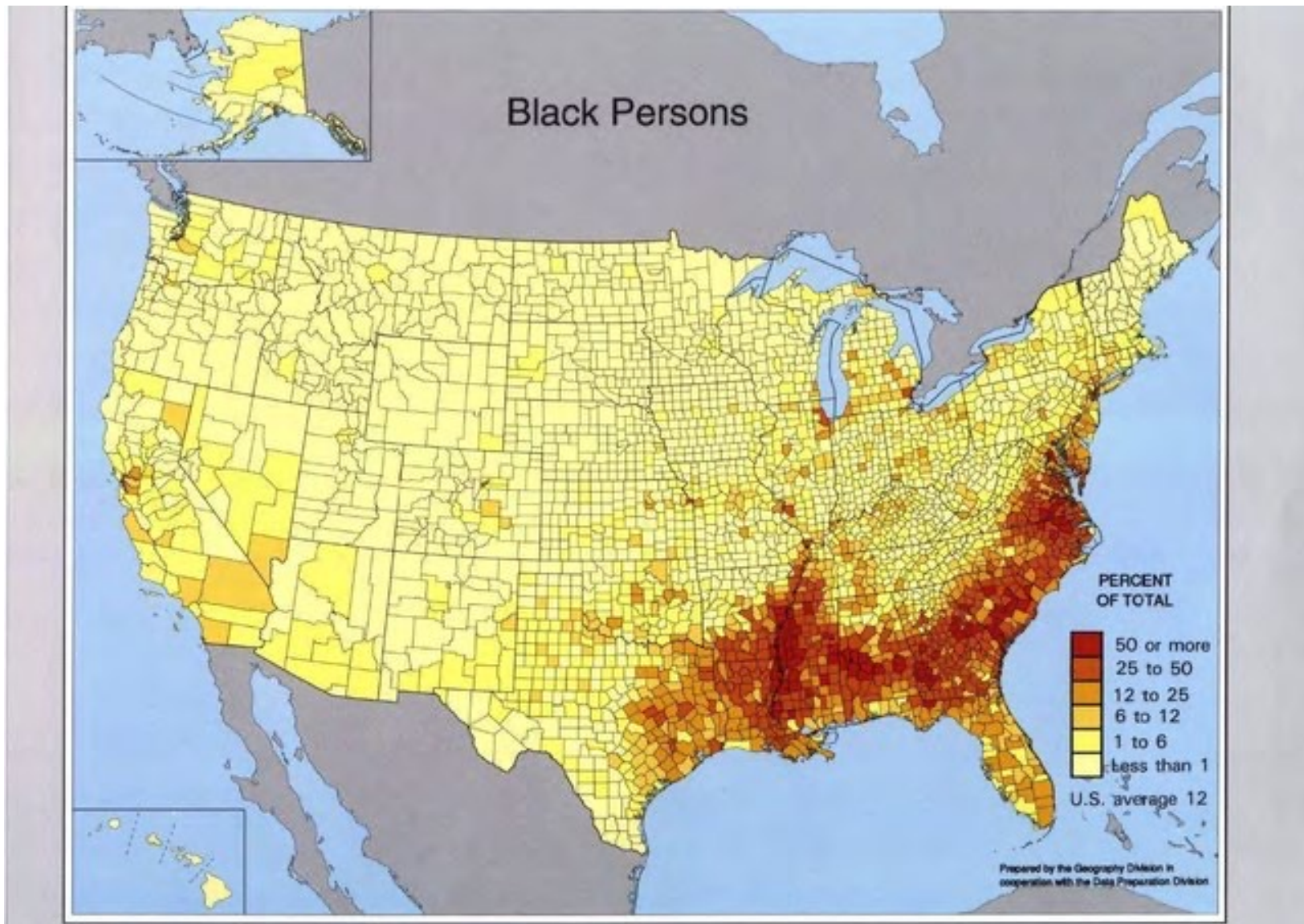


Ben Souter
 Public Education &
 Outreach Coordinator
 Grady Health System



Francine Walton, MPH
 Director of Outreach &
 Education
 O'Neal Comprehensive
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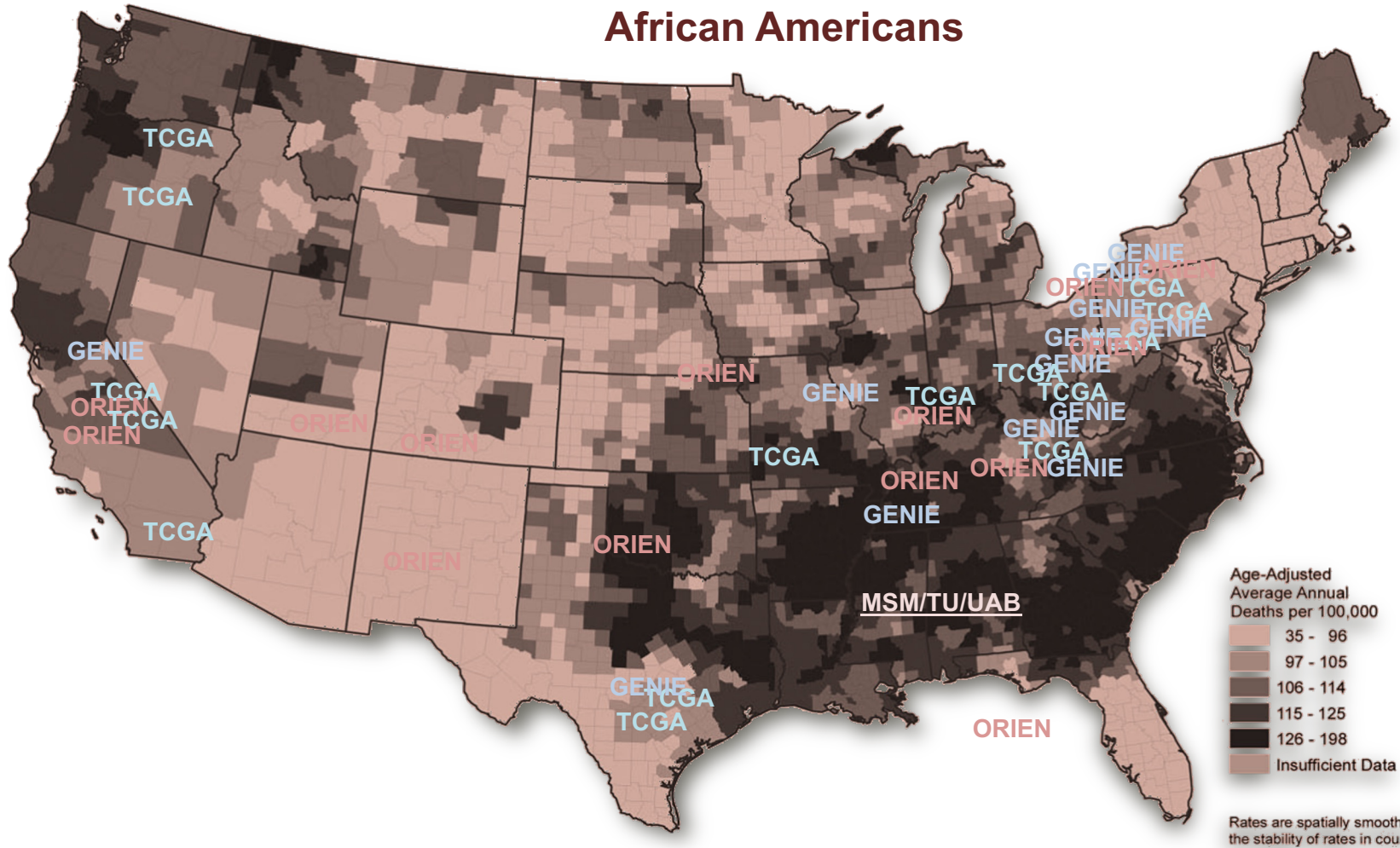
IMPACT: Target Population





IMPACT: CATCHMENT AREA

Establish and maintain cancer education, training, outreach, and research in areas with high percentage of African Americans





Overarching Goal of the Outreach Core

- Identify effective recruitment and retention strategies to increase enrollment of African Americans and Hispanic populations in **cancer genomic research and clinical trials.**
- Implement and evaluate an evidence-based, theory-informed, multi-level, *clinical trial and cancer genomics education program* (CTC-GEP) to address the determinants for African American and Hispanic participation in clinical trials and cancer genomics research.

SPECIFIC AIMS

Aim 1. Convene a Joint Clinical and Biomedical Research Advisory Roundtable (JCAR) to facilitate input into the Partnership activities and research projects, and to promote awareness of the Partnership.

Aim 2. At each of the three Partnership institutions, train a cadre of lay community navigators to serve as Clinical Community Navigators with a focus on participation in clinical trials and cancer genomic research.

Aim 3. Implement and evaluate an evidence-based, theory-informed, multi-level cancer clinical trial and cancer genomics education program to overcome barriers and to facilitate participation in genomic research and clinical trials among AA and Hispanic populations residing in the Partnership catchment areas.

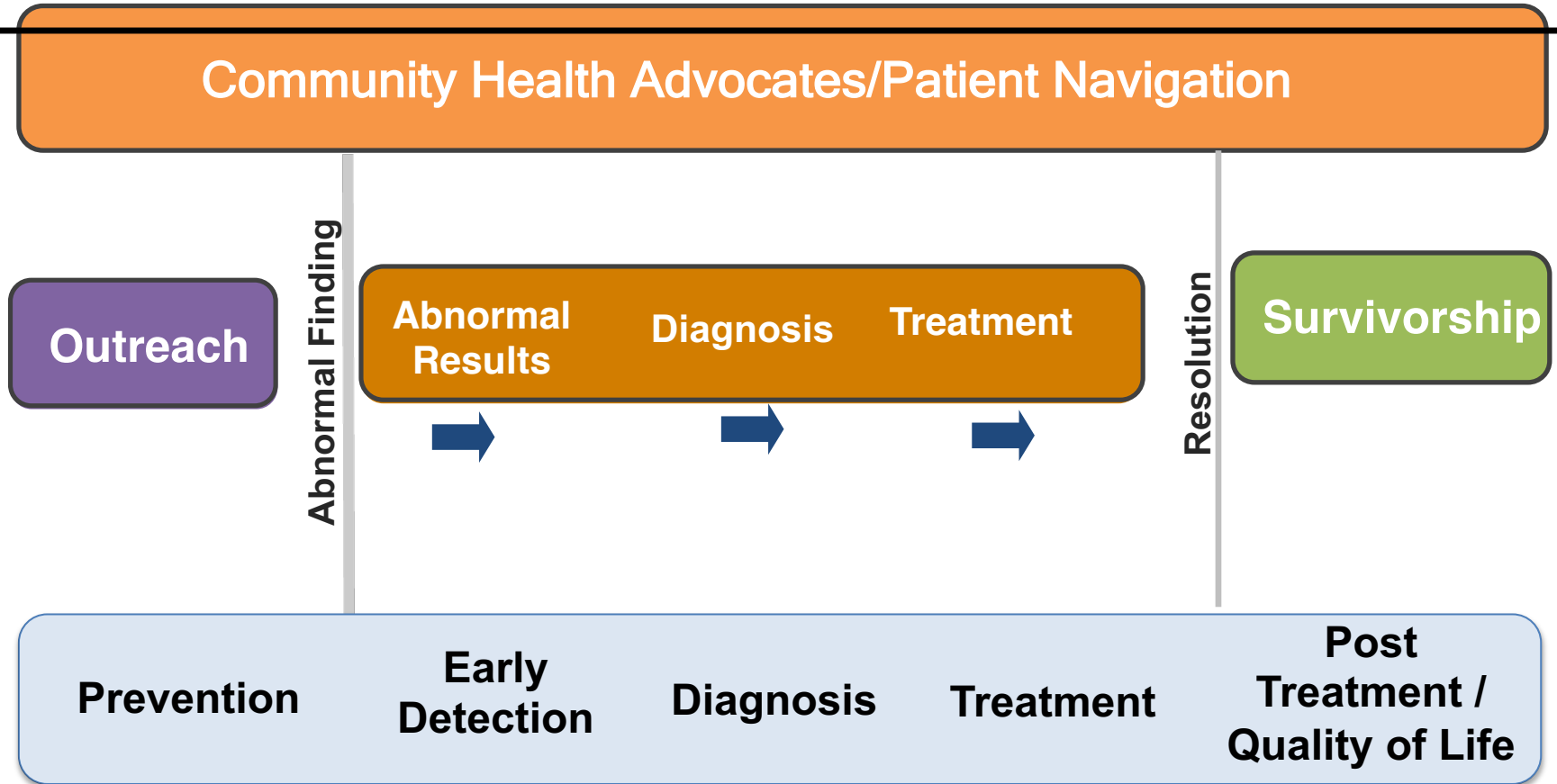


Community Scientist Model

- Partnership has a **strong history of recruiting and training lay individuals** as community health workers and navigators to disseminate cancer education and information for cancer prevention, early detection, treatment, survivorship, and most recently, clinical trials participation.
- Early in the 2005-2011 project period, we learned that *community health is a local issue*, and that each institution is situated within a unique community with specific needs and assets.
- Based on the successful implementation of the community health worker and patient navigation models, we have published **increases in age-appropriate cancer screening, adoption of healthier lifestyles, addressing SDOH, and participation of AAs in clinical trials**.
- FOR CTC-GEP, the OC will leverage the Partnership's decade-long history of recruiting, training, and engaging lay community health workers/navigators--**Clinical Community Navigator**

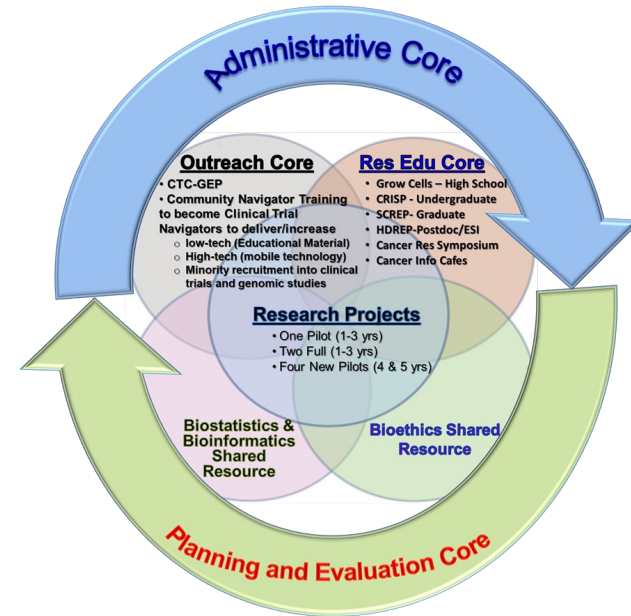
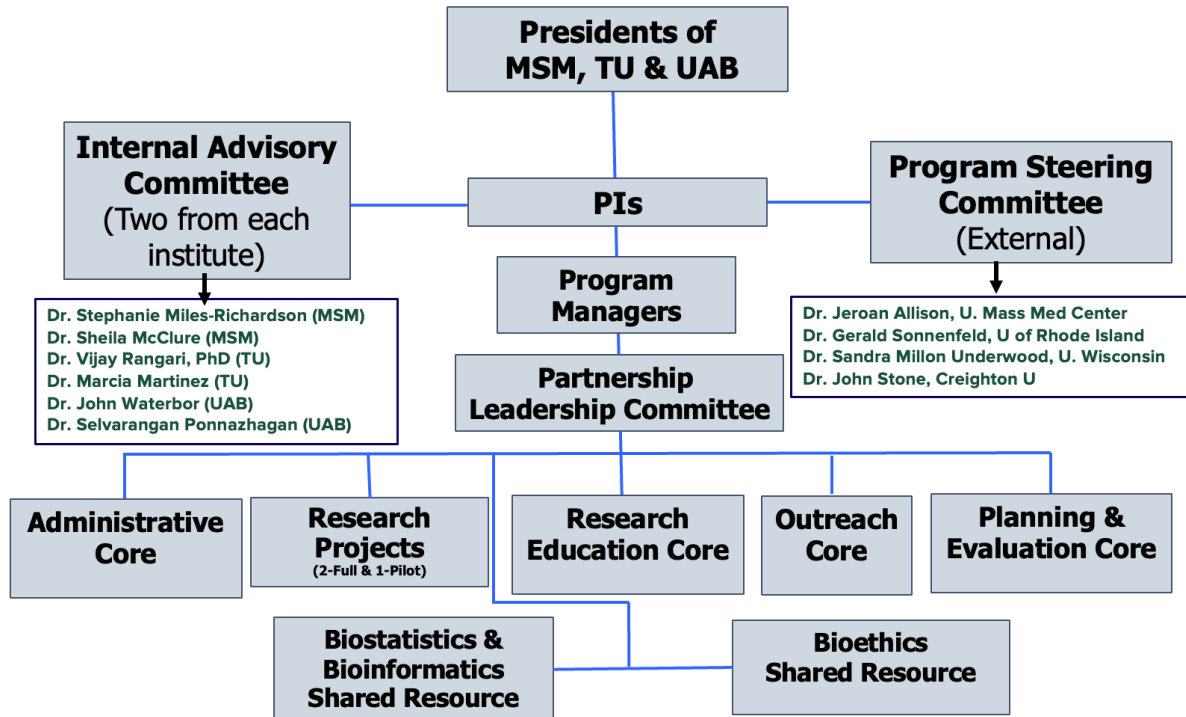
Deep South CHA Network

Over 1700 CHAs trained



Partnership has a **strong history of recruiting and training lay individuals** as community health workers and navigators to disseminate cancer education and information for cancer prevention, early detection, treatment, survivorship, and most recently, clinical trials participation.

Partnership Organization & Integration



Administrative Core

Outreach Core

- CTC-GEP
- Community Navigator Training to become Clinical Trial Navigators to deliver/increase
 - low-tech (Educational Material)
 - High-tech (mobile technology)
 - Minority recruitment into clinical trials and genomic studies

Res Edu Core

- Grow Cells – High School
- CRISP - Undergraduate
- SCREP- Graduate
- HDREP-Postdoc/ESI
- Cancer Res Symposium
- Cancer Info Cafes

Research Projects

- One Pilot (1-3 yrs)
- Two Full (1-3 yrs)
- Four New Pilots (4 & 5 yrs)

Biostatistics & Bioinformatics Shared Resource

Bioethics Shared Resource

Planning and Evaluation Core

Clinical Trials & Cancer Genomic Education Program (CTC-GEP)

Clinical Trials and Cancer Genomic Education Program (CTC-GEP)

- Vision: Establish a model to **address barriers** and to **facilitate participation** of African Americans (AAs) and Hispanics in **clinical trials and genomic cancer research** in less research-resourced environments.
- Mission: Identify **effective strategies to facilitate clinical trial and genomics research** participation among AAs and Hispanic populations.
- Goal: The goal of the Outreach Core is to implement and **evaluate an evidence-based, theory-informed, multi-level, clinical trials, and cancer genomics education program (CTC-GEP)** to address the determinants for AAs and Hispanic participation in clinical trials and cancer genomics research.

CTC-GEP Overview

- **Primary goal**: Provide genomic and research education and navigation services to AA and Hispanic cancer patients and those at increased risk for cancer
- Participants recruited from clinical and non-clinical sites
- Evaluation outcomes
 - Likely participation in research studies/clinical trials
 - Attitudes toward research studies/clinical trials
 - Actual research/trial enrollment

Aim 2 Progress: Training CCNs

- Selected Training Program

- George Washington University School of Medicine and Health Science: Oncology Patient Navigation Training: The Fundamentals

- 20 training modules

- In-depth and comprehensive in areas of terminology, treatment, stages of cancer, navigation, clinical trial participation and patient testimonials

- Genomic Training: Summer, 2023



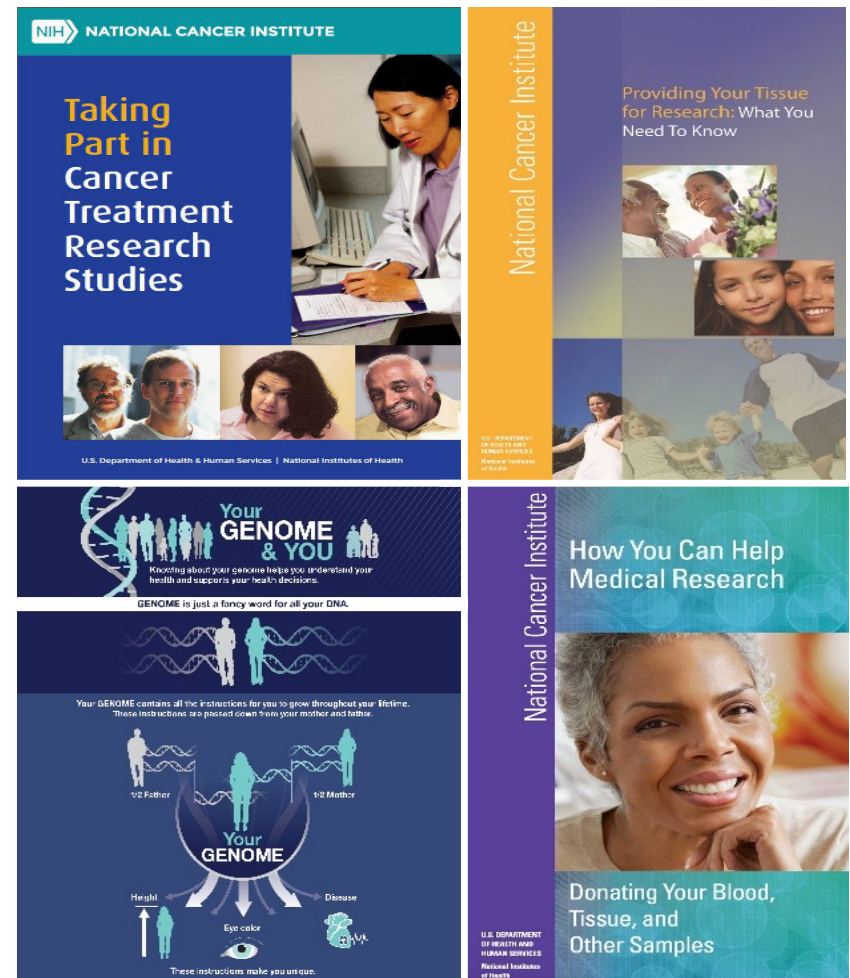
The screenshot shows the website for the George Washington University School of Medicine & Health Sciences. The header includes the GW logo, the school name, a search bar, and social media icons. A navigation menu contains links for HOME, ABOUT US, FIND A COURSE, GRAND ROUNDS CATALOG, LEARNING GROUPS, MY ACCOUNT, and CONTACT US. The breadcrumb trail reads: Home » GW Cancer Center » Oncology Patient Navigator Training: The... The main content area features a 'FEATURES' sidebar with links to Home, Calendar, Courses, News, and Discussions. The central focus is a banner for 'ONCOLOGY PATIENT NAVIGATOR TRAINING: THE FUNDAMENTALS' with a photo of a diverse group of people and a 'NO COST ONLINE COURSE' tag. Below the banner are three buttons: OVERVIEW, ACCREDITATION, and REGISTER/TAKE COURSE.

Target Population

- Eligibility criteria
 - Identify as African American or Hispanic
 - Diagnosed with cancer or at risk for cancer (this includes anyone in the general population)
 - >18 years of age
 - Able to speak and read English

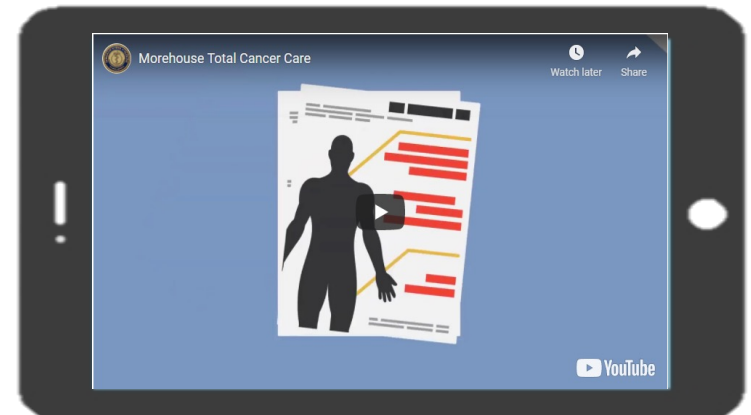
Low-Tech Toolkit

- Publications by NCI on diverse topics related to participation in research and an explanatory approach to genomics
- Provide participants with evidence-based information as it relates to clinical trials, biospecimen donation, and participation in research



High-Tech Toolkit

- Culturally tailored video that will be delivered by a CCN via mobile tablet technology
 - Personalized (genomic) cancer medicine research
 - Importance of cancer patients and survivor's participation in research
 - What is required for participating in genomic research
 - Bioethical Concerns: Risks and benefits of participation in research



Development: High-tech Toolkit



Would you consider this video to be trustworthy?

Probes: Why? Why not? Would you take any steps to verify this information? What steps would you take to verify this information?



Storyboarding Retreat

Day spent brainstorming script ideas based on the NCI booklets

First Iteration

Received video from Kindea Labs and distributed to team for feedback

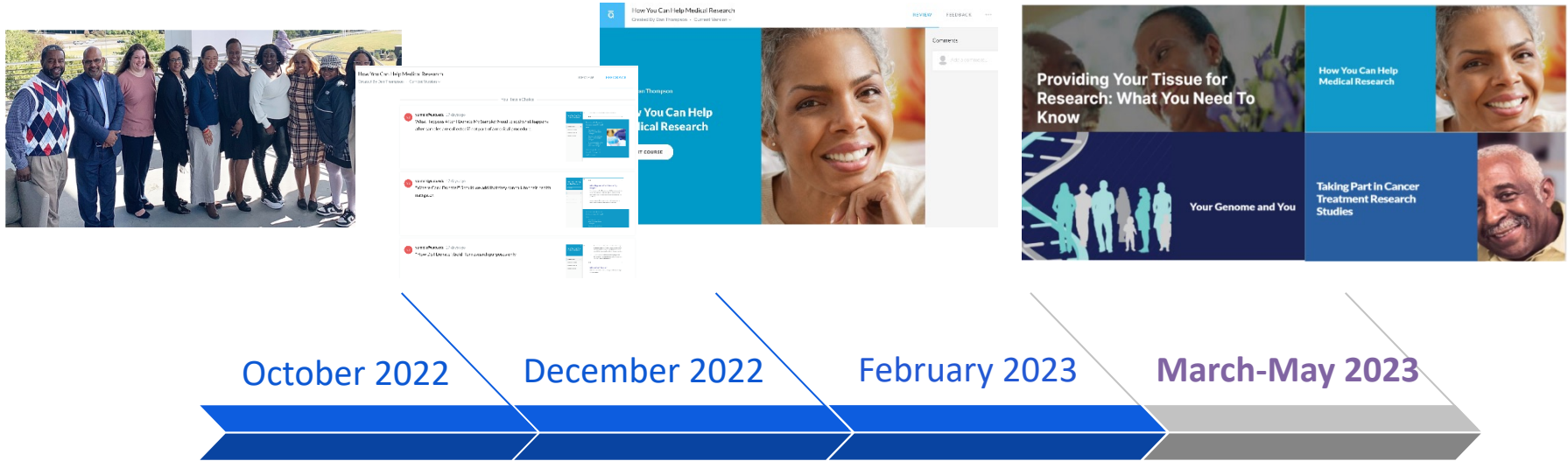
Second Iteration

Updated script and modified graphics based on feedback from team

Pilot testing

Assessed the usability and acceptability of video

Development: Low-tech Toolkit



Storyboarding Retreat

Utilized NCI booklets to brainstorm best format for delivering low tech toolkits on iPads

First Iteration

Received the online flipbook low tech from Office of Digital Learning team at MSM

Second Iteration

Modified low tech toolkits based on feedback from the team

Pilot testing

Assessed the usability and acceptability of video

High-tech toolkit

Theories and frameworks

Brainstorming/Writing

Storyboarding

Animating

Screening/revising

Acceptability testing

Final editing

Gain-framed: what are the advantages of taking action?

Impact: describes the impact and consequences of the health condition on the community

Theoretical models

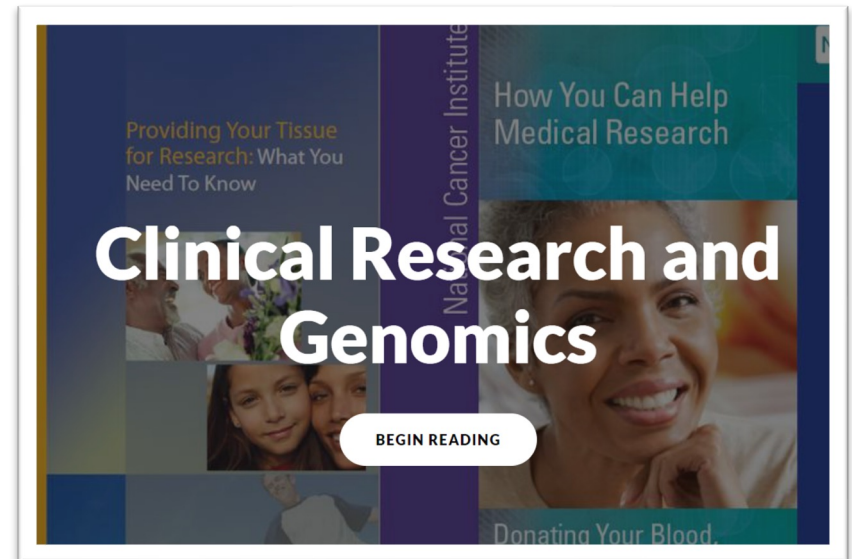
- Health belief model (HBM)
- Theory of planned behavior and reasoned action
- Extended parallel process model

July 2023-Launch of CTC-GEP!!!



High-tech Tool-kits

Low-tech Tool-kits



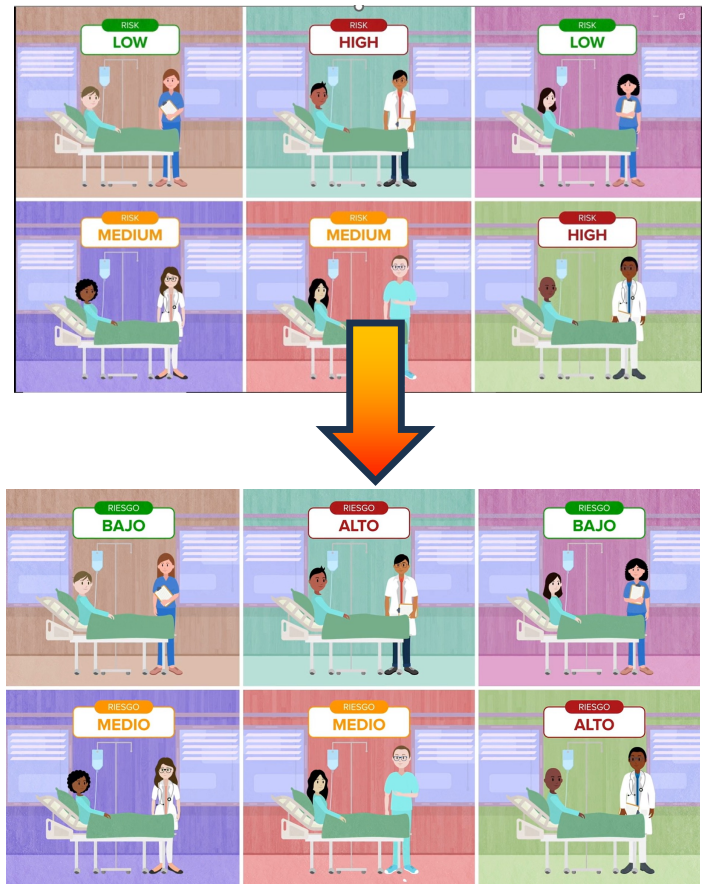
The background features a series of overlapping, diagonal stripes in various colors including orange, purple, blue, green, and yellow. Interspersed among these stripes are several circles of different sizes and colors, such as purple, blue, orange, and green, creating a vibrant and dynamic pattern.

Clinical Trials and Cancer Genomic Education Program

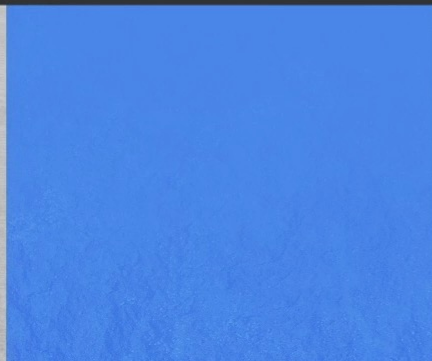
Spanish Video Creation

Spanish translation/video creation steps

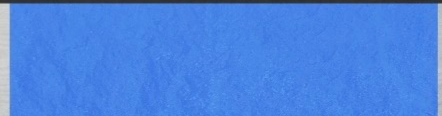
1. English script sent to a professional Spanish translator.
2. Text appearing on screen also translated by professional service.
3. Spanish-speaking voiceover options reviewed by native Spanish-speaker.
4. Translated video and script with voiceover combined by Kindea Labs.
5. Spanish-language video reviewed by native Spanish-speaker.
6. Changes to in-text and voiceover made based on feedback; video finalized.



BENEFICIOS DE LOS AVANCES EN LA CIENCIA



[Link to Video](#)



CCN + Toolkit Delivery

- CCNs will identify eligible participants based on the inclusion criteria.
- For those who agree to participate, the CRC will guide the participants through the informed consent process, secure informed consent and research authorization, and provide the participant with a paper copy.
- CRC will administer an adapted version of the Attitudes and Intention to Enroll in Therapeutic Clinical Trials (AIET) pre/post intervention.
- CCN will administer the low-or high-tech toolkit and offer navigation services as applicable.
- Follow-up assessments will be conducted at 1-, and 3-months.
- Refer to Principal Investigators/CTOs

How does the OC plan be of value to the community?

- Educate community members about genomics and clinical trials research and studies open to enrollment, such as Total Cancer Care, Ironman Initiative, NIH's "All of Us", and the Alabama Genomic Health Initiative.
- Toolkits, co-designed with support of JCAR and CCNs, will provide the community with a trusted resource about genomics and clinical trials and how to overcome impediments to research participation.
- CCNs provide easily accessible resources for community members through the video links to the toolkits, NIH public-facing webpages, CCN follow-up surveys to identify SDOH, and community dissemination programs.
- Collaboration with the **Bioethics Core** in prioritizing the ethical engagement of potential study participants from medically underserved urban and rural areas of Alabama and Georgia before enrollment in cancer clinical trial by making sure issues of trust/mistrust and an ethically-based informed consent process are addressed in the cancer genomics education program (CTC-GEP) educational tool kits.

Community Engagement







CANCER

SURVIVORS DAY

CELEBRATION 201



Outreach Core Staff

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UNIVERSITY



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Navigator



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TUSKEGEE
UNIVERSITY



MOREHOUSE
SCHOOL OF MEDICINE

O'NEAL COMPREHENSIVE
CANCER CENTER

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM