



CRTEC Community Outreach and Engagement

Kathleen O'Connor, PhD
Associate Director of Cancer Education and Mentoring

NCI Comprehensive Cancer Center

A Cancer Center Designated by the National Cancer Institute

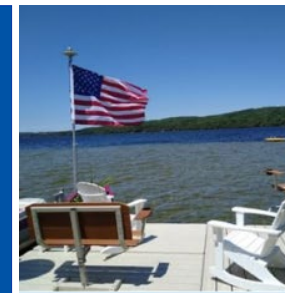




Through photovoice,
APPALACHIAN KENTUCKY
STUDENTS

are learning about cancer in their communities
 and promoting community engagement
 around cancer risk factors and risk reduction.

Appalachian Career Training In Oncology (ACTION) Program



Photovoice Project

- Using a photovoice (a community-based participatory method) framework, ACTION students took photographs of objects or scenes in their communities that represent the causes and consequences of cancer.
- The photos have been shared through the social media platform Instagram.
- Public exhibits throughout Kentucky and nationally, including the Kentucky State Capitol Building.
- Content analysis was used to identify themes that the photos and captions fit.



cancer_in_appalachia Fried chicken, mashed potatoes with gravy, and green beans cooked with bacon. A delicious and classic meal, however full of grease and fat. Foods like these commonly makes the people of eastern Kentucky healthier and increases their risk of cancer.

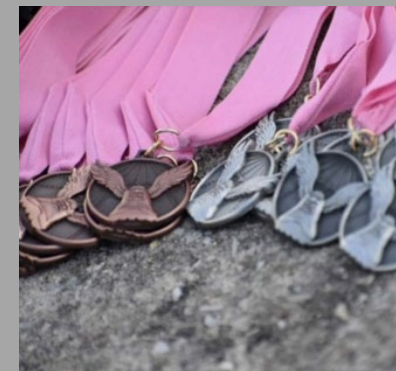
Photo by Susanna Goggans, ACTION undergraduate student from Paintsville, Kentucky.



cancer_in_appalachia A family tobacco barn.

Photo and caption by Kaitlin Schumaker, ACTION high school student from Laurel County, Kentucky.

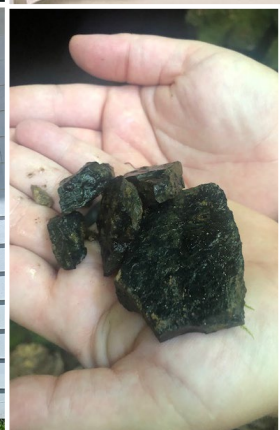
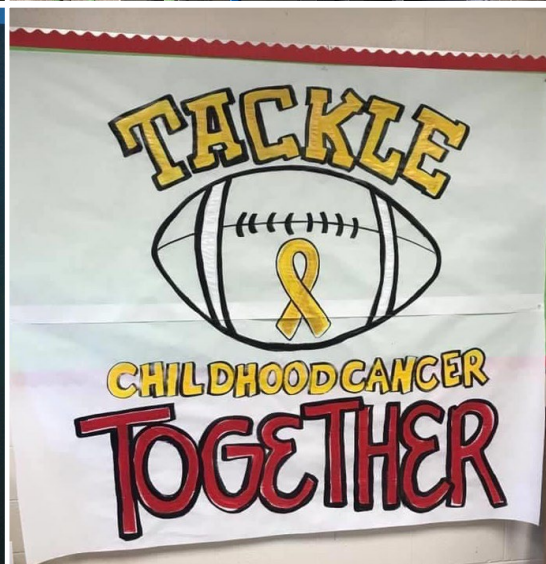
12w



cancer_in_appalachia Medals for runners of Corbin's annual Paint the Town Pink Run/Walk for breast cancer awareness.

Photo and caption by Katelyn Nigro, ACTION high school student from Whitley County, Kentucky.

34w

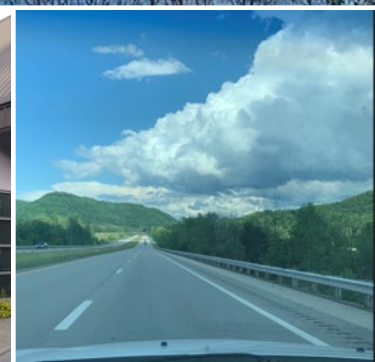
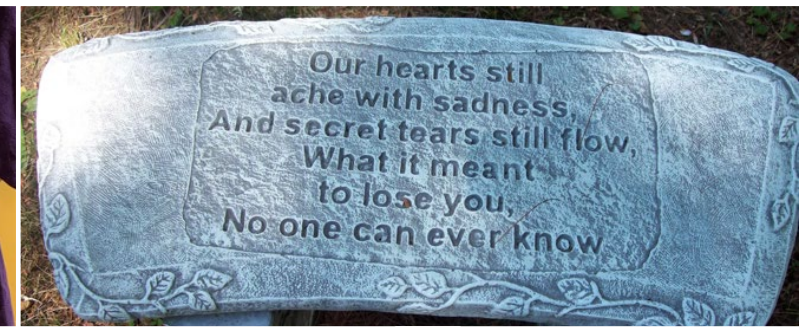


Results: A Closer Look

Images capture:

- The prevalence of tobacco in Appalachia
- The presence of harmful chemicals, including those related to the coal industry
- Unhealthy food options and eating habits
- Risky behaviors (e.g., smoking, tanning)
- Access to care issues
- Awareness and items that remind students of family and friends that have had cancer

Key takeaway: the photos align with key health behaviors and social determinants of health that drive the high cancer rates in the region.



4 MINUTES FOR CANCER RESEARCH



Faculty and Staff



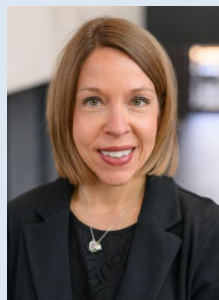
Holly
Burke



Terry
Keys



Kathy
O'Connor



Erin Oakley



Ted
Strohmeier



Jerod
Stapleton

Faculty Judges

Adebola Adegboyega
Mary Mohrin
Justin Moore
Vivek M Rangnekar
Eric J. Rellinger
Xiaoqin Jennifer Wang

Patient Advocates

Mina Boyd
Alice Davis
Jack Hillard
Erica Radhakrishnan

4 Minutes for Cancer Research is a competition that challenges graduate students and postdocs to present their research to a general audience in four minutes using only one slide. The goal is to increase trainees' science communication skills, emphasizing their ability to describe how and why their research impacts Kentuckians.

Special Thanks

Caree McAfee
Community Impact Office



4 MINUTES FOR CANCER RESEARCH



Markey
Cancer Center

An NCI Comprehensive Cancer Center

Intro Session

An Example and Advice

Tell a story	Present with your audience in mind	Engage the audience	Slides work with your story
<ul style="list-style-type: none"> What will be the take away? Grab attention w/ a hook Gradually ramp up complexity End w/ impact & importance 	<ul style="list-style-type: none"> Avoid jargon Explain key concepts Convey relevance 	<ul style="list-style-type: none"> Pacing & tone Convey enthusiasm w/: <ul style="list-style-type: none"> Voice Body language/movement Eye contact 	<ul style="list-style-type: none"> Your visual aid to tell your story Appearance quality matters Clean & simple to illustrate key concepts

Communicating Impact

“Your overall impact score is the key review outcome, the main basis for a funding decision by an NIH Institute.”

Work Sessions 2 & 3

What is your “Me Moment?”

Shrimp Scampi



Two Rounds of Competition



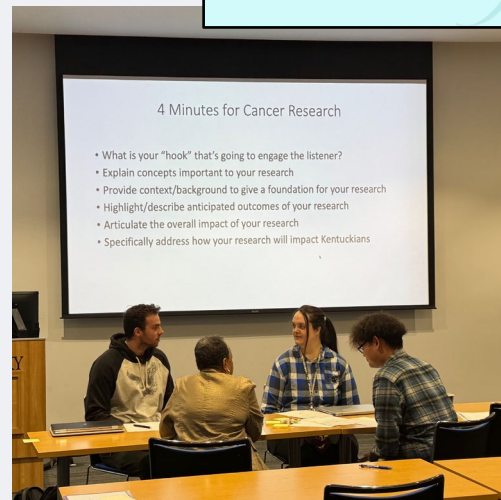
Winner presented at
Markey Cancer
Research Day

Aim 1: Monitoring Catchment Area Data

Catchment Area Data Dissemination	National Dissemination and Tools
<p>Cancer InFocus: Kentucky Ongoing data updates</p> <p>15 new regional data profiles</p> <p>Coming Soon</p> <p>Hispanic Cancer Needs Assessment with Canado (CP), Markey STRONG students, 3 organizations</p> <p>470+ surveys collected</p>	<p>Cancer InFocus™</p> <p>License agreements with 39 cancer centers, 2 registries, and NCI</p> <p>New HPV and Tobacco Dashboards</p> <p>CancerInFocus.org</p> <p>Provides data for any catchment area, state or entire U.S. All downloaded at least once.</p>

Aim 2: Fostering Community-Responsive Research

Community Research Dissemination Toolkit	Internal Dissemination	External Dissemination
<ul style="list-style-type: none"> Sample text for communication dissemination plans for grant proposals Community dissemination strategy options (infographics, social media, video) Plain language tips for creating visual presentations for non-scientific community Templates for plain language abstracts and/or infographic project summaries Glossary of plain language alternatives for cancer/research terms 	<p>25+ MCC Researchers and Trainees</p>	<p>Disseminated to 48 cancer centers</p> <p>● Cancer Centers Requested Toolkit</p> <p>■ Catchment areas covered</p>



4 Minutes for Cancer Research

- What is your “hook” that’s going to engage the listener?
- Explain concepts important to your research
- Provide context/background to give a foundation for your research
- Highlight/describe anticipated outcomes of your research
- Articulate the overall impact of your research
- Specifically address how your research will impact Kentuckians