Welcome!

PLANET MassCONNECT

Developed by the PLANET MassCONNECT Team, 2018
Funded by NCI (U54 CA156732)
PLANET MassCONECT – U54

Outreach Core of the U54 Partnership

What we provide:
- Engagement
- Surveys
- Training
- Toolkit
- Technical assistance
- Online portal
- Networks

What we ask:

Funded by the National Cancer Institute through 2021 (U54 CA156732)
Partners

Boston Alliance for Community Health

Brazilian Worker Center

Greater Love Tabernacle
"The Church with A Heart for People"
220 participants trained to date!
Introductions + what brought you here today?
Cancer *Disparities*. Health *Equity*. Social *Justice*.

In Massachusetts...

Latina women develop cervical cancer at almost **2x** the rate of white women

Black men develop prostate cancer at almost **2x** the rate of white men

Rates of colorectal cancer screening differ by *education* and *income*
Important goals, limited resources
Which would you choose?

Samsung UN60EH6003 60-Inch 1080p 120Hz HDTV (2013 Model)
by Samsung
$8,345.39 (1 new offer)
See newer version •

SunBriteTV Outdoor 65-Inch Signature 4K Ultra HD LED TV - SB-S-65-4K-BL Black
by SunbriteTV
$7,999.00
FREE Shipping on eligible orders
Only 18 left in stock - order soon.

More Buying Choices
$7,999.00 (2 new offers)
Evidence-based programs (EBPs)

Tested $\rightarrow$ Proven effective

- Save resources
- Strengthen applications
- Use latest knowledge
- Increase impact

Don’t reinvent the wheel!
Example: Breast cancer

https://rtips.cancer.gov/rtips/index.do
Friend to Friend

Training Manual
A new way of thinking

No thanks!

We are too busy
A systematic approach

1. Frame the issue
2. Find effective strategies
3. Assess partnership opportunities
4. Choose an EBP
5. Adapt an EBP
6. Plan the evaluation
7. Prepare to implement

A systematic approach...
Today is just the starting point!
Overview of www.planetmassconect.org
Step 1: Frame the issue

1. Frame the issue
2. Find effective strategies
3. Assess partnership opportunities
4. Choose an EBP
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7. Prepare to implement
Step 1

As we begin to **frame the issue**, we will learn to

- Compare different types of evidence
- Identify the best available evidence for our needs
- Determine what types of data may be useful for a given project
- Access local, regional, state, and national data
A new grant has just been released to fund programs for community health issues.

*How do we make a compelling argument?*

**ATTENTION GRANT SEEKERS**

Grant processes are currently open. Click here to learn more!
Choosing the best available evidence

- National
  - CDC data
  - National surveys
- State
  - Mass Dept. of Health
- Local
  - Targeted, but may not be representative
  - Focus area may not match
Step 1 overview

What is the community health problem you are addressing?

Community health problem

Why?

Who is impacted?
Community health problem

HPV infection and HPV vaccination

Why?

Who is impacted?
Black and Hispanic women have higher rates than white women of:

- Cervical cancer
- Vaginal cancer

Black and Hispanic men have higher rates than White men of:

- Penile cancer

Burden of HPV in MA

About **9,000** cases of HPV-related cancers were diagnosed in Massachusetts between 2004 and 2014.

There are now more new cases of HPV-related throat cancer than cervical cancer, which **mainly affects males**.

Each year, the rate of new cancers diagnosed has increased.

Why HPV vaccination?

HPV vaccination is an OPPORTUNITY to prevent 6 types of cancers in men and women.

Many influences on health = many opportunities to create change

Where can we have impact?

“Backwards” data collection

What information is needed?

What information is already available?

What information do we need to collect ourselves?

Collect and analyze data, write report, and make recommendations

What do you use to gather the data you need on identifying a health problem?
Step 1: Frame the issue

The first step to evidence-based program planning is finding high-quality data to help you choose the focus of your program and to help make the case for your health issue of interest.

Framing the health issue with data will allow you to develop a detailed picture of your community's health needs to drive your program planning efforts and also to make the case for action to your colleagues, funders, and other decision-makers.

You can sort these resources by region (geographical area) or by health topic, using the buttons below.

Note: This website focuses on a select set of health topics that are important to our community partners and to the National Cancer Institute (which is funding this program).

STEP 1 RESOURCES
MA Vaccination Rates 2016

Healthy People 2020 goal

Supplementing existing data

How is HPV vaccine uptake different across the various racial/ethnic communities in greater Boston?
Best available data

**National**
- National Immunization Survey, Teen 13-17
- American Cancer Society
- The Community Guide

**State**
- Massachusetts Cancer Registry
- Mass Dept. of Health

**Local**
- PLANET MassCONNECT website
- MDPH
Workshopping opportunity

1. Identify a health issue to tackle.

2. List the levels on which your organization can intervene.
   ◦ Include examples of activities at each level.

3. Using the web portal (www.planetmassconect.org), find data on one or two of these areas.

4. Share findings with the group
Step 2: Explore effective strategies

- Frame the issue
- Find effective strategies
- Assess partnership opportunities
- Choose an EBP
- Adapt an EBP
- Plan the evaluation
- Prepare to implement
Step 2

As we **find effective strategies**, we will learn to

- Access a range of **free resources** that summarize the best available research
- Use these summaries to **find solutions** that may work in our communities
How do we know what works?
Finding strategies

What is the **best available** data we can get?
Community Guide: Recommendations

- **Recommended**
  - Strong evidence: Effective
  - Limited evidence: Insufficient Evidence
  - Strong evidence: Recommended Against

- **Recommended Against**
  - Strong evidence: Harmful/ineffective
Searching the Community Guide

Search Filters

Active filters: Adolescents and Young Adults, Community, Community Organizing/Community-based

3 results for "hpv"

<table>
<thead>
<tr>
<th>All (3)</th>
<th>Systematic Reviews (3)</th>
<th>Tools (0)</th>
<th>In Action Stories (0)</th>
<th>Resources (0)</th>
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</table>
| Systematic Review
Insufficient Evidence
Completed October, 2013 | Oral Cancers and Potentially Malignant Disorders: Population-Based Interventions for Early Detection
with human papillomavirus (HPV) Study Characteristics The one included... |
| Systematic Review
Recommended
Completed October, 2014 | Vaccination Programs: Community-Based Interventions Implemented in Combination
Summary of CPSTF Finding The Community Preventive Services Task Force (CPSTF) recommends using a combination of community-based interventions to increase vaccination rates in targeted populations. |
| Systematic Review
Insufficient Evidence
Completed September, 2015 | Vaccination Programs: Community-Wide Education When Used Alone
members of the community about new vaccines (such as HPV), or new... |
Workshopping opportunity

1. Use the Community Guide to find a strategy that is appropriate for the health issue you chose during the last step.

2. Report findings to the group.
   ◦ Unexpected findings
   ◦ Challenges in finding strategies
Step 3: Assess partnership opportunities

1. Frame the issue
2. Find effective strategies
3. Assess partnership opportunities
4. Choose an EBP
5. Adapt an EBP
6. Plan the evaluation
7. Prepare to implement
Step 3

As we **assess partnership opportunities** to help implement EBPs, we will learn to

- Identify potential partners based on strategies chosen in Step 2
- Access and use tools to support partnership formation for EBPs

**Planet Hot Tip:** Refresh your memory about each step by visiting the Program Planning section.
Partnerships in your organization

With a partner, discuss the ways in which your organization relies on partnerships to run health program at this time.

◦ What is one thing you would like to see done differently?
◦ What is one thing your organization does well?
Partnerships: Local voices

PLANET trainees help partners use EBPs long after the training ends!
Thinking strategically about partnerships

How can we do more with what we already have?

How can we integrate partners into our work?

What resources do our partners have?

Should we leverage existing relationships?

Should we tap into new partnerships?
Diverse partners at different levels

Where can we partner to have impact on different levels?

How do you think about this strategically?

Example: MA Childhood Obesity Research Demonstration Study

Results:
- Decrease in prevalence of obesity in 1 community
- Improvements in healthy beverages & screentime behaviors in 2 communities

School
- Elementary
- Middle
- Afterschool

Early intervention
- WIC providers
- Childcare

Primary Care
- Community Health Workers
- Physicians

Community
- Youth-led media
- Environmental & policy change

Taveras Childhood Obesity 2015; Franckle Obesity (Silver Spring) 2017
Local action to improve HPV vaccination

- MA Coalition for HPV/HPV-Related Cancer Awareness
- Team Maureen
- Sociedad Latina
- American Academy of Pediatrics (MA Chapter)
- Boston Public Health Commission
- Dana-Farber Cancer Institute
- Boston Area Health Education Center (BAHEC)
- Health Quarters (Lawrence)

Assessing and Maximizing Partnerships (AMP) tool

Define goals/objectives
Create partnership snapshot

What partnerships are helpful?

Analyze partnership snapshot
Develop action plan

PLANET Hot Tip: Find this tool on the portal!
## AMP tool: Example worksheet

<table>
<thead>
<tr>
<th>Partner organization</th>
<th>Share funding/material resources</th>
<th>Help reach people</th>
<th>Share information on programs/services</th>
<th>Help promote services</th>
<th>Share staff with needed skills</th>
<th>Share space for new programs</th>
<th>Program design: HPV classes</th>
<th>Program evaluation</th>
<th>Type of organization</th>
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</table>

Current benefit of partnership: ☑️  Potential benefit of partnership: ☀️
Step 3: Assess partnership opportunities

Now that you have the data you need and a sense of strategies that might work, think about the partnerships that might help you achieve your goals.

The tools and resources in this section can help you think through important questions to set your program up for success. For example, for the strategy that seems promising, what partners can help you execute that strategy?

**STEP 3 RESOURCES**

**Assessing & Maximizing Your Organizational Partnerships (AMP) Tool**
Strategic tool from the Institute for Community Health Program Planning (ICHPP) to help practitioners and community-based organizations collect information on current and potential partnerships that are consistent with internal goals and objectives Read more...

**Asset Wheel**
The “Asset Wheel,” is a method developed by the World Bank to visualize the range of assets/resources (and connections between them) to support planning health promotion efforts.
1. List out desired benefits specific to running evidence-based programs.

2. Create a list of partners you may want to work with for your health topic of interest.