Welcome and introductions
PLANET MassCONECT – U54

Outreach Core of the U54 Partnership

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

What we ask:
- Engagement
- Surveys

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

Brazilian Worker Center

eliminating racism empowering women
ywca

Greater Love Tabernacle
"The Church with A Heart for People"
220 participants trained to date!
Why are you here?
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
Evidence-based programs (EBPs)

Tested  Proven effective

Save resources  Use latest knowledge
Strengthen applications  Increase impact

Don’t reinvent the wheel!
Research-Tested Intervention Programs (RTIPs)

**Intervention Programs**

Search Criteria Used: Breast Cancer Screening, Community

Refine Your Search

<table>
<thead>
<tr>
<th>Program Title &amp; Description (11 programs)</th>
<th>Program Focus</th>
<th>Population Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Health Education Among Hispanic Elderly Women</td>
<td>Awareness building, Behavior Modification and Motivation</td>
<td>Un- and/or Underscreened Individuals</td>
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<tr>
<td>Design: to promote mammography screening by increasing awareness of breast cancer and addressing barriers to obtaining a mammogram. (2002)</td>
<td></td>
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<tr>
<td>U.S. Army Medical Research and Materiel Command (Grant number: DAMD17-94-J-4390)</td>
<td></td>
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<tr>
<td>Criteria Matched: Breast Cancer Screening, Community</td>
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</tr>
<tr>
<td>Friend to Friend</td>
<td>Awareness building</td>
<td>Medically Underserved</td>
</tr>
<tr>
<td>Community-based intervention designed to increase mammography utilization among low-income women residing in public housing. (1998)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCI (Grant number: CA052994)</td>
<td></td>
<td></td>
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<tr>
<td>Criteria Matched: Breast Cancer Screening, Community</td>
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</table>

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

Training Manual
A new way of thinking
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
Supports for incorporating the systematic approach
Overview of www.planetmassconect.org
Step 1: Frame the issue

- Frame the issue
- Find effective strategies
- Assess partnership opportunities
- Choose an EBP
- Adapt an EBP
- Plan the evaluation
- 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!
Which would you choose?

**Samsung UN60EH6003 60-Inch 1080p 120Hz HDTV (2013 Model)**
by Samsung

$8,345.39 (1 new offer)
See newer version »

- Display Size: 60.0 inches
- Resolution: 1080p
- Model Year: 2013
- Screen Surface Description: flat
- Display Technology: LED-lit

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**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)

- Display Size: 65.0 inches
- Resolution: 4K
- Model Year: 2016
- Screen Surface Description: Matte
- Display Type: LED
Choosing the **best available evidence**
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?
Why HPV?

• Most common sexually transmitted infection in the world.
• Spread through sexual activity or skin-to-skin contact.
• Cause cancers and genital warts in men and women.

HPV-associated cancer disparities

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

The number of men and women who develop an HPV-associated cancer each year in MA (823 people) could fill up the main floor of Boston Symphony Hall.

Massachusetts estimated that there would be 200 new cervical cancer cases in 2017.


Why HPV vaccination?

HPV vaccination is an OPPORTUNITY to prevent causes 6 types of cancers in men and women.
Many influences on health = many opportunities to create change

Where can you have impact?

Step 1 overview

Create a compelling argument to

- Make the case – internally and externally
- Tell a story with the best available evidence
“Backwards” data collection

1. What information is needed?
2. What information is already available?
3. What information do we need to collect ourselves?
4. Collect and analyze data, write report, and make recommendations

<table>
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<tr>
<th></th>
<th>Qualitative</th>
<th>Quantitative</th>
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</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Explore</td>
<td>Explain</td>
</tr>
<tr>
<td><strong>Data</strong></td>
<td>Words, images</td>
<td>Numbers</td>
</tr>
<tr>
<td><strong>Method</strong></td>
<td>Focus groups, interviews</td>
<td>Surveys, experiments</td>
</tr>
<tr>
<td><strong>Results</strong></td>
<td>Understand perspective</td>
<td>Predict cause</td>
</tr>
</tbody>
</table>
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

- ≥ 1 Tetanus: 87.5%
- ≥ 1 Meningitis: 83.5%
- ≥ 1 HPV: 70%
- HPV Completion: 56%

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 MassCONECT 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?

- Strong
  - Well-supported (Multiple studies (systematic review))
- Supported
  - Research studies
- Promising
  - Program evaluation
- Emerging
  - Informal evaluation
Community Guide: Recommendations

- Strong evidence → Effective
- Limited evidence → ?
- Strong evidence → Harmful/ineffective

Recommended

Insufficient Evidence

Recommended Against
### Searching the Community Guide

#### Search Filters

- **Topics**
- **Audience**
- **Setting**
- **Finding Type**
- **Strategy**

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

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**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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<tbody>
<tr>
<td></td>
<td><strong>Oral Cancers and Potentially Malignant Disorders: Population-Based Interventions for Early Detection</strong>&lt;br&gt;Completed October, 2013</td>
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<tr>
<td></td>
<td><strong>Vaccination Programs: Community-Based Interventions Implemented in Combination</strong>&lt;br&gt;Recommended: Completed October, 2014</td>
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<tr>
<td></td>
<td><strong>Vaccination Programs: Community-Wide Education When Used Alone</strong>&lt;br&gt;Completed September, 2013</td>
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<td></td>
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</tr>
</tbody>
</table>
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

- Frame the issue
- Find effective strategies
- Assess partnership opportunities
- Choose an EBP
- Adapt an EBP
- Plan the evaluation
- 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

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

PLANET trainees help partners use EBPs long after the training ends!

91% collaborate with partners for programs

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?

Example: Shape Up Somerville (SUS)

**Results:**
Prevented unhealthy weight gain over 2 years
Incorporated into Somerville Dept. of Health

- SUS: Eat Smart, Play Hard
- Tufts University
- CBOs
- Local food providers
- Local restaurants

**Government**
- CDC
- Somerville Public Schools
- Somerville School Food Services

**Business**

**Non-profits**
- Tufts University
- CBOs

Adapted from http://intersector.com/case/shapeupsomerville_massachusetts/
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
- 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>Partnership Benefits</th>
<th>Type of organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA Coalition for HPV Awareness</td>
<td>✓</td>
<td>Non-profit organization</td>
</tr>
<tr>
<td>Boston Public Health Commission</td>
<td>✓</td>
<td>Government</td>
</tr>
<tr>
<td>Sociedad Latina</td>
<td>✓</td>
<td>Community-based organization</td>
</tr>
<tr>
<td>MA Academy of Pediatrics</td>
<td>✓</td>
<td>Medical</td>
</tr>
<tr>
<td>Boston Public Schools</td>
<td>✓</td>
<td>Education</td>
</tr>
<tr>
<td>Boston Area Health Education Center</td>
<td>✓</td>
<td>Government</td>
</tr>
<tr>
<td>Dana-Farber Cancer Institute</td>
<td>✓</td>
<td>Academic</td>
</tr>
</tbody>
</table>

**Current benefit of partnership:** ✓

**Potential benefit of partnership:** ★

- Share funding/material resources
- Help reach people
- Share information on programs/services
- Help promote services
- Share staff with needed skills
- Share space for new programs
- Program design: HPV classes
- Program evaluation
Step 3: Assess partnership opportunities

Step 1: Frame the issue
Step 2: Find effective strategies
Step 3: Assess partnership opportunities
Step 4a: Choose an evidence-based program
Step 4b: Adapt an evidence-based program
Step 5: Plan the evaluation
Step 6: Prepare to implement

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. Use the **AMP Tool** to create a partnership snapshot for your health issue of interest.

2. We will create a list highlighting the range of potential partners.