

KENTUCKY CANCER CONSORTIUM



July 2017 - June 2018 KCC Evaluation Report

In order to learn what works well and what could be improved, the Kentucky Cancer Consortium (KCC) selects a few areas each year to evaluate in depth. This report provides a brief overview of what we have learned this year.



PARTNERSHIP

What have we learned about how to work better together this year?

Kentucky Cancer Consortium, Kentucky Cancer Program and the University of Kentucky College of Public Health are collectively implementing the *Lung Cancer Prevention and Survivorship is Good Business* initiative in Casey, Christian, Clay, McCracken, Ohio, Perry and Warren counties. Our overall goal with this initiative is to reduce lung cancer disparities among male populations in Kentucky through prevention, early detection and survivorship support. Within each of the counties, worksites with mostly male employees were recruited to participate in two roundtable meetings.

The first 8 roundtable meetings were held between February and May of 2017, with a focus on understanding the lung cancer burden, gathering feedback on health information and reaching men.

A second series of 8 roundtable meetings were held between November 2017 and February 2018, with a focus on sharing resources and developing a Resource Kit to use with employees.

ROUNDTABLE #1

60
worksites

ROUNDTABLE #2

50
worksites

44 worksites & 6 key informant
interviews participated.
22 of the 50 were new.



PARTNERSHIP CONTINUED

What have we learned about how to work better together this year?

In the process of recruiting businesses and worksites with mostly male employees to participate in these county-level roundtable meetings, we have learned a lot of lessons about engaging non-traditional community partners who typically do not focus on lung cancer prevention, early detection, and especially survivorship.

What Worked Well	What Did Not Work Well	Common Concerns
<ul style="list-style-type: none"> Existing relationships in the counties Referrals and contacts from community partners, particularly respected leaders Forming new connections with interested people Offering lunch (with ACS and Patient Advocate Foundation support) Posting the meeting on the Chamber of Commerce calendar For roundtable #2, already participating in roundtable #1 and familiarity with the project Businesses that had an existing worksite wellness program Meeting with the business/organization prior to the roundtable to fully explain the project and answer questions Connection to free radon kits as part of the project 	<ul style="list-style-type: none"> Not being able to “cold call” (per IRB requirements) Rescheduling due to weather, work conflicts and short notice for the meetings Providing too much or not enough information created misunderstanding of project or requirements and reluctance to participate Some businesses that did not have employee wellness programs struggled with understanding how they could benefit from the project Closed community Small businesses not staffed enough to attend meetings Difficulty finding businesses with mostly male employees Lack of public awareness of the significance of lung cancer Lack of existing relationships with coalitions or community groups (for new staff) Connecting with the correct person at a worksite to participate Economy is struggling; many layoffs in mostly male-employed companies and some have completely closed 	<ul style="list-style-type: none"> Intimidation or uncertainty about discussing health issues, particularly lung cancer (Appalachian counties) Concern by some employers about an emphasis on men and lack of equality (non-Appalachian counties) Businesses didn’t understand why this project required such a long process. Wanted to gather information, share ideas and quickly take action (all counties–Appalachian and non-Appalachian)

PROGRAM

How are we making an impact on the cancer burden in Kentucky?

We have made a significant impact in increasing colon cancer screening and reducing incidence and mortality as a result of a strong network of entities sharing similar goals and hundreds of partners devoting time, resources, funding and energy for more than 16 years.

ORGANIZATIONS WORKING TOGETHER TO INCREASE COLON CANCER SCREENING	
TYPE OF ORGANIZATION	NAME OF ORGANIZATION
Academia	Brown Cancer Center (U of L) College of Medicine, Family and Community Medicine (UK) Kentucky Cancer Registry (UK) Markey Cancer Center (UK) Prevention Research Center (UK) Rural Cancer Prevention Research Center (UK) Rural Extension Center (UK)
Academia / Community-Based organizations	Kentucky Cancer Program (UK) Kentucky Cancer Program (U of L) Kentucky Homeplace (UK)
Health Systems	Area Health Education Centers Federally Qualified Health Centers and Community Health Centers Humana Primary Care Association Veterans Administration
Non-profit / Foundation	American Cancer Society Colon Cancer Prevention Project (C2P2) Kentuckiana Health Collaborative Kentucky Cancer Foundation Kentucky CancerLink
State and Local Government	Kentucky Department for Public Health Chronic Disease Branch Kentucky Colon Cancer Screening Program Kentucky Behavioral Risk Factor Surveillance Program Kentucky Department of Insurance Local and District Health Departments
Policy	American Cancer Society Cancer Action Network Limestone Group
Professional Associations	American College of Surgeons Kentucky Hospital Association Kentucky Medical Association



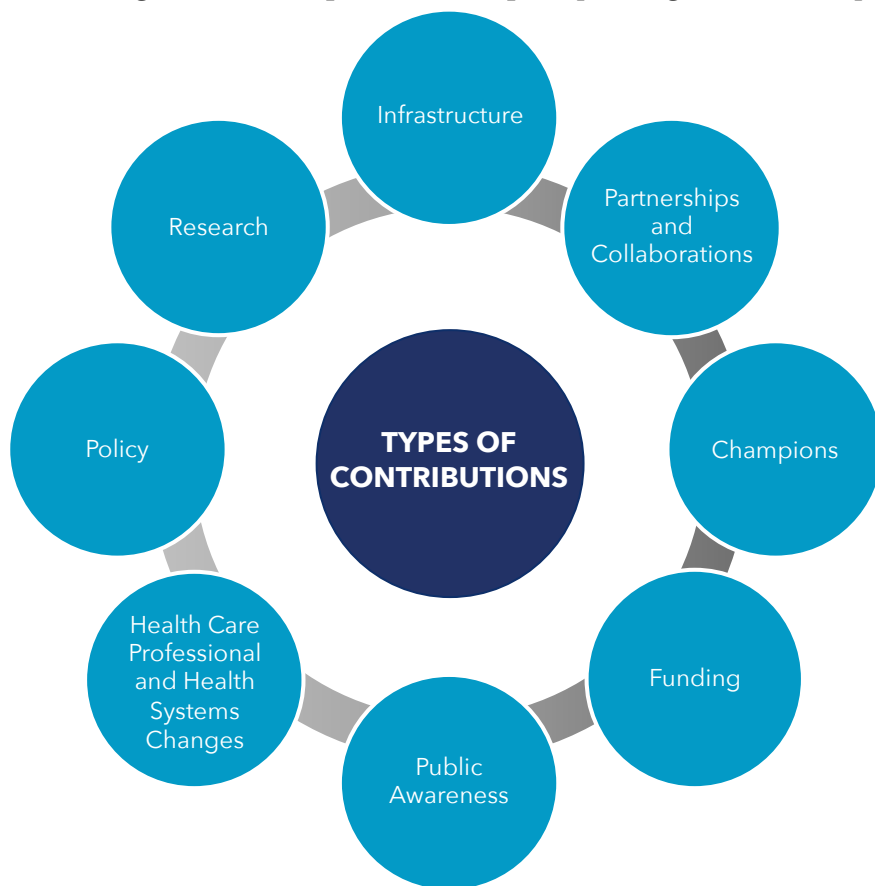
PROGRAM CONTINUED

How are we making an impact on the cancer burden in Kentucky?

We have found that it has been the contributions of many, rather than just one, that have been the most important to us to aid in increasing colon cancer screening, awareness, practice and policy change in Kentucky.

Types of contributions have included:

- Infrastructure
- Partnerships
- Champions
- Funding
- Public Awareness
 - Community outreach
 - One-on-one and Group Education
 - Small Media
- Patient Navigation
- Health Systems Changes
- Policy
- Research



Key components of our successes:

- Convening partners in neutral forums
- Providing consistent, clear and ongoing communication
- Passionate champions who provide energy, vision and perseverance
- Using data to identify the problem and develop goals, objectives and strategies
- Monitoring data, conducting evaluations and making adjustments
- Unifying messages and providing opportunities for partners to co-brand materials with their own organization's logo
- Focusing on health professionals and improving health systems
- Mobilizing partner contributions of staff/funding and people who have a personal connection to colon cancer to support advocacy and lobbying efforts
- Conducting community-based participatory research

PLAN

How are we implementing the Cancer Action Plan as the Kentucky Cancer Consortium?

Kentucky Cancer Consortium member organizations are actively working on all areas of the Kentucky Cancer Action Plan: prevention, early detection, treatment and care, and quality of life. We wanted to better understand the priority areas for our KCC member organizations and find ways to communicate, coordinate and collaborate together. We know that it takes all of us working together to reduce cancer in Kentucky. If you want to check out the current version of our Kentucky Cancer Action Plan, [click here](#).

Number of KCC organizations implementing areas in the Kentucky Cancer Action Plan	
Tobacco Prevention	32
Lung Cancer Screening	28
Treatment and Care	26
Survivorship	22
Colon Cancer Screening	22
Nutrition, Physical Activity and Obesity Prevention	21
Breast Cancer Screening	20
Cervical Cancer Screening	18
Environmental Carcinogen Prevention	10
Skin Cancer Prevention	11
HPV Prevention	5
Alcohol Prevention	3



ABOUT THE KENTUCKY CANCER CONSORTIUM

The Kentucky Cancer Consortium is Kentucky's statewide Comprehensive Cancer Control coalition comprised of more than 70 organizations who are committed to working together to reduce the significant cancer burden in our state. Cancer is too big and complex a problem for any one group to address efficiently. Comprehensive Cancer Control offers the power of collaboration as a key approach to reducing cancer.

Contact Us:

- Visit our website at <http://www.kycancerc.org/>
- To learn more about evaluation results, contact Dr. Jennifer Redmond Knight at jredknight@kycancerc.org
- To learn more about how to get involved in the Kentucky Cancer Consortium, contact Katie Bathje at katie@kycancerc.org

Project Support:

This evaluation report was supported by cooperative agreement number 1NU58DP006313-01-00, funded by 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 or the Department of Health and Human Services.

