PROGRAM FOR THE ELIMINATION OF CANCER DISPARITIES (PECaD)

Annual Report to Stakeholders 2012-2013

Building On Success and Charting New Paths
To A Region Without Cancer Disparities

Published June 2013
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ABOUT THE PROGRAM FOR THE ELIMINATION OF CANCER DISPARITIES (PECaD)

Annual Report to Stakeholders

The purpose of this annual report is to provide our stakeholders with a summary of the progress made toward the elimination of cancer disparities in our region and our communities. This report provides updates for ongoing work within PECaD from June 2012 to May 2013.

Who We Are

The mission of the Siteman Cancer Center’s Program for the Elimination of Cancer Disparities (PECaD) is to create a national model for eliminating local and regional disparities in cancer education, prevention and treatment. Working through a community advisory committee and cancer site-specific community partnerships, PECaD develops outreach and education, quality improvement and research, and training strategies that foster healthy communities and environments less burdened by cancer disparities.

Program Director

Graham A. Colditz, MD, DrPH

Niess-Gain Professor, Chief, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine; Associate Director of Prevention and Control, Siteman Cancer Center; and Deputy Director, Institute for Public Health at Washington University in St. Louis

PECaD Staff

Victoria Anwuri, MPH – Project Manager

Monique Norfolk, MPH – Program Coordinator

Matthew Brown, MPH – Research Study Coordinator

Sierra Johnson, MSW – Program Coordinator

Meera Muthukrishnan, MPH – Research Assistant

Amy Ostendorf – Media and Marketing Communications Manager
Jewel Stafford, MSW – Liaison from Goodman Lab

Jennifer Tappenden, RHIA – Data Manager

Acknowledgements

We wish to acknowledge and thank the members of our Disparities Elimination Advisory Committee, cancer site-specific community partnerships and many community organizations for their dedication and collaboration to eliminate cancer disparities in our region.

Funding

PECaD is funded by the National Cancer Institute at the National Institutes of Health (U54 CA153460), The Foundation for Barnes-Jewish Hospital, Washington University School of Medicine, and the Siteman Cancer Center. PECaD also receives additional funding from philanthropic organizations for specific programs and projects.
OVERVIEW

The Program for the Elimination of Cancer Disparities (PECaD) of the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine was established in 2003 with institutional funds to address the excess cancer burden within the region and the state, particularly for minority and medically-underserved populations. We work with community partners to develop outreach and education, quality improvement and research, and training strategies that will foster healthy communities and environments less burdened by cancer disparities.

Our efforts this past year have continued to build on a strong platform of initiatives to reduce cancer disparities in our region. We are confident that these efforts will contribute to a reduction in cancer mortality over the next 10 to 20 years. In this report, we share some of the ways we are making progress and intermediate successes, which in the long term will help to reduce cancer mortality among groups that bear the disparate burden of cancer death in our region. This report will summarize activities, provide updates, and describe results or impact where possible.

We Moved!

PECaD’s New Office Space with the Division of Public Health Sciences, Department of Surgery, on the Washington University Medical Campus
Taylor Avenue Building, 600 S. Taylor, St. Louis, MO 63110*

* Our mailing address did not change. Please mail correspondence to 660 S. Euclid Ave., Box 8100, St. Louis, MO 63110
LEADERSHIP

Disparities Elimination Advisory Committee Overview

Our community advisory committee, the Disparities Elimination Advisory Committee (DEAC), serves as our executive body. The DEAC is chaired jointly by an academic representative and a community representative. Our leadership structure also includes our Internal Scientific Leadership Team, which has community representation as well. The Leadership Team works to translate and mold recommendations and insights from our DEAC into programmatic approaches for our research, community outreach and training programs. Both the DEAC and the Internal Scientific Leadership Team work closely with community partners and our official cancer community partnerships to shape our cancer site-specific programmatic strategies.

In January 2013, we streamlined the DEAC meeting attendees to voting community and academic members only, plus primary program staff. This smaller group has fostered more robust discussion and allowed us to work jointly on program issues and challenges more effectively during meetings. Together, we have fine tuned our evaluation framework for adherence to community engagement and community-based participatory research principles across our entire program and in individual initiatives.

Our community co-chair, Maranda Witherspoon, has taken an active role providing guidance to the program, including participation with the evaluation team that is leading overarching PECaD evaluation efforts.

New Spin-off Grants

**Goodman, MS.** Supplemental funding awarded under PECaD parent grant to add additional components to her pilot, the Community Research Fellows Training Program. $50,000/year, 9/1/2012 to 8/31/2013.

**Kaphingst, K.** Supplemental funding awarded under PECaD parent grant to investigate and test preferences for models of consent for secondary research uses of biospecimens among a racially and socioeconomically diverse sample of women. $779,825 total, 9/1/2012 to 8/31/2015.
# Program for the Elimination of Cancer Disparities (PECaD)

## Current DEAC Membership

### Academic and Community Co-Chairs

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Graham Colditz, MD, DrPH</td>
<td>Program Director, PECaD</td>
</tr>
<tr>
<td>Maranda Witherspoon, MPPA</td>
<td>Program Officer, Missouri Foundation for Health</td>
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### Community Members (Voting)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Leon Ashford, PhD</td>
<td>Community Advocate &amp; Prostate Cancer Survivor; Retired Professor</td>
</tr>
<tr>
<td>Mikki (Mary) Brewster, MSW</td>
<td>Community Advocate &amp; Breast Cancer Survivor; Retiree of St. Louis Public School District</td>
</tr>
<tr>
<td>Pamela Jackson, RN, BSN, MA</td>
<td>Community Volunteer &amp; Advocate</td>
</tr>
<tr>
<td>Sherrill Jackson, RN, CPNP, MSA</td>
<td>President, The Breakfast Club; Certified Pediatric Nurse Practitioner, Betty Jean Kerr People’s Health Centers, Inc.</td>
</tr>
<tr>
<td>Veronica Richardson, RN, MSN, MBA</td>
<td>Vice President of Quality Improvement, Grace Hill Neighborhood Health Centers</td>
</tr>
<tr>
<td>Donald Suggs, DDS</td>
<td>Founder &amp; Owner, St. Louis American Newspaper</td>
</tr>
</tbody>
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### Academic/Institutional Members (Voting)

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Sarah Gehlert, PhD, MSW, MA</td>
<td>E. Desmond Lee Professor of Racial and Ethnic Diversity, Washington University George Warren Brown School of Social Work</td>
</tr>
<tr>
<td>Melody Goodman, PhD</td>
<td>Assistant Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine</td>
</tr>
<tr>
<td>Lannis Hall, MD, MPH</td>
<td>Director of Radiation Oncology, Siteman Cancer Center at Barnes-Jewish St. Peters Hospital; Assistant Professor, Washington University School of Medicine</td>
</tr>
<tr>
<td>Name</td>
<td>Role and Affiliation</td>
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</tr>
<tr>
<td>Aimee James, PhD, MPH</td>
<td>Associate Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine</td>
</tr>
<tr>
<td>Vetta Sanders Thompson, PhD</td>
<td>Associate Professor, Washington University George Warren Brown School of Social Work</td>
</tr>
<tr>
<td>Molly Tovar, EdD</td>
<td>Director, Kathryn M. Buder Center for American Indian Studies, Brown School of Social Work, Washington University</td>
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COMMUNITY PARTNERSHIPS

Overview

PECaD’s site-specific cancer community partnerships foster ongoing dialogue with community stakeholders, including individuals and community organizations in the region. Each partnership works to refine program strategies that are designed to reduce and ultimately eliminate cancer disparities. The partnerships create an avenue through which community cancer needs and priorities can be reflected in the implementation of PECaD activities.

The membership of each partnership consists of cancer survivors and advocates, representatives from community health care organizations, representatives of community-based organizations, and academic faculty members and staff. Partnership members meet regularly to review progress and refine goals and projects as needed.

We currently have three site-specific community partnerships — breast cancer, colorectal cancer and prostate cancer. Each group has actively participated in notable activities that have advanced PECaD’s mission.

Breast Cancer Community Partnership

The Breast Cancer Community Partnership (BCaP) remains very engaged with the academic community and local community organizations. Over the past twelve months, they have contributed to research and quality-improvement interventions developed to reduce breast cancer disparities across the cancer care continuum in the local region. Dr. Sarah Gehlert has shared findings and solicited feedback from BCaP on the progress of her community-based research project looking at breast cancer services in North St. Louis. The group has also been actively engaged with university and community stakeholders to foster real and sustained improvements in breast health care for vulnerable women in the region. Most recently, the group invited a speaker from the Missouri Foundation for Health to provide detailed information about the Affordable Care Act and how it will affect breast cancer services. As a result of this presentation, BCaP identified potential gaps in coverage and opportunities for breast health navigators.
Prostate Cancer Community Partnership

In the past year, the Prostate Cancer Community Partnership (PCCP) has focused on educating high-risk, African-American men about prostate cancer and providing resources to the community. The group conducted an evaluation of its reach at community PSA screening events held since 2005. The evaluation assessed how well they are reaching the target population, the nature of individual health care follow-up activities completed by participants in community PSA screening events, and other key metrics. With these data in hand, the group is currently reassessing its outreach plans. Additionally, the group is working on building its membership base. The PCCP is inviting the heads of several local organizations to join the group. To ensure continuity between meetings, PECaD provided binders for PCCP members to store agendas, meeting minutes, priority lists and more.

Colon Cancer Community Partnership

The Colorectal Cancer Community Partnership (CCCP) has been an active advisory group this past year to several ongoing research activities, including the Photovoice project and the systems-level trial to increase colorectal cancer screening in the region, both led by Dr. Aimee James. As a result of these positive interactions, several of the Photovoice project participants have started attending CCCP meetings and have expressed interest in formally joining the group. The CCCP is particularly interested in understanding the financial navigation and fear surrounding a colon cancer diagnosis, so they can better serve the community and help people overcome those obstacles. The group has invited speakers on this topic to present, including Dr. Rebecca Lobb from the Division of Public Health Sciences, Department of Surgery.
OUTREACH AND EDUCATION

The key goals of PECaD’s Community Outreach and Education Program are to:

- Engage in and extend effective outreach efforts that promote cancer prevention messages in the community
- Identify medically underserved parts of the community and related barriers to quality cancer care
- Enhance community health and access to quality cancer care and health information

Newspaper Campaign

At the end of 2012, we completed a two-year run our “My Story” cancer prevention education campaign in the St. Louis American newspaper, which featured monthly ads that provided a glimpse into a local resident’s cancer journey. Our monthly Ask The Doctor column gave readers additional cancer prevention information and resources.

BY THE NUMBERS

845 distribution points in 74 zip codes
244,000 readers each week
70% of those are African American
24 “My Story” cancer prevention ads

We also published an eight-page cancer prevention insert in the January 10, 2013, issue of the paper. This insert included a summary of the survivor stories and educational columns from the 2012 campaign, a summary of cancer prevention resources, and information about PECaD’s mission and goals.
**Update**: Beginning in March 2013, we began a new ten-month campaign in the St. Louis American newspaper highlighting the “8 Ways to Stay Healthy and Prevent Cancer,” a set of research-proven ways to lower an individual’s cancer risk. Each month, our ads focus on one of the eight ways, providing specific, culturally-relevant tips for lowering cancer risk. The first and last month of this campaign will provide an overview of all the eight ways. To create an even bigger impact, for the first time ever, the ads will run in color.

We also changed our Ask the Doctor column to a From the Doctor column to offer readers a clinician’s view on why that month’s way to prevent cancer is so important. To broaden PECaD’s ties with clinicians at Barnes-Jewish Hospital and Washington University School of Medicine, these columns are being written by residents from the Department of Medicine. This experience builds internal awareness and support for PECaD and provides an excellent community outreach opportunity for the residents.

**Download**: Our ads can be found on our website under Outreach and Education.
Radio Campaign

PECaD continued its Health Connections radio sponsorship with Clear Channel Radio on KMJM Majic 100.3 FM and Hallelujah 1600 AM. PECaD-affiliated cancer prevention and health disparity experts from Siteman and Washington University were interviewed live on the FM radio station at 7:30 a.m. on the first and third Sundays of each month on the show “Sunday Morning Live”. Each interview was re-aired on the AM radio station at 5:30 p.m.

BY THE NUMBERS
Each interview was heard by 13,000 people
20 total live interviews in 2012
1,200 on-air minutes dedicated to cancer prevention

Topics discussed live on air with PECaD experts include:
- Tips for Healthy Eating
- Cancer Screenings
- Role of Exercise in Cancer Prevention
- Doctor-Patient Communication
- Clinical Trials and Research Participation
- Link Between Obesity and Cancer
- Secondhand Smoke
- Your Disease Risk Website

Moving Forward: We renewed this project for 2013. The interview topics will coordinate with the 8 Ways to Prevent Cancer topic running that month in the St. Louis American newspaper, so PECaD will offer consistent and reinforcing cancer prevention key messages in the community through multiple platforms.

Download: Recorded audio from all interviews is available on the Outreach and Education section of our website.
Outdoor Transit Campaign

PECaD finished its first-ever outdoor transit cancer prevention education campaign at the end of 2012. This campaign placed cancer prevention messages in four places: inside the Metro; inside buses; on the back exterior of buses; and in bus shelters in key zip codes in high poverty areas in North St. Louis City and County. The ads ran in three separate four-week cycles, and each run had a different theme: cancer screening, lifestyle/behavior cancer prevention, and anti-smoking. Below is the artwork for the lifestyle/behavior cancer prevention ads featuring Raymond Marbury, a member of PECaD’s Prostate Cancer Community Partnership.

Update: We are currently in the planning phases of our second outdoor campaign. We plan to use cancer prevention messaging from the existing 8 Ways to Prevent Cancer material to tie-in with our newspaper and radio campaigns. Look for updates in the STL Connections newsletter.

BY THE NUMBERS

Targeted 17 high-poverty zip codes

69% of bus riders are African American

In total, 24,000 people saw these ads

More than HALF of all cancers ARE PREVENTABLE.

I exercise. I eat right. I’m lowering my cancer risk.

Physical activity and a healthy diet are two of the top ways to fight cancer before it even starts.

Find out more, get your FREE Cancer Prevention Kit from the Program for the Elimination of Cancer Disparities.

Visit www.preventcancer.wustl.edu or call 800-600-3606.
PECaD Newsletter

Through our quarterly newsletter, STL Connection, we continue to provide program information and updates with the nearly 400 community and academic partners who share our commitment to ending health disparities.

**Update:** In an effort to be environmentally friendly and make it easy for people to stay connected, the PECaD newsletter will become an electronic newsletter distributed via email instead of post mail starting in July 2013. The quarterly frequency of the newsletter will stay the same. Academic and community members not currently on the distribution list who would like to receive the new electronic newsletter may complete a [short subscription form on our website](#).

**Download:** Our newsletters are archived online under Resources.
Faith-Based Outreach Update

As a member of the Faith Communities Joined for Health (FCJH) consortium, a group of community and academic partners working to help churches and other faith-based organizations, PECaD has worked to incorporate evidence-based cancer prevention education into health ministries. Our cancer health and wellness workshops, held in collaboration with FCJH, have come full circle. These events were held to equip churches that have or are building health ministries with state-of-the-art cancer prevention information from PECaD for their programs. After completing the workshops, five area churches applied for and received $250 grants to support cancer prevention and control activities as a part of their health ministries.

<table>
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<tr>
<th><strong>Faith-Based Organization:</strong></th>
<th><strong>Used PECaD Grant To:</strong></th>
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</table>
| Promise Land Christian Church  
  *St. Louis* | → incorporate cancer prevention messaging into existing health and wellness material, including a banner, flyer and mailers |
| New Bethel Missionary Baptist Church  
  *East St. Louis* | → create a “Smoothie Sunday” to promote the cancer prevention benefits of eating more fruits and vegetables and less fat |
| Joint Neighborhood Ministry  
  *St. Louis* | → provide free weekly exercise classes and promote the cancer prevention benefits of regular exercise |
| Crossroads Outreach Ministry  
  *Hazelwood* | → hire an exercise instructor and buy food for healthy food demonstrations for a young adult health program |
| Hope Community Worship Center  
  *Florissant* | → raise awareness for the cancer prevention benefits of health eating and exercise through monthly speakers, brochures and healthy snacks |

**Update:** FCJH was awarded a Missouri Foundation for Health grant in November 2012 called “Healthier Food Consumption Via Faith-Based Organizations.” Through the grant, FCJH is working with Operation Food Search and PECaD to provide cooking demonstrations and nutrition education that will encourage faith-based organizations to make healthier food choices for their congregations.
American Indian/Native American Breast Cancer Education and Screening

PECaD partnered with the Kathryn M. Buder Center for American Indian Studies and Native American women community members to offer breast cancer education for attendees of the 23rd Annual Washington University Pow Wow on March 16, 2013, which is the largest Pow Wow in the Midwest. As a part of this effort, Siteman’s mobile mammography van was on site and provided breast cancer screening for 11 women. This project allowed PECaD to share cancer prevention information with a new audience, and the Buder Center and Native American community members helped us do that in a culturally-appropriate manner. We supported development of native feather pins for women who entered the mammography van or got a mammogram. The pins have a special meaning for the Native American women; feathers represent courage and strength in the Native American community.

Above left: Native American artwork for the cancer prevention material
Above right: Pin given to women after screening
The Bridge

Since July 2012, PECaD has hosted 34 cancer prevention, health and wellness education sessions that have reached over 215 homeless and at-risk persons in St. Louis. This initiative began a new collaboration with The Bridge, Inc. The Bridge is an organization that provides 3,000 meals and support services to homeless and other at-risk persons in St. Louis for basic needs during the 60 hours their doors are open each week. Not a shelter, The Bridge’s overall goal is to eradicate homelessness by guiding guests on a path to self-sufficiency. During the education sessions, a content expert spoke briefly about a cancer or health topic and then took questions from guests. Speakers also gave information on local low-cost or no-cost resources. Topics spanned a variety of areas from general health and wellness, and cancer prevention to psychological supports, doctor-patient communication, the importance of primary care, and more.

This collaboration has also enabled PECaD to expand its Training Program to expose graduate students in Washington University’s School of Social Work and Medical School to the hands-on experience of delivering public health education in a lay-friendly manner among vulnerable and disparate communities.

**PECaD presentations given at The Bridge include:**

- Women’s Health
- The 8 Ways to Stay Healthy and Prevent Cancer
- Help to Quit Smoking
- Keep Moving! Physical Activity and Dance
- What You Should Ask the Doctor
- Your Family Health History
- Prostate Health
- Finding Your Medical Home
City of St. Louis Public Libraries

Recent research suggests that 20% of questions asked at libraries are related to health, and 75% of Americans think it is important that libraries provide health information. For many community members in St. Louis, their nearest library branch (not Google) may be the most convenient way to get accurate and reliable health information. As a result, kiosks were set up at public library branches to provide comprehensive, up-to-date and accurate cancer prevention and health information to the community. This project, a collaboration between PECaD, the Washington University School of Medicine Becker Medical Library and the City of St. Louis Public Library (SLPL), builds on the libraries’ strength of providing free resources to the public and allows PECaD to share health disparity and cancer prevention education to a new audience.

**Update:** The four established kiosks – at the Schlafy, Carpenter, Buder and Julia Davis branches – continue to deliver cancer health information to the public. Demand has been very high, and the libraries have needed to restock materials often. The kiosks have been named “The Good Health Spot.” In January 2013, SLPL staff began keeping an inventory of kiosk materials. This data will be used to evaluate what type of information is being taken most frequently from the kiosks.

“This partnership has provided, and continues to provide, value to St. Louis Public Library staff and patrons. The expertise of our partners at Siteman and the Becker Medical Library enriches our knowledge which we are able to share with those seeking health information in our locations throughout the City of St. Louis.”

— Brenda MacDonald, Director of Central Services, St. Louis Public Library

**Moving Forward:** We are in the process of revising and repeating cancer health information workshops for SLPL staff. This training equips the library staff to connect community members with credible cancer health information and helpful resources. We are also working to establish more kiosks at library branch locations and will determine which cancer and health topics are of highest interest at specific locations in order to further customize the kiosks.
The St. Louis Regional Breast Navigator Workgroup

The St. Louis Regional Breast Navigator Workgroup was established in 2010 based on a recommendation from the St. Louis Integrated Health Network (IHN) Breast Cancer Referral Initiative and the PECaD Breast Cancer Community Partnership. The workgroup’s main goals are to improve communication among regional navigators and to develop more efficient and effective processes for breast cancer screening, referral, diagnosis, treatment and survivorship. PECaD supports and underwrites the activities of the workgroup, including administrative and logistical support, securing facilitator time, and fostering movement and progress on discussion topics for the purpose of aiding the group’s advancement.

**Update:** The breast navigator workgroup continues to meet regularly to uncover important issues and discuss potential solutions.

**Topics discussed at the Breast Navigator Workgroup meetings:**
- Identifying resources for undocumented women
- Balancing breast care needs with chronic disease care
- Opportunities to simplify/shorten/standardize patient flow
- Motivational interviewing
- Genetic counseling
- Compassion fatigue
- Metrics to demonstrate success/value added of navigation

**Moving Forward:** We are exploring how the breast navigator workgroup model can be adapted and implemented in rural areas. This can help to ensure that the benefits from this approach are shared by patients and breast health navigators in other parts of the state not proximal to the St. Louis region. We are also working with partners and stakeholders to sustain this effort going forward.
QUALITY IMPROVEMENT AND RESEARCH

Using Photovoice to Engage Community Members About Colorectal Cancer Screening

**Principal Investigator:** Aimee James, PhD, MPH  
**Funding:** National Cancer Institute at the National Institutes of Health  
(R21 CA147794)  
**Timeline:** 2011 to present

This project uses a participant-driven approach in which community members are provided with cameras to capture images relevant to colorectal cancer screening. The community-selected images and narratives gathered from this study can be built upon for future community-based studies and outreach to promote cancer screening and eliminate colorectal cancer disparities.

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<thead>
<tr>
<th>ACCOMPLISHMENTS</th>
<th>NEXT STEPS</th>
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<tbody>
<tr>
<td>✓ Full Photovoice process completed by three groups</td>
<td>□ Recruitment of colon cancer survivors for next set of Photovoice groups</td>
</tr>
<tr>
<td>✓ Reception and showcase of Photovoice images open to the public; attended by 50 people</td>
<td>□ Images from previous groups will be displayed at community sites around St. Louis</td>
</tr>
</tbody>
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Above: Pictures from the February 28, 2013, Photovoice reception that showcased pictures and narratives from the project participants. Watch their project video here.
Community-Based Participatory Approach to Improving Breast Cancer Services for Women Living in St. Louis

Principal Investigators: Sarah Gehlert, PhD (pictured) and Graham Colditz, MD, DrPH
Funding: Susan G. Komen For The Cure®: Vulnerable Community Grant
Timeline: 2011 to present

Using a variety of information sources, this project aims to understand disruptions in the course of breast cancer treatment as a possible explanation of excessive breast cancer mortality in North St. Louis. In collaboration with four local community partners (Betty Jean Kerr People’s Health Centers; Community Caring Faith Communities; Christian Hospital; and Women’s Wellness Program of the Saint Louis Effort for AIDS), this project seeks to enhance community trust by creating an established presence in the community.

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<th>ACCOMPLISHMENTS</th>
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<tr>
<td>✓ Community Partnership Center created and serving the community</td>
<td>□ Presentations on health topics will continue to be held in schools, churches, and community-based organizations</td>
</tr>
<tr>
<td>✓ 93 interviews with breast cancer survivors</td>
<td>□ A White Paper, based on feedback from Town Hall meetings, will outline a system for referrals to be implemented by local providers</td>
</tr>
<tr>
<td>✓ Focus groups with breast cancer navigators</td>
<td>□ Support groups for breast cancer survivors will be held at the Community Partnership Center</td>
</tr>
<tr>
<td>✓ Town Hall meetings to present findings and obtain feedback from community members</td>
<td>□ The second Town Hall meeting will be July 13 from 9 a.m. to 1 p.m. at People’s Health Center (5701 Delmar)</td>
</tr>
<tr>
<td>✓ Four community presentations on various health topics</td>
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</table>

Right: Program Coordinator Sierra Johnson (left) staffs the CPC office, working with community members who come for health resources, tutoring, support group meetings and more.
The project promotes the role of underserved populations in the research enterprise by increasing the capacity for community-based participatory research between researchers, community-based organizations, and community health workers in the St. Louis area. This unique training program aims to enhance community knowledge and understanding of the research process so that community members can participate in research projects as equal partners to address disparities.

### ACCOMPLISHMENTS

- ✓ Created a Community Advisory Board that meets monthly
- ✓ Supplemental funding has been awarded to add additional components
- ✓ Fifty community research fellows have been accepted into the program

### NEXT STEPS

- □ Training of the research fellows is currently in progress
- □ A certificate ceremony honoring the research fellow graduates is scheduled for August 7, 2013

Above: The community research fellows pose with one of their faculty instructors, Dr. Kim Kaphingst, after a training session.
Preferred Consent Models for Secondary Uses of Biospecimens Among Diverse Women

Principal Investigator: Kimberly Kaphingst, ScD
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460-03S1)
Timeline: 2012 to present

This project investigates preferences for models of informed consent for secondary research uses of biospecimens among a racially and socioeconomically diverse sample of women. This supplemental project builds upon PECaD resources and existing collaborations with community organizations. A partnership with Siteman Cancer Center and The Breakfast Club, Inc. has been created to recruit women who have used breast health services in the past.

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<tr>
<th>ACCOMPLISHMENTS</th>
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<tbody>
<tr>
<td>✓ Have worked with several organizations to recruit participants</td>
<td>□ Continue interviews with participants</td>
</tr>
<tr>
<td>✓ Completed 50 interviews</td>
<td>□ Analysis of collected data</td>
</tr>
</tbody>
</table>

Above: The recruitment flyer for project participants.
A Systems-Level Intervention to Increase Colorectal Cancer Screening in Community Health Centers

Principal Investigator: Aimee James, PhD, MPH
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460)
Timeline: 2010 to present

This project works with safety-net health centers in St. Louis City and St. Louis County in Missouri, in East St. Louis/St. Clair County in Illinois, and in the Bootheel region of Missouri. This is a randomized control trial testing the effectiveness of community health center-selected, systems-level, evidence-based interventions for increasing rates of colorectal cancer screening.

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<th>ACCOMPLISHMENTS</th>
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<tbody>
<tr>
<td>✓ Eleven health centers recruited for randomization</td>
</tr>
<tr>
<td>✓ Organizational assessments and interviews completed</td>
</tr>
<tr>
<td>✓ Highly-tailored intervention implementation menus offered to each health center</td>
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<th>NEXT STEPS</th>
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<tr>
<td>□ Start the colon cancer screening interventions at each of the eleven participating health centers.</td>
</tr>
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Above: This novel study design is bringing state-of-the-art prevention services to underserved populations. Read the protocol online here.
Building on the Success of Completed PECaD Projects

Patient Navigators for the Cancer Care Continuum

Principal Investigator: Graham Colditz, MD, DrPH

Funding: National Cancer Institute at the National Institutes of Health (U01 CA114594-05S2)

Timeline: 2009 to 2011

The purpose of this American Recovery and Reinvestment Act project was to build on community partnerships to advance the elimination of breast cancer disparities in the St. Louis region. The Betty Jean Kerr People’s Health Centers (PHC) and PECaD collaborated to implement a patient navigation program in an area of high need within the St. Louis safety net. The patient navigator program focused specifically on boosting the use of breast cancer screening and timely diagnosis and treatment, and successfully increased mammograms overall at PHC.

Update: Since the conclusion of this project, patient navigators have been incorporated into the system of care at PHC. The sustainability of this project post-ARRA funding is likely to result in a higher rate of mammography for eligible women at PHC.

Prostate Cancer Survivor Outreach and Education Message Testing Study

Principal Investigator: Ricardo Wray, PhD, MS

Funding: National Cancer Institute at the National Institutes of Health (U01 CA114594-03S3)

Timeline: 2007 to 2008

This project focused on prostate cancer decision-making in the African-American community, and developed and evaluated a message delivered through a survivor-led educational outreach program. An upward trend in prostate cancer screening knowledge was seen after the education program. This study found that an outreach strategy designed through community-based participatory research positively influences prostate cancer screening knowledge, beliefs, and self-efficacy.

Update: The educational flip chart created for this project is currently being updated by community members with academic consultation. After this process is complete, it
will be reprinted for use during community education events conducted by prostate cancer advocates and survivors.

Assessing Barriers to Participation in Tissue Research

Principal Investigator: Bettina Drake, PhD, MPH  
Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460)  
Timeline: 2010 to 2012

Improving participation rates of minorities in biorepositories is a key step to ensuring that minorities are well represented in clinical research. This project used a community-based participatory research approach to identify barriers and challenges related to the recruitment of African-American men for biospecimen collection and to identify strategies to improve current recruitment methods. Fifteen focus groups with 72 African-American men were completed. Analysis of these focus groups identified core themes regarding men’s thoughts on participation in biorepository research.

Update: Dissemination of results of this project is ongoing. A methodology paper describing the recruitment process, challenges, and lessons learned is under peer review. The project team will continue to share its expertise on biorepository recruitment across programs and clinical groups at Washington University and research studies within Siteman.
**TRAINING PROGRAM**

PECaD’s Transdisciplinary, Community-Based Participatory Research Training Program is designed to produce accomplished researchers capable of using the tools of community-based, clinical and basic research to establish independent research programs in the service of underserved patients and communities. Led by Drs. Sarah Gehlert and Aimee James, trainees engage in meaningful professional development activities, including a Research Methods Workshop Series, Transdisciplinary Journal Club, Works in Progress, and more.

**Update:** PECaD trainee Venera Bekteshi, PhD, finished the program in 2012 and accepted a faculty position at the University of Illinois at Urbana-Champaign School of Social Work. The open slot was filled in August 2012 by Shahnjayla Connors, PhD, MPH, CPH. With the addition of Dr. Connors, the PECaD postdoctoral training program has now had a total of fifteen trainees (including both postdocs from our formal training program and other young researchers who have participated in PECaD projects).

**Trainee: Shahnjayla Connors, PhD, MPH, CPH**

**Mentor:** Dr. Sarah Gehlert

**Research Interests:** Dr. Connors is a molecular biologist with public health training focused on social determinants of health and health disparities. She is interested in eliminating health disparities with transdisciplinary methods, and her current research focuses on the relationships between psychosocial and biological factors that contribute to cancer and cancer disparities. Her doctoral work focused on transcriptional regulation of the anti-apoptotic protein, Bcl-xL, in breast epithelial cells treated with cigarette smoke condensate. This research identified a novel regulator of Bcl-xL and provided insight into the role smoking has on the transformation of breast epithelial cells. Dr. Connors has also conducted research on the prevention of prostate cancer with green tea and cancer chemoprevention clinical trials.

**Work with PECaD:** Dr. Connors participates in the St. Louis Komen Project, which is focused on assessing and eliminating the barriers to breast cancer treatment in African American women in North St. Louis. She is particularly interested in adherence to recommended breast cancer treatment. Dr. Connors also conducts research on the effects of psychosocial factors on biological stress responses in African-American women with breast cancer.
Trainee: Jean Hunleth, PhD, MPH

Mentor: Dr. Aimee James

Research Interests: Dr. Hunleth is interested in addressing health inequities in the St. Louis region and globally through community-engaged and contextually-rich research. The goal is to identify and interrupt the social and economic processes that underpin disparities in cancer-related mortalities. Her approach is informed by more than ten years of work on health-related interventions and anthropological research projects in Zambia. Dr. Hunleth’s research in Zambia included an 18-month ethnographic and participatory research project with children, in which she examined children’s roles in caring for adults who suffered from TB and HIV. As both a practitioner and researcher, Dr. Hunleth is dedicated to translating local knowledge into programmatic and policy changes to reduce barriers to diagnosis and care.

Work with PECaD: Dr. Hunleth is currently leading the Photovoice for Colon Cancer Screening project (PI: Dr. Aimee James). She developed the guides for and facilitated three Photovoice groups on colon cancer screening and also trained two research assistants in community-based and qualitative research methods. In March 2013, she was lead author on two conference presentations of the Photovoice project – a poster presentation at the Society for Behavioral Medicine and an oral presentation at the Society for Applied Anthropology (SfAA). The presentation she gave at the SfAA was part of a conference panel that Hunleth created on community-based participatory research. She is currently involved in the second stage of the Photovoice project, which will engage groups of colon cancer survivors.
PUBLICATIONS AND PRESENTATIONS

Papers


Hunleth J. "ARVs" as sickness and medicine: Examining children's knowledge and experience in the HIV era in urban Zambia. AIDS Care. 2012 Dec 20. PMCID: PMC3610860.


**Academic Presentations**


Anwuri VV. A community-university partnership approach for research and quality improvement across the care continuum to reduce breast cancer disparities at the population level. Our Community Our Health: Community/University Partnerships: Potential Impacts on Health. May 31, 2013, St. Louis, MO. (oral)

Goodman MS. A community-academic partnered framework for increasing community capacity to partner in research: Adaptation, implementation and evaluation of the community research fellows training program. Our Community Our Health: Community/University Partnerships: Potential Impacts on Health. May 31, 2013, St. Louis, MO. (oral)
For more information about PECaD, call 314-747-4611 or email PECaD@wudosis.wustl.edu

To learn more about the Siteman Cancer Center, call 1-800-600-3606 or visit www.siteman.wustl.edu