



# COMMUNITY OUTREACH & ENGAGEMENT

## Overview

# Moore's Cancer Center at UC San Diego Health

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# WELCOME

COMMUNITY OUTREACH &  
ENGAGEMENT



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OUTREACH & ENGAGEMENT



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The goal for Moores Cancer Center Community Outreach and Engagement (COE) is to address cancer disparities and inequities in San Diego County. This is accomplished by establishing sustained community partnerships to identify and disseminate evidence-based, cancer-related information and resources across the cancer continuum, from prevention to survivorship.

Moores Cancer Center provides cancer education, outreach, and care to underserved and diverse populations. Underserved communities in this region have significant disparities in cancer incidence and mortality, as well as a high percentage of cancer risk factors, such as obesity and low screening rates. Our investigators are involved in community-engaged cancer disparities research.

Our nationally renowned researchers sustain authentic community and healthcare partnerships, by measuring and understanding our area's cancer burdens, disparities and contributing factors, and using this information to promote clinical, research, and policy initiatives.

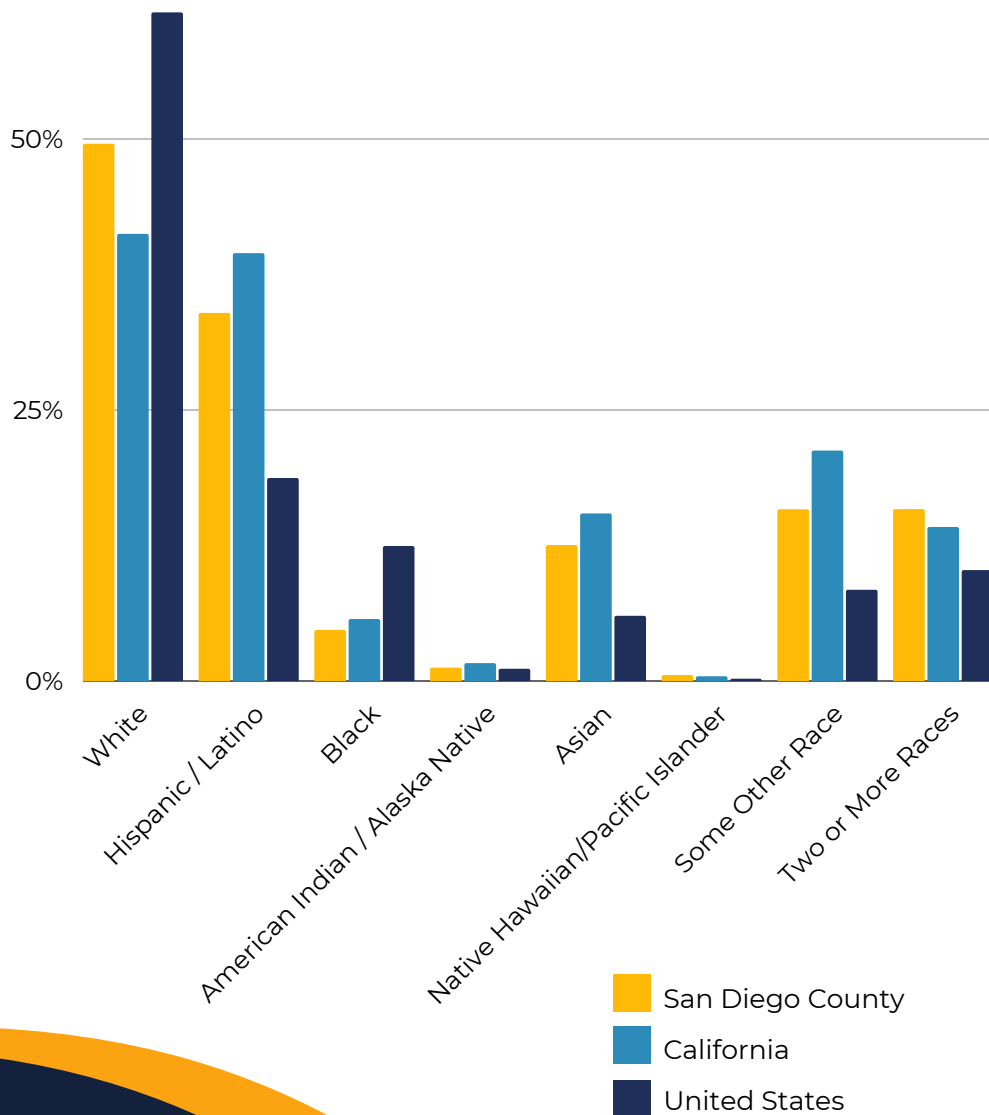
# CATCHMENT AREA



San Diego County Demographics - Race/Ethnicity

75%

San Diego County has a population of approximately 3.4 million residents. MCC's catchment area is a minority-majority region, where non-Hispanic whites (NHWs) are not the majority population and Hispanics make up a sizeable proportion (34%). The county also has a larger proportion of Asians and Pacific Islanders\* compared to the rest of the United States. Thus, our catchment area region is made up of extensive cultural, linguistic, and racial/ethnic diversity.

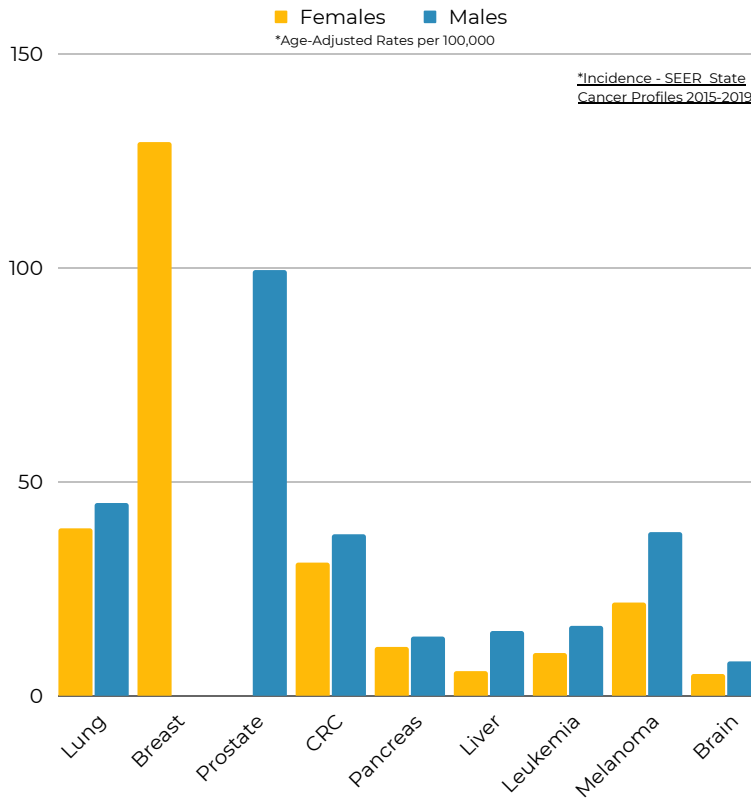


\*Of the Asian Pacific Islander community in San Diego County (~12% of total population), 45% are Filipino, 19% Vietnamese, and 9% Chinese.

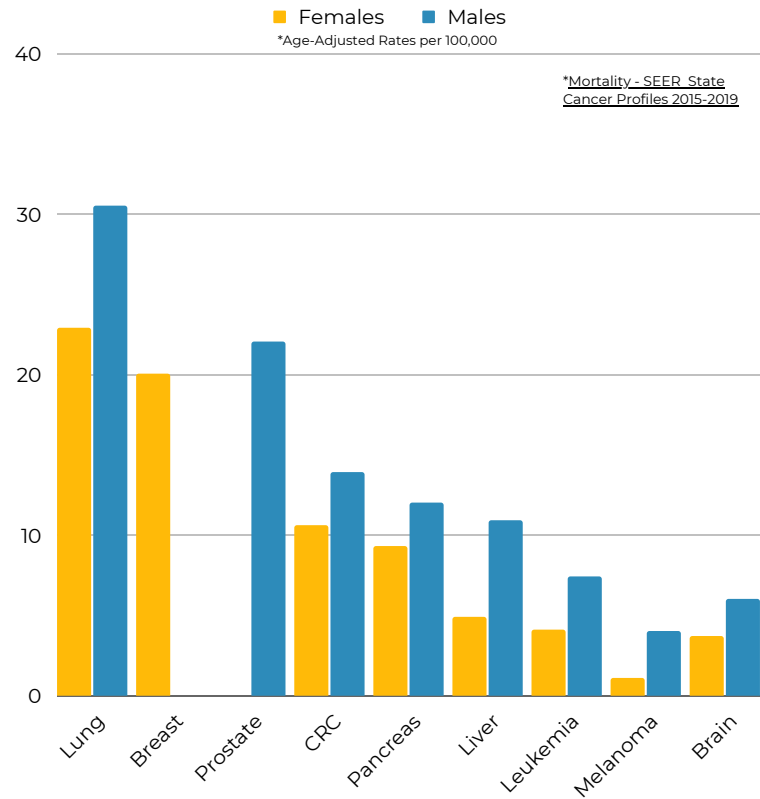
\*Race and Ethnicity in the United States: 2010 Census and 2020 Census

# CATCHMENT AREA

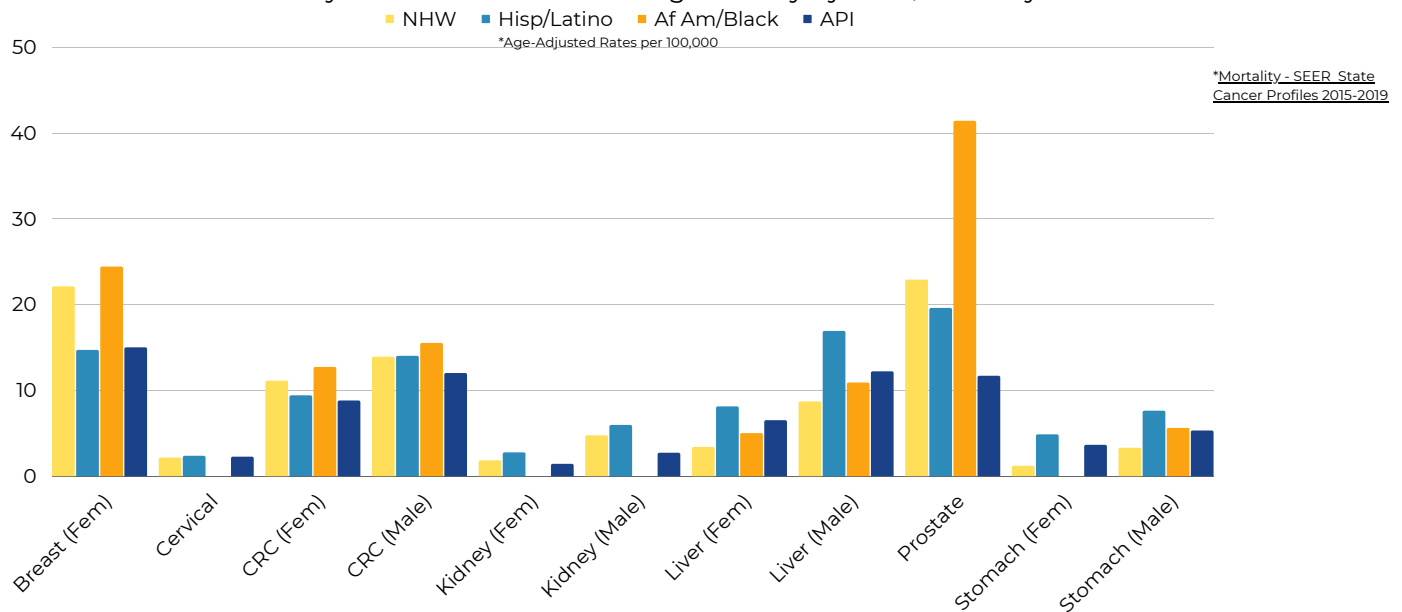
Incidence Cancer Rates for San Diego County



Mortality Cancer Rates for San Diego County



Mortality Cancer Rates for San Diego County by Race/Ethnicity



The catchment area priority cancers for San Diego County are lung, breast, prostate, colorectal, pancreas, liver and leukemia.

Also, because of the increase in cervical and oral/pharyngeal cancers, HPV vaccination is also a catchment area priority.





# AIMS

**1** Assess and engage within and beyond our catchment area

**2** Address cancer disparities along the cancer continuum through research and community engagement

**3** Disseminate evidence-based practices and resources among communities and providers

**4** Engage with regional, national, and global partners to impact policies



# ASSESS AND ENGAGE WITHIN AND BEYOND OUR CATCHMENT AREA



## Collecting Data

Via primary and secondary data sources to understand cancer risks, incidence, mortality in the community.



We will do this by:

- Identifying & disseminating information on cancer burden in catchment area via population assessments
- CancerDAT: using cancer registry and other data sources to highlight neighborhoods at higher risk
- Creating community snapshots of priority populations

## Resources

Sharing data and resources that are culturally and linguistically appropriate.



We will do this by:

- Creating & maintaining COE Website with resources
- Developing & sharing culturally appropriate cancer education materials

# ADDRESS CANCER DISPARITIES ALONG THE CANCER CONTINUUM THROUGH RESEARCH AND COMMUNITY ENGAGEMENT

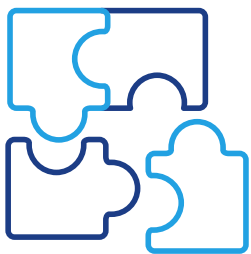


## Partnerships

Build relationships with community stakeholders to engage in cancer education.

We will do this by:

- Collaborating with Federally Qualified Health Centers (FQHCs), schools, community organizations, & other institutions
- Representing Moores Cancer Center on local, state, and national groups/coalitions



## Convene

Convene community stakeholders to address catchment area priorities.

We will do this by:

- Establishing a Community Advisory Board for bidirectional communication on community needs
- Convening San Diego and Imperial County cancer stakeholders quarterly to share resources & best practices - Cancer Health Equity Collaborative
- Initiating an HPV vaccination working group to address vaccination rates & community education - SD PATH

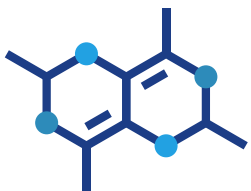


## Research

Conduct community-engaged research in priority populations.

We will do this by:

- Partnering with organizations on cancer prevention/screening research (e.g. [ACCSIS Project](#), COE Pilot Grants)
- Educating communities about clinical trials and increasing accrual from health disparate populations
- Leveraging [Research Program Liaisons](#) to communicate bidirectionally to increase community input/needs in basic/clinical research



# DISSEMINATE EVIDENCE-BASED PRACTICES AND RESOURCES AMONG COMMUNITIES AND PROVIDERS



## Sharing Cancer Information

Share evidence-based cancer information with community stakeholders.

We will do this by:

- Updating and maintaining [CancerDAT](#) to be accessed by the community, researchers, and organizations
- Presenting to stakeholders and participating in community events



## Dissemination of Findings

Present research and project findings to the community, stakeholders, health professionals, and researchers.

We will do this by:

- Presenting research and projects at professional conferences
- Collaborating with CRTEC, CTO, & MCC Leaders to plan annual Delivering Discoveries CME event



## Marketing of COE Priorities

Build an online presence for COE.

We will do this by:

- Creating and maintaining the [COE Website](#)
- Regularly posting on [COE Twitter](#)
- Creating a COE newsletter to share resources and updates





# ENGAGE WITH REGIONAL, NATIONAL, AND GLOBAL PARTNERS TO IMPACT POLICIES



## Supporting Advocacy Organizations

Participate & support local, state, & national groups advancing relevant policies.



We will do this by:

- Engaging with the California Colorectal Cancer Coalition (C4) to support changes for diagnostic colonoscopies
- Participating on California Dialogue on Cancer Health Equity Workgroup to support inclusion of SOGI data from cancer patients in the cancer registry, and collection of data at the cancer center
- Supporting ACS Cancer Action Network by participating in annual event



## Engaging with Officials

Build relationships with local officials to address catchment area priorities.

We will do this by:

- Engaging local officials with HPV vaccination workgroup - California HPV Vaccine Week and future mandates
- Inviting health staff from local officials to participate and provide updates at Cancer Health Equity Collaborative Meetings

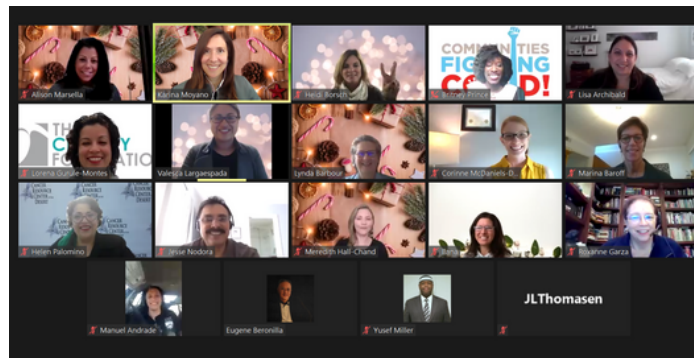
# COMMUNITY ADVISORY BOARD



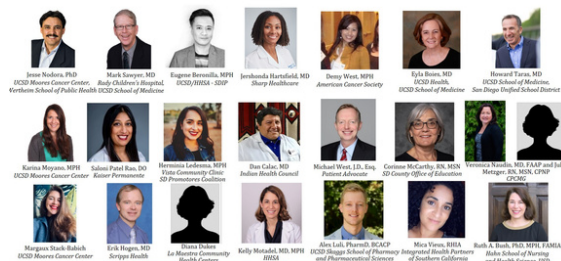
The mission of the Moors Cancer Center COE Community Advisory Board (CAB) is to help guide, prioritize, and find solutions to address the needs of our diverse community in the planning, implementation, evaluation and dissemination of cancer-related research, clinical care, and community outreach, education, and engagement. The CAB drives, guides, and participates in community-engaged research, cancer prevention and control activities, that have an impact on health.

## CANCER HEALTH EQUITY COLLABORATIVE

CHEC's mission is to improve access to information on cancer prevention, early detection, treatment, survivorship support and services throughout San Diego and Imperial Counties, with an emphasis on underserved and uninsured communities, through collaborative partnerships.



## SD PROTECTING AGAINST HPV



Roll Call: San Diego PATH Workgroup

The goal of SD PATH is to reduce the incidence of HPV-related cancers in San Diego County and surrounding areas by increasing HPV vaccinations to 80% by 2026, through clinical interventions, education and training, and advocacy/public policy engagement.

# RESEARCH PROGRAM LIAISONS

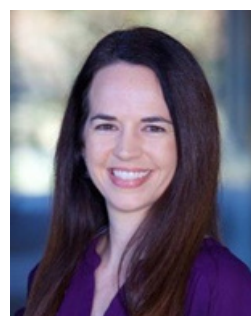
Research Program Liaisons champion and represent COE within each research program by sharing catchment area priorities and encouraging community involvement with their respective programs. They serve as a connector to the COE Steering Committee when researchers need community input and engage the COE Community Advisory Board. They help integrate COE and catchment area priorities into research conducted in each program and work with community stakeholders for bidirectional communication.



**Cancer Biology & Signaling**  
Matt Hangauer, PhD



**Cancer Control**  
Mateo Banegas, PhD



**Hematologic Malignancies**  
Leslie Crews, PhD



**Solid Tumor Therapies**  
Christina Jamieson, PhD



Jessica Schulte, MD



**Structural and Functional Genomics**  
William Kim, PhD





## OUR TEAM

**Elena Martinez, PhD**

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CO-DIRECTOR

**Samir Gupta, MD, MSCS, AGAF**

FQHC PROVIDER LEAD

**Jesse Nodora, DrPH**

OUTREACH LEAD

**Sandip Patel, MD**

CLINICAL TRIAL - MINORITY ACRRUAL

**Angelique Richardson, MD, PhD**

CLINICAL TRIAL - MINORITY ACRRUAL

**Stephen Schoenberger, PhD**

LA JOLLA INSTITUTE

**David Mier**

UCSD HEALTH COMMUNITY RELATIONS

**Karina Moyano, MPH**

COE COORDINATOR

**COE STEERING  
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## **Moores Cancer Center**

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