

Associate Center Director, Community Outreach & Engagement

- Recruited to Moffitt in 2003 from NCI
- A record of service and leadership:
 - Vice-Chair, Health Outcomes & Behavior Department
 - Led the Survey Methods Core Taskforce
- Co-Director of the community-based Breast Cancer Genetics Research Education & Advocacy Team (B-GREAT)
- Exceptional scholarship:
 - PI or Co-PI of three R25s
 - Moffitt-Ponce U54 Co-Leader of the Outreach Core, Co-Investigator of Research Project 1, & Co-Leader of Research Education
 - Nearly 200 peer-reviewed publications

Susan Vadaparampil, PhD



Community Outreach, Engagement, (& Equity)

Susan T. Vadaparampil, PhD, MPH

Associate Center Director for Community Outreach, Engagement, & Equity



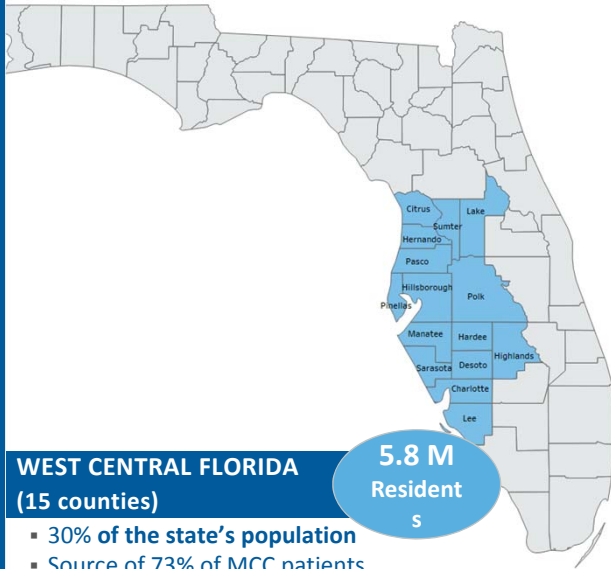
Agenda

- — Moffitt COE&E Vision & Aims
- — COE&E Activities, Structure, Integration
- — Short-term Plans & Strategies
- — Questions & Feedback

Agenda

- — **Moffitt COE&E Vision & Aims**
- — COE&E Activities, Structure, Integration
- — Short-term Plans & Strategies
- — Questions & Feedback

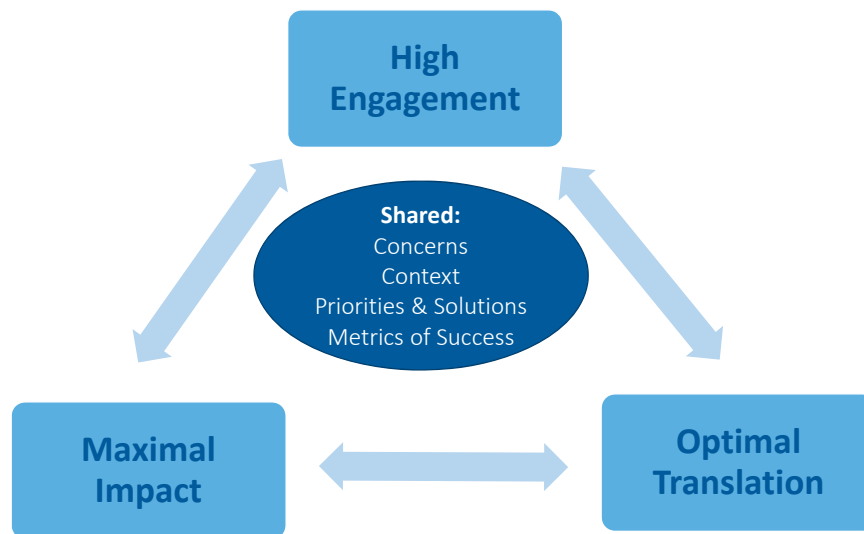
COE&E Vision



To maximize the impact of Moffitt's research through engagement and equity in our Cancer Center catchment area and beyond.

Engagement:

Foundational to the Translational Continuum



COE&E Aims

- 1 Identify and **prioritize catchment area needs** across the cancer continuum
- 2 Address catchment area needs by fostering **innovative research, outreach and education** across the cancer continuum
- 3 Accelerate the **adoption of evidence based practices and policies** at the local, state, and national level to address catchment area needs
- 4 **Monitor impact** of COE&E efforts in the catchment area and beyond

Agenda

- — Moffitt COE&E Vision & Aims
- — COE&E Activities, Structure, Integration
- — Short-term Plans & Strategies
- — Questions & Feedback

MCC Broad-Based Community Partnerships



Tampa Bay Community Cancer Network

- Est. in 2005
- Focus: Medically underserved populations in MCC Catchment Area
- 26 community partners



U54 PHSU-MCC Partnership

- Est. in 2007
- Focus: Hispanics in MCC Catchment Area and Southern PR
- 20 community advisory panel members



George Edgecomb Society

- Est. in 2015
- Focus: Health Disparities among Blacks
- 12 steering committee members

MCC Topic Specific Community Partnerships



Breast Cancer Research Genetics and Advocacy Team (B-GREAT)

- Est. 2005
- Focus: Breast cancer disparities in Blacks
- 8-10 members



Partnership to Immunize Teens and Children Against HPV (PITCH)

- Est. 2014
- Focus: Geographic disparities in HPV vaccination rates
- 14 members



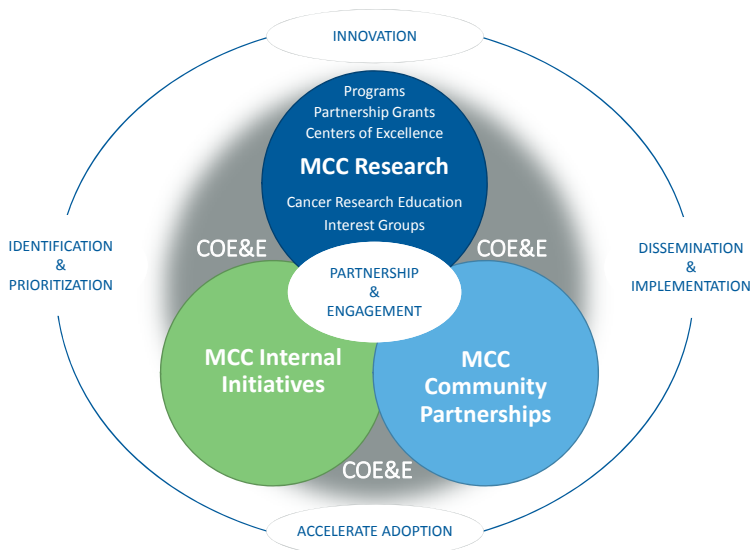
Florida Pancreas Collaborative

- Est. 2015
- Focus: Pancreatic cancer disparities in Blacks
- 80 members
- (includes CAP)

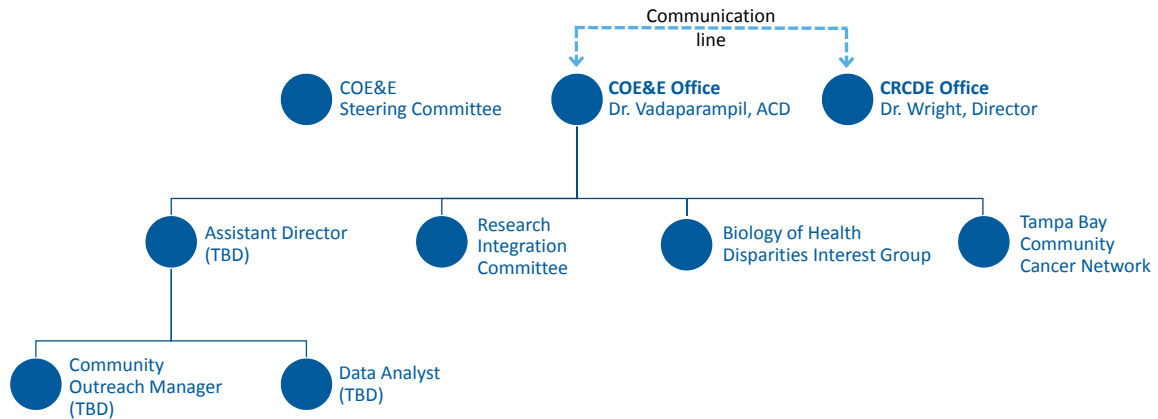
MCC Institutional Activities Supporting COE&E

<p>Diversity Office</p>				
	<p>M-POWER</p>	<p>Community Benefit</p>	<p>AYA Meet Up</p>	<p>Diversity Training & Language Services</p>
<p>Clinical Outreach Activities</p>				
	<p>Patient & Family Advisory Council</p>	<p>Mole Patrol</p>	<p>Lung Cancer Education</p>	
<p>Payer Strategies Strategic Partnerships Government Relations</p>				
	<p>Employer Outreach</p>	<p>Clinical Partnerships</p>		<p>Moffitt Tallahassee Day</p>

COE Integration



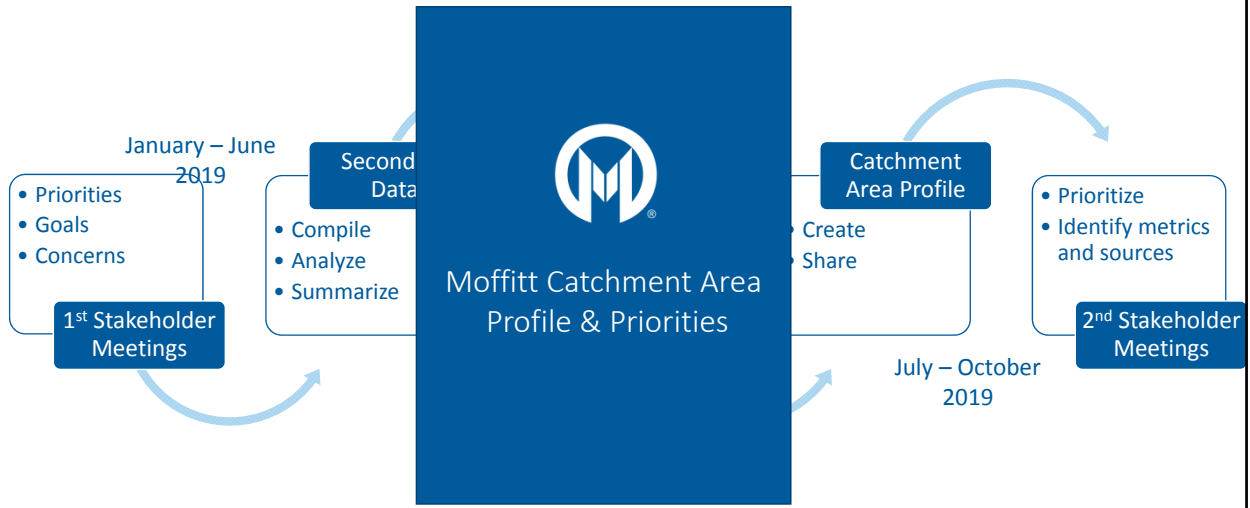
Office of COE&E Structure



Agenda

- — Moffitt COE&E Vision & Aims
- — COE&E Activities, Structure, Integration
- — **Short-term Plans & Strategies**
- — Questions & Feedback

Many Stakeholders—Similar Approach: Begin by Creating Shared Priorities



Stimulating COE&E Research

Build to Strengths

- Leverage strong faculty and community interest
- Match strengths to priorities
- Utilize existing internal funding mechanisms

Foster Additional Research

- Inform and inspire researchers and community stakeholders about catchment area research
- New initiatives: Catchment area supplements
- Provide data

Support for Grant Applications

- Assistance finding community research partners
- Template language for grants with COE&E components
- Assistance writing lay summaries/abstracts

Enhancing COE&E Outreach and Engagement

Build to Strengths

- Leverage strong faculty and community interest
- Match strengths to priorities
- Utilize existing outreach and engagement activities

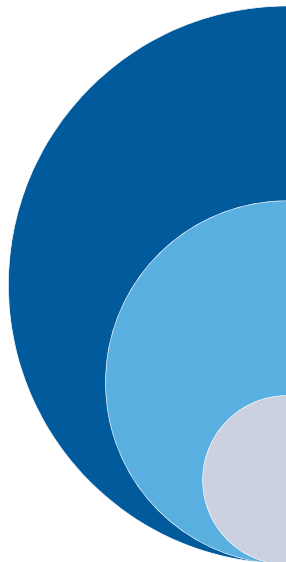
Focus on Impact

- Identify gaps
- Harmonize metrics of impact
- Create partnerships to expand reach
- Partner with advocacy and policy minded groups

Enhance Mutual Benefit

- Assistance meeting community cancer needs
- Partnerships for community grants/activities
- Sharing of information and resources

Next Steps



Growth

- Integration with research strategic plan
- Integration with IMPACT 2028

Early Initiatives

- Strategic plan
- Catchment area priorities
- Pilot funding

Infrastructure

- Personnel
- Advisors
- Budget
- Space

Agenda

- — Moffitt COE&E Vision & Aims
- — COE&E Activities, Structure, Integration
- — Short-term Plans & Strategies
- — Questions & Feedback

Questions

- Does our vision and aims capture the spirit of COE&E?
 - Thoughts on adding '&E'?
- Is the structure of COE&E sufficient given the many other institutional activities taking place that address COE&E?
- How do we highlight activities that address both COE&E and Education?