Kick-Off Webinar
Community Partnership Program
Community Action Model
2019-1
Click here to view webinar recording.
Agenda
10:00am -11:00am

• Introductions
• Overview of Community Partnership Program and Community Action Model
• Project Preparation Period Activities
  – Award letters and W-9
  – Budget modifications
  – Project Coordinator Orientation
  – Meeting/training calendars
  – Technical assistance
• Networking & Collaboration Opportunities
• Communications Toolkit
• Grant Reporting Guidelines
• Next Steps
Group Introductions
Community Partnership Program Overview
Program Mission

The mission of the Community Partnership Program is to work hand in hand with Oregon communities as allies in the Knight Cancer Institute’s efforts to end cancer as we know it. We will:

<table>
<thead>
<tr>
<th>Support</th>
<th>Enhance</th>
<th>Foster</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Oregon communities in understanding and addressing their most pressing cancer-related needs.</td>
<td>• Collaboration between Oregon communities and OHSU to address cancer in Oregon.</td>
<td>• Skills and abilities of communities to enhance long-term sustainability.</td>
</tr>
</tbody>
</table>
Congratulations!

Trends in application submissions

- Intent to Apply
- Proposals Received
- Funded Projects
Potential Impact in Oregon

106 total funded projects impacting all 36 Oregon counties
## 4 Community Action Model Grantees (cycle 2019-1)

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Counties</th>
<th>Project Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>APANO Communities United Fund</td>
<td>Multnomah</td>
<td>Reducing Cervical Cancer In Vietnamese Women Through Community-Based Intervention</td>
</tr>
<tr>
<td>The Next Door, Inc.</td>
<td>Hood River, Wasco</td>
<td>Vacunas contra el VPH para mi, para mis hijos, para mi comunidad/ HPV vaccinations for me, for my kids, for my community</td>
</tr>
<tr>
<td>Crook County Health Department</td>
<td>Crook</td>
<td>Advancing Awareness of HPV Vaccine Among Crook County Adolescents and Parents to Decrease Cancer Risk</td>
</tr>
<tr>
<td>Oregon State University</td>
<td>Benton</td>
<td>College students for cancer prevention: promoting the HPV vaccine</td>
</tr>
</tbody>
</table>
Geography focus (all projects)

82% OF FUNDED PROPOSALS TARGET RURAL AREAS

- Rural, 45, 42%
- Urban, 19, 18%
- Both, 42, 40%
All Funded Projects by Cancer Continuum + Tier

50% of Projects Focus on Prevention

*Some projects focus on more than one area of the continuum
Tiered Grants:
32 projects focus on a specific cancer type

- Breast: 26%
- Colorectal: 29%
- Gynecological: 12%
- Lung: 6%
- Sarcoma: 6%
- Skin/Melanoma: 15%
- Prostate: 3%
- Cervical: 3%
74 projects focus on at least one other cancer-related topic

- **Diet/nutrition**: 15%
- **Tobacco prevention and/or cessation**: 17%
- **Psychosocial support**: 9%
- **Physical activity**: 18%
- **Obesity prevention**: 23%
- **Integrative/complementary therapies**:
- **Patient navigation**: 9%
- **HPV prevention/vaccination**: 5%
Community Action Model Overview

**Terms**
- CPP – Community Partnership Program
- CAM – Community Action Model
- PC – Project Coordinator
- CL – Community Leader
Community Action Model – Rationale

Community Partnership Program introduced CAM for 2019-1 funding cycle to:

• Focus on a single pressing cancer issue per cycle to enhance ability to share best practices and increase opportunities for peer to peer learning
• Focus on health equity and community-led systems change
• Engage community members most affected by the selected cancer-related issue, building capacity of community leaders to drive change
Community Action Model – Background

• Developed in 1996 by San Francisco Tobacco Free Project to address tobacco-related health disparities

• Builds community capacity through five-step process, aiming for policy, systems and/or environmental changes

• Based on the principle that efforts to improve public health must consider inequities in the context of the systems and environments that people live in

• Solutions to address health inequities must involve leadership from those most impacted, and must expand focus beyond individual behaviors
Community Action Model – Steps and Timeline

Five step process that builds cancer research capacity of communities
1: Recruit and Train
2: “Diagnose”
3: Analyze
4: Act/Implement
5: Maintain
CAM Roles

Community Action Model

Partners

- Fund grantee organizations
- Convene CAM cohort
- Train and support PCs and CLs

Community Partnership Program (CPP)

- Recruit and retain CL team
- Train and support CLs
- Participate in CAM Cohort
- Complete CAM deliverables

Grantee Organizations

- Participate in trainings and team meetings
- Drive and implement all 5 steps of CAM

Community Leaders
Project Coordinator Role

• Recruit and maintain a team of 6-8 Community Leaders (CLs), including stipend disbursement
• Develop and provide regular (recommendation weekly 1.5 hour) trainings/meetings with CLs
• Facilitate and coordinate their CL team decision-making, planning and completion of all CAM steps
• Attend and participate in all CPP trainings
• Attend and participate in monthly PC meetings and one-on-one TA meetings
• Communicate with CPP team if any technical assistance and support is needed and share ways the CAM program can improve
• Complete all CAM deliverables with the input and content from their CL team.
Community Leader Role

• Attend and participate at regular (recommendation: weekly 1.5 hour) workshops held and facilitated by their Project Coordinator.
• Attend and participate in trainings provided by CPP, typically at each step
• Attend and participate in end of the year CAM showcase and celebrations
• Develop and decide on team’s plan and activities for each CAM Step
• Implement activities to complete each step of the CAM
2019-1 Topic: HPV Vaccination

- 2018 President’s Cancer Panel urged renewed commitment to prioritize HPV vaccination for cancer prevention
- HPV can cause 6 types of cancer
- HPV vaccination can prevent up to 90% of these cancers
- HPV vaccination lags behind vaccination rates for other conditions

<table>
<thead>
<tr>
<th>Focus area 1: Maximize access to HPV vaccination</th>
<th>Focus area 2: Increase awareness of and acceptance for HPV vaccination</th>
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<tbody>
<tr>
<td>Goal: Ensuring that HPV vaccination is affordable and convenient to support optimal vaccine uptake</td>
<td>Goal: Delivery of clear, accurate information about HPV vaccination and its cancer prevention benefits, address misinformation and support optimal vaccine uptake</td>
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</tbody>
</table>
HUMAN PAPILLOMAVIRUS CAN CAUSE SEVERAL TYPES OF CANCER

HPV

- CERVICAL
- ORAL
- VULVAR
- PENILE
- VAGINAL

HPV vaccination is the best way to PREVENT many types of CANCER.

HPV vaccination is RECOMMENDED at ages 11 or 12.

HPV vaccination is REDUCING HPV DISEASE.

3 THINGS PARENTS SHOULD KNOW ABOUT PREVENTING CANCER

www.cdc.gov/vaccines/teens
Grantee Resources

• **Technical Assistance**: OHSU-supported assistance to support grantees in building capacity of grantees in evaluation planning, etc.

• **Skills-Building**: Opportunities to increase knowledge of best practices for community cancer research and programming

• **Networking & Collaboration**: OHSU-hosted opportunities for collaboration and peer-to-peer learning
Grantee Resources

Skill-Building

Networking & Collaboration

Technical Assistance
Project Preparation Period

Technical Assistance Support
Project Preparation Period

Now through August 1, 2019!
  • Time dedicated to technical assistance and initiation of administrative requirements

Activities:
  • Sign Award Letters and submit current W-9 to receive payment
  • Submit budget modifications
  • Attend Project Coordinator Orientation
Budget Modification

• Additional $5,000 per year to support Community Leader stipends for their participation in the Community Action Model

• Updated total year 1 grant award: $55,000

• Budget modification is required for new amount

• Must include a minimum of $100/month per Community Leader

• Email revised budgets to knightcancercro@ohsu.edu by Aug. 1, 2019
Project Coordinator Orientation

• Two day orientation in late July/early August
  – OHSU Knight Cancer Institute, Portland, OR
  – Specific dates/times TBD

• Travel awards cover travel costs, indicate need for hotel when registering

• Content will include:
  – Community Action Model detailed steps and planning
  – HPV vaccination and cancer prevention
  – Step specific trainings, deliverables and timeline
  – Recruiting and training Community Leaders
  – Completing a Year 1 Community Leader training plan
  – Workshop planning and delivery
  – Networking and collaboration activities
CAM Meeting/Training Calendars

A meeting/training calendar template will be provided including the following:

- **July/August**: Project Coordinator Orientation (in person, Portland, OR)
- **September/October**: Community Leaders Orientation (in person, CPP staff to lead at your site/organization)
- **Monthly**: All CAM Project Coordinator meetings/trainings (virtual)
- **Ongoing**: Step-specific trainings (virtual or in person at your site/organization)

**Schedule and add the following to your meeting/training calendar:**

- Monthly, recurring one-on-one meetings with CPP team (in person/virtual)
- Regular meetings between Project Coordinators and Community Leaders (recommendation is weekly, 1-1.5 hours in person)

*Calendars to be completed during Project Coordinator Orientation.*
Meet Your Technical Assistance Teams
Evaluation Core
Adrienne Zell, Kris Gowen, Liz Wenzel

• Evaluation team will work closely with you to:
  – Answer data collection/evaluation related questions
  – Support development of data collection plan in Step 2: Community Diagnosis
  – Support analysis of data collection findings in Step 3: Analyze
  – Provide topic-specific trainings for Project Coordinators and Community Leaders
Community Partnership Program Team

Niyati Desai, Melissa Varnum, and Devra O’Gara

• Each project will be assigned 1 Community Partnership Program lead

• CPP staff will support you by:
  – Participating in all required meetings
  – Addressing questions about grant requirements, deliverables, due dates, etc.
  – Provide ongoing support around Community Leader recruitment, training, and engagement
  – Support human subjects protection/IRB-related requirements during Step 2: Community Diagnosis
  – Providing topic-specific trainings for Project Coordinators and Community Leaders
## Technical Assistance Teams

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Evaluation Contacts</th>
<th>CPP Contact</th>
<th>General Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>APANO Communities United Fund</td>
<td>Adrienne Zell, Kris Gowen, Liz Wenzel</td>
<td>Melissa Varnum, Niyati Desai</td>
<td>Payments, reporting, access to grant application system, etc.</td>
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<tr>
<td>The Next Door, Inc.</td>
<td></td>
<td></td>
<td>Devra O’Gara</td>
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<tr>
<td>Crook County Health Department</td>
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<td>Oregon State University</td>
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CPP Grantee Resources

Skill-Building

Networking & Collaboration

Technical Assistance
Skill-Building

Topic specific trainings for both Project Coordinators (PCs) and Community Leaders (CLs)

CPP to deliver:
- PC and CL orientations at beginning of Step 1 and Step 3
- Train the trainer workshops to PCs (usually during monthly all-PC meeting)
- Step-specific trainings for PCs and CLs

PCs to deliver:
- Regular trainings/workshops to CLs
  - Training plans to be developed during PC Orientation
- CL celebration at the end of each year
Skill-Building

Topic specific trainings for Project Coordinators

During Project Coordinator Orientation we will ask you about training topic needs/preferences for Steps 1-2.

Potential training topics include:

• Social Determinants of Health
• Principles of Popular Education
• Curriculum Development and Facilitation
• Project Management
• Participatory Action Research
• Survey Development
• Developing and Conducting Key Informant Interviews/Focus Groups
Skill-Building

Topic specific trainings for Community Leaders led by Project Coordinators

Recommended trainings include:

<table>
<thead>
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<th>Step 1</th>
<th>Step 2</th>
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<tr>
<td>• CAM overview</td>
<td>• Developing research questions</td>
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<tr>
<td>• Social determinants of health</td>
<td>• Overview of research methods</td>
</tr>
<tr>
<td>• Team building activities and team agreements</td>
<td>• Developing and conducting surveys</td>
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<tr>
<td>• Examples of previous CAM projects</td>
<td>• Developing and conducting key informant interviews/focus groups</td>
</tr>
<tr>
<td>• HPV vaccination background/context</td>
<td>• Identifying key stakeholders</td>
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<td></td>
<td>• Community Mapping</td>
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CPP Grantee Resources

Skill-Building

Networking & Collaboration

Technical Assistance
Networking & Collaboration

Individual Projects
- Monthly one-to-one meetings with each PC and CPP team

Peer-to-Peer
- PC orientations and step-specific trainings
- Monthly all-PC meetings
- Regional networking opportunities

CPP Program-wide
- Grantee Conference (late April/early May 2020 and 2021)
Individual Projects

• Monthly one-to-one meetings with each PC and CPP team
  – Virtual, in person at beginning of each new CAM step
  – PC to schedule and lead meetings

Peer-To-Peer

• Monthly all-PC meetings
  – Virtual; CPP team facilitates
  – Discuss challenges, successes, etc.
• Regional networking opportunities: Fall 2019
  – Locations and dates to be determined
Grantee Conference Late April/Early May, 2020 and 2021

• Specific Dates/Locations: TBD

• Share your work!
  • Grantee poster and panel presentations
  • Networking
  • Resource sharing
  • Skills-building

• Fees:
  • Knight funds registration & accommodations for up to two participants per funded project
1. Kick-off webinar recording/slides
2. Communications Toolkit
3. No cost extension, Year 1 and Final Project Report instructions
4. Grantee Conference details
5. IRB support materials (during Step 2)
Communications Toolkit

An opportunity to promote the work your organization will be doing in your community. We want your hard work to be recognized! Toolkit found on Grantee Resources webpage.

• Guidelines for funding announcements and sharing project results
• OHSU branding logistics
• Social Media prompts
• Acquiring quotes + approvals from OHSU
• Assistance from Knight Cancer Institute Communications
CAM Deliverables

• There are required deliverables associated with each CAM step

• Deliverables include a year 1 report at the end of Step 2 and a final project report at the end of Step 5

• Detailed timeline of deliverables to be discussed during Project Coordinator Orientation
Year 1 Project Report Guidelines

*The Year 1 project report is a two-step process:*

1. Submit the Year 1 project report in the online portal by July 31, 2020.

2. Submit any supporting documents created to date.
   a. Evaluation tools
   b. Preliminary results from Community Diagnosis (if available)
   c. Outreach and engagement materials
Final Project Report Guidelines

The final project report (FPR) is a three-step process:

1. Contact evaluation team to set up a FPR consult (30 days prior to due date)

2. Submit the final project report in the online portal

3. Submit all supporting documents
   a. Evaluation tools
   b. Data summaries
   c. Outreach and engagement materials
Important to know

• **Grant Start/End Dates**
  
  • Start: August 1, 2019
  
  • End: July 31, 2021

• **Funds Distributions**
  
  • Year 1 funds distributed once signed Award Letter and current W-9 received
  
  • Year 2 funds distributed once Year 1 deliverables met and Year 1 project report received/approved (by August 1, 2020)

• **No Cost Extensions**
  
  • Case by case basis
Next Steps

1. **Award Letter:**
   - Sign and return along with current W-9 form in online portal

2. **Complete new poll for Project Coordinator dates**
   - Link sent out with webinar slides

3. **Complete the budget modification by August 1:**
   - Budget modification = $55,000
     - Email to knightcancercro@ohsu.edu
# Team contact info:

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Program/CAM Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niyati Desai</td>
<td><a href="mailto:desaini@ohsu.edu">desaini@ohsu.edu</a></td>
<td>CPP, Technical Assistance</td>
</tr>
<tr>
<td>Melissa Varnum</td>
<td><a href="mailto:varnum@ohsu.edu">varnum@ohsu.edu</a></td>
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<tr>
<td>Devra O’Gara</td>
<td><a href="mailto:ogarad@ohsu.edu">ogarad@ohsu.edu</a></td>
<td>CPP, Reporting</td>
</tr>
<tr>
<td>Katie Ganey</td>
<td><a href="mailto:ganey@ohsu.edu">ganey@ohsu.edu</a></td>
<td>CPP, Events</td>
</tr>
<tr>
<td>Adrienne Zell</td>
<td><a href="mailto:zell@ohsu.edu">zell@ohsu.edu</a></td>
<td>Evaluation Team</td>
</tr>
<tr>
<td>Kris Gowen</td>
<td><a href="mailto:gowen@ohsu.edu">gowen@ohsu.edu</a></td>
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</tr>
<tr>
<td>Liz Wenzel</td>
<td><a href="mailto:wenzele@ohsu.edu">wenzele@ohsu.edu</a></td>
<td>Evaluation Team</td>
</tr>
<tr>
<td>Kate Rigall</td>
<td><a href="mailto:rigall@ohsu.edu">rigall@ohsu.edu</a></td>
<td>Communications – Social Media</td>
</tr>
<tr>
<td>General Support</td>
<td><a href="mailto:knightcancercro@ohsu.edu">knightcancercro@ohsu.edu</a>; 503-494-8077</td>
<td></td>
</tr>
</tbody>
</table>
Questions?
Thank you!