

## NCCCP TEMPLATE FOR COMMUNITY OUTREACH

ACTIVITY	ACTION	CONSIDERATIONS
<b>Define target population and define targeted project activities</b>	<p>Review community data, surveys or other local or state processes.</p> <p>Determine a significant unmet need (e.g. Hispanic women at risk for breast cancer)</p>	<p>Cancer outreach, screening, and follow-up efforts for the NCCCP project would target these populations and <u><i>this specific effort</i></u></p> <p>Select only one Native American tribe if working with the Native American community</p>
<b>Determine partners and focus</b>	Define the purpose/goal of the partnership	<u><i>For this specific effort</i></u> , consider potential partners (FQHC, faith based effort), efforts already serving the population that may result in a partnership, and/or formation of an advisory group with members of the community
<b>Define scope, objectives/goals and expected outcomes</b>	<p>Determine scope for <i>this specific effort</i> (e.g. track screening through resolution of abnormal finding; track screening through treatment, follow up care, and survivorship)</p> <p>Determine effective and measurable strategies/targets</p>	<p>Consider:</p> <ul style="list-style-type: none"> <li>• <i>whether information can be tracked</i></li> <li>• <i>community input and/or experience from other providers/community groups</i></li> <li>• <i>culturally appropriate materials</i></li> <li>• <i>consult with NCI or advocacy group resources as needed</i></li> </ul>
<b>Develop metrics and proposed targets</b>	Determine baseline and change for <i>this specific effort</i> during the project timeframe	Breast cancer tracking and proposed colon cancer tracking tool may offer a useful template
<b>Document barriers</b>	Note strategies to overcome barriers for <i>this specific effort</i>	Flag items for discussion on monthly calls or initiate connections with other sites
<b>Evaluate</b>	Assess effectiveness of <i>this specific effort</i> to make changes in interventions or overcome barriers.	Note ongoing barriers and share successes with other sites and NCI, through quarterly reports, e-mail updates, or agenda items for discussion on monthly calls

### Resource Links:

1. The CDC has a web site that links to state cancer registry data and provided other cancer program information (<http://apps.nccd.cdc.gov/cancercontacts/npcr/contacts.asp>)
2. The Department of Health and Human Services (HHS) has a county-level Community Health Status Indicators web site (<http://www.communityhealth.hhs.gov/homepage.aspx?j=1>).
3. The NCI has a web link on community interventions and research resources. (<http://rtips.cancer.gov/rtips/index.do>).