

Duke: Project PLACE Overview



Population Level Approaches to Cancer Elimination

1. **Purpose:** To describe DCI's catchment area using a community engagement model via surveys, GIS Mapping, and Social Network Analysis..

2. **Leverage our Diverse Community Partners for Survey Collection**

- Strong relationships within our catchment area
- Have lead to local and statewide reach around disparities
- Outreach efforts and research grants covering 6 counties and including 2 statewide health initiatives
- 1 FQHC, 3 health departments, and over 10 community organizations

3. **Partners allow us to collect survey data from a diverse communities in our catchment area (n=2000)**

- | | |
|------------------|------------------------|
| – Race/Ethnicity | -Gender |
| – Religion | -Language |
| – Rural/Urban | - Socioeconomic status |

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- **Survey Mode:** Self administered survey ; paper and pencil and web
- **Target population:** Minority and underrepresented populations (African American, Latino/Hispanic, and Asian); Rural/Urban
- **Survey Languages:** English, Spanish, and Mandarin
- **Sampling Strategy:** Non-probability.- working with community partners
- **Field Survey:** February 2017-July 2017

Constructs Under Considerations

- | | |
|----------------------------------|--------------------------------|
| • Demographics* | Access to Care |
| • Accessing Health Information | Physical Activity and Exercise |
| • Nutrition | Medical Research |
| • Tobacco Use | Nutrition |
| • Cancer Screening and Knowledge | Beliefs about Cancer |
| • Health History | Medical Distrust |

Questions

1. What similarities or differences exist among the pen/paper groups in terms of constructs, collecting data, target populations, etc?
2. Are there others surveying in a language other than English? If so, what languages?