



Project PLACE

Population Level Approaches to Cancer Elimination



Duke Cancer Institute



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Project PLACE Community Partners



Community Organizations

Black Men's Health Initiative

Asian Focus

China Press

El Centro Hispano

El Pueblo

China Star

Health Clinics

Durham Dept. of Public Health

Granville-Vance Dept. of Public Health

Duke Primary Care

St. Joseph Primary Care

CAARE, Inc.

Faith-based Organizations

The River Church

Chinese Christian Church

First Calvary Baptist Church

St. Mark AME Zion Church

Morning Star Baptist Church

Hamer Missionary Baptist Church

Covenant Presbyterian Church

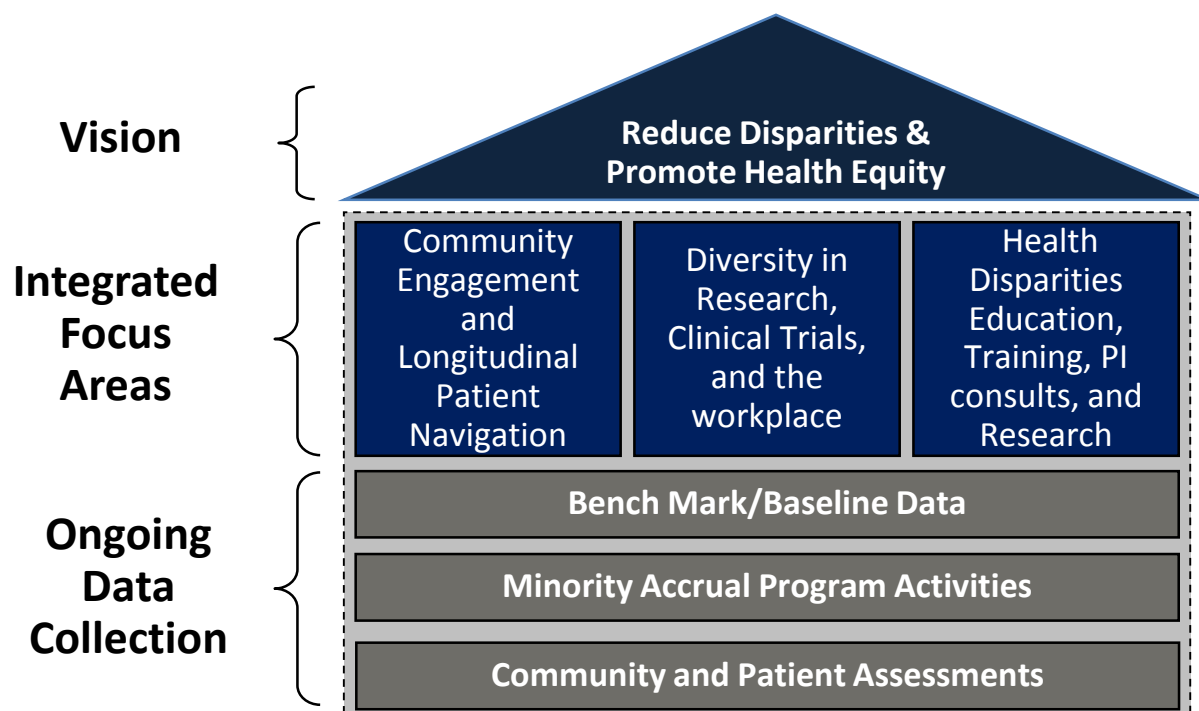
Freedom Life Church

Life International Church

Clearview Church

South Henderson PH Church

Oxford Baptist Church



Citation: Barrett, et.al, Implementation of a Health Disparities and Equity Agenda at the Duke Cancer Institute. 2016. *Journal of Oncology Issues: September/October Issue: 4:47-57*

Duke Cancer Institute Catchment Area



- Primary Catchment area: The state of NC
- 100 counties both rural (22%) and urban
- Racially and ethnically diverse
 - 71% White, 22% Black/African American, 9% Hispanic/Latino
 - Several majority-minority counties
- Three NCI Comprehensive Cancer Centers (UNC-CH, Wake Forest and Duke)

Project PLACE Catchment Area



- Raleigh-Durham Combined Statistical Area
 - Includes counties with well-established community partnerships
 - Capitalizes on heightened engagement in Wake, Durham, and Orange Counties
 - Includes rural counties (Vance and Granville)





Aim 1. To conduct 2000 surveys in targeted counties in NC

- 500 surveys from each racial/ethnic group (African American, White, Latino, Asian)
- 20% (n=400) collected from participants in rural areas
- Additional focus include 100 surveys completed by participants from the LGBT community



Aim 2. To conduct social network analysis of formal and informal networks supporting cancer screening in Durham County

Aim 3. To use national, state, local data to create an interactive mapping platform to identify disparities in cancer screening and cancer burden in the DCI catchment area.



Survey Mode

- Self-administered paper and pencil survey
- Scannable form
- Web-based REDCap

Survey Languages

- English
- Spanish
- Mandarin

IRB

- Amending open IRB protocol
- Submitting amendment March 3






Project PLACE Sampling Strategy



	AA	White	Latino	Asian	Rural
Community-based Organizations	X		X	X	
Faith-based Organizations	X	X	X	X	X
Health Clinics	X	X	X	X	X
Community Events	X				

Project PLACE Data Collection Timeline



	March	April	May	June	July
Community-based Organizations (n=7)					
Faith-based Organizations (n=12)					
Health Clinics (n=7)					
Community Events (n=2)					



Core Measures

- Accessing Health Information
- Tobacco Use
- Cancer Screening and Knowledge
- Access to Care
- Demographics

Duke-specific Measures

- Participatation and interest in Medical Research
- Genetic Testing
- Beliefs about Cancer
- Medical Mistrust
- Health History
- Awareness and Use of Palliative Care
- Physical Activity and Exercise
- Nutrition

Pretest: On average, 15-20 minutes to complete

Future Outreach and Initiatives



1. Collaborate with other grantees to compare and contrast national and local data across the shared constructs

Example: Collaborate with UCSF to explore regional differences and similarities across key construct and among diverse populations.

2. Strategically prioritize and enhance access to community outreach, screening services, and research.

Example: Work with NC Black Men's Health Initiative to expand educational outreach program to increase prostate cancer screening in the DCI catchment area.



3. Foster innovative and novel research and interventions to reduce cancer risk, incidence, and mortality

Example: Use data on racial/ethnic differences in participation in medical research, medical mistrust, and genetic testing to inform culturally tailored approaches to increase minority accrual rates in clinical trials

4. Promote multi-sector collaborations to address the cancer need in our local communities and statewide

Example: Partner with our Asian Research Council to develop and implement tailored approaches for eliminating cancer disparities within the Asian community in the DCI catchment area



Thank You!

Contact Information

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