

# Collaborating with COE to Increase Impacts on the Burden of Cancer in Orange County

---

**Sora Park Tanjasiri, DrPH, MPH**

Professor, Joe C. Wen School of Population & Public Health

Associate Director, Cancer Health Disparities & Community Engagement

趙 Chao Family  
Comprehensive  
Cancer Center

01

---

Catchment Area

# CFCCC Catchment Area

[🏠 Home](#) > [About](#) > [Catchment Area](#)



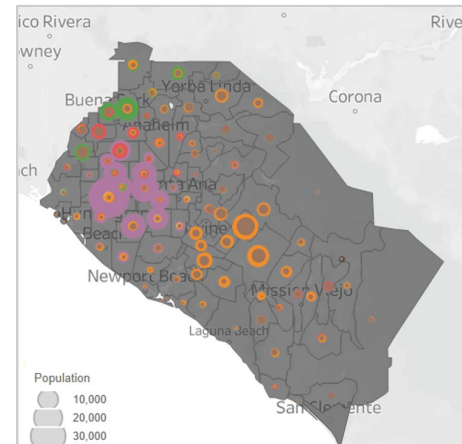
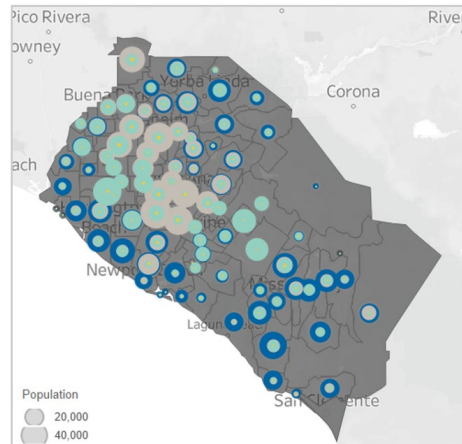
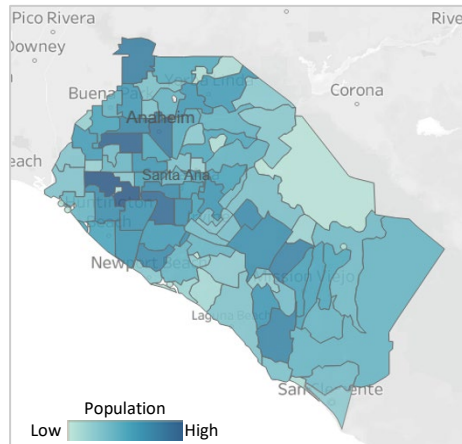
# Orange County, CA: Historically minoritized groups are the majority (62%)

State

County

Racial & Ethnic Diversity

Asian Ethnic Diversity (24% of OC)



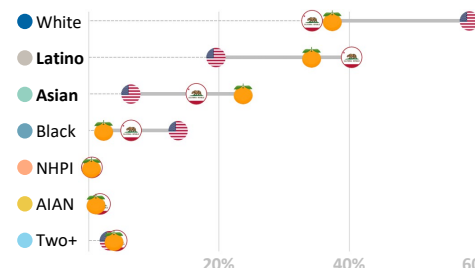
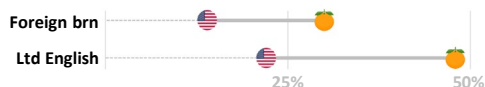
6<sup>th</sup> most populous county in the US  
Home to 3.2M residents (~10% of CA)

Double the national average of foreign born and limited English residents

Latino and Asian populations surpass national averages (US Census 2023)

Home to the largest Vietnamese community outside of Vietnam

Age Distribution 🍊 = 🇺🇸  
Poverty 🍊 = 🇺🇸

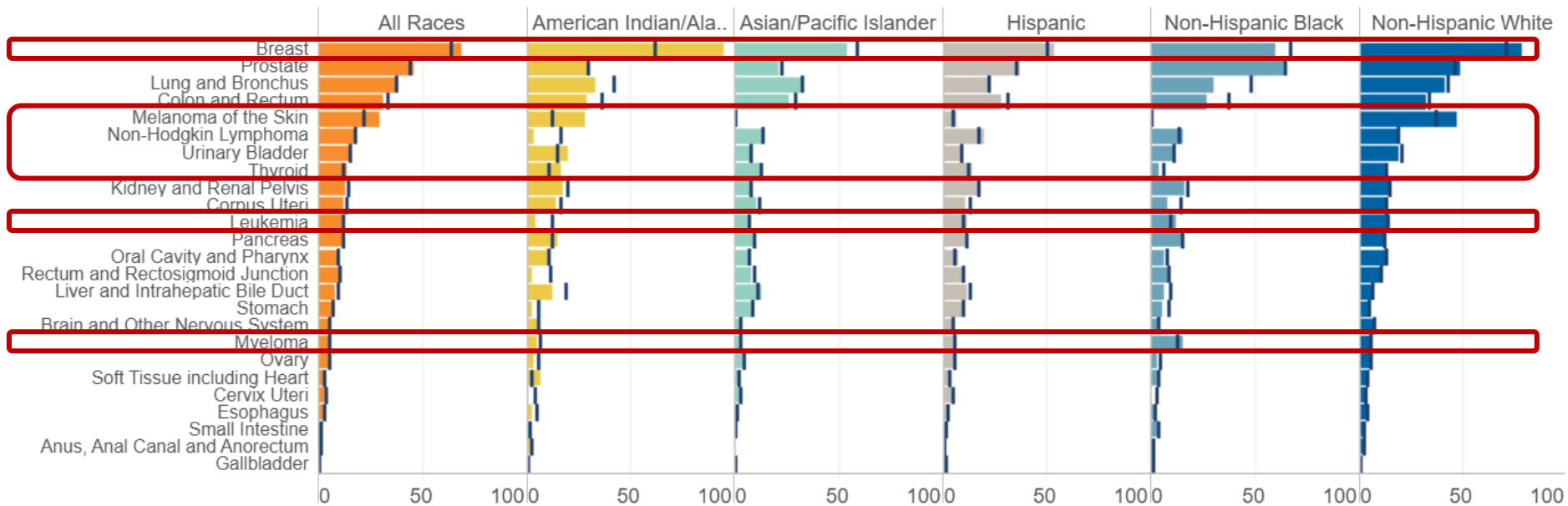


Vietnamese	31%	Asian Indian	9%
Chinese	19%	Japanese	5%
Korean	15%	Other Asian	9%
Filipino	12%		

# CFCCC's Catchment Area: Cancer Incidence Burdens

## Incidence Rates by Cancer Site

CA Rate Comparison (I): Lower is better | Sorting Data: hoover & click any column header "↓" icon

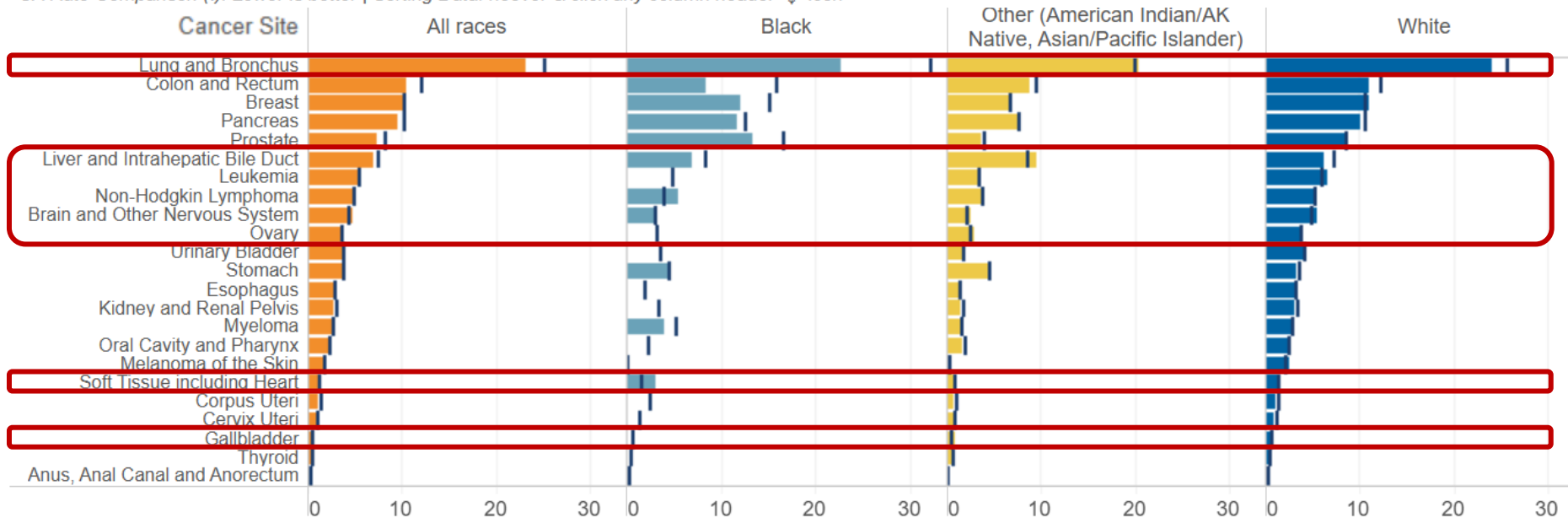


Data source: Surveillance, Epidemiology, and End Results (SEER) Program (www.seer.cancer.gov) SEER\*Stat Database: Incidence - SEER Research Plus Data, 17 Registries, Nov 2022 Sub (2000-2020).

# CFCCC's Catchment Area: Cancer Mortality Burdens

## Mortality Rates by Cancer Site

CA Rate Comparison (↓): Lower is better | Sorting Data: hover & click any column header "↓" icon



Data source: Surveillance, Epidemiology, and End Results (SEER) Program ([www.seer.cancer.gov](http://www.seer.cancer.gov)) SEER\*Stat Database: Mortality - All COD, Aggregated With County, Total U.S. (1990-2020). SEER Mortality data is only available for 3 racial groups: White, Black, Other. The "Other" race category consists of American Indian/Alaskan Native and Asian/Pacific Islander.



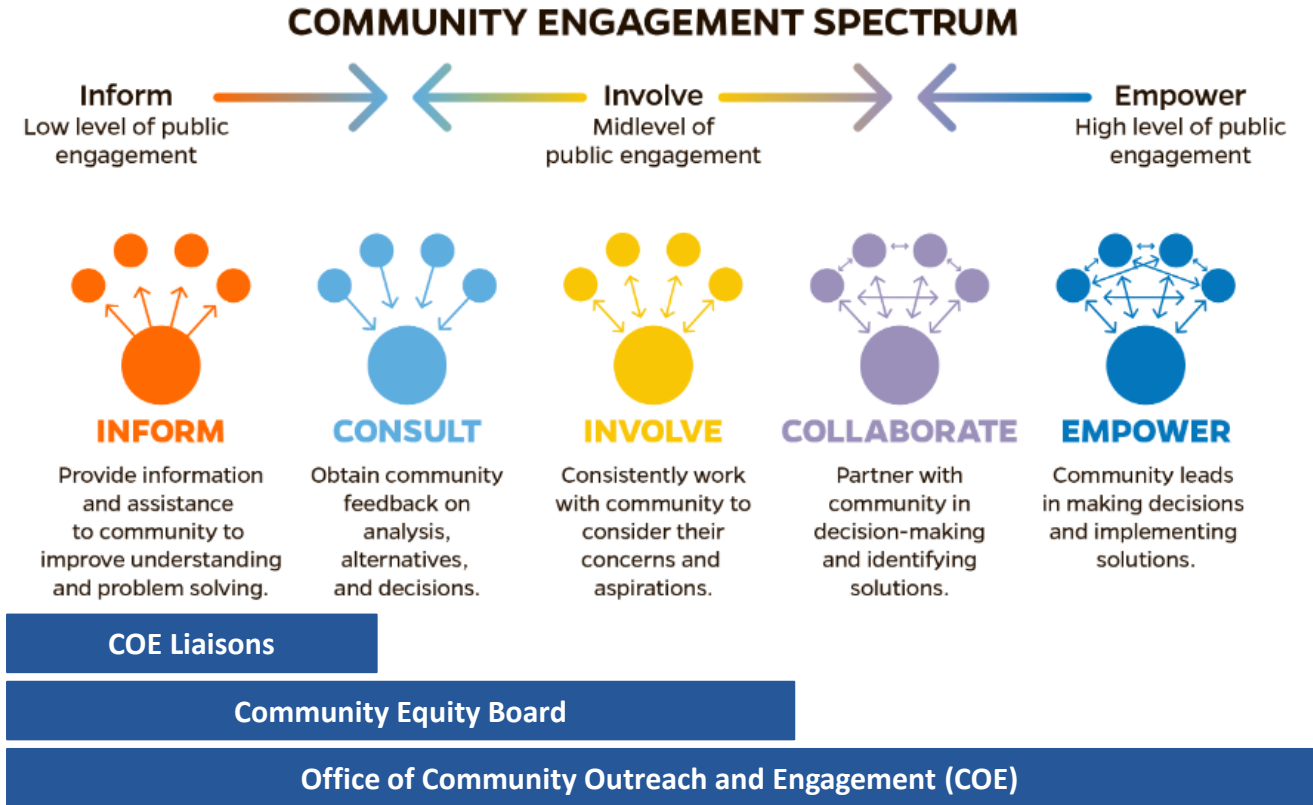
趙 Chao Family  
Comprehensive  
Cancer Center

**02**

---

**Collaborating with COE to Increase  
Impacts on the Burden of Cancer in  
Orange County**

# Office of COE: Spectrum of Community Engagement





# Office of COE: COE Liaisons

## COE Liaisons



**Shawn Griffin, Pharm D**  
Systems, Pathways &  
Targets



**Gelareh Sadigh, MD**  
Cancer Control



**Darci Trader, PhD**  
Biotechnology, Imaging  
& Drug Development

1. Work with Research Program leaders to promote catchment-area related research
2. Facilitate bidirectional communication between Research Programs and COE team to advance community engaged research
3. Help develop priorities and approaches for increasing integration of research with community
4. Present information on COE initiatives at Research Program meetings
5. Participate in:
  - COE Liaison quarterly meetings
  - Community Equity Board biannual meetings

# Office of COE: Community Equity Board

## Community Equity Board

\* Cancer survivors



Karen Alvarez



Daniel Anderson



Isabel Becerra



Michelle Burroughs



Susan Choi



Regina  
Chinsio-Kwong\*



Charlene Kazner\*



Maria Matza



Becky Nguyen



Gabriela Robles\*  
Chair



Robin Walker

- American Cancer Society
- California Colorectal Cancer Coalition
- Center for Healthy Communities
- Hispanic Nurses Association
- National Marrow Donor Program
- Orange County Coalition of Community Health Centers
- Orange County Health Care Agency
- Pacific Islander Health Partnership
- St. Joseph Community Partnership Fund
- Susan G. Komen
- Vital Access Care Foundation

- Members from **Key Health Organizations:** Partnerships with the American Cancer Society, California Colorectal Cancer Coalition, Orange County Coalition of Community Health Centers, and more.
- **Healthcare Leaders and Professionals:** Including experts from the National Marrow Donor Program, Orange County Health Care Agency, and Susan G. Komen.
- **Community Health Advocates:** Expertise in working with vulnerable populations including Latino, Vietnamese, Black, and low-income communities.
- **National/State Presence:** Hispanic Nurses Association, Pacific Islander Health Partnerships.
- **Cancer Survivors as Members:** Firsthand experience in addressing the needs of cancer-affected communities
- **Support Network:** involvement from St. Joseph Community Partnership Fund and Vital Access Care Foundation.
- **Health and Wellness Advocacy:** Focus on social determinants of health and improving access through Orange County Health Care Agency and Center for Healthy Communities.
- **Innovative Strategies and Resources:** Engaging solutions developed in collaboration with Local and national partners.

# Office of COE

## Office of COE



**Daniel Rivas, MA**  
COE Director (Spanish)



**Iris Duran**  
Community Health  
Educator (Spanish)



**Vy Lê**  
Community Health  
Educator (Vietnamese)



**Troy Tang**  
Patient Navigator  
(Vietnamese)

- **Data-Driven Research Insights:** Access to the Catchment Area Dashboard for precise data on cancer trends, social determinants of health, and community needs.
- **Established Community Networks:** Leverage partnerships with FQHCs, community organizations, and local leaders to facilitate participant recruitment and outreach.
- **Culturally Tailored Recruitment:** Expertise in creating in-language. Culturally relevant materials to engage diverse populations effectively.
- **Community-Embedded Workforce:** Programs like the Community Science Worker (CSW) initiative and Community Scientist Academy (CSA)
- **Enhanced Trial Diversity:** Proven methodologies to increase clinical trial enrollment from underrepresented groups, improving the generalizability of research findings.
- **Bidirectional Feedback Mechanisms:** Systems for incorporating community input into research design, fostering relevance and higher participant retention.
- **Health Equity Focus:** Opportunities to collaborate on research that addresses disparities, aligns with funding priorities, and drives impactful outcomes.
- **Policy Impact Potential:** Engage in research that informs policy changes and demonstrates real-world impact beyond academic publication.



# Office of COE: Impact on Research



“I found community engagement is impactful but complicated. COE helped me in supporting letters for grant applications and for future community engagement. It ensures that the research is patient-centered, relevant, and impactful.” (Liangzhong Shawn Xiang, PhD, Biomedical Engineering)



“We received valuable feedback on the financial education materials, resources, as well as our patient outreach materials. I have a better understanding of the role of COE, and how they can partner to make the research more applicable to the community.” (Gelareh Sadigh, MD, Radiological Sciences)



“Community engagement is a way to build trust and provide knowledge about cancer risks... I feel this really made my application stand out including a section on community engagement where part of our budget is allocated to meeting with patient survivors and advocates to discuss our research. COE has expertise in health equity, is plugged into the community, and can promote policy change to address disparities.” (Nicholas Pannunzio, PhD, Biological Chemistry)

趙 Chao Family  
Comprehensive  
Cancer Center

When will you include COE in  
your research?