

Community Outreach & Engagement

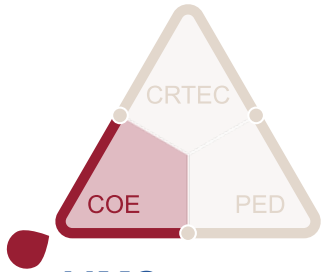
SORA PARK TANJASIRI, MPH, DRPH
MIN ZHANG, PHD²

EAB 2025

MARCH 14, 2025



Objective & Specific Aims



AIMS

OBJECTIVE

COE's mission is to reduce cancer-related burdens in Orange County through cancer monitoring, community outreach and education, strategic partnerships and coalitions, advocacy, and facilitation of research that promotes cancer health equity for all. Our three pillars focus on cancer health equity, partnerships that respect community autonomy, and policy and systems change

1

Cancer Burden

Identify and characterize the cancer burden in Orange County

2

Partnerships

Partner with community leaders and organizations to develop, implement and evaluate outreach education and policy advocacy campaigns

3

Bidirectional Community-Engaged Research (CEnR)

Catalyze community-engaged research across CFCCC programs and members

Leadership



Sora Park Tanjasiri, MPH, DrPH

Associate Director, COE & Cancer Health Disparities

EXPERTISE

- Cancer prevention through healthy lifestyles
- Cancer early detection (breast, cervical, colon)
- Cancer health disparities, especially among Asian Americans, Native Hawaiians, Pacific Islanders
- Community-based participatory research

ROLES

- Oversee the Office of COE
- Engage with community partners throughout catchment area to cultivate collaborations for research
- Represent COE on PED Advisory Committee



Min Zhang, PhD²

Deputy Associate Director

EXPERTISE

- Statistical methodology and application
- Bioinformatics, big data research
- Training in cancer

ROLES

- Chair the Catchment Area Advisory Committee
- Represent COE on CRTEC Advisory Committee

SHARED RESPONSIBILITY

- Support programs and members on community engagement to address catchment area priorities
- Communicate cancer priorities across CFCCC to inform COE and research
- Meet with CEB, COE Liaisons, Stern Center, and with CRTEC/PED to inform joint efforts that address catchment area priorities

Response to EAB Review



STRENGTHS (2021 NIH Summary Statement)

“ A substantial strength of the COE team is the deep connections with community stakeholders representing diverse and/or underserved communities in the catchment area

CRITIQUE

COE Liaisons: define roles, expectations and impact

Community Equity Board: expand diversity; clarify selection, representation, engagement and impact

Integration: demonstrate COE's role in fostering integration with programs, trials, and others; collaboration with CTO/DOTs (trial design, enrollment)

Community Engagement: Demonstrate bidirectional engagement between researchers and communities; how community shapes research, clinical priorities and outcomes; how COE facilitates process and supports dissemination

Catchment Area (CA) Alignment: align COE efforts with CA priorities; demonstrate COE activities with research addressing these needs

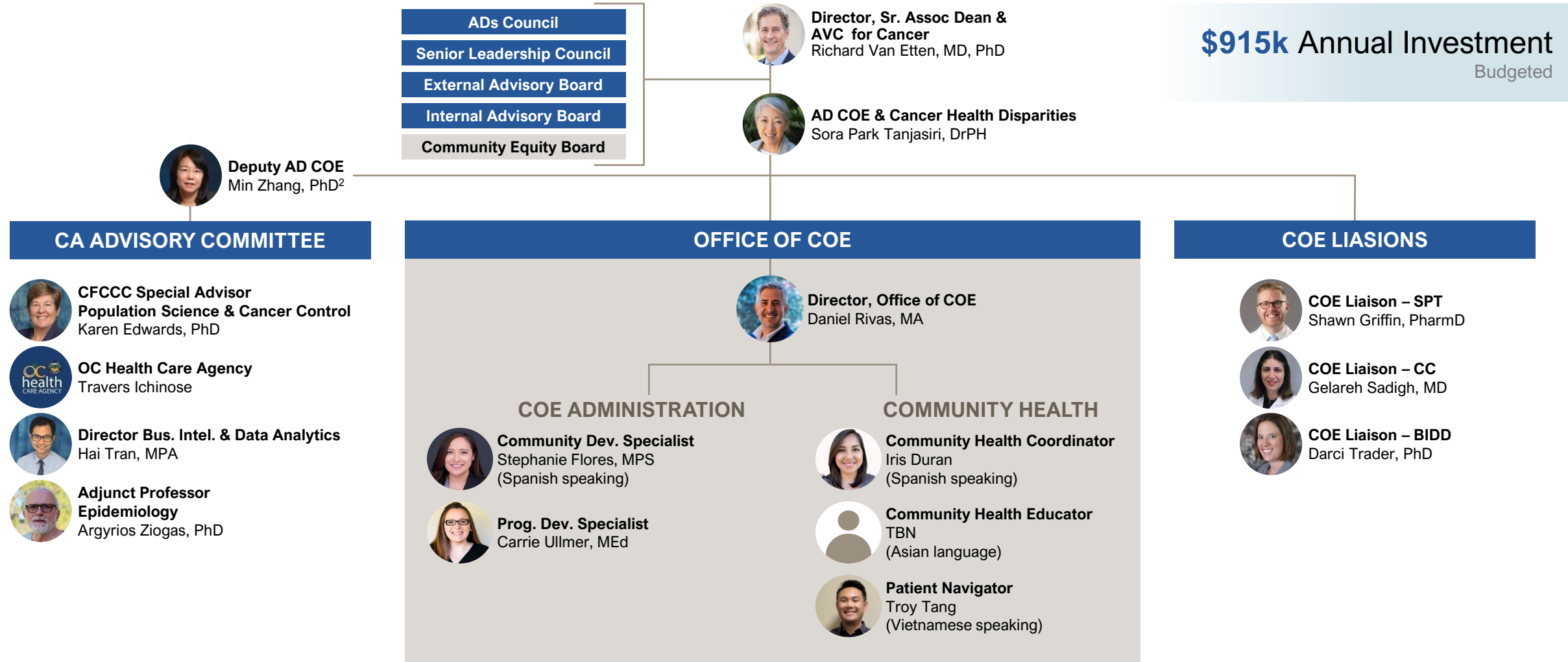
Metrics: develop quantifiable metrics to evaluate COE's impact on research, clinical trials and community outcomes; use logic model to align COE activities with program goals

Funding: develop a sustainable plan beyond CCSG

RESPONSE

- Role defined as facilitating catchment area and community engagement within programs
- Impact: inclusion of Hispanic mortality in cancer dashboard, new SDOH dashboard, COE intake process, and presentations to programs and clinical champions
- CEB expertise on catchment area priorities, input to two researchers (Sadigh and Fruman), and community engagement training to researchers at scientific retreat
- Community engagement training webinar
- CTO staff training on cultural humility in addition to ongoing activities (e.g., community reps on PRMC)
- Community dissemination partnership with CRI, and by individual researchers (Pannunzio)
- COE recruitment of CAB members for 3 studies
- Researcher support for 2 lung cancer screening studies (Sadigh, Keshava)
- Connecting researchers to community members
- Lung Cancer presentations (Dr. Arter/Costa Mesa Senior Center)
- Aligned COE, CFCCC strategic plans, COE Logic Model with data sources and pinpoint metrics
- Focused on decreasing tobacco use, increasing cancer screenings (breast, cervical, colorectal, and lung), strengthening partnerships with FQHCs and OC's Medicaid managed care health system
- Plan includes leveraging research-funded COE, applications to funders, and philanthropy

Team & Infrastructure



Community Equity Board

Community Leaders Guiding the Work of COE and CFCCC



Gabriela Robles, MBA
Chair, Chief Executive
St. Joseph Health Community
Partnership Fund



Isabel Becerra
Executive Director
Coalition of Community Health
Centers Orange County



Susan Choi
Senior Manager
Engagement & Enrollment AAPI
Program for Be the Match



Becky Nguyen, MPH
Executive Director
Vietnamese American Cancer
Foundation



Karen Alvarez, MPH
Associate Director
Cancer Center Partnerships
American Cancer Society



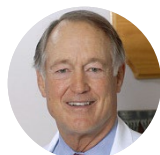
Michelle Burroughs, MPH
Dep Dir & Financial Admin Officer
UC Riverside School of Medicine



Charlene Kazner
Secretary
Pacific Islander Health
Partnership



Robin Walker
Executive Director
Susan G Komen Orange County



Daniel Stony Anderson, MD
President
CA Colorectal Cancer Coalition



Regina Chinsio-Kwong, DO
Chief Medical Officer
County Health Officer
OC Health Care Agency



Maria Matza, PhD, RNC
Associate Professor & VP
National Association of Hispanic
Nurses, Orange County

 Cancer Survivor

Selection Criteria

- Geographic focus
- Community leadership
- Demographic diversity
- Trusted voice
- Experience with health disparities research

Engagement & Impact



Fruman, PhD



Sadigh, MD

Feedback to Researchers



Researcher Training



Community Dissemination

FREQUENCY

Biannually

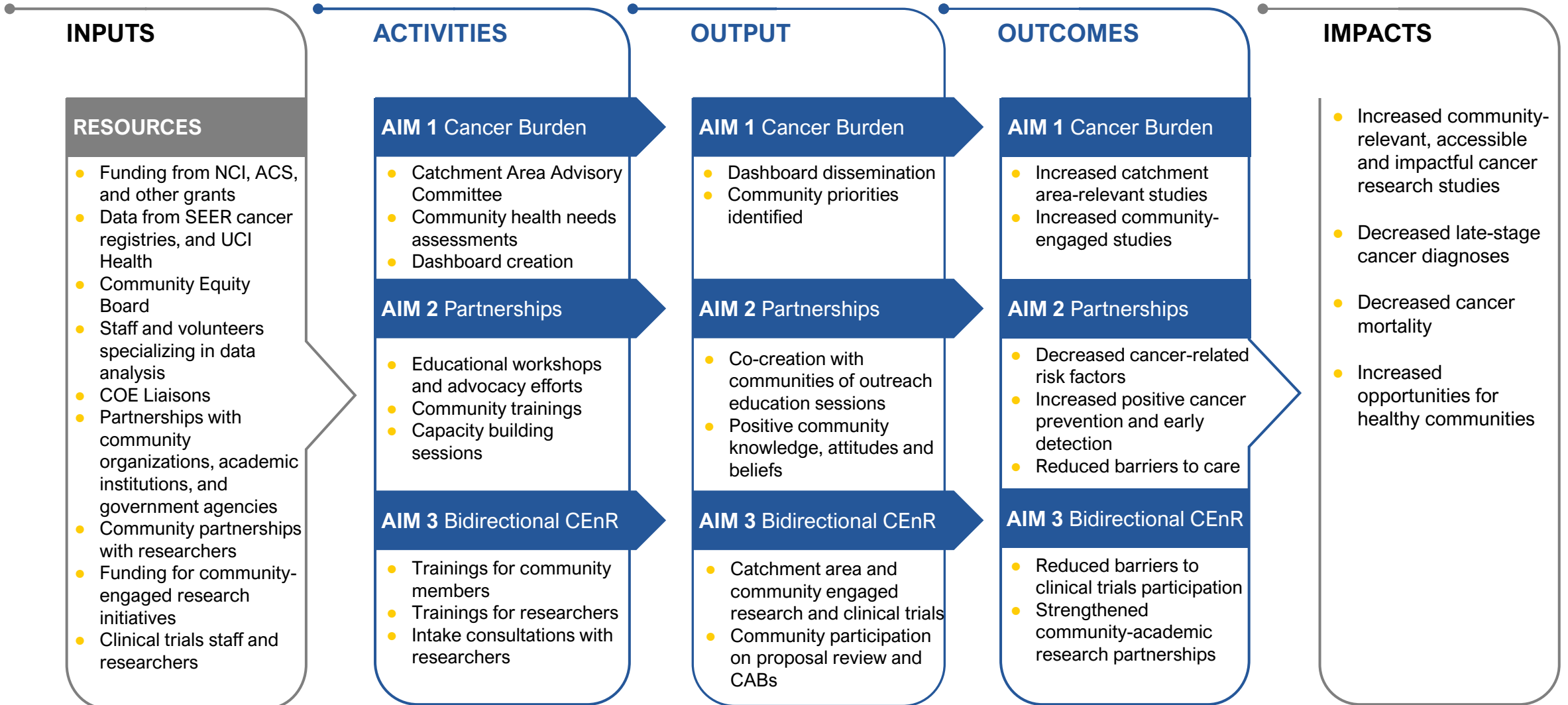
FUNCTION

Inform catchment area priorities, advise on key partnerships, respond to research needs, and participate in CFCCC events

AUTHORITY

Advise decision-makers on policies and practices that promote equity within their community

Logic Model to Drive Population Health & Well-Being



Proposed Metrics to Monitor & Evaluate COE Outcomes in 2025

Goals and Metrics

RESEARCH

Goal: Increase the number and quality of community-engaged studies addressing catchment area priorities

- **Number of catchment area-relevant ACC applications**
- **Number of community-engaged ACC applications**
- **Total amount of funding for community-engaged and catchment area-relevant awards**

Goal: Increase the number and quality of community-informed research outcomes addressing catchment area priorities

- **Number of community dissemination presentations**
- **Number of publications with community co-authors**
- **Impact factor of publications with community co-authors**

CLINICAL TRIALS

Goal: Promote positive knowledge, beliefs and intentions among community members

- **Number of community clinical trials education sessions**
- **% of attendees at community education sessions who have positive knowledge, beliefs, and intentions**

Goal: Reduce barriers to clinical trials recruitment among community members

- **Number of clinical trials staff trained on recruitment best practices**
- **% of trainees who have positive knowledge, beliefs and skills to implement recruitment best practices**

Goal: Increase the number and impact of clinical trials that address catchment area priorities

- **Number of approved clinical trials protocols that address priorities**

COMMUNITY

Goal: Increase access to and utilization of cancer education and screening services in communities

- **Number of community cancer education sessions**
- **Number of referrals for, and completion of, cancer screenings for breast, cervical, colorectal and lung**
- **% screenings compared to Healthy People 2030 objectives**

Goal: Strengthen community capacities for cancer prevention and care with a focus on priority populations and cancers

- **% of community organizations that report improved coordination in cancer-related outreach and services**

01

Aim 1: Cancer Burden



Catchment Area Advisory Committee



CA ADVISORY COMMITTEE



Deputy AD COE
Min Zhang, PhD²



CFCCC Special Advisor
Pop Science & Cancer Control
Karen Edwards, PhD



OC Health Care Agency
Travers Ichinose



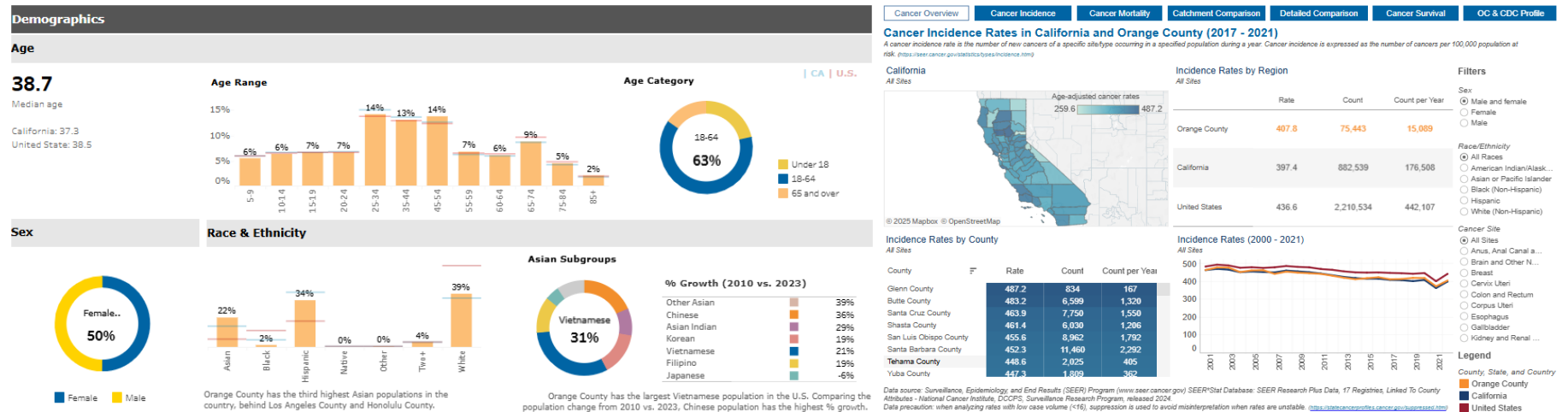
Director
BI & Data Analytics
Hai Tran, MPA



Adjunct Professor
Epidemiology
Argyrios Ziogas, PhD

ROLE & ACTIVITIES

- Meet quarterly to inform development of dashboards
- Inform selection of priority cancers for research in catchment area
- Communicate dashboard and catchment area priorities to programs, DOTs, and at annual Scientific Retreat
- Updated cancer and new SDOH dashboards
- Four large trainings to researchers in CRTEC
 - Clinical Trials Bootcamp
 - CRI summer fellows
 - Scientific retreat (2)
- Baseline measure: 11 catchment area relevant ACC grant proposals in 2024

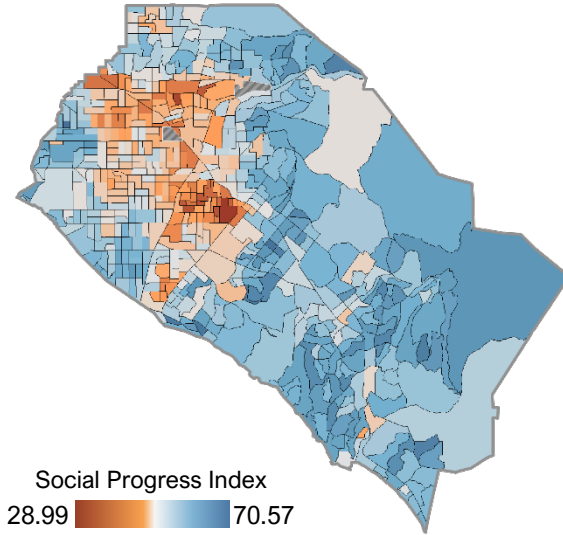


Catchment Area: Orange County, CA

Historically Minoritized Groups are the Majority (62%)

cancer.uci.edu/about/catchment-area

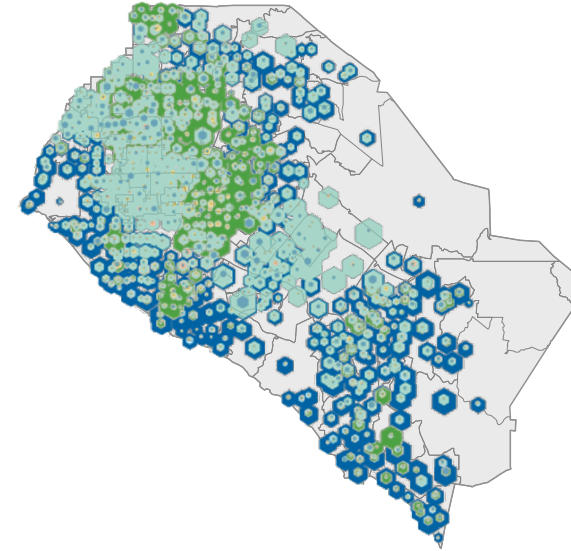
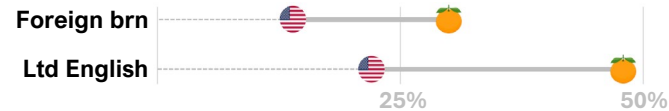
State ————— • County ————— • Racial & Ethnic Diversity ————— Asian Ethnic Diversity (24% of OC)



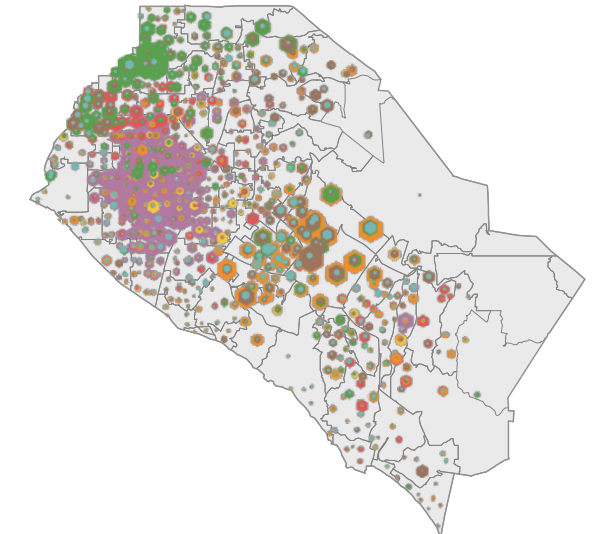
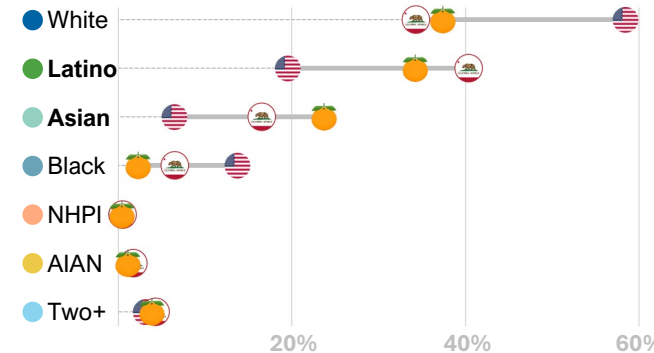
6th most populous county in the US
Home to **3.2M** residents (~10% of CA)

Double the national average of foreign
born and limited English residents

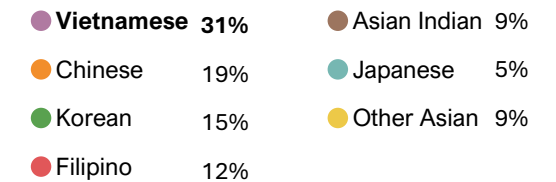
Age Distribution 🍊 = 🇺🇸
Poverty 🍊 = 🇺🇸



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









Home to the largest Vietnamese
community outside of Vietnam










Cancer Burdens in OC





Age-Adjusted Rates per 100,000 for Incidence (2017-2021), Mortality (2018-2022), and Survival (2024)

	WHITE	FEMALES		MALES	
		Incidence	Mortality	Incidence	Mortality
Breast		154.4	21.7		
Lung		39.4	22.4	42.3	26.8
CRC <50		8.4	1.0	10.6	1.6
Leukemia		10.1	<u>4.5</u>	18.9	8.9
Melanoma		36.8	1.9	60.5	4.5
Stomach		3.6	<u>1.7</u>	6.6	3.2

- Breast: Highest incidence rate in OC
- Melanoma: Highest incidence and mortality rates in OC

	H/LAT	FEMALES		MALES	
		Incidence	Mortality	Incidence	Mortality
Breast		104.8	15		
Lung		19.7	10.9	27.3	17.9
CRC <50		8.2	2.1	6.6	1.4
Leukemia		10.0	4.1	12.7	5.3
Melanoma		9.1	7.1	16.0	12.5
Stomach		6.4	0.5	7.4	0.8
		8.7	<u>4.4</u>	11.5	7.0

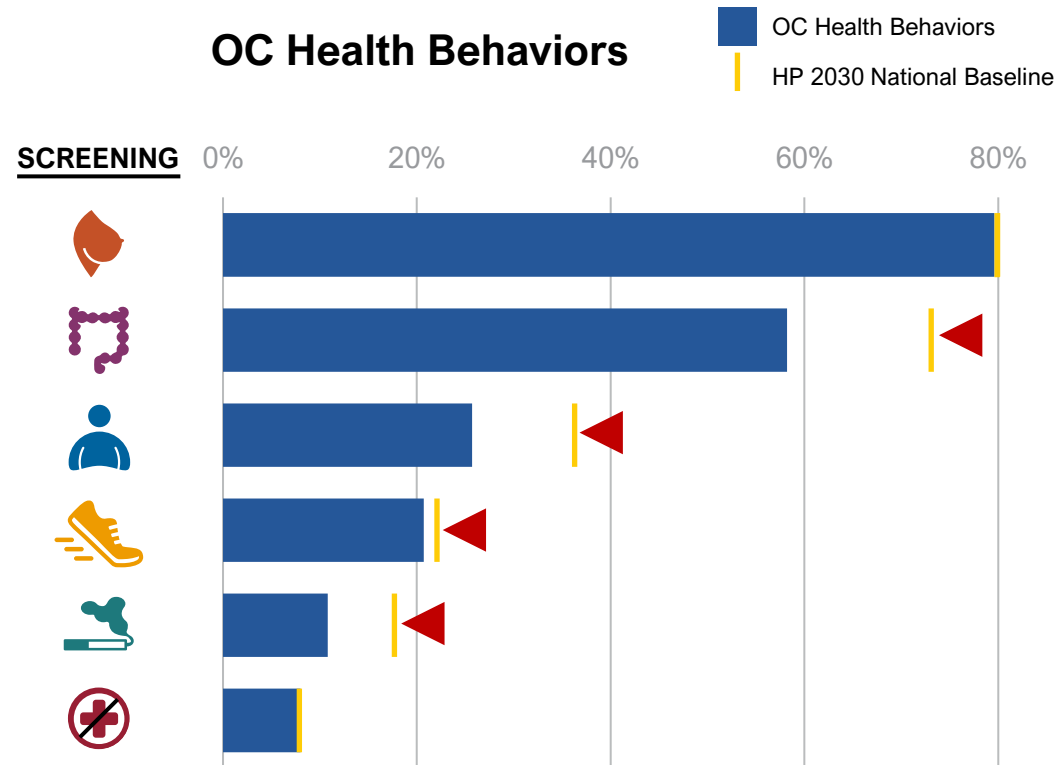
- Lung: Not decreasing compared to Whites in OC
- Liver: Increasing incidence and mortality compared to Whites and APIs in OC
- Stomach Highest incidence rate in OC

	ASIAN	FEMALES		MALES	
		Incidence	Mortality	Incidence	Mortality
Breast		101.5	12		
Lung		27.2	15.4	41.4	26.5
CRC <50		6.8	6.1	<u>20.2</u>	14.5
Leukemia		6.7	3.0	12.0	6.0

- Lung: Not decreasing compared to Whites in OC
- Stomach: Highest mortality rate in OC

Cancer Risk & Screening Behaviors in OC

Behavioral Risk Factor Surveillance System (2022)



Cancer Risk & Screening Behaviors in OC

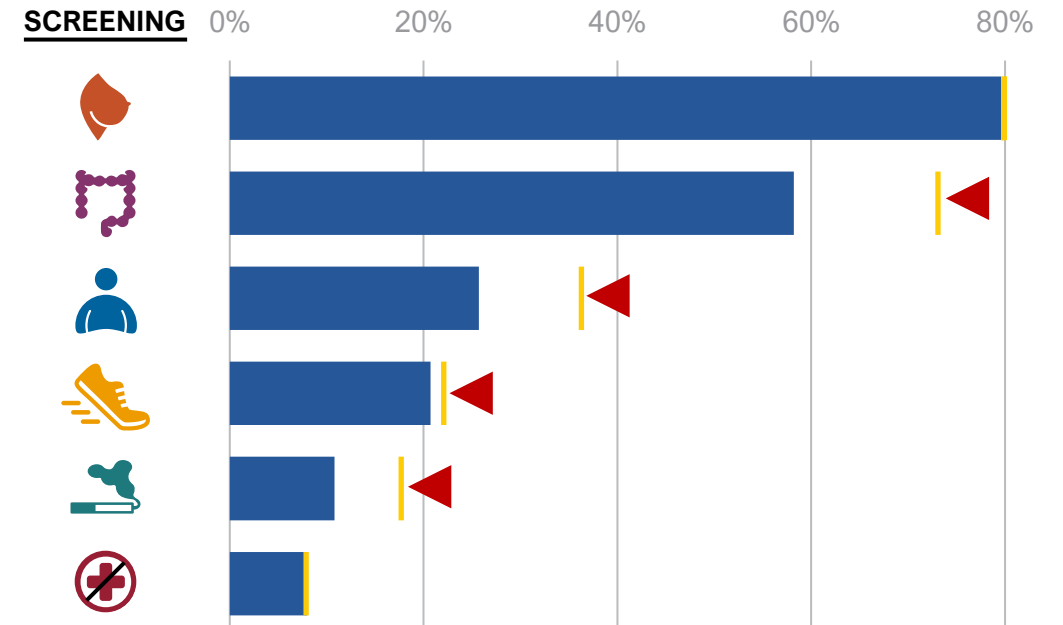
Behavioral Risk Factor Surveillance System (2022)



Total pop	3.18M	310k	172k	91k
Per capita income	\$46,430	\$33,325	\$32,387	\$33,248
% Hispanic	34	77	37.6	24
% Asian	22	12	41.6	51.2
Mammography (%)	79.6	75.4	75.7	75.1
CRC screening (%)	58.2	50.1	52.7	53.3
Obesity (%)	25.7	30.7	24.0	22.6
No physical activity (%)	20.7	28.5	26.8	28.1
Tobacco use (%)	10.7	13.6	12.9	13.2
No insurance (%)	8	19.9	11.9	10.4









OC Health Behaviors

OC Health Behaviors
HP 2030 National Baseline



Priority Cancers in OC

For Prevention, Early Detection, and Improved Therapeutics/Survivorship

	Research Priorities	Community Engagement Priorities
 Breast	Understand higher incidence in OC, and why mortality is not decreasing for Hispanic/Latino women	Increase early detection among ethnic/racial populations
 Colorectal	Understand increasing early onset incidence and mortality, esp among Hispanic/Latinos	Increase early detection in ethnic/racial populations
 Leukemia	Understand and address increasing incidence and mortality (female) among Hispanics/Latinos	Disseminate research and engage in bidirectional communication
 Liver	Understand and address increasing incidence and mortality among Hispanic/Latinos (e.g., fatty liver disease)	Address obesity among Hispanics/Latinos
 Lung	Understand and address increasing incidence and mortality in Asian and Hispanic/Latino males	Promote lung cancer screening, and smoking prevention and cessation in ethnic/racial populations
 Melanoma	Understand and address higher and increasing incidence among Hispanic/Latino and Whites (and mortality for Whites)	Promote sun protection and skin screening
 Myeloma	Understand and address higher risk and mortality, especially among Hispanics/Latinos	Disseminate research and engage in bidirectional communication
 Stomach	Understand and address increasing incidence and mortality (male) among Asians, and lower survival for Hispanics/Latinos	Disseminate research and engage in bidirectional communication

BOLD indicates highlighted story later in this COE presentation

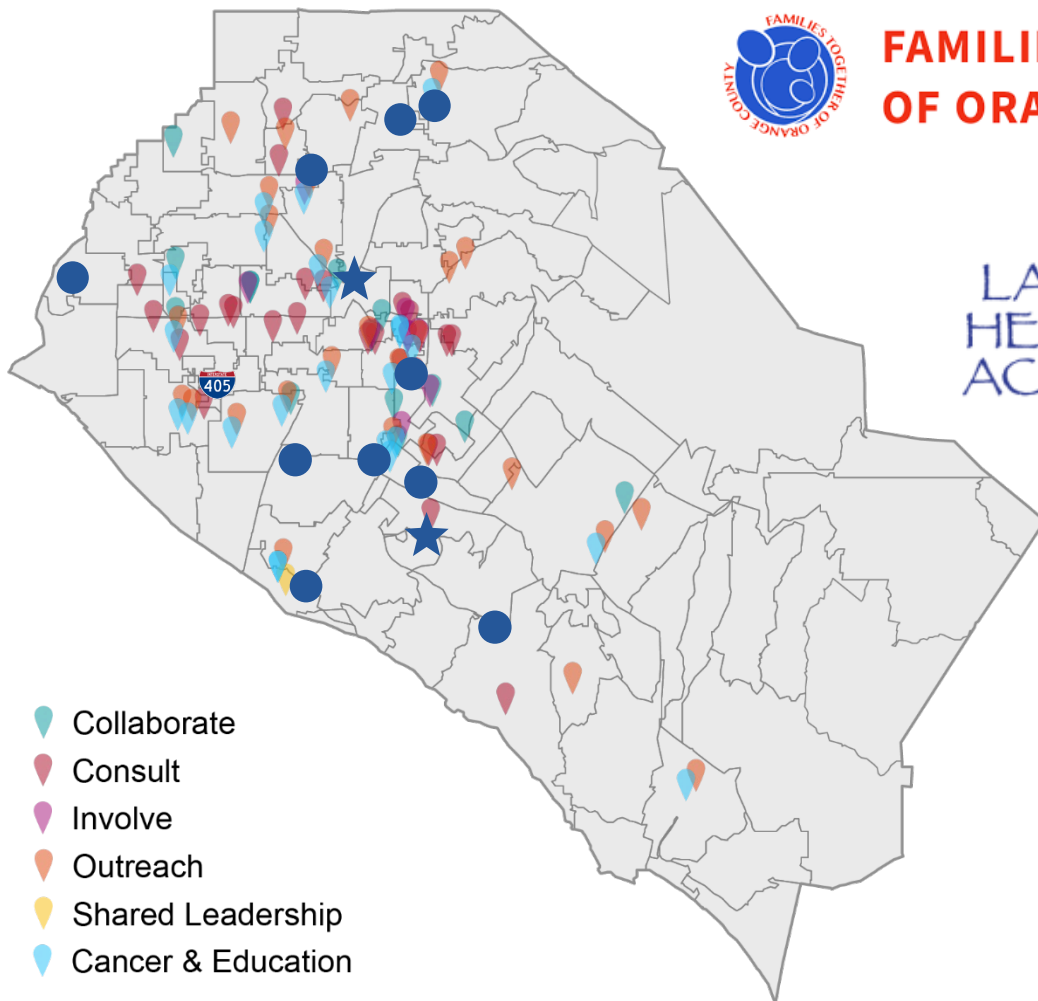
02

Aim 2: Partnerships



COE Reach in OC (CY2024)

140 Partner Organizations



**FAMILIES TOGETHER
OF ORANGE COUNTY**

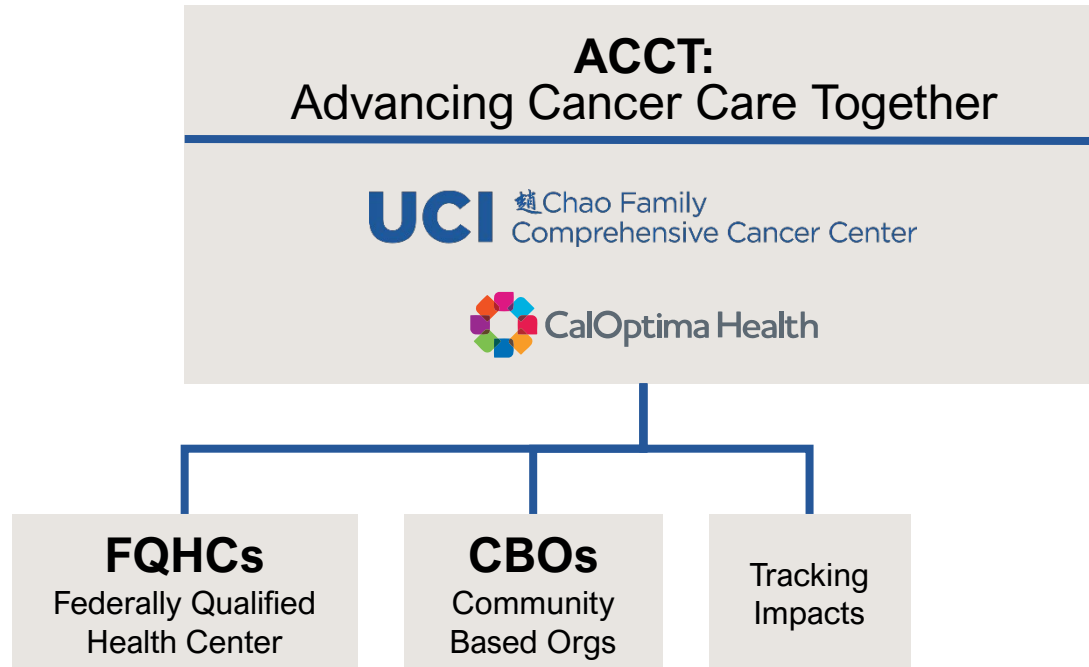


PARTNERSHIP HIGHLIGHTS

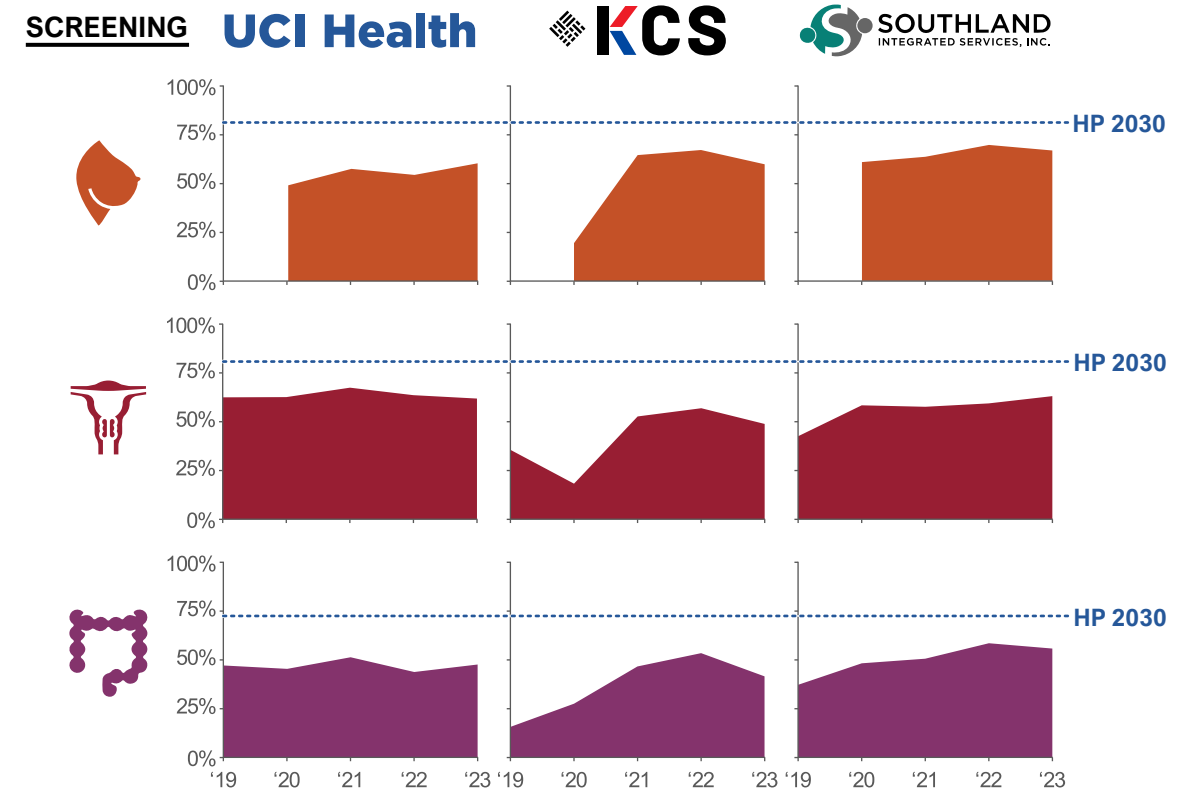
- 5,240 Community Participants
- 23 Community Events; 3 Priority languages; 9 High Impact Cities
- LGBTQ Cancer Awareness Event in Santa Ana during National LGBTQ Health Week
- Latino Colorectal Cancer Awareness and Screening Event
- Alianza TransLatinX; Latino Health Access; Families Together of OC; Vietnamese American Cancer Foundation

COE Addressed Cancer Needs, Risk Factors & Priorities in OC

Hub-Spoke Model for Prevention and Early Detection (2019-23)

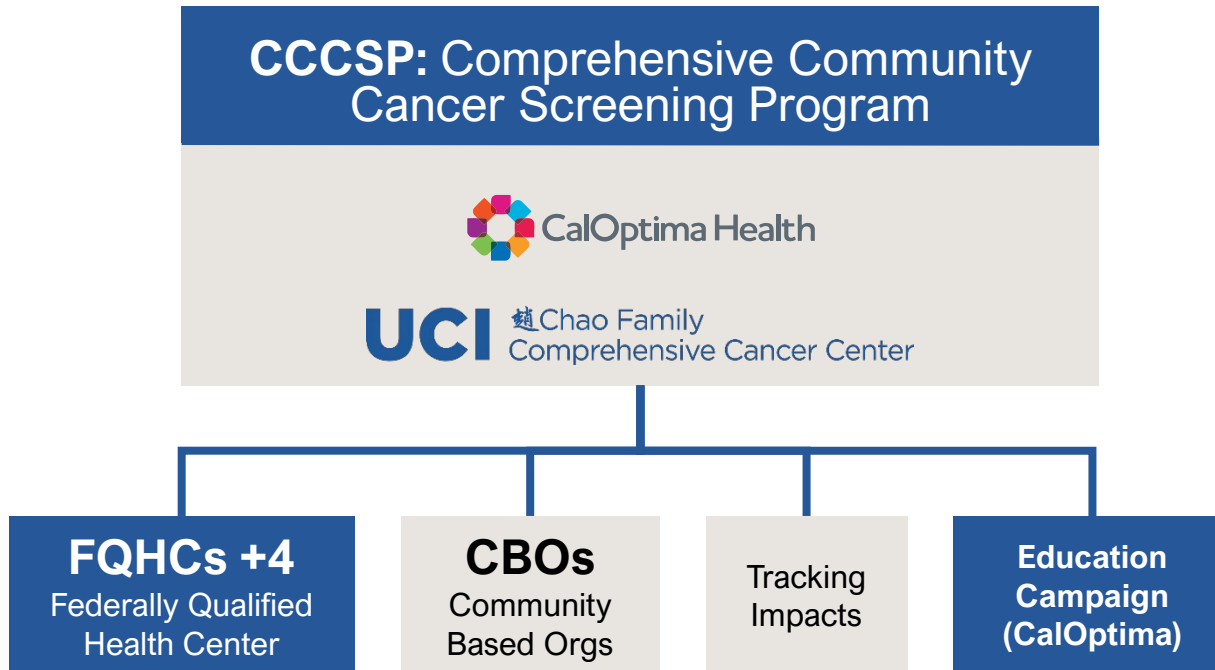


- Increased mammograms and Pap tests for Latinas
- Increased Pap tests for Vietnamese
- Greatest need: CRC screening
- Supported CBO & FQHC applications to CalOptima for additional funding

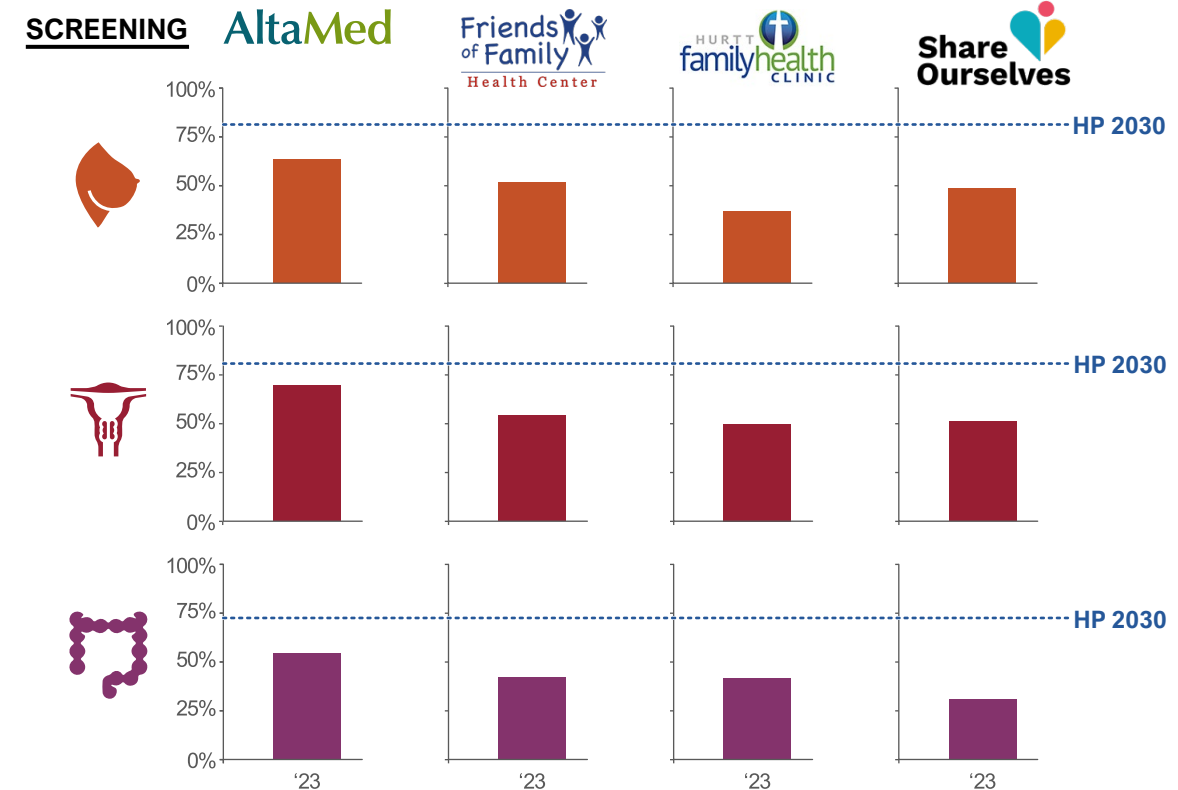


COE Addresses Cancer Needs, Risk Factors & Priorities in OC

Expanded Hub-and-Spoke for all Medicaid Members in Orange County (2024-29)



- Quarterly CalOptima grantee meetings
- Train educators and navigators in community-based organizations
- RFP to propose role as CCCSP community engaged trainers



COE Strategies to Address Cancer Needs, Risk Factors & Priorities

Promoting Cancer Prevention and Control Across OC and Beyond

Outreach & Education

Educate communities on cancer prevention and early detection

Educate community providers on NCCN guideline adherent practices

Train clinic CHEs to improve screenings of FQHC patients

Community Partnerships

Educate, train, and support

Increase patient navigation to resources through Community Collaborations

Assess needs, address social determinants, and increase capacities

Advocacy & Policy change

Promote policy change through Tobacco & Vape Free OC Coalition

Lead the California Dialogue on Cancer to develop and implement the state's cancer plan

Lead advocacy efforts to that promote healthy communities



03

Aim 3: Bidirectional Community Engagement in Research

COE Facilitates Community Engagement & Catchment Area Research

Supporting Community Engagement in Research

Researcher Trainings

Cancer Control members, retreat attendees, CRTEC bootcamp and fellows

Community Engagement webinar

Clinical champions: Drs. Miguel Villalona, Magi Senthil, Rob Bristow, Jeremy Harris

Intake Process

Researcher initiated request to COE for guidance

Focus on community engagement best practices

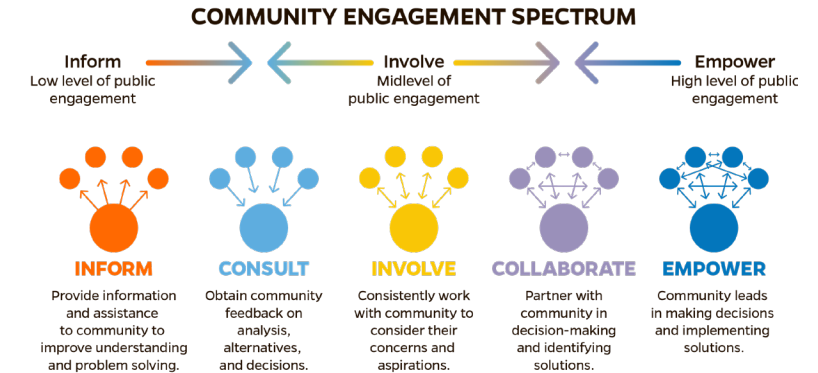
CAB introductions and letters of support

Community Scientist Program

Train community members on cancer research

Engage community scientists on specific studies

Provide ongoing support to community scientists



COE Liaisons

Communicating Catchment Area and Cancer Community Engagement for Research

COE LIAISONS



COE Liaison – SPT
Shawn Griffin, PharmD



COE Liaison – CC
Gelareh Sadigh, MD



COE Liaison – BIDD
Darci Trader, PhD



ROLE & ACTIVITIES

- Work with Research Program leaders to promote catchment related research and COE initiatives
- Facilitate communication between Programs and COE
- Help develop strategies for increasing integration of research with community
- Participate in COE Liaison quarterly meetings, Community Equity Board biannual meetings, Scientific Retreat

OUTCOMES (2024):

- New Intake Form for researchers to request COE expertise
- 3 CAB members appointed to research projects
- 9 letters of support for extramural grants

Example of Intake and CAB Introduction



Kai Kessenbrock, PhD
Associate Professor
Biological Chemistry



Devon Lawson, PhD
Associate Professor
Physiology & Biophysics



Becky Nguyen, MPH
CEB member, Executive Director
Vietnamese American Cancer
Foundation



Health disparities and early-onset HER2+ breast cancer in Vietnamese women

- CFCCC pilot funding received (\$60,000; 2024)
- Searched for community input
- Partnered with community member
- Working together to submit new R01 (May 2025)

COE Facilitated Support for Community Engagement in Research



Liangzhong (Shawn) Xiang, PhD
Associate Professor
Radiological Sciences



2019
R37 Dosimetry Approach for Radiation Therapy

2021
BIDD-COE collaboration on Startup Creator Event pitch competition

2022
Winner for XACT (SoundDose) system

2024
U01 for 3D In vivo dosimetry for FLASH proton therapy

COE support for Community Scientist on DoD grant proposal

2025
DoD grant awaiting funding notice



Nicholas Pannunzio, PhD
Associate Professor
Division of Hematology/Oncology



2021
Learns of Hispanic Risk for ALL

COE community advisor for R01 proposal

2022
NCI R37 MERIT Award

2023
Mentorship COE CHERP Hispanic/Latino student, Vyanka Mezcord (PhD applicant)

2024
Nature Communications *Increased AID results in mutations at the CRLF2 locus implicated in Latin American ALL health disparities*; dissemination to Hispanic/Latino community (April 2024)



Gelareh Sadigh, MD
Associate Professor,
Radiological Sciences



2023
CFCCC Award for lung cancer screening

2024
COE support for design of recruitment materials

RSNA award on *Empowering Latinx Patients Lung Cancer Screening Uptake*

COE-planned presentation to CEB on social needs of Hispanics/Latinos

COE identification of community advisory board members and letter of support for R01

Collaborative Activities: Clinical Trials

Working with the Stern Center for Cancer Clinical Trials and Research

Community Assessments

- Key Informant interviews
- Needs assessment surveys

Barrier Action Plan

- Development of Barrier Action Plan (in development)
- Series of cultural humility trainings for CTO Coordinators within Hispanic/Latino, AA, and LGBTQ+ communities (in development)

Clinical Trials Protocol Review

- Development of guide for community reviewers (In development)

Community Education

- Review translation of materials (language, relevance, diversification of communication channels)
- Outreach education at Senior Centers, coalitions, and faith-based organizations

ETCTN Pittsburgh Cancer Consortium

- Sharing of best practices across COE and CTO offices

Clinical Trial Accruals

- Connect researcher with community partners and coalitions.



PREGUNTAME
sobre
Ensayos clínicos

Encontremos juntos el tratamiento adecuado

Los ensayos clínicos son esenciales para desarrollar terapias contra el cáncer que curan enfermedades, retrasan la progresión y mejoran la calidad de vida.

En UCI Health, contamos con más de 500 ensayos clínicos en curso. Consulte con nosotros para encontrar el más adecuado para usted.

Comuníquese con nosotros para obtener más información

✉ Correo electrónico: ucstudy@hs.uci.edu

☎ Teléfono al: 877-827-8839

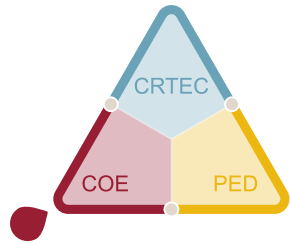
🌐 Visite la página web: <https://cancer.uci.edu/research/clinical-research>

📱 Escanee el código QR para más información sobre los ensayos clínicos.

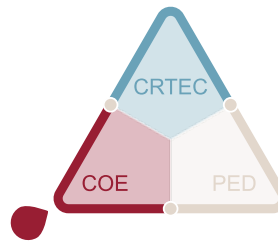
UCI Health | Chao Family Comprehensive Cancer Center

Intersection between COE, CRTEC, and PED

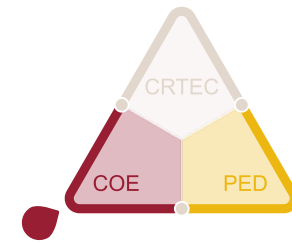
Collective Mission, Communication, and Activities



- CSUF/UCI Cancer Health Equity Research Program (CHERP) trains URM students and fund disparities research, and train researchers on mentorship
- Vietnamese Outreach Program (CME events and navigation) trains community oncologists on cancer health disparities and NCCN guideline adherent treatment
- Community Equity Board (CEB) advises cancer center on priorities related to cancer health disparities and vulnerable populations



- COE presentations to Research Programs and clinical champions
 - Hematology
 - Radiology
 - Gynecology
 - Surgical Oncology
- Catchment area and community engagement training for the Cancer Clinical Trials Bootcamp
- Community impact as scorable element of clinical trial protocol selection



- Cultural humility training for clinical trials staff (upcoming)
- Curriculum development for CHE presentations at community organizations to promote cancer screening (upcoming)
- Community Scientist Program trainings (upcoming)

Future Plans



AIMS

1

Cancer Burden

- Update catchment area priorities to inform new COE and CFCCC strategic plans
- Improve upon the dissemination of dashboards to communities to promote greater outreach, education and advocacy.
- Develop use case and real-world examples for researchers on using and interpreting dashboards to inform research proposals.
- Develop and implement Patient Community Advisory Board

2

Partnerships

- Secure funding from CalOptima to expand technical assistance and outcomes tracking for the Comprehensive Community Cancer Screening Program (CCCSP)
- Update COE strategic plan and align to CFCCC strategic plan and California's Cancer Plan
- Partner with community-based organizations to assess needs, address social determinants, and increase capacities

3

Bidirectional CEnR

- Expand delivery of community engagement in research (CEnR) trainings to include a webinar series for researchers and community stakeholders
- Implement targeted actions relating to the Clinical Trials Barrier Action Plan reduce community misconceptions and increase behavioral intentions
- Integration of Community Protocol Reviewers at early stage of clinical trials development to maximize catchment area relevance
- Implement Community Scientist Program

Questions?
