

APPENDIX C

NATIONAL OUTREACH NETWORK FINAL PROGRESS REPORT

CHE-Directed Education/Outreach Intervention Summary

Description of CHE Intervention – Provide a description of the CHE Directed Education/Outreach Project.

Local Cancer Health Disparity Issue		
Population Focus	Race: <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Asian <input checked="" type="checkbox"/> Black/African American <input type="checkbox"/> White/Caucasian <input type="checkbox"/> Native Hawaiian/Other Pacific Islander	Ethnicity: <input type="checkbox"/> Hispanic <input checked="" type="checkbox"/> Non-Hispanic
Additional Characteristics Describing Target Population (i.e. immigrants, Limited English Proficiency, Low SES, medically underserved, etc)	Included participants with low SES, who are medically underserved, members of a faith-based organization (church)	
Cancer Focus AND Cancer Continuum/Topic Area	Cancer Focus	Cancer Continuum/Topic Area
	<input type="checkbox"/> Breast <input type="checkbox"/> Colorectal <input checked="" type="checkbox"/> Prostate <input type="checkbox"/> Cervical <input type="checkbox"/> Lung <input type="checkbox"/> Other: _____	<input type="checkbox"/> Prevention <input type="checkbox"/> Diagnosis <input type="checkbox"/> Survivorship <input type="checkbox"/> End of Life <input checked="" type="checkbox"/> Biospecimen Collection <input checked="" type="checkbox"/> Screening & Detection <input type="checkbox"/> Treatment <input type="checkbox"/> Recurrence/Progression <input checked="" type="checkbox"/> Clinical Trials <input type="checkbox"/> Genetic Testing <input type="checkbox"/> Other: _____
Intervention Overview		
Type of Intervention	<input type="checkbox"/> Individual-directed <input type="checkbox"/> System or provider - directed <input checked="" type="checkbox"/> Community education <input type="checkbox"/> Access enhancing strategy	<input type="checkbox"/> Media Campaign <input type="checkbox"/> Social Network/Group <input type="checkbox"/> Policy level <input checked="" type="checkbox"/> Multi-strategy (check all that apply)
Intervention Description (include Aims, Theoretical Framework, Strategies, Channels, etc)	The prostate cancer program, <i>Prostate Cancer Screening: Is It Right For Me?</i> , was developed in collaboration with the African-American Baptist churches in South Carolina for members of the African-American community in South Carolina. The focus of the program is on promoting informed decision making about prostate cancer screening in order to facilitate increased understanding of the pros and cons of prostate cancer screening. A lay health educator model of facilitation is used, and members of the African-American community were trained as program facilitators to deliver group-based community presentations. Additional training and technical assistance was provided throughout the duration of the program. The goals of the <i>Prostate Cancer Screening: Is it Right for Me?</i> program are to increase knowledge of prostate cancer and prostate cancer	

	screening among African-American men and promote discussion about the risks and benefits of prostate cancer screening with their doctors and family members. In addition, participation in cancer research (particularly cancer clinical trials) was emphasized.	
Intended Outcomes and Evaluation Methods	<ul style="list-style-type: none"> • Pre/post evaluation of training of lay health educators to facilitate the prostate cancer program • Pre/post evaluation of community presentations of the prostate cancer program • Survey of participation in clinical trials and biospecimen research conducted among selected participants in the community presentations • Process evaluation 	
Cancer Education Resource		
Title of Resource	<i>Prostate Cancer Screening: Is It Right For Me?</i>	
	<ul style="list-style-type: none"> • Recruitment flyers • Evaluation tools • Facilitator's guide • Participant workbook 	
Type of Resource Available	<input checked="" type="checkbox"/> Training Curricula/Toolkits <input type="checkbox"/> Internet tool <input type="checkbox"/> Social Networking Resource <input type="checkbox"/> Program planning tool	<input type="checkbox"/> Print Resource (Brochure) <input checked="" type="checkbox"/> Audio/Video Resource <input type="checkbox"/> Other: _____
Purpose of Resource	<input checked="" type="checkbox"/> Awareness Raising <input checked="" type="checkbox"/> Informed Decision Making <input type="checkbox"/> Behavioral Change	<input checked="" type="checkbox"/> Education <input type="checkbox"/> Motivation <input type="checkbox"/> Other: _____
Source of Resource/Adapted from	<input checked="" type="checkbox"/> NCI _ <i>Understanding Prostate Changes: A Health Guide for Men</i> (Publication No. P611; NIH No. 09-4303; Last updated: Sept. 2009) _____ <input type="checkbox"/> ACS _____ <input checked="" type="checkbox"/> Locally developed/Project-generated <input type="checkbox"/> Other: _____	
Average Reading Level	~9 th grade	
Languages Available in	English	
Outreach Strategy		
Delivery Methods	<input type="checkbox"/> Workshops <input type="checkbox"/> Meetings (town hall, CAB) <input type="checkbox"/> Social Media <input checked="" type="checkbox"/> Face-to-Face Encounters	<input type="checkbox"/> Newsletters <input checked="" type="checkbox"/> Health Fairs/Community Events <input type="checkbox"/> Kiosk <input checked="" type="checkbox"/> Other: _Community presentations____