Reducing Rural Cancer Disparities Together

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Project Team

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- Mary Ann Schilling, Family Living Educator
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Overview of today’s webinar

- Background and goals of project
- Highlights of prevention education, Cancer Clear & Simple
- Highlights of systems change through community coalition coaching
- Project evaluation
What contributes to rural cancer disparities?

As compared to their urban counterparts, rural residents are more likely to:

- Be diagnosed at later stages
- Have less access to medical treatment
- Receive poorer quality of care
- Engage in risk behaviors (smoking, lack of exercise)
- Be uninsured

Project Goals

1. Prevention Education: Expand *Cancer Clear & Simple* to rural counties that experience a higher cancer burden than the state average
2. Systems Change: Increase select rural counties’ capacity to understand rural health disparities and implement sustainable efforts to reduce their effects through wellness programs and partnerships
3. Measure Effectiveness: Strengthen evaluation components of the CC&S curriculum
Goal 1: Prevention Education

What is Cancer Clear & Simple?

- Set of educational materials adapted in Wisconsin for a rural audience
- Facilitators use a learner-centered approach
- Define cancer and identify information to improve health
- Interactive activities to apply information

Cancer Clear & Simple

Three related, but distinct modules:

- Cancer Basics
- Cancer Prevention
- Cancer Screening and Detection

History of Cancer Clear & Simple

2010 NCI Pilot Project

- Selected an evidence-based cancer education resource, Understanding Cancer
- Adapted cancer education
- Tested adapted resource
- Developed a plan for implementing new resource
Since CC&S was developed

- Implemented CC&S statewide
- Over 10,000 rural residents reached
- Continued support from NCI
- African American adaptation
- Newly released Latino adaptation
- Multiple research projects

Goal 2: Systems Change

Focus is on developing sustainable efforts to reduce rural cancer disparities through systems change

With support of a coach, coalitions identify, prioritize and select PSE change goal

Coalition Coaching in Project Logic Model

Outputs

<table>
<thead>
<tr>
<th>Activities</th>
<th>Participation</th>
<th>Short-Term</th>
<th>Medium-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select 4-6 counties for coaching</td>
<td>Coaching</td>
<td>Coalitions identify and prioritize PSE change goals</td>
<td>Coalitions implement effective coalition building steps and tools</td>
</tr>
<tr>
<td>Provide coaching support for meeting coalitions</td>
<td>Coaching</td>
<td>Coalitions meet self-identified coalition process goals</td>
<td>Coalitions implement their PSE work plans</td>
</tr>
<tr>
<td>Meet with leadership and identify PSE change opportunities</td>
<td>Coaching</td>
<td>Coalitions meet their PSE change goals</td>
<td></td>
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</tbody>
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**What I’ll Introduce**

- **Definitions**
  - What IS Coalition Coaching?
  - What IS PSE (Policy, Systems, and Environmental) Change?

- Coaching in Four Rural Wisconsin Counties
  - Login Model
  - Milestones
  - Activities Conducted

- Coaching Impacts
  - What scholars tell us
  - What our participants tell us

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**Definitions:** What IS Coalition Coaching?

“A community coach strengthens the community organization’s effectiveness by looking beyond WHAT groups do to change, to HOW they approach the work of changing.”

They Listen • Process • Question • Reflect

They are a “Guide on the Side”

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**Definitions:** What IS Policy, Systems, Environmental (PSE) Change?

Changes to structures in which we live, work, learn, and play

- **Policy** = written rules or procedures in sectors &/or settings
  
  (laws, ordinances, resolutions, regulations, rules)

- **Systems** = unwritten/ongoing change in sectors &/or settings
  
  (qualitative, rules within organization/system, hand-in-hand w/policy)

- **Environmental** = visible environment
  
  (built or physical)
Coaching in Four Rural Wisconsin Counties

- We prioritized communities with established heart-related coalitions
- Indication of some level of readiness to work on PSE initiatives
- Counties submitted applications in August 2016
- All selected are also facilitating Cancer Clear & Simple education activities
- Each county gathered a coaching team of coalition leaders to participate

Coaching Plan Milestones

<table>
<thead>
<tr>
<th>Quarter</th>
<th>(Dates)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>(October-December 2016)</td>
<td>Establish shared vision and assess context</td>
</tr>
<tr>
<td>B</td>
<td>(January-March 2017)</td>
<td>Draft shared logic model and select PSE change goal</td>
</tr>
<tr>
<td>C</td>
<td>(April-June 2017)</td>
<td>Develop Action Plan</td>
</tr>
<tr>
<td>D</td>
<td>(July-September 2017)</td>
<td>Implement Action Plan &amp; plan for sustainability</td>
</tr>
</tbody>
</table>

County Health Rankings & Roadmaps - Action Center:
http://www.countyhealthrankings.org/roadmaps/action-center
Activities Conducted

- Monthly Calls
- Site Visits (per request)
- Internal Action Plans
- Quarterly Large-Group Calls: Updates & Tool Introductions
- In-Person Meetings (October 2016 Orientation and August 2017 Wrap-Up)
- Coach training August 2017

Evaluation Activities
- Coach weekly journals
- Post-call evaluations
- Group interviews
- Coalition Functioning Scale (pre- and post-project)

Coaching Impacts

- Community coaches can help a coalition to:
  - Identify a long-term mission or vision
  - Create strategic plans
  - Evaluate and reflect upon group efforts
  - Move forward with initiatives in spite of setbacks
  - Recognize and celebrate success
  - Plan for group sustainability

- Many of the coaching teams have found many of these above listed benefits and more
  - Coaching sessions are set-aside time to get work done
  - The coach keeps the team accountable

Goal 3: Measure Effectiveness

Strengthen evaluation components of the CC&S curriculum

Measure effectiveness of coaching and outcomes for coached coalitions

Developmental evaluation approach to document opportunities and challenges for systems change work
Strengthen Evaluation Components of Cancer Clear & Simple

Systems change evaluation

- Case study approach with each of 5 coalitions
- Group interview (similar to focus group) of coalition leaders both at start of coaching and repeated at end of project year
- Coalition Functioning Scale administered to coalition members

Coalition Functioning Scale
Project Dissemination Highlights

- National Health Outreach Conference • 2016
- Wisconsin Joint Conference of Extension Professionals • 2016
- Wisconsin Association of County Extension Committees – 2016
- Wisconsin Association of Local Health Departments and Boards – 2016
- Wisconsin Public Health Association – 2017
- Wisconsin Health Literacy Summit – 2017
- North Central Region Center for Rural Development Webinar • 2017

Relevant Opportunities

Additional opportunities for outreach
- La Clinica training
- Phase 2 Facilitator training
- American Cancer Society project to deliver CC&S in the workplace

Education materials and website are sustainable

Statewide Rural Health Advisory Committee

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