

UNMC, College of Public Health
Applied Practice Experience (APEX) Opportunities

Partner organization name: Fred & Pamela Buffett Cancer Center Office of Community Outreach & Engagement

Partner organization website: <https://www.unmc.edu/cancercenter/outreach/coeo/index.html>

Partner organization brief description:

UNMC Fred & Pamela Buffett Cancer Center (FPBCC)'s catchment area is the entire state of Nebraska. FPBCC Community Outreach and Engagement (COE) Office was established in 2020 to reduce overall cancer burden and eliminate cancer related health disparities in its catchment area through collaboration with community, health care, public health, and cancer advocacy organizations.

Three specific aims of the COE Office are: 1) improve understanding of cancer burden and needs of Nebraskans especially underrepresented populations, 2) Engage with community, health care and public health partners to promote evidence-based interventions and policies to prevent and control cancers in Nebraska, and 3) Promote cancer clinical trials and community-engaged research that addresses cancer issues affecting Nebraskans. These aims are addressed through a number of different activities including:

- Conduct catchment area cancer needs assessment annually.
- Provide data on cancer incidence, mortality, risk factor, and screening.
- Provide cancer research pilot grants to facilitate community-engaged research studies.
- Provide support to researchers who are interested in engaging community members and patients for development and implementation of research studies.
- Work with the cancer clinical trial program to increase the participation in clinical trials among underrepresented patients.
- Provide community grants to promote evidence-based interventions.
- Support and participate in cancer-related community outreach and educational events.

Partner organization's point of contact name and email:

Jordan McCullough, MPH
COE Project Coordinator
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Description of partner organization's priority opportunities (APEX activities):

- Assist in the development of an evaluation plan that can be distributed to community members to assess the COE office level of community engagement
- Attend community events and table on behalf of COE to communicate mission and goals of COE with community members and organization leaders
- Create material (i.e., flyers, brochures, handouts etc.) for the community outreach and engagement office that can be used and distributed at community events
- Assist in the planning and coordination of COE events (i.e., Community Advisory Board meetings, BCC Day)

*Note—An affiliation agreement will be required prior to student engagement

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- Research and develop cancer-related presentations that can be given to the community and community organizations

Timeframe of proposed activities:

Ongoing

Benefit of proposed activities to partner organization:

This partnership would add to the COE team by providing additional support to ongoing projects and activities. The development of materials will help current initiatives and establish a deeper infrastructure of resources for future community engagement.

Benefit of proposed activities to the student:

As a public health professional, it is important to be able to communicate with the community and deliver a message in a way they can understand. Attending community events is one way to get in front of and practice talking to different community members. Developing presentations is another way to develop skills in translating research/science into lay terms.

Students will also gain skills in project coordination/management through assisting in day-to-day operations of the COE office.

Skill sets of students requested:

- Communication. Student will be asked to have regular communication with preceptor and COE team. They will also be asked to communicate with different community members and organization leaders on behalf of COE and Buffett Cancer Center

Additional Information (format of preferred engagement-virtual, hybrid, in-person; partner organization's location):

- To best meet the priorities described, the preferred engagement is in-person. Locations may range from the College of Public Health building (COE office location) or community events.
- Some of the proposed activities can be done virtually to complement the in-person aspects of this partnership.