

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

Partner organization name: Nebraska Department of Health and Human Services, Division of Public Health, Health Promotion Unit, Comprehensive Cancer Control Program

Partner organization website: <https://dhhs.ne.gov/Pages/Comprehensive-Cancer-Control-Program.aspx>

Partner organization brief description:

The Nebraska Comprehensive Cancer Control Program (NE CCCP) is one of 66 programs funded through CDC'S Division of Cancer Prevention and Control's National Comprehensive Cancer Control Program (<https://www.cdc.gov/cancer/ncccp/index.htm>) to implement strategies and plans to prevent and control cancer by working with organizations and community members. Strategies selected by the CDC are:

- 1) Working with the Nebraska Cancer Registry and other data sources to describe and assess the cancer burden in our state and guide cancer state cancer planning,
- 2) Developing and strengthening partnerships for cancer control and prevention,
- 3) Supporting partners in implementing evidence-based interventions (strategies proven to work), and
- 4) Monitoring and evaluating the program, state cancer plan, and partnerships.

NE CCCP and its partners focus on priorities across the cancer continuum – prevention, screening/early detection, and survivorship, with a focus on access and equity throughout.

Partner organization's point of contact name and email:

Jolene Rohde, NE CCCP Program Manager; jolene.rohde@nebraska.gov

Description of partner organization's priority opportunities (APEX activities):

- Create a communication hub for all cancer partners in the state using a web-based platform.
- Develop a monthly communication brief template and launch first brief.
- Ensure website is maintained and updated.
- Update social media with cancer prevention and control topics
- Review cancer plan revisions, assist in writing goals and objectives, assist in meeting scheduling.
- Develop infographics for cancer prevention and control topics as requested

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

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- Assist in developing environmental scans of the cancer landscape in Nebraska, as requested
- Attend meetings as requested.

Timeframe of proposed activities: Summer 2024, Fall 2024, Spring 2025

Benefit of proposed activities to partner organization:

- Creates a sustainable centralized communication hub for all cancer partners in the state.
- Increases quality communication between all cancer partners.
- Ensures timely sharing of partner activities.
- Creates a better understanding of cancer needs, resources, and opportunities in the state

Benefit of proposed activities to the student:

- Ability to launch a new project.
- Real experience with a new collaborative.
- Networking opportunities.
- Obtain experience developing media and communication strategies

Skill sets of students requested:

- Writing
- Organized
- Graphics (using Canva)
- Computer (Word, Excel, Power Point)
- Constant Contact
- Problem solving skills
- Self-starter, take initiative
- Independent
- Attention to detail
- Flexibility and adaptability
- Prioritize and manage multiple tasks

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- Professional demeanor
- Web skills

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

Hybrid (Omaha and/or Lincoln) locations or a *virtual* partnership may be considered, depending on the project scope and the fit of the student.