

Welcome!

The logo features two interlocking circles, one light blue and one light green, with three horizontal lines extending from the right side of each circle. 

# PLANET MassCONNECT

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**HARVARD T.H. CHAN**  
SCHOOL OF PUBLIC HEALTH



**DANA-FARBER**  
CANCER INSTITUTE

Developed by the PLANET MassCONNECT Team, 2018

Funded by NCI (U54 CA156732)

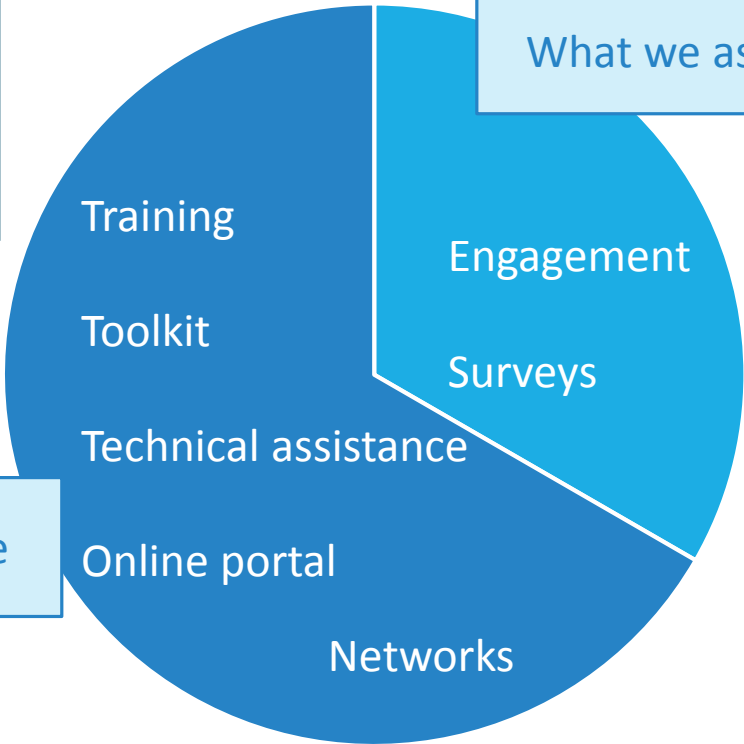
# PLANET MassCONNECT – U54

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Outreach Core of the U54 Partnership



What we provide



What we ask

Training

Toolkit

Technical assistance

Online portal

Networks

Engagement

Surveys

# Partners

Boston Alliance *for*  
Community Health



Brazilian Worker Center



# 220 participants trained to date!

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# Introductions + what brought you here today?

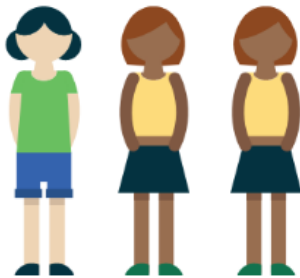
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# Cancer *Disparities*. Health *Equity*. Social *Justice*.

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In Massachusetts...



Latina women develop cervical cancer at almost **2x** the rate of white women



Black men develop prostate cancer at almost **2x** the rate of white men



Rates of colorectal cancer screening differ by **education** and **income**

# Important goals, limited resources

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# Which would you choose?

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## Samsung UN60EH6003 60-Inch 1080p 120Hz HDTV (2013 Model)

by Samsung

\$8,345.39 (1 new offer)

[See newer version](#) ▶

★★★★☆ ▾ 36

- Display Size: **60.0 inches**
- Resolution: **1080p**
- Model Year: **2013**
- Screen Surface Description: **flat**
- Display Technology: **LED-lit**



## SunBriteTV Outdoor 65-Inch Signature 4K Ultra HD LED TV - SB-S-65-4K-BL Black

by SunbriteTV

\$7,999<sup>00</sup>

FREE Shipping on eligible orders  
**Only 18 left in stock - order soon.**

More Buying Choices  
\$7,999.00 (2 new offers)

- Display Size: **65.0 inches**
- Resolution: **4K**
- Model Year: **2016**
- Screen Surface Description: **Matte**
- Display Type: **LED**



# Evidence-based programs (EBPs)

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Save resources



Use latest knowledge



Strengthen applications



Increase impact

Don't reinvent the wheel!

# Example: Breast cancer

## Research-Tested Intervention Programs (RTIPs)

[Home](#) [Search for Programs](#) [Submit a Program](#) [Topic Areas](#) [Tools and Resources](#) [About](#)

### Intervention Programs

**Search Criteria Used:** Breast Cancer Screening, Community

#### Refine Your Search

Show  entries

Search Table:

Program Title & Description (11 programs)	Program Focus	Population Focus
<p><b>Breast Health Education Among Hispanic Elderly Women</b> Designed to promote mammography screening by increasing awareness of breast cancer and addressing barriers to obtaining a mammogram. ( 2002 ) U.S. Army Medical Research and Materiel Command (Grant number: DAMD17-94-J-4390) <b>Criteria Matched:</b> Breast Cancer Screening, Community</p>	Awareness building, Behavior Modification and Motivation	Un- and/or Underscreened Individuals
<p><b>Friend to Friend</b> Community-based intervention designed to increase mammography utilization among low-income women residing in public housing. ( 1998 ) NCI (Grant number: CA052994) <b>Criteria Matched:</b> Breast Cancer Screening, Community</p>	Awareness building	Medically Underserved

<https://rtips.cancer.gov/rtips/index.do>

- The Need
- The Program
- Community Preventive Services Task Force Finding
- Time Required
- Intended Audience
- Suitable Settings
- Required Resources
- About the Study
- Related Programs
- Publications
- User Reviews (0)

# Friend to Friend

**Highlights**

**Program Title** Friend to Friend

**Purpose** Community-based intervention designed to increase mammography utilization among low-income women residing in public housing. (1998)

**Program Focus** Awareness building

**Population Focus** Medically Underserved

**Topic** Breast Cancer Screening

**Age** Adults (40-65 years), Older Adults (65+ years)

**Gender** Female

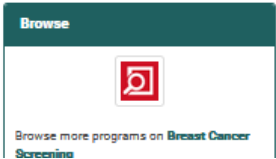
**Race/Ethnicity** Black, not of Hispanic or Latino origin, Hispanic or Latino, White, not of Hispanic or Latino origin

**Setting** Community, Urban/Inner City

**Origination** United States

**Funded by** NCI (Grant number(s): CA052994)

**User Reviews** *(Be the first to write a review for this program)*



**RTIPs Scores**

This program has been rated by external peer reviewers.

- Research Integrity** 4.0
- Intervention Impact** 4.2
- Dissemination Capability** 4.0

(1.0 = low 5.0 = high)

[Learn more about the ratings](#)

**RE-AIM Scores**

This program has been evaluated on criteria from the RE-AIM framework, which helps translate research into action.

- Reach** 100.0%
- Effectiveness** 22.2%
- Adoption** 100.0%
- Implementation** 42.9%

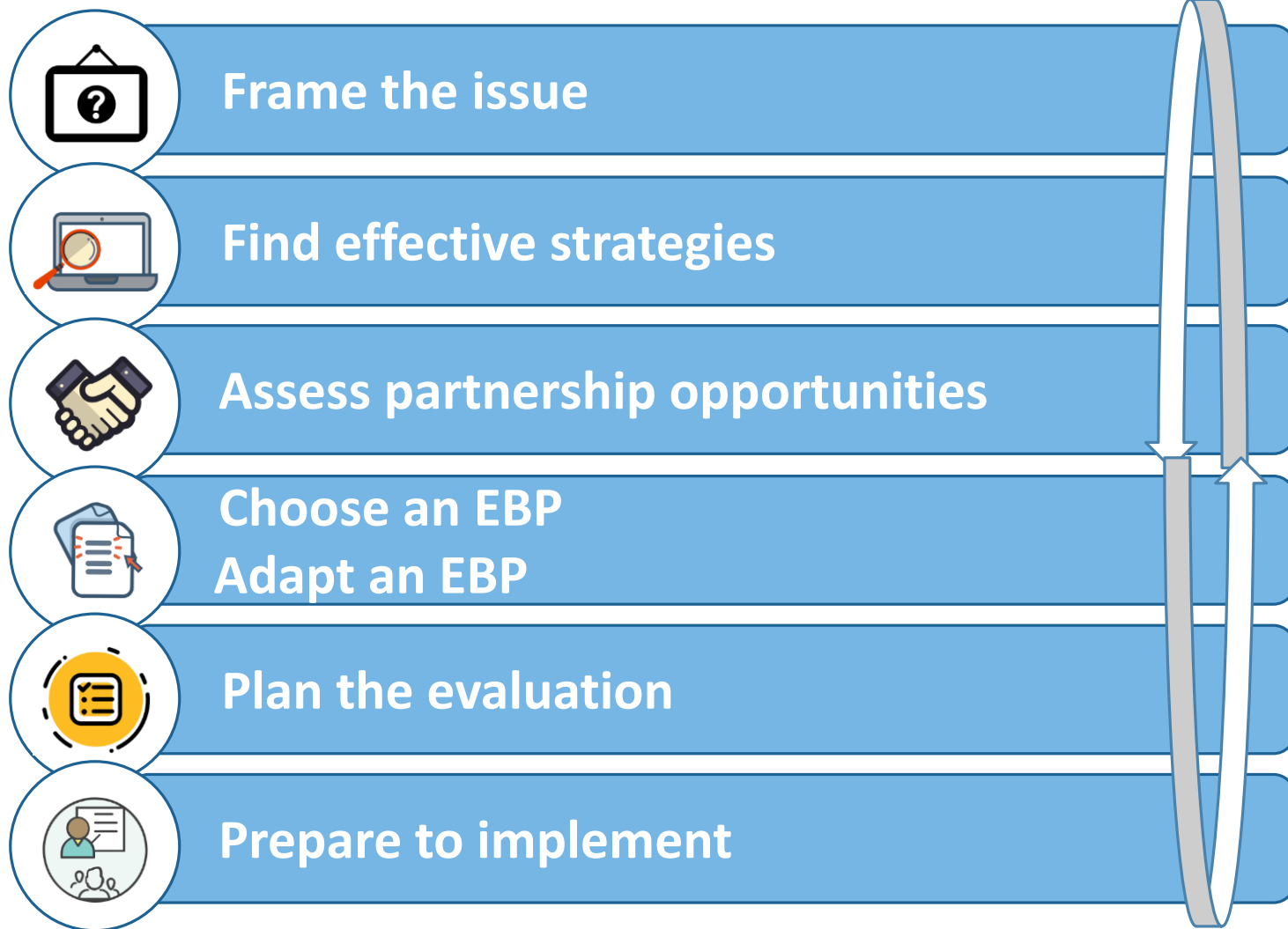


# A new way of thinking

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# A systematic approach





Today is just the starting point!

Use our  
step-by-step approach

Find resources

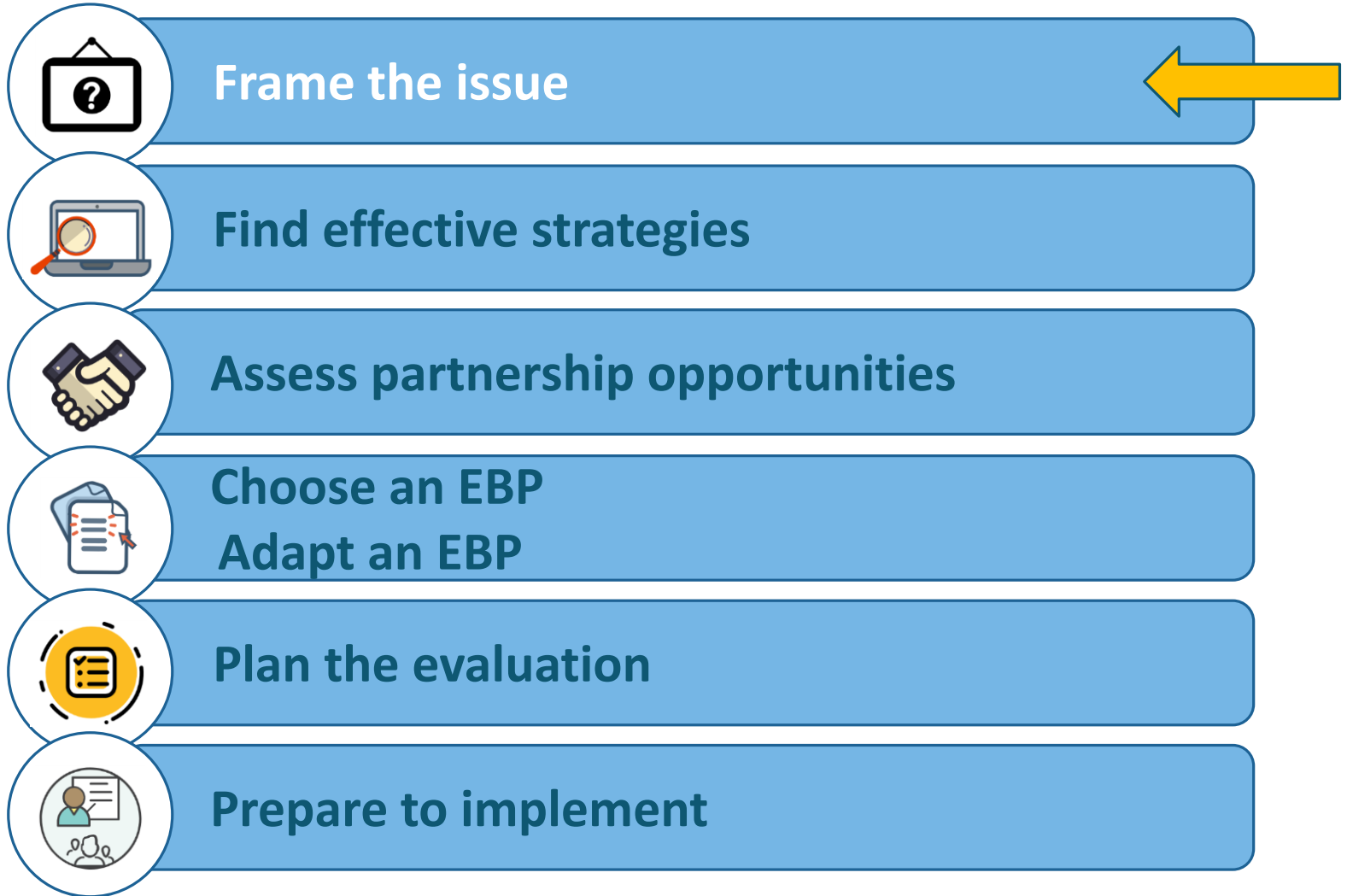
Get help

Sign up for  
a training



# Overview of [www.planetmassconnect.org](http://www.planetmassconnect.org)

# Step 1: Frame the issue





# Step 1

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As we begin to **frame the issue**, we will learn to

- Compare different types of evidence
- Identify the best available evidence for our needs
- Determine what types of data may be useful for a given project
- Access local, regional, state, and national data

A new grant has just been released  
to fund programs for community  
health issues

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*How do we make a compelling argument?*

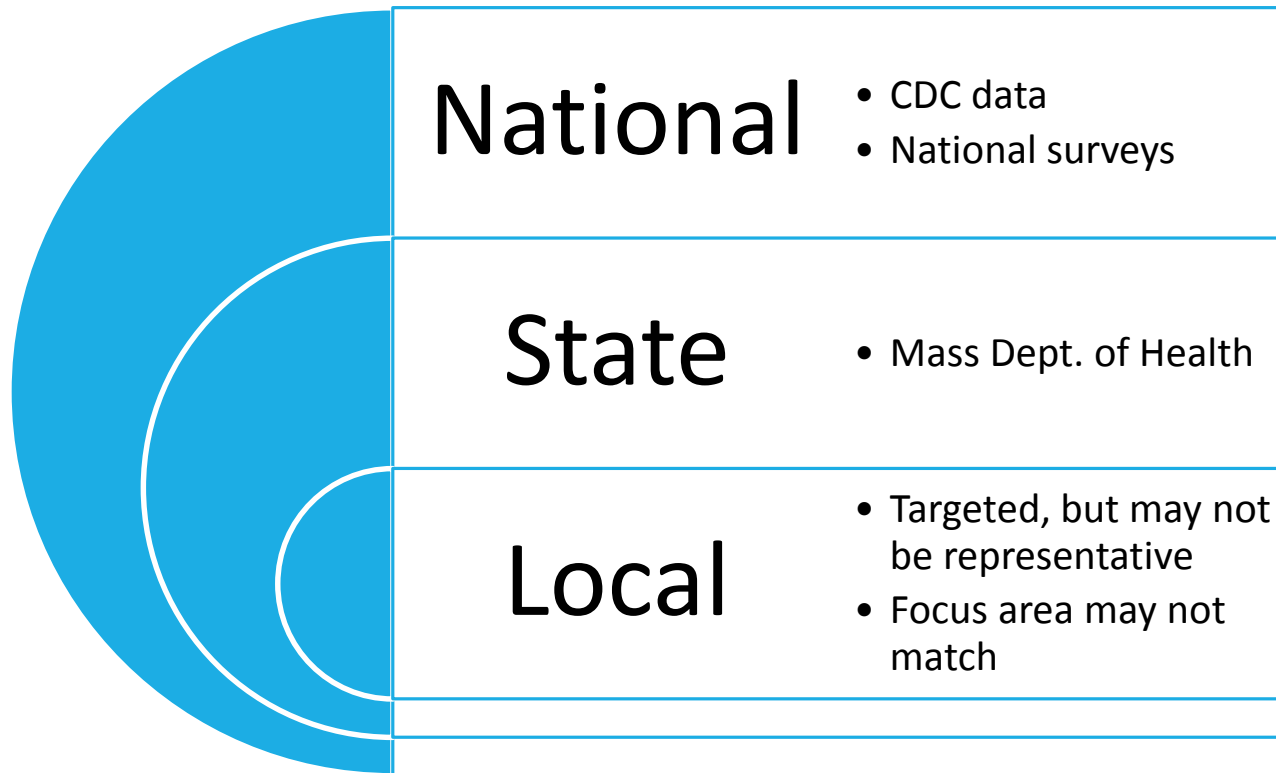
## **ATTENTION GRANT SEEKERS**

Grant processes are currently open.  
Click here to learn more!



# Choosing the **best available** evidence

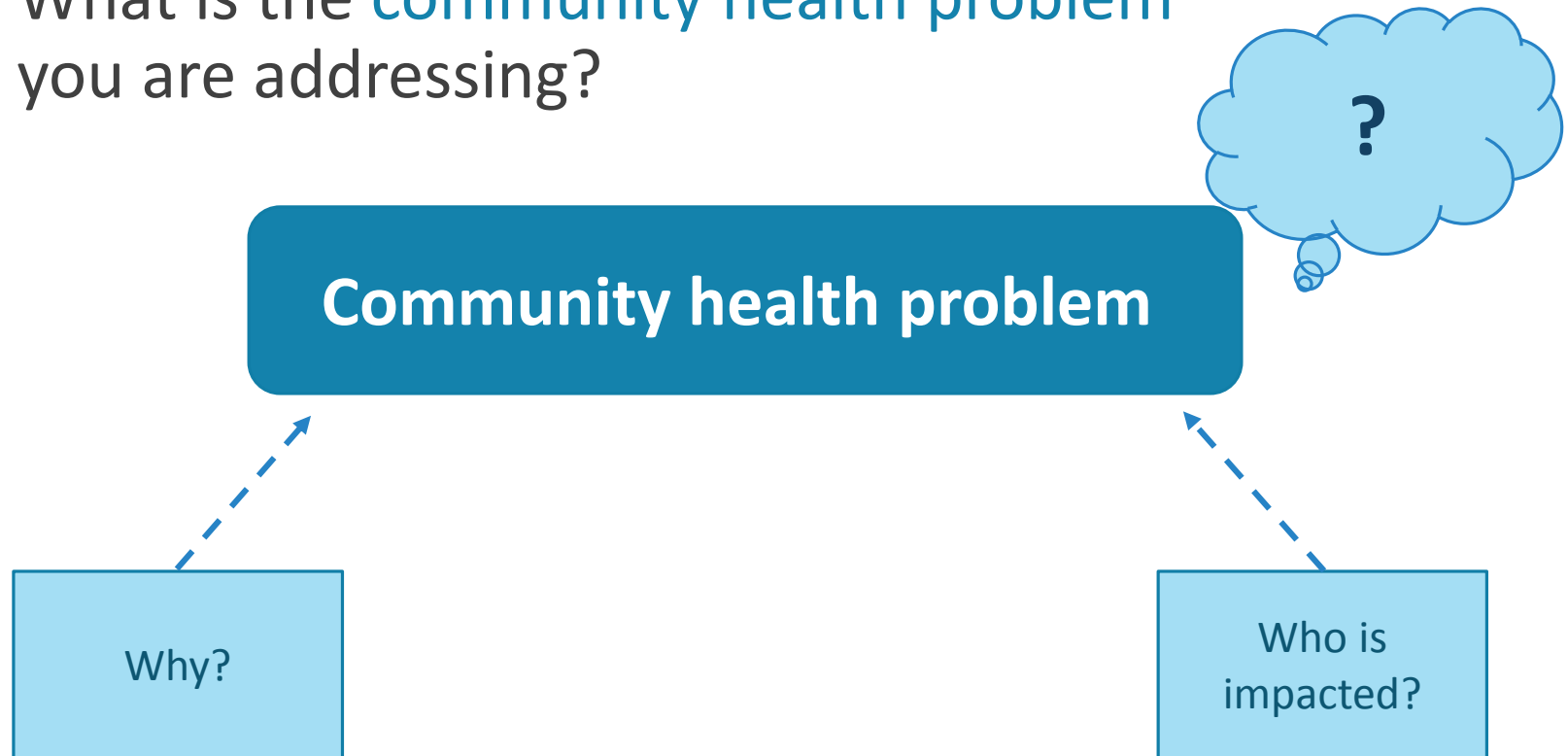
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# Step 1 overview

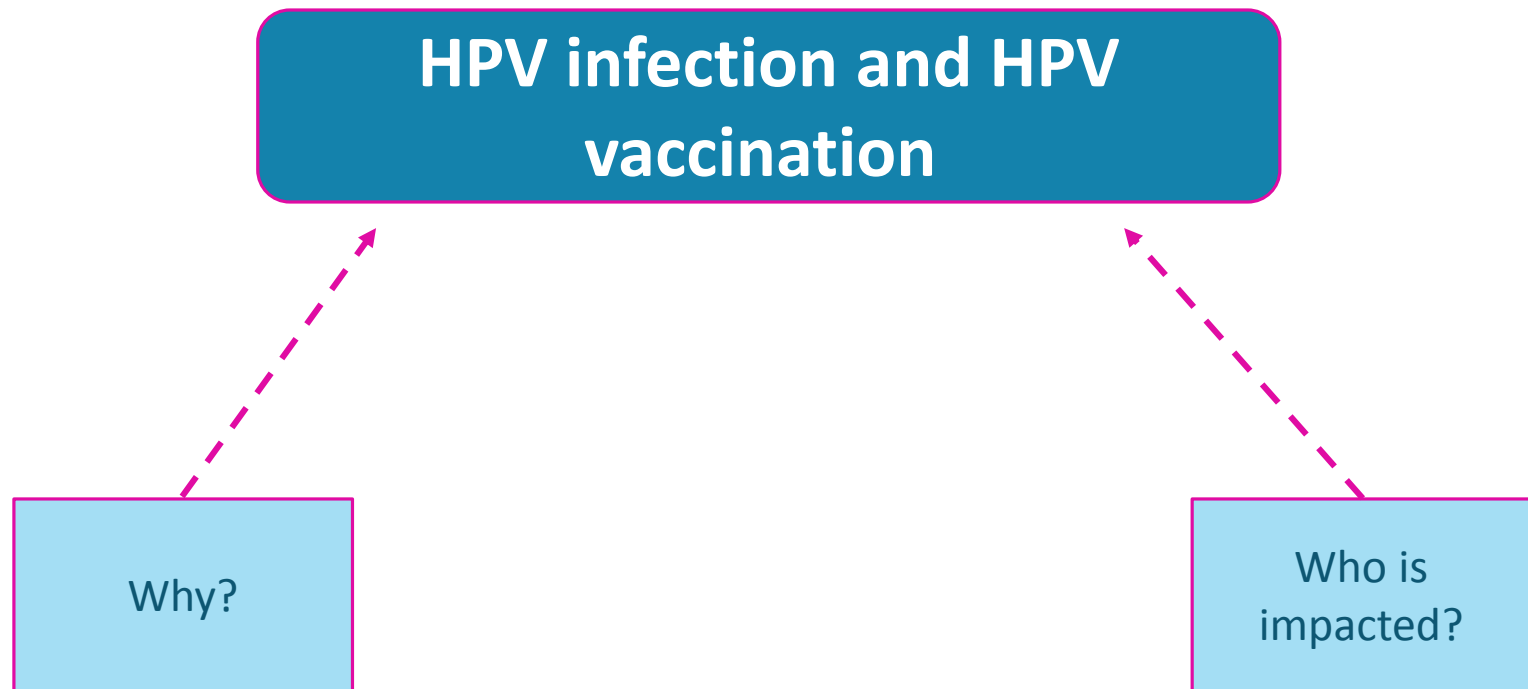
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What is the **community health problem** you are addressing?



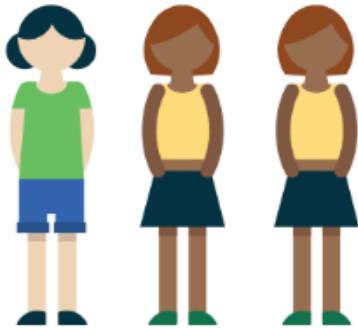
# Community health problem

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# HPV-associated cancer disparities

National level



Black and Hispanic women have higher rates than white women of:

- Cervical cancer
- Vaginal cancer

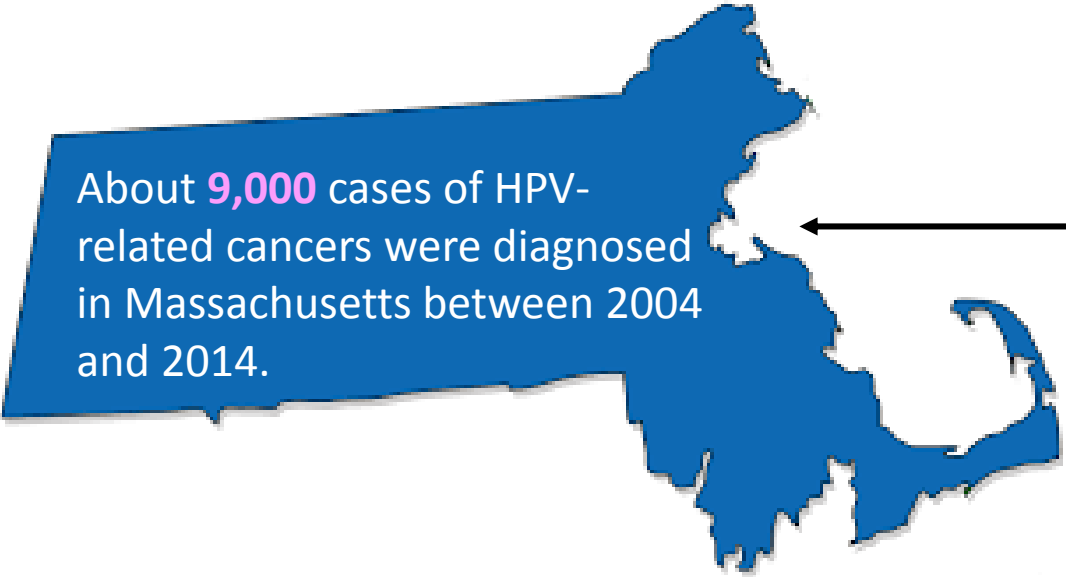


Black and Hispanic men have higher rates than White men of:

- Penile cancer

# Burden of HPV in MA

State  
level



About **9,000** cases of HPV-related cancers were diagnosed in Massachusetts between 2004 and 2014.

Each year, the rate of new cancers diagnosed has increased

There are now more new cases of HPV-related throat cancer than cervical cancer, which **mainly affects males**.

# Why HPV vaccination?

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HPV vaccination is an **OPPORTUNITY** to prevent 6 types of cancers in men and women





# Many influences on health = many opportunities to create change

Where can we have impact?



# “Backwards” data collection

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What information is needed?



What information is already available?



What information do we need to collect ourselves?



Collect and analyze data, write report, and make recommendations



What do you use to gather the data you need on identifying a health problem?

## Step 1: Frame the issue

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### Step 1: Frame the issue

Step 2: Find effective strategies

Step 3: Assess partnership opportunities

Step 4a: Choose an evidence-based program

Step 4b: Adapt an evidence-based program

Step 5: Plan the evaluation

The first step to evidence-based program planning is finding high-quality data to help you choose the focus of your program and to help make the case for your health issue of interest.

Framing the health issue with data will allow you to develop a detailed picture of your community's health needs to drive your program planning efforts and also to make the case for action to your colleagues, funders, and other decision-makers.

**You can sort these resources by region (geographical area) or by health topic, using the buttons below.**

Note: This website focuses on a select set of health topics that are important to our community partners and to the National Cancer Institute (which is funding this program).

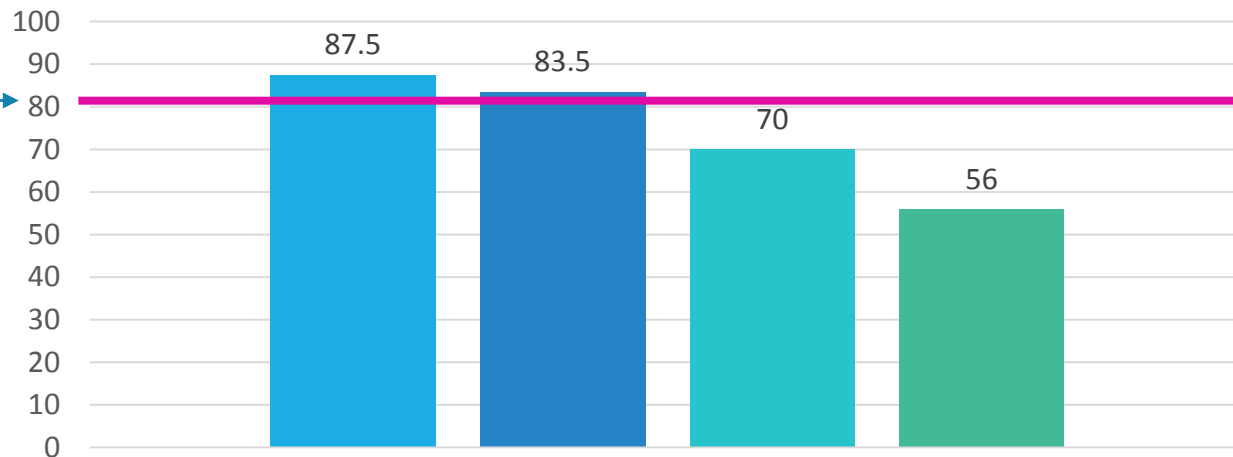
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### STEP 1 RESOURCES

State  
Data

## MA Vaccination Rates 2016

Healthy  
People  
2020 goal



All adolescents

■ ≥ 1 Tetanus

■ ≥ 1 Meningitis

■ ≥ 1 HPV

■ HPV Completion

# Supplementing existing data

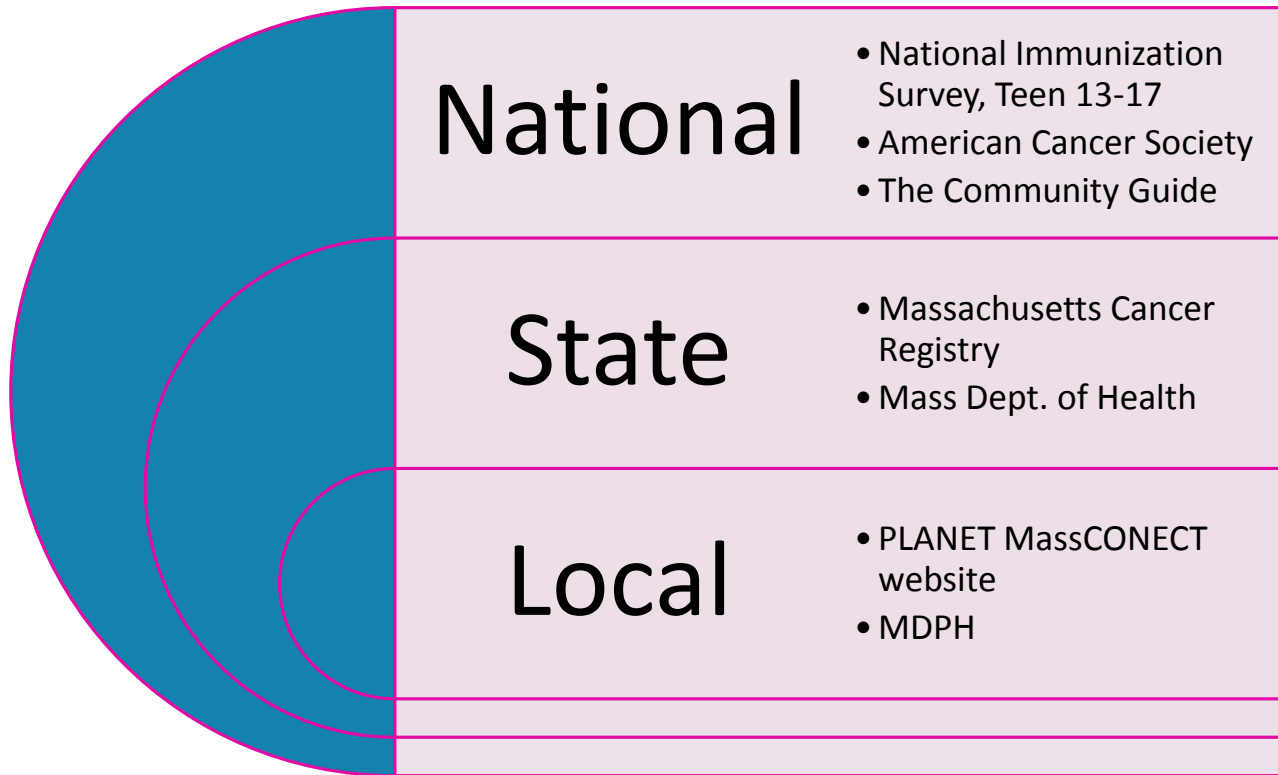
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How is HPV vaccine uptake different across the various racial/ethnic communities in greater Boston?

# Best available data

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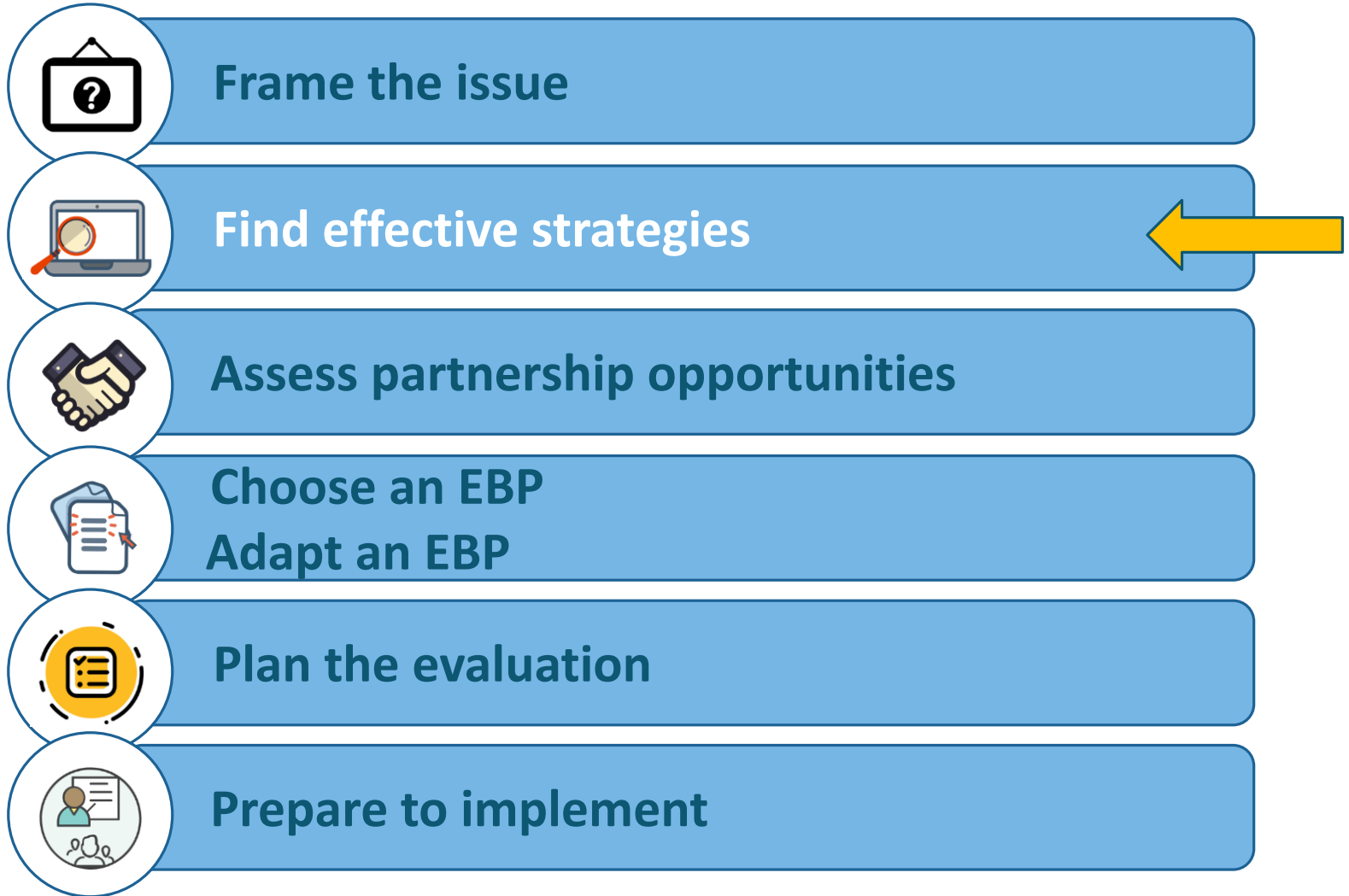
# Workshopping opportunity

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1. Identify a **health issue** to tackle.
2. List the **levels** on which your organization can intervene.
  - Include **examples** of activities at each level.
3. Using the web portal ([www.planetmassconnect.org](http://www.planetmassconnect.org)), find **data** on one or two of these areas.
4. Share findings with the group



# Step 2: Explore effective strategies



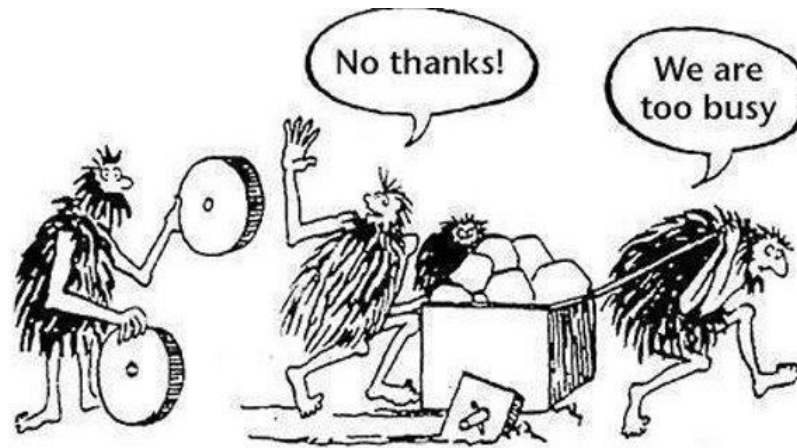
# Step 2

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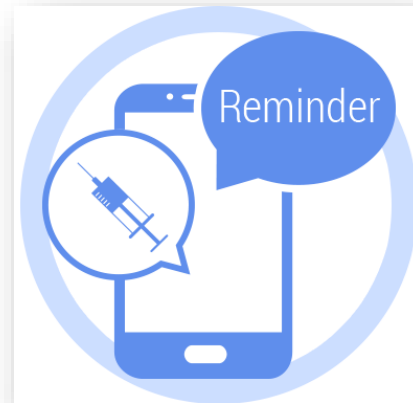
As we **find effective strategies**, we will learn to

- Access a range of **free resources** that summarize the best available research
- Use these summaries to **find solutions** that may work in our communities



# How do we know what works?

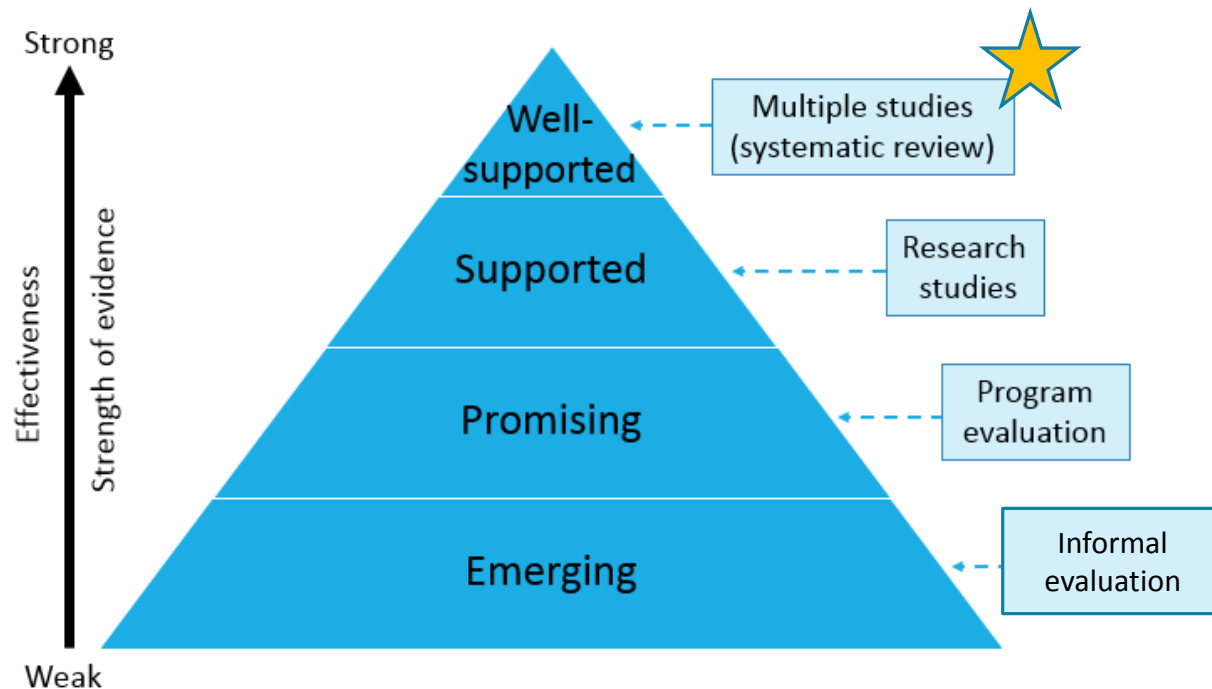
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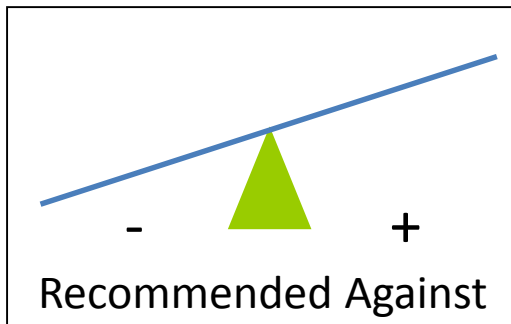
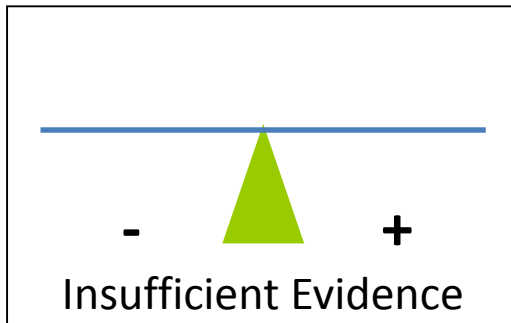
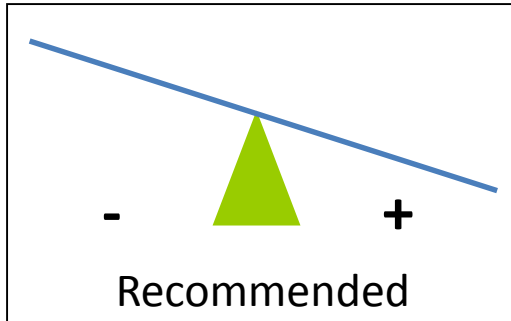
# Finding strategies

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What is the *best available* data we can get?



# Community Guide: Recommendations



Strong evidence



**Effective**

Limited evidence



**?**

Strong evidence



**Harmful/  
ineffective**

# Searching the Community Guide

## Search Filters

Topics  Audience  Setting  Finding Type  Strategy

Active filters: [Adolescents and Young Adults](#)  [Community](#)  [Community Organizing/Community-based](#)  [Clear All](#)

3 results for "hpv"

Display Results

All (3)	Systematic Reviews (3)	Tools (0)	In Action Stories (0)	Resources (0)
Systematic Review Insufficient Evidence Completed October, 2013	<a href="#"><b>Oral Cancers and Potentially Malignant Disorders: Population-Based Interventions for Early Detection</b></a>			<input type="button" value="bookmark"/>
with human papillomavirus [HPV] Study Characteristics The one included...				
Systematic Review Recommended Completed October, 2014	<a href="#"><b>Vaccination Programs: Community-Based Interventions Implemented in Combination</b></a>			<input type="button" value="bookmark"/>
Summary of CPSTF Finding The Community Preventive Services Task Force (CPSTF) recommends using a combination of community-based interventions to increase vaccination rates in targeted populations.				
Systematic Review Insufficient Evidence Completed September, 2015	<a href="#"><b>Vaccination Programs: Community-Wide Education When Used Alone</b></a>			<input type="button" value="bookmark"/>
members of the community about new vaccines (such as HPV), or new...				

# Workshopping opportunity

1. Use the [Community Guide](#) to find a strategy that is appropriate for the health issue you chose during the last step.
2. Report [findings](#) to the group.
  - Unexpected findings
  - Challenges in finding strategies



# Step 3: Assess partnership opportunities





# Step 3

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As we **assess partnership opportunities** to help implement EBPs, we will learn to

- Identify potential partners based on strategies chosen in Step 2
- Access and use tools to support partnership formation for EBPs



**Planet Hot Tip:** Refresh your memory about each step by visiting the Program Planning section.

# Partnerships in your organization

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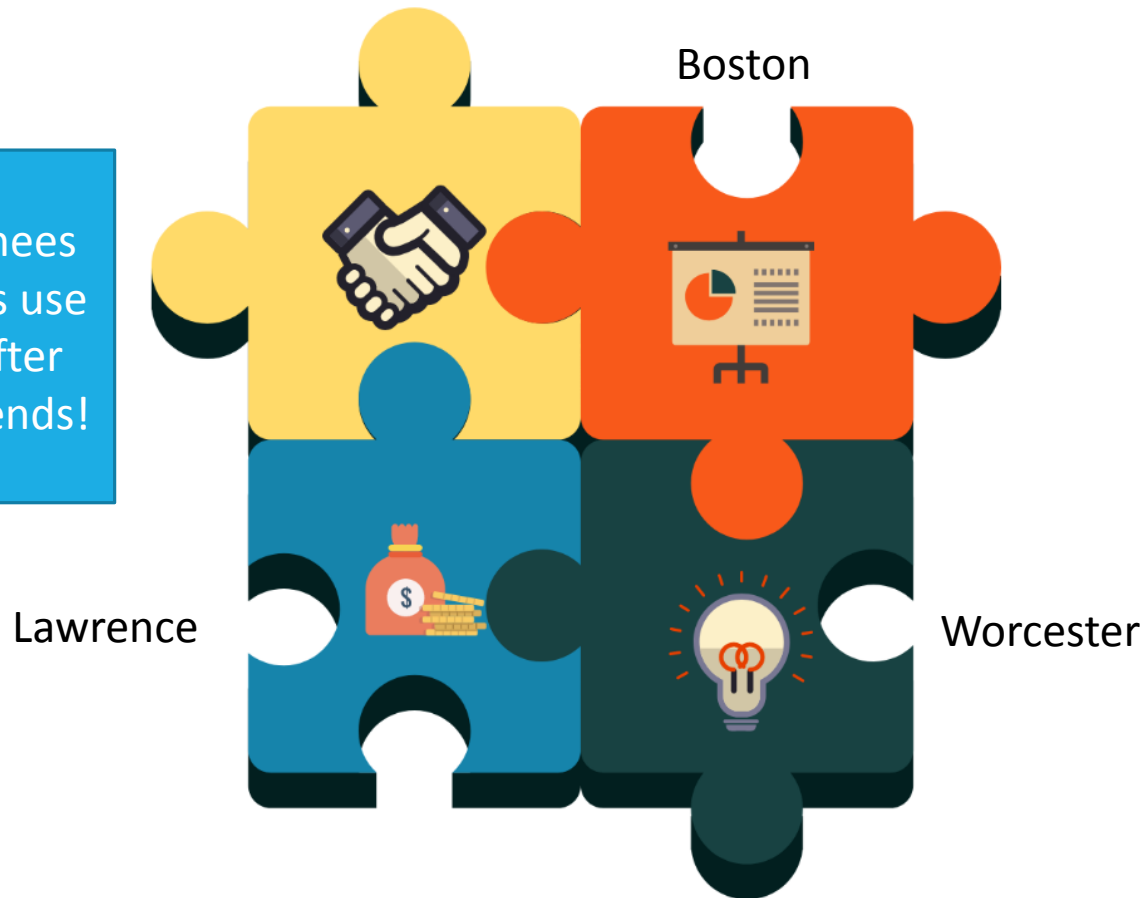
With a partner, discuss the ways in which your organization relies on partnerships to run health program at this time.

- What is one thing you would like to see done differently?
- What is one thing your organization does well?

# Partnerships: Local voices

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PLANET trainees help partners use EBPs long after the training ends!



# Thinking strategically about partnerships

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How can we do more with what we already have?



How can we integrate partners into our work?

What resources do our partners have?

Should we leverage existing relationships?

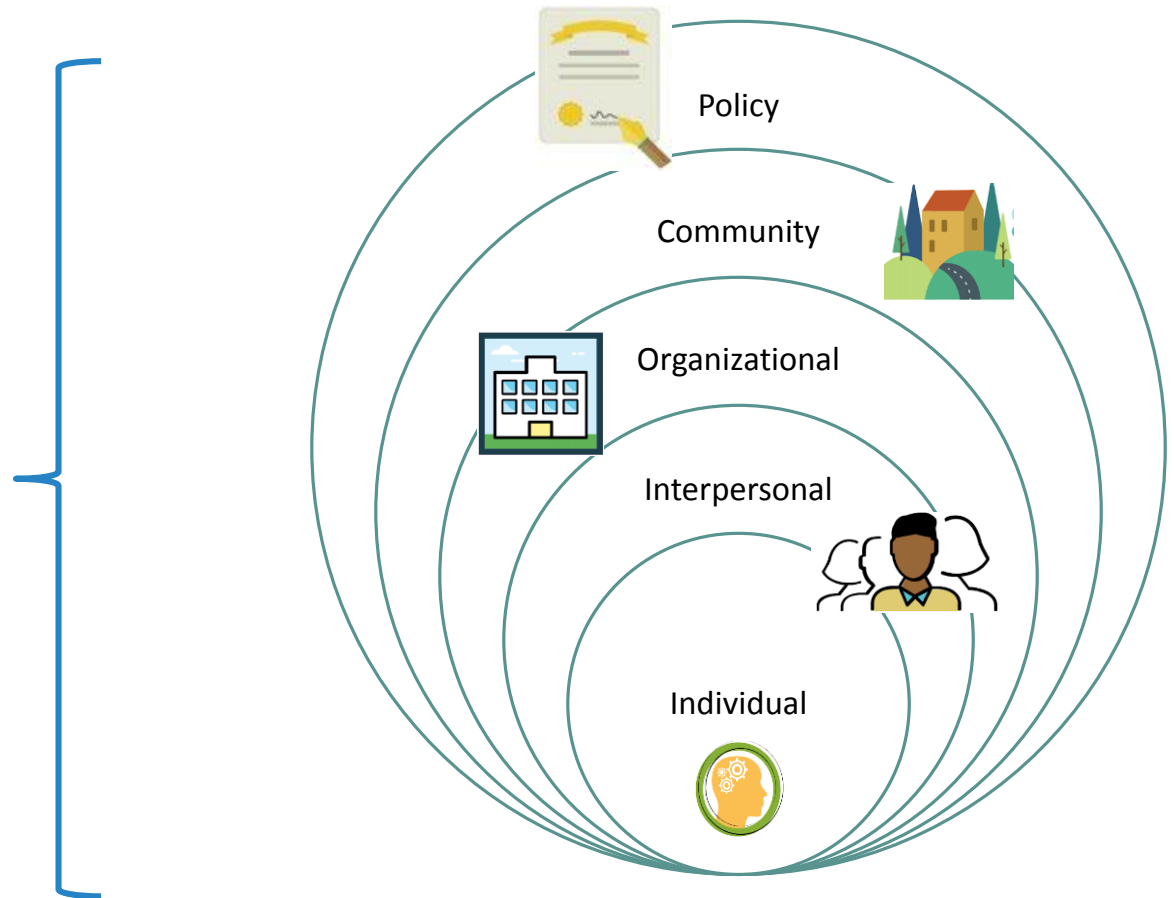
Should we tap into new partnerships?

# Diverse partners at different levels

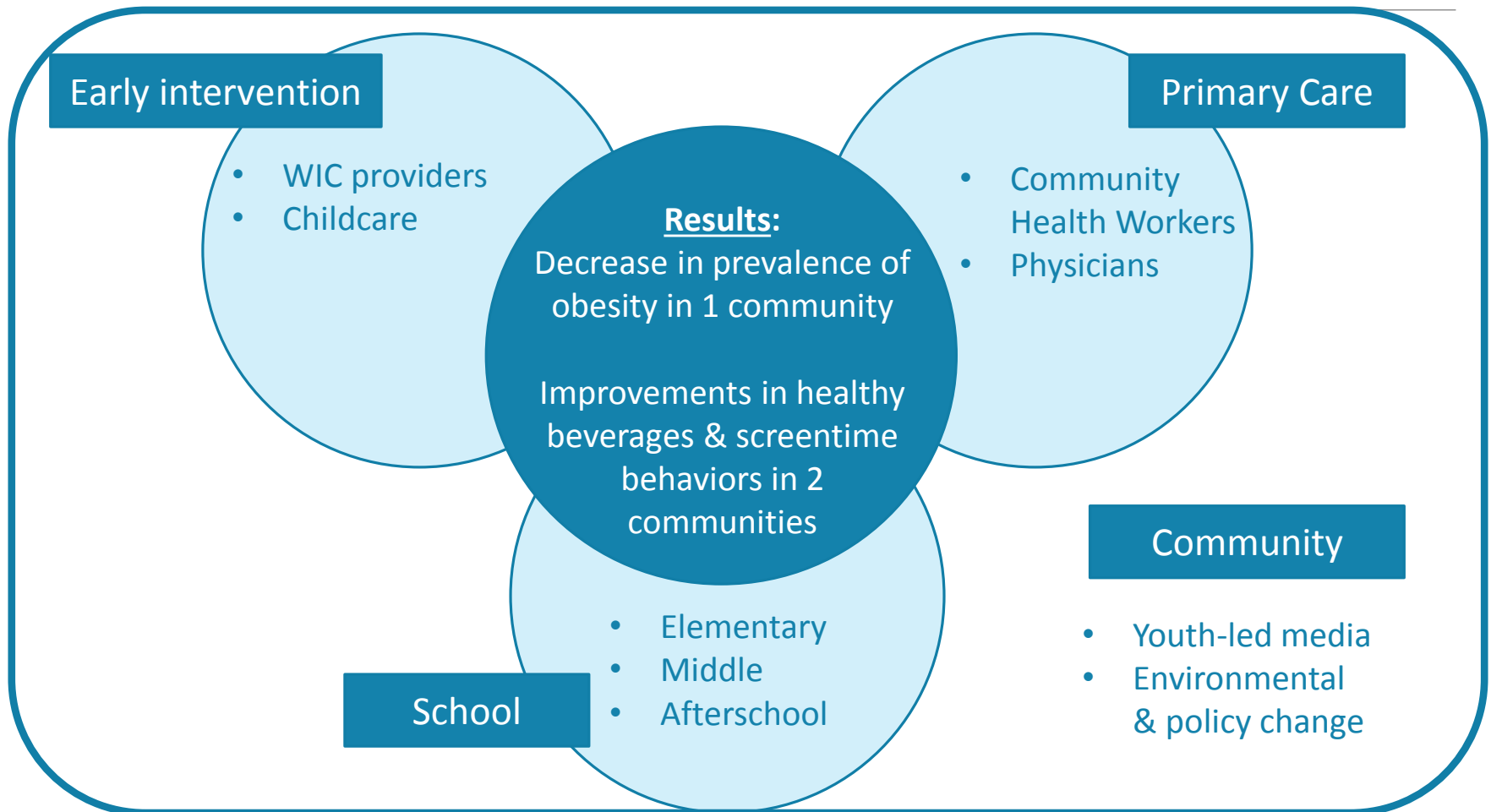


Where can we partner to have impact on different levels?

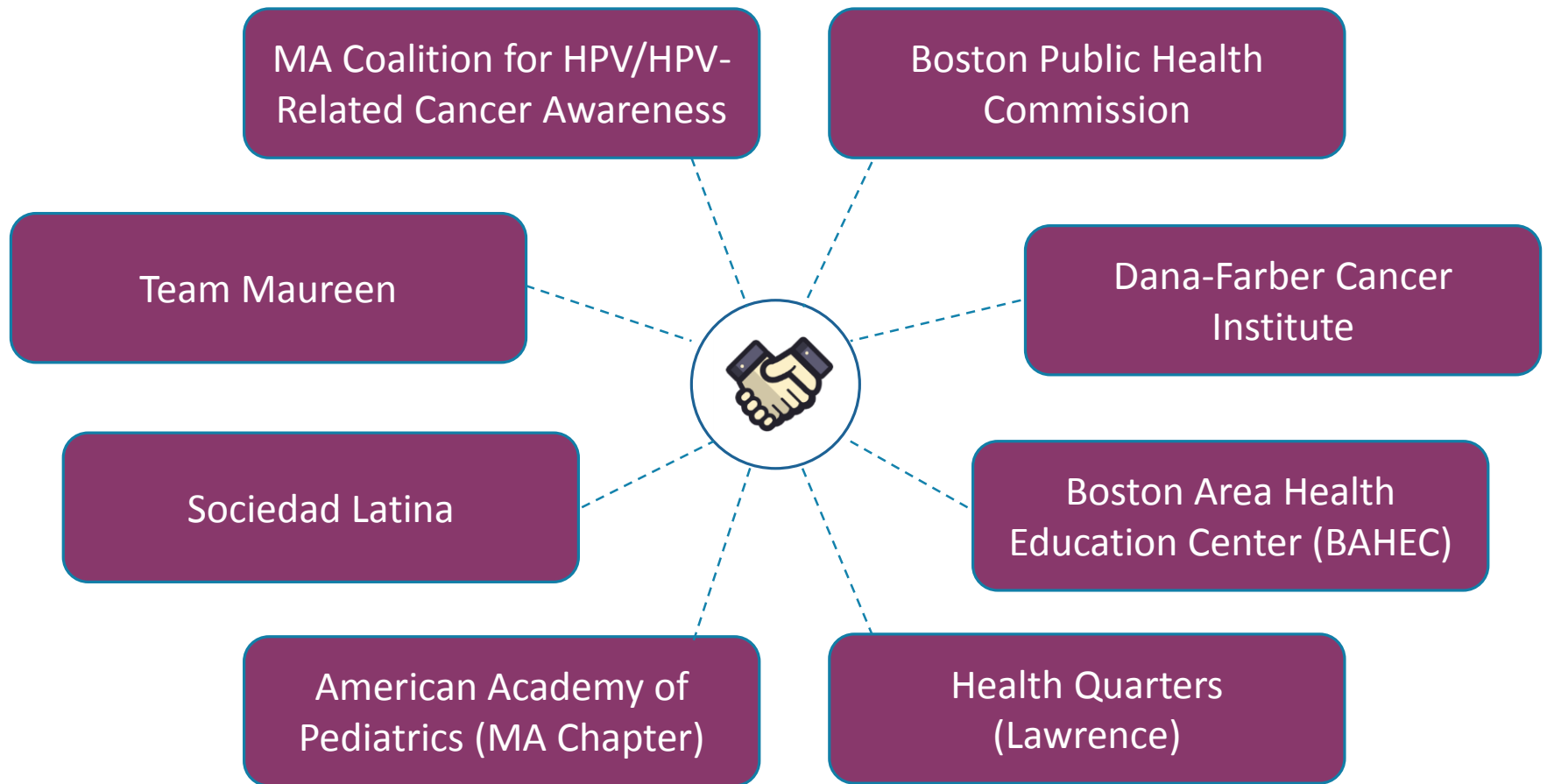
How do you think about this strategically?



# Example: MA Childhood Obesity Research Demonstration Study

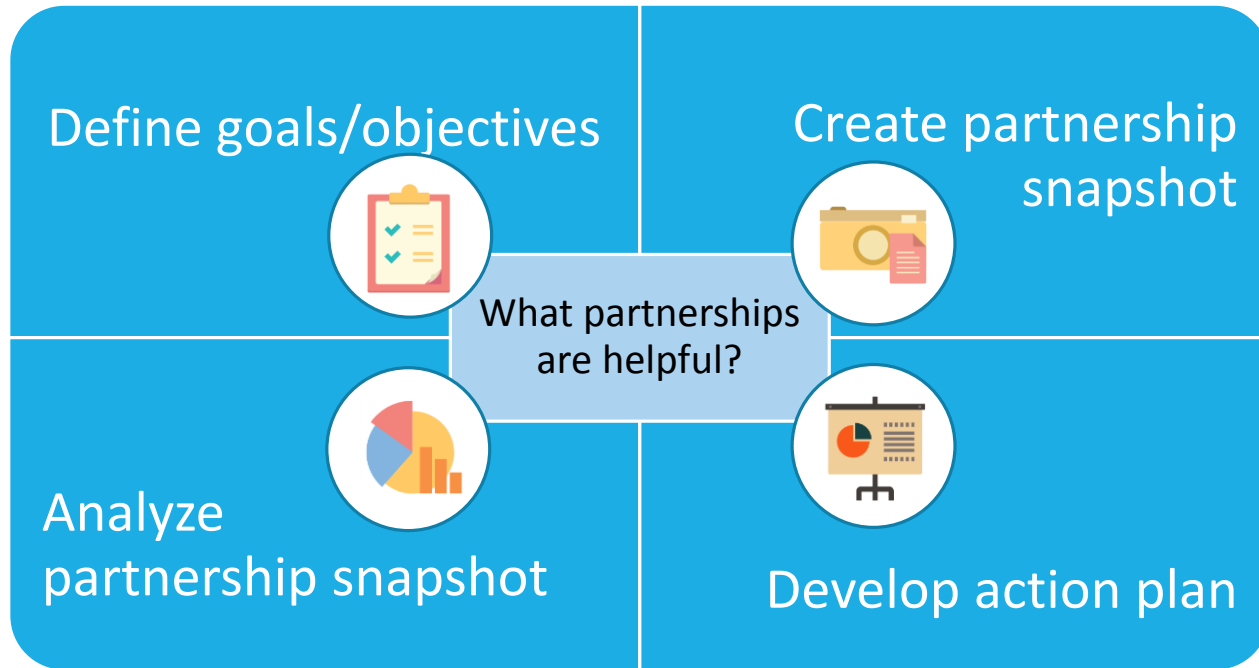


# Local action to improve HPV vaccination



# Assessing and Maximizing Partnerships (AMP) tool

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**PLANET Hot Tip:** Find this tool on the portal!



# AMP tool: Example worksheet

Partnership Benefits									
Partner organization	Share funding/ material resources	Help reach people	Share information on programs/ services	Help promote services	Share staff with needed skills	Share space for new programs	Program design: HPV classes	Program evaluation	Type of organization
MA Coalition for HPV Awareness	✓		✓	★					Non-profit organization
Boston Public Health Commission	✓								Government
Sociedad Latina		✓		★		★			Community-based organization
MA Academy of Pediatrics	✓				★				Medical
Boston Public Schools						✓			Education
Boston Area Health Education Center					★		✓		Government
Dana-Farber Cancer Institute							✓	★	Academic

Current benefit of partnership: ✓

Potential benefit of partnership: ★

# planetmassconnect.org

## Step 3: Assess partnership opportunities

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Step 1: Frame the issue

Step 2: Find effective strategies

**Step 3: Assess partnership opportunities**

Step 4a: Choose an evidence-based program

Step 4b: Adapt an evidence-based program

Step 5: Plan the evaluation

Step 6: Prepare to implement

Now that you have the data you need and a sense of strategies that might work, think about the partnerships that might help you achieve your goals.

The tools and resources in this section can help you think through important questions to set your program up for success. For example, for the strategy that seems promising, what partners can help you execute that strategy?

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### STEP 3 RESOURCES

**[Assessing & Maximizing Your Organizational Partnerships \(AMP\) Tool](#)**

Strategic tool from the Institute for Community Health Program Planning (iCHPP) to help practitioners and community-based organizations collect information on current and potential partnerships that are consistent with internal goals and objectives  
**[Read more...](#)**

**[Asset Wheel](#)**

The “Asset Wheel,” is a method developed by the World Bank to visualize the range of assets/resources (and connections between them) to support planning health promotion efforts.

## Workshopping opportunity

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1. List out **desired benefits** specific to running evidence-based programs.
2. Create a **list of partners** you may want to work with for your health topic of interest.