

NCI Office of Communications and Education:
**Connecting the Cancer Community
Through Communications**

Presented to the
National Cancer Advisory Board
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Director



Presentation Overview

Presentation Overview

- Who We Are and Our Environment
- A History of Growth and Innovation
- How We Got Here
- Our Audiences Are Diverse and Increasingly Global
- Our Programs and Reach are Broad and Deep
- Guiding Principles Moving NCI Communications Forward
- An Update on CIS and Plans for the Future



Who We Are and Our Environment

Our Federal Mandate

In carrying out the National Cancer Program, the Director of the National Cancer Institute shall:

"...provide public and patient information and education programs, providing information that will help individuals take personal steps to reduce their risk of cancer, to make them aware of early detection techniques and to motivate appropriate utilization of those techniques, to help individuals deal with cancer if it strikes, and to provide information to improve long-term survival..."

"...provide physicians and the public with state-of-the-art information on the treatment of particular forms of cancers, and to identify those clinical trials that might benefit patients..."

"...to the extent practical, in disseminating the results of such cancer research and treatment, utilize information systems available to the public"

"... maintain and operate a database to collect, catalog, store, and disseminate insofar as feasible the results of cancer research"

OCE Mission Statement

OCE advances the mission of NCI by *disseminating research results* to the public to improve the lives of those affected by cancer.

Working closely with *scientists and partners*, OCE uses effective methods to *reach diverse audiences* and meet their needs for the latest, evidence-based cancer information.

Where We Are Today: *Our Communications Environment*

Opportunities

- Robust cancer-research initiatives and programs
- Internet and social media
- New administration in place with new plan to combat cancer

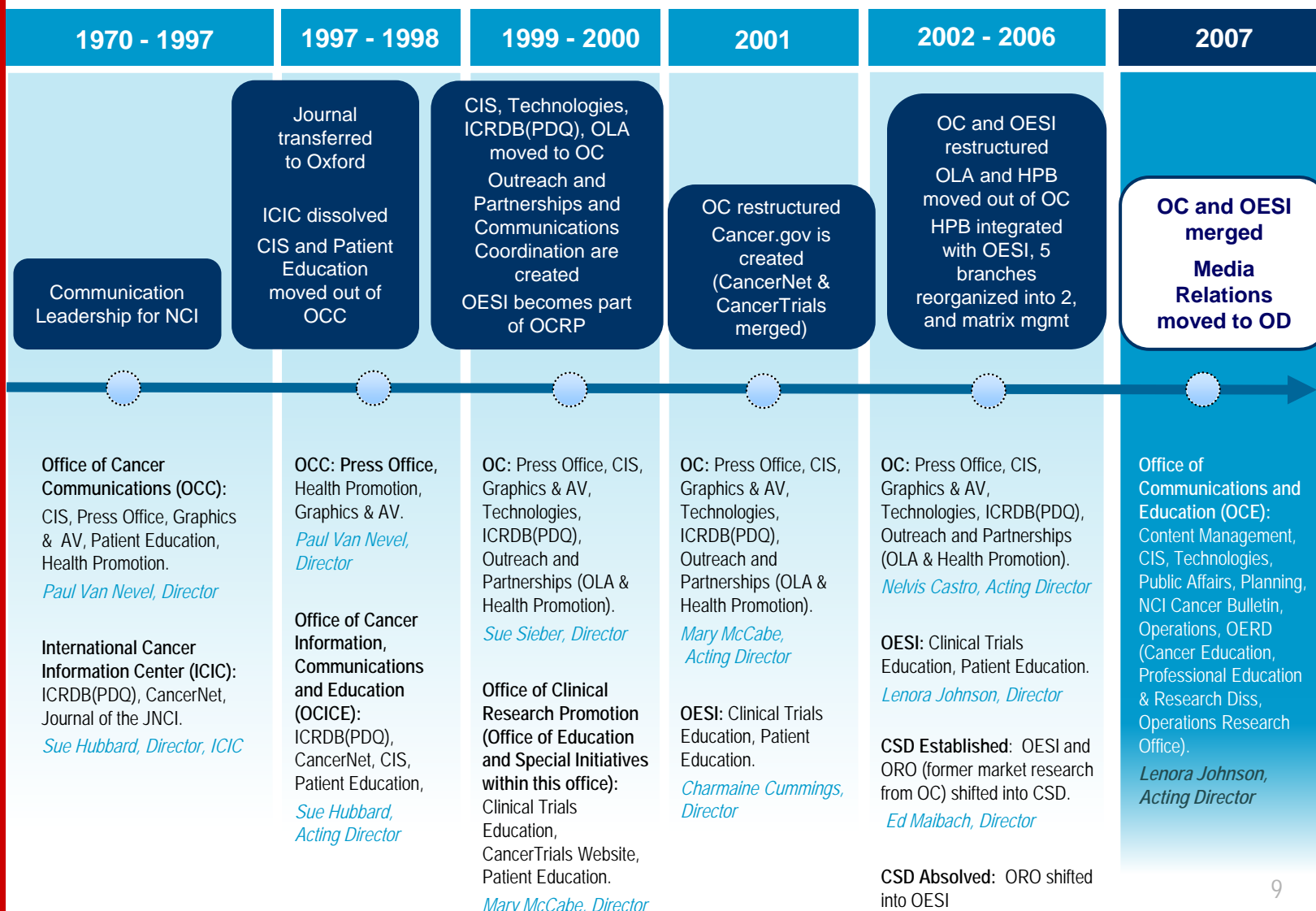
Challenges

- Need to coordinate and centralize communication efforts
- Wide array of audiences to serve
- Need to refine and strengthen public-education outreach efforts



A History of Growth and Innovation

How We Have Evolved: Communications and Education Organizations at NCI

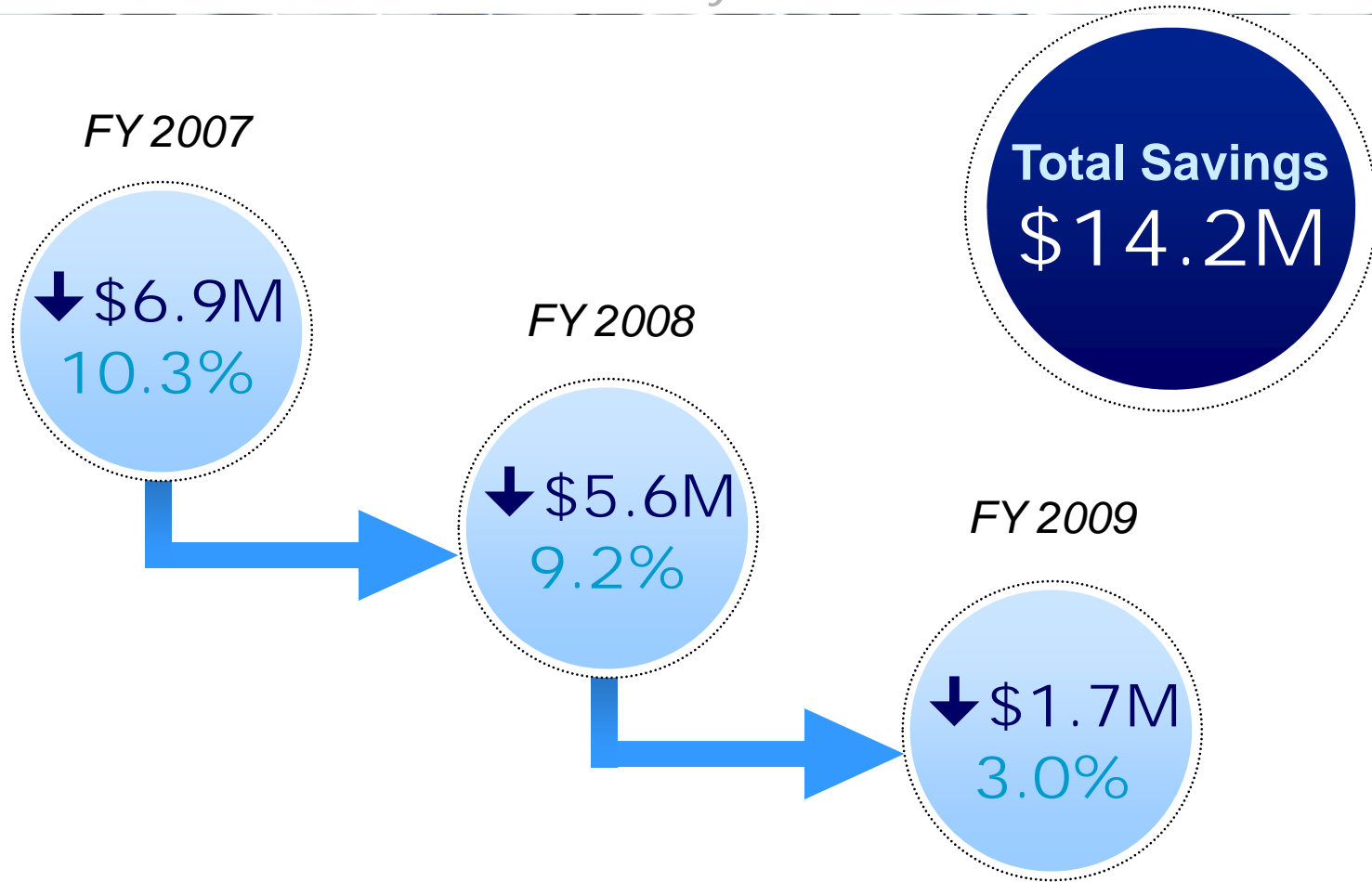


How We Have Evolved: *Leadership Committed to Improvements*

“With this reorganization, we have made considerable progress toward streamlining the organizational structure and *building on the synergies that exist between parts of OD* that already work closely together.”

— Dr. John Niederhuber, January 3, 2007
NCI Cancer Bulletin

How We Have Evolved:
Increased Efficiencies Saved Money





How We Got Here:
Assessments Enabled Us to
Take An Up-close and Personal Look at OCE

How We Got Here: *EC and MITRE Reviews*

EC subcommittee recommendations were addressed:

- OCE budget streamlined
- Cancer.gov Web Council (Jan '09) and Web Operations Team (July '08) launched

External MITRE operations analysis conducted:

- Comprehensive staff and NCI stakeholder interviews
- National survey of external stakeholders
- Programs, staffing, operations, budgets and contracts assessed
- IT infrastructure analyzed
- IT transition plan developed

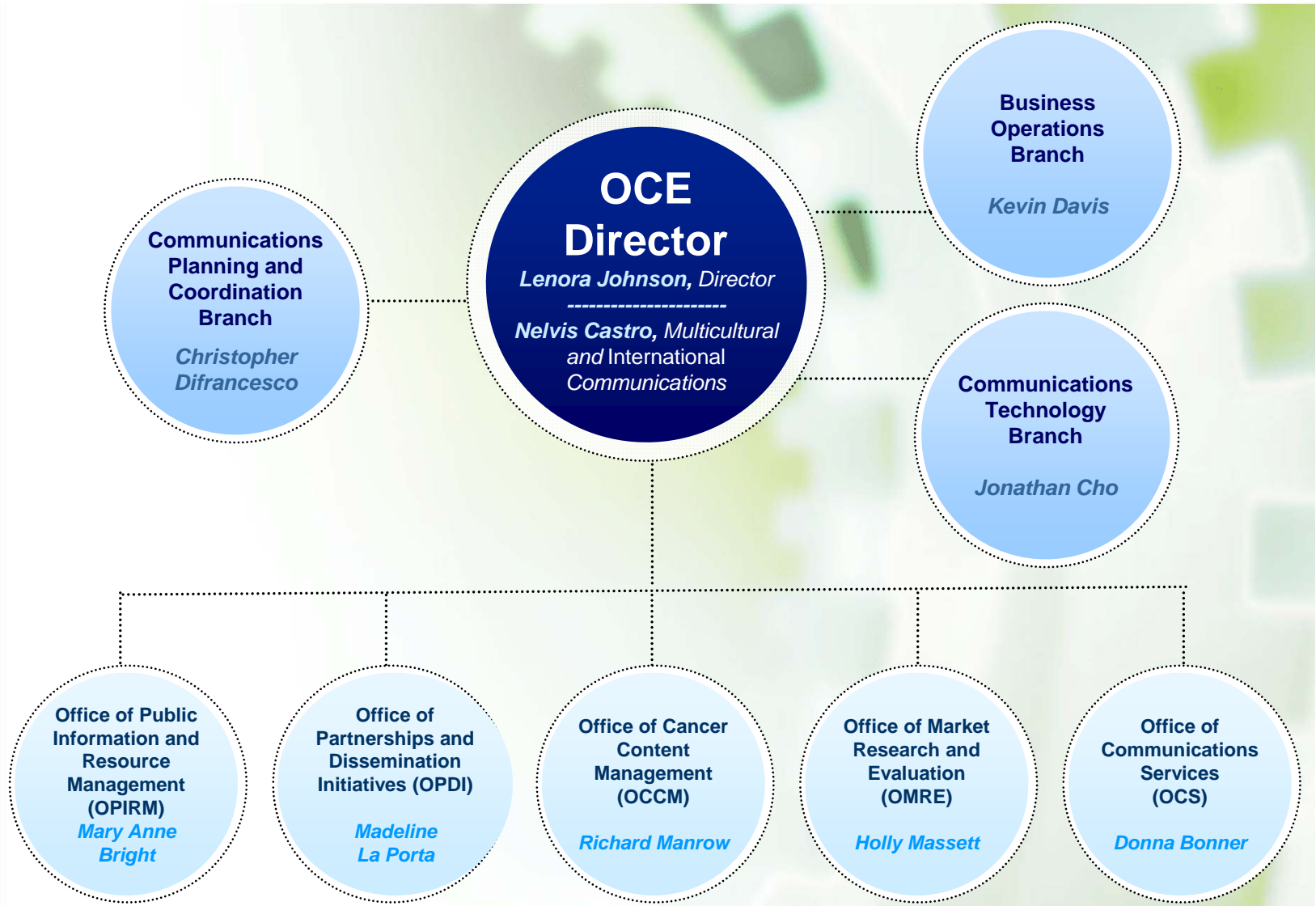
How We Got Here:

The Formation of a New Organization

Emphasis on greater efficiencies and outcomes:

- Merged OC and OESI
- Realigned OCE staff and functions to DOCs
- 23% budget reduction, contract consolidation

The New Office of Communications and Education



Where We Fit:

*A Key Organization That Serves the Director
and Creates Connections Among the NCI DOCs*





Our Audiences Are Diverse and Increasingly Global

The National Cancer Institute Has Diverse Audiences



Consumers,
including patients,
friends and families;
the underserved,
prevention seekers, etc.



Researchers



**Health-care
providers**



**Advocates
and partners**



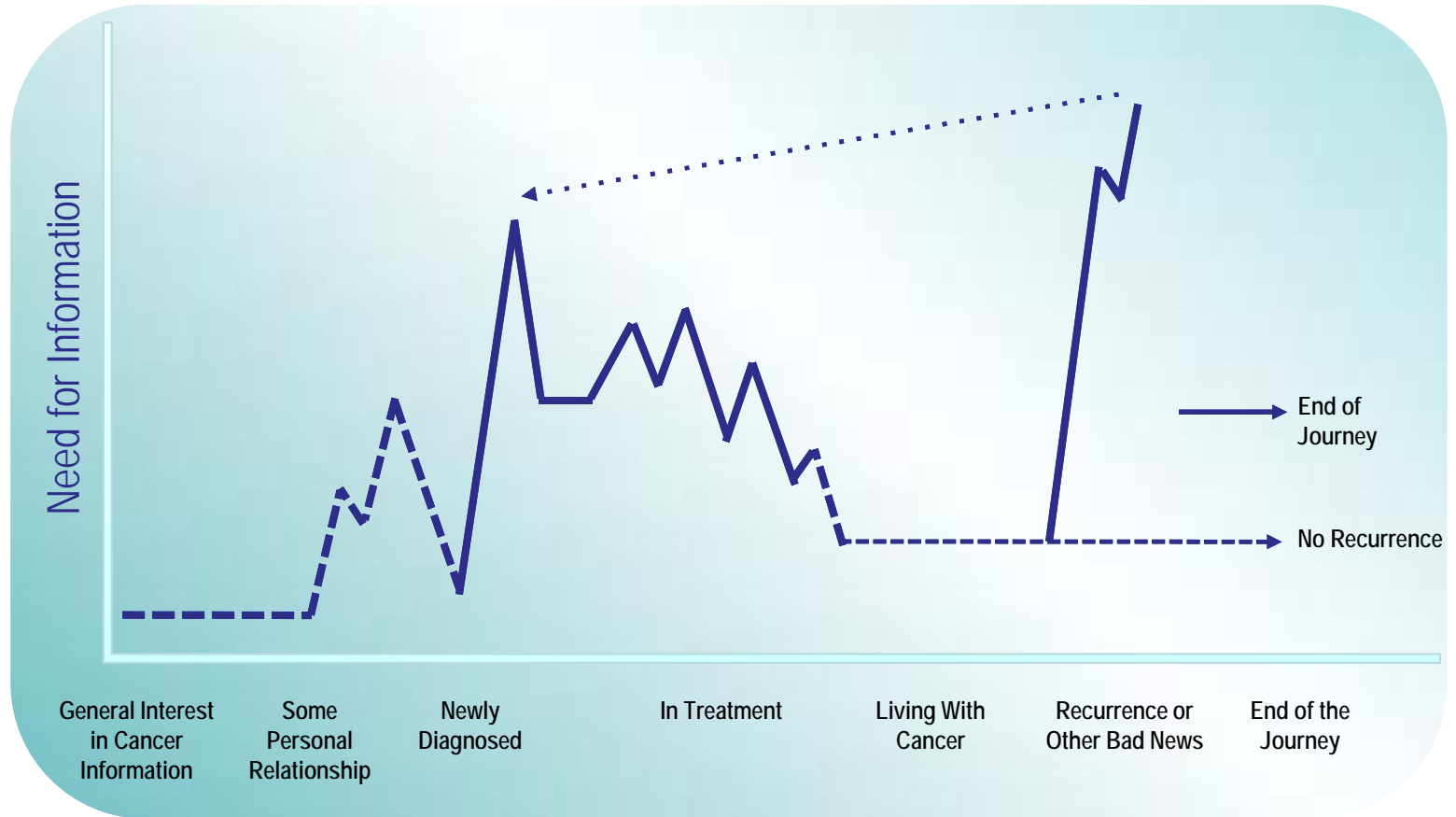
Media



**Policymakers
and program
planners**

Consumers' Cancer Journey

Peaks and Valleys of Information Needs (and Stress Levels)



From "Cancer Information Seeking User Task Analysis," OCE/NCI, 2007

Consumers' Health Literacy

Seen by Level of Medical Knowledge and Type of Need as They Move Through the Cancer Journey



Coming to Grips With a New Diagnosis



Cancer information needs at this time:

What do I need to know?

Where do I find

what that term means?

*What are the details
about this cancer?*

What are my chances?

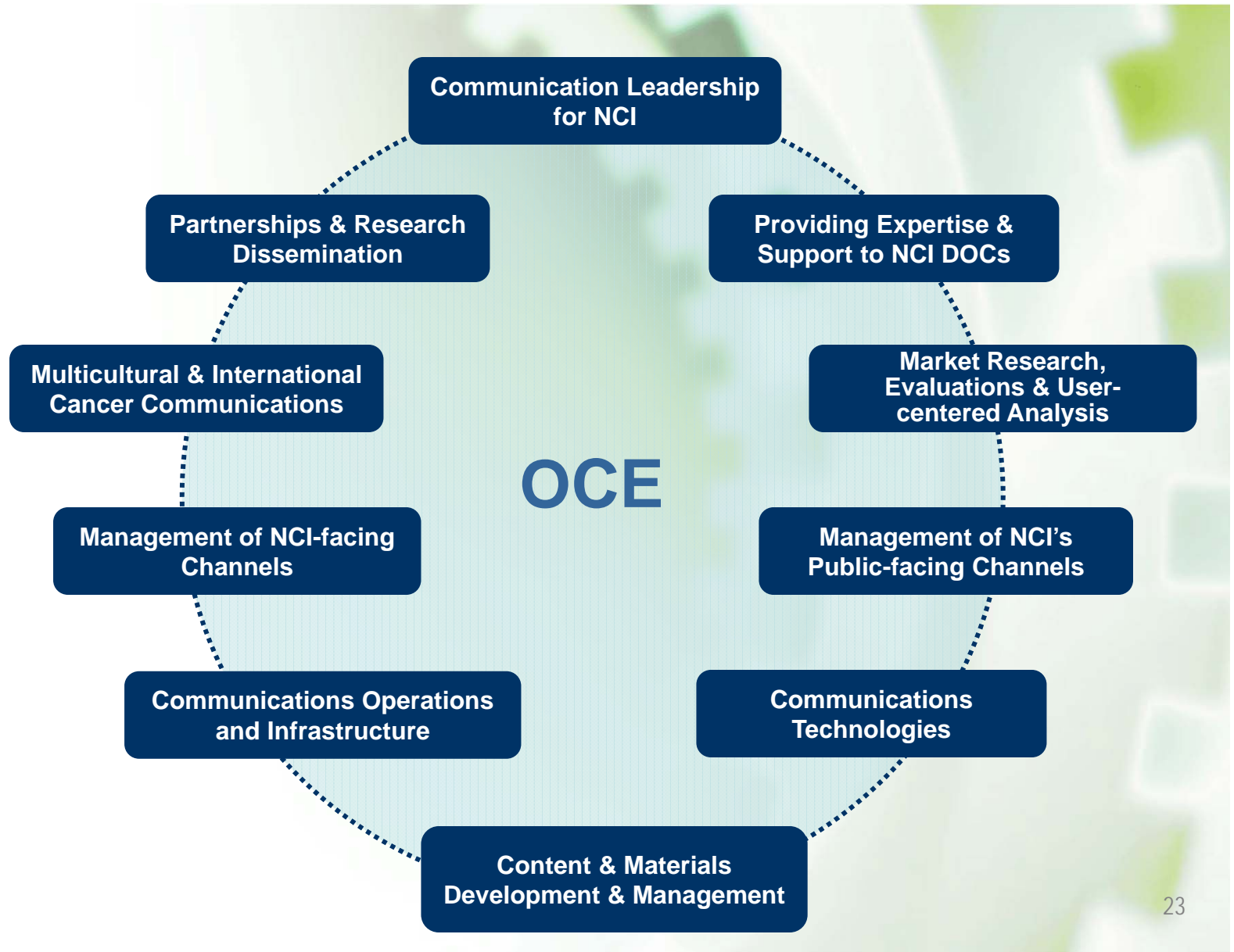
How did I get cancer?

- 62% of U.S. adult cancer patients call their doctors when they first become aware of health or medical issues; 15% consult family or friends; and 12% go online
- 39% of online cancer patients have visited Cancer.gov
- 42% of cancer patients are completely satisfied with the Cancer.gov Web site
- 56% of cancer patients indicated they had heard of the National Cancer Institute's Cancer Information Service



Our Programs and Reach Are Broad and Deep

What We Offer:
OCE Functions and Programs

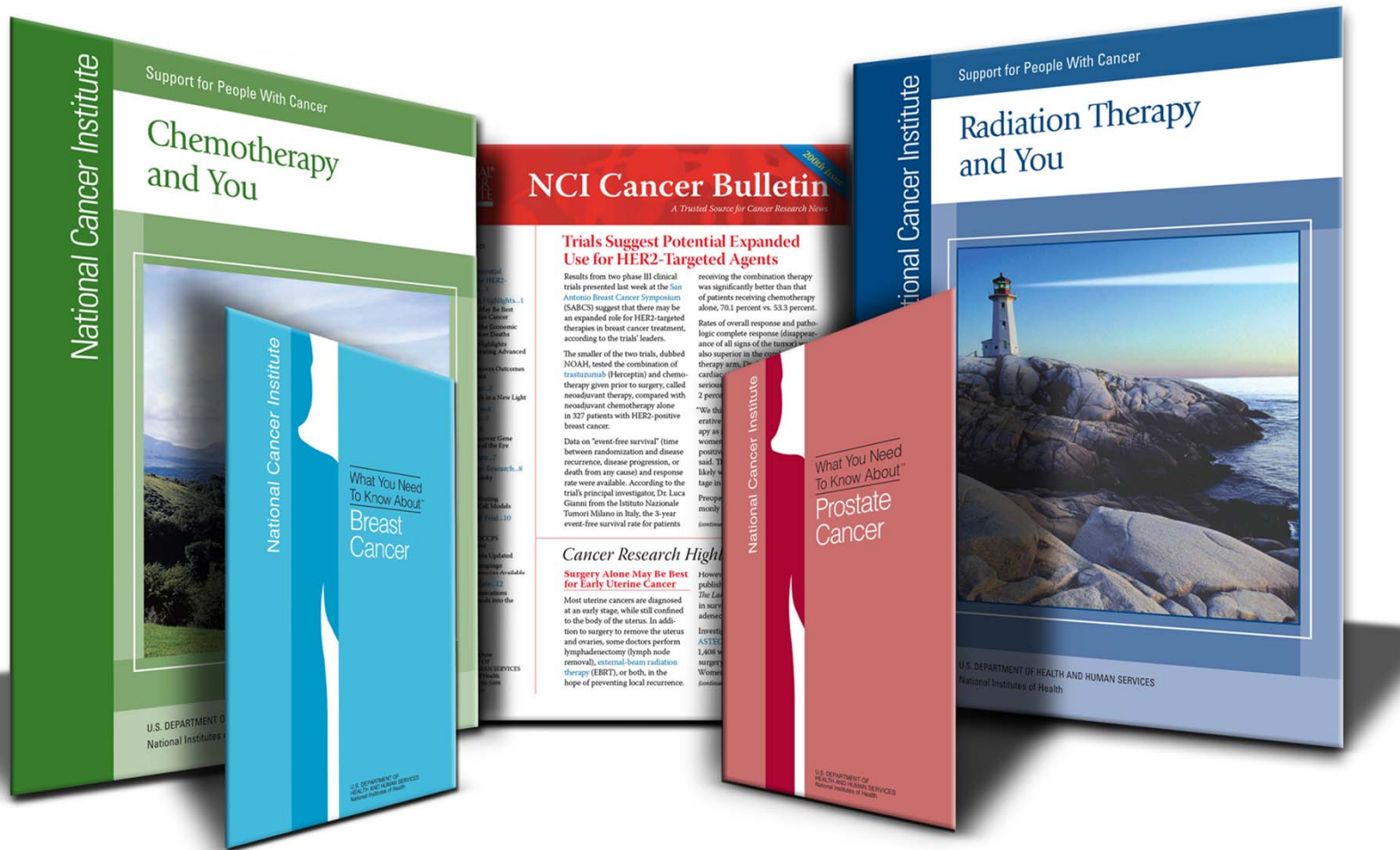


What We Offer:

OCE Functions and Programs

Communication Leadership for NCI	<ul style="list-style-type: none"> • Communications Strategy Roundtable • Documentation and Publication Clearance 	<ul style="list-style-type: none"> • Web Standards and Guidelines • Assuring NCI's Brand & Identity • Aligning NCI Priorities & Public's Info Needs
Providing Expertise & Support to NCI DOCs	<ul style="list-style-type: none"> • Communications Support to DOCs • Comprehensive Communication Planning 	<ul style="list-style-type: none"> • Coordination of Communication Services Across OCE
Partnerships & Research Dissemination	<ul style="list-style-type: none"> • Building Awareness for Participation in Clinical Trials • Training and Education Supporting Dissemination Priorities 	<ul style="list-style-type: none"> • Cancer Care Professional Outreach • Engaging Partners in Shifting Research to Practice • Multicultural Media Outreach
Market Research, Evaluations & User-centered Analysis	<ul style="list-style-type: none"> • Market research to Inform Communication Strategies 	<ul style="list-style-type: none"> • Online Analytics for Cancer.gov • Continuous Quality Assurance & Results Management
Multicultural & International Cancer Communications	<ul style="list-style-type: none"> • Leadership on Cancer.gov/espanol • Assuring Culturally and Linguistically Appropriateness 	<ul style="list-style-type: none"> • Supporting Minority Outreach and Partnerships • Coordinating Communications for NCI's Global Efforts
Management of NCI's Public-facing Channels	<ul style="list-style-type: none"> • Contact Centers • Cancer.gov & Cancer.gov/espanol 	<ul style="list-style-type: none"> • NCI Bulletin
Management of NCI-facing Channels	<ul style="list-style-type: none"> • NCI Intranet – myNCI • Event Calendar/NCI Calendar at a Glance 	<ul style="list-style-type: none"> • NCI Library Services • OCE Intranet
Communications Technologies	<ul style="list-style-type: none"> • Management of OCE's Communications Platforms • Support to Cancer.gov 	<ul style="list-style-type: none"> • CISnet • Identifying, Adapting, and Engaging Innovative Technologies
Communications Operations and Infrastructure	<ul style="list-style-type: none"> • Publications Ordering, & Distribution • Printing & Audiovisual Services & Standards 	<ul style="list-style-type: none"> • Gift Fund Response System • NCI Graphics & Biomedical Images
Content & Materials Development & Management	<ul style="list-style-type: none"> • PDQ Cancer Information Database • Management of Clearance Process 	<ul style="list-style-type: none"> • NCI Content Management • Cancer Care Support materials • Dictionaries & Drug Information

How We Reach Key Audiences: *Multichannel Approach*



How We Reach Key Audiences: *Multichannel Approach*



How We Reach Key Audiences: Multichannel Approach

The collage illustrates a multichannel approach to reaching diverse audiences. It features several key components:

- BE Healthy Banner:** A prominent banner at the top center with the text "BE Healthy" and "A BANNER PUBLICATION".
- Colorectal Cancer Article:** A snippet of an article titled "Colorectal cancer: Early testing reduces fatalities" with a sub-headline: "If polyps are found and removed during screening, colorectal cancer, unlike most other cancers, can often be prevented." It includes a photo of Roy Davis and text about polyps and early testing.
- LA VOZ:** A newspaper clipping with the headline "It's the season" and a photo of a building at night.
- El Sol de Texas:** A newspaper clipping with the headline "Sugiere informe cambios al Hospital Parkland" and a photo of a hospital emergency entrance.
- Asian Fortune:** A newspaper clipping with the headline "Community Hails Obama's Historic Appointments - Shinraki is VA Secretary, Chu Energy Secretary" and a photo of Eric Shinraki.
- Other Clippings:** Various smaller articles and photos from different sources, including "20 years of 'serving' others" and "Lanzan programa para adoptar niños hispanos".

How We Reach Key Audiences: *Multichannel Approach*



How We Reach Key Audiences: *Multichannel Approach*



National Cancer Institute



Guiding Principles Moving NCI Communications Forward

Guiding Principles Moving NCI Communications Forward

Our Commitment

- NCI fulfills the parameters of the National Cancer Act in ways befitting a new era of communication

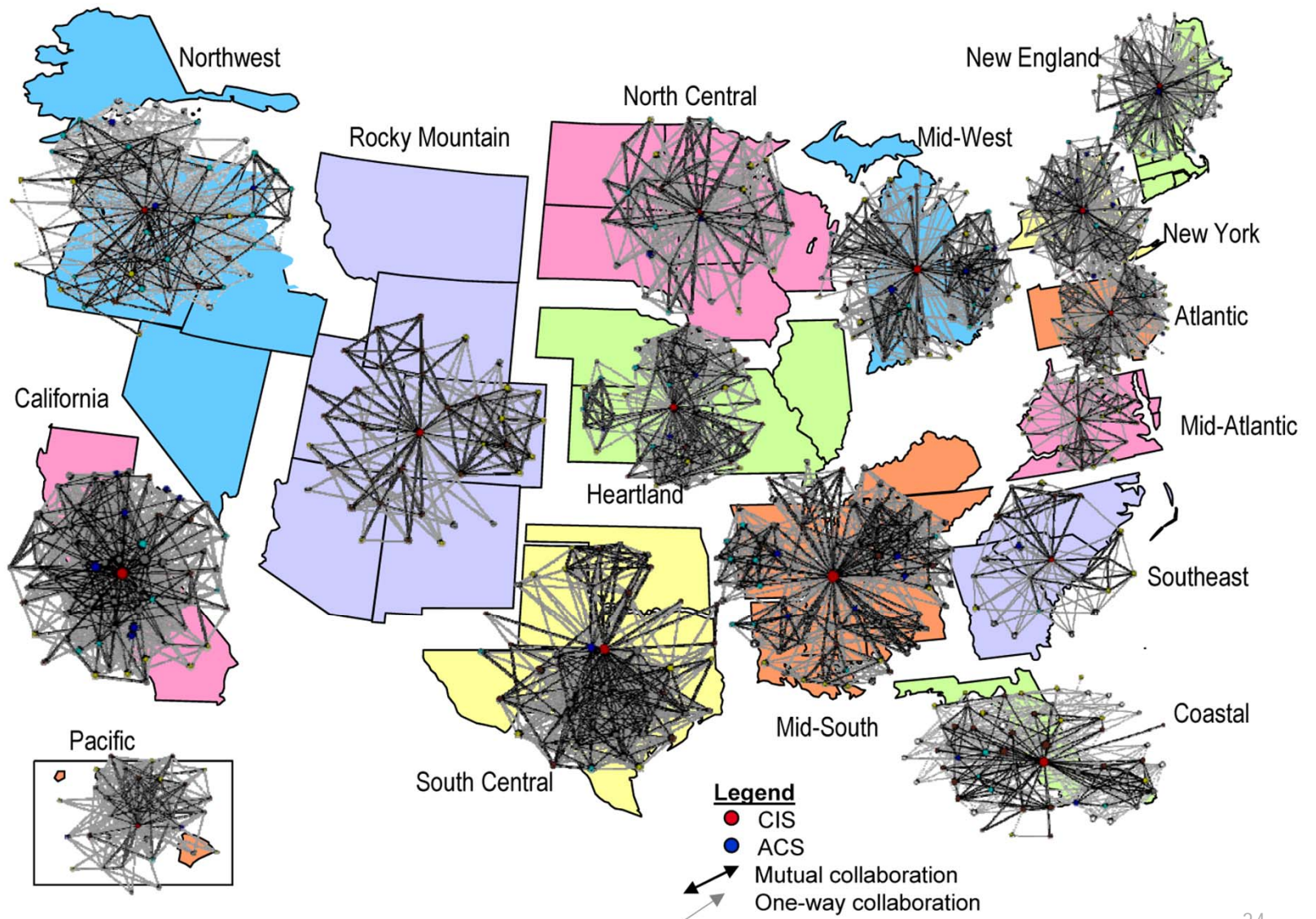
Guiding Principles

- OCE will continue to engage with key stakeholders on NCI's behalf to support the critical work of NCI's leadership and DOCs
- Our goal is to assure that NCI speaks with one voice, and is transparent, effective and inclusive in its outreach
- OCE will accomplish this by utilizing the latest and most effective methods to share NCI's evidence-based cancer information with key stakeholders



An Update on CIS and Plans for the Future

CIS Program Networks



NCI's Cancer Information Service (CIS): *Partnership Program*

- A bridge between NCI and the community for 30 years
- Portfolio of 750 partners engaged in 300 cancer-control, education and dissemination projects that span states, tribes and territories
- Trusted communication pipeline to community
- Rich history of evaluation
 - CIS brings NCI's credibility, expertise and resources to the community
CIS staff are competent and well-connected to their regional areas
(Network Analysis, 2008)
 - As a federal agency, no organization providing cancer information has the unbiased promise of government behind it than NCI (MITRE, 2008)
 - 98% of partners stated positive impact on populations served (Westat, 2003)

NCI's Cancer Information Service (CIS): *Partnership Program*

Accomplishments

- Established Provision of Training and Technical Assistance
- Conducted 200 clinical trial trainings with 400 organizations
- Provided over 112 trainings on evidence-based program planning
- Increased capacity to obtain sustainable health programming at the community level
- Served in leadership capacities on state and tribal Comp Cancer Control Coalitions
- Facilitated the completion of cancer control plans in Puerto Rico and U.S. Territories

NCI's Cancer Information Service (CIS): *Partnership Program*

Contract Status

- Current Contract Period: 2005-2010
- NCI Executive Committee made decision in August, 2008 to:
 - Procure one contact center contract
 - Not procure partnership program contracts at end of current cycle
- Office of Acquisitions published special notice to announce decision (October 2008)

NCI's Cancer Information Service (CIS): *Partnership Program*

Rationale for Decision

- Program considered successful, however need existed to:
 - Re-evaluate the context of the environments and approaches through which specific audiences garner cancer related information, and identify the most effective activities for reaching various audiences with the valuable evidence that our research yields
 - Re-evaluate how we move forward within the current information and outreach contexts and position ourselves to better engage in research dissemination efforts that quickly transfer specific areas of our evidence to those for whom it is of greatest value
 - Expand partnerships and associations with clinicians and those in care-delivery settings that are central to our ability to expeditiously shift research discoveries to clinical practice

NCI's Cancer Information Service (CIS): *Partnership Program*

Rationale for Decision (continued)

- Program considered successful, however need existed to:
 - Examine the composite of NCI programs serving medically underserved and minority communities and better coordinate those efforts to maximize impact in areas of greatest need
 - Examine the evidence NCI's research generates, the audiences for which adoption of the evidence has the greatest impact for reducing the burden of cancer, and the most effective approaches for disseminating that evidence
 - Re-examine how our programs and supportive services are distinguishable from similar organizations

NCI's Cancer Information Service (CIS): *Partnership Program*

Public Reaction

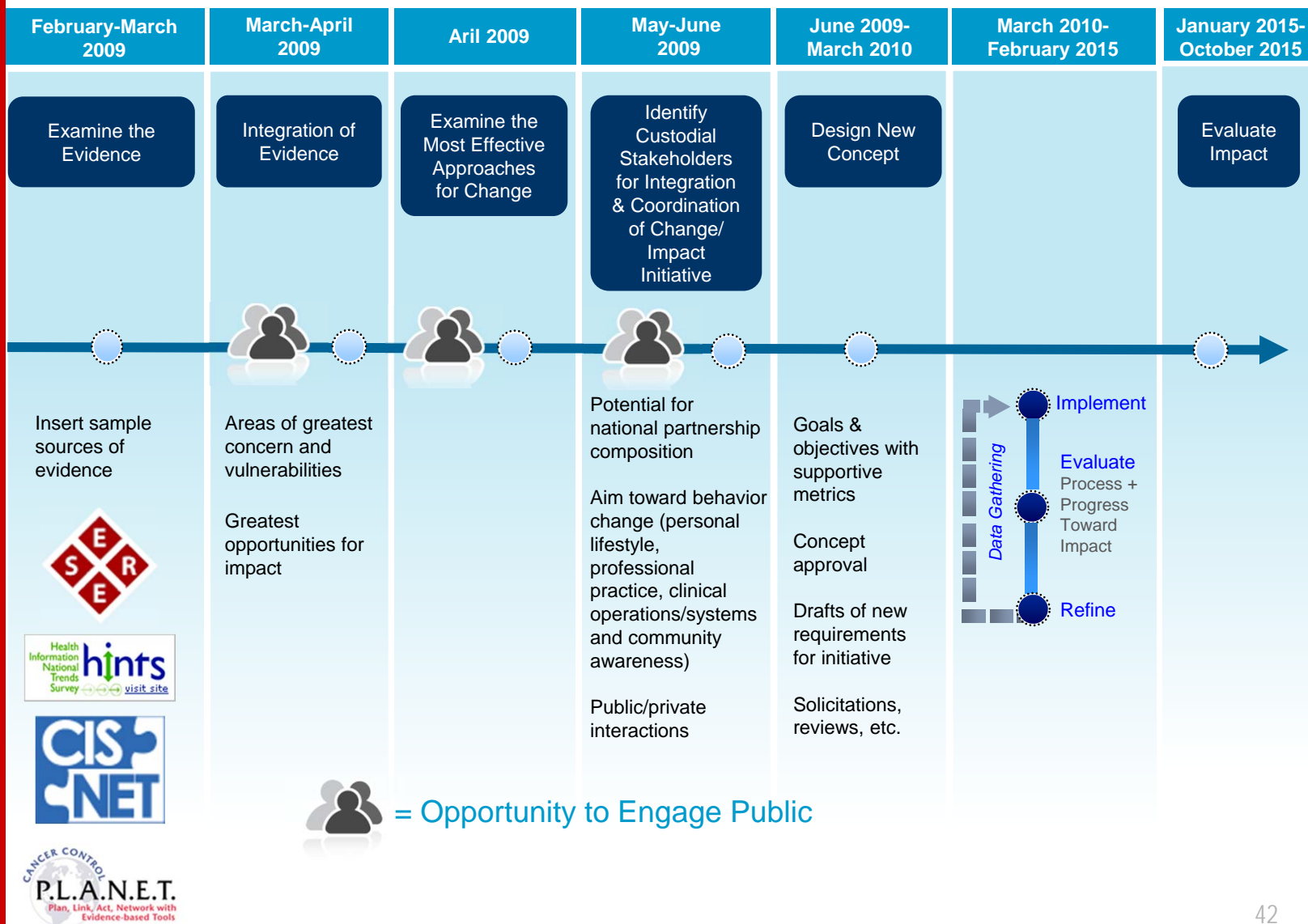
- To date, more than 100 letters received from stakeholders (e.g., partners, researchers, public, advocates, congressional representatives)
- Media coverage (*Oncology Times, Cancer Letter*)
- Record participation on Office of Advocacy Relations teleconferences (380+) (12/2/08)
- Public inquiries and pleas to reconsider/overturn decision; reaction focused on:
 - Need to understand decision-making process
 - Consideration of communities most in need

NCI's Cancer Information Service (CIS): *Partnership Program*

Public Recommendations

- Reconsider the decision
- Extend current contracts until a new concept is in place
- Employ an open and transparent process for developing the new concept with stakeholder input
- Focus efforts on populations and areas with cancer rates higher than the national average

Building a New Outreach and Dissemination Arm



How We Can Work Together

- Agree on the most effective role for NCI, given the wide-range of organizations in the cancer field with similar missions.
 - Determine key focus areas that NCI should consider a priority
- Identify organizations that may serve as appropriate national partners so that resources across organizations can be combined for maximum impact.
- Determine areas where NCI's federal resources can best be leveraged at the community level.
- Help carry forth NCI's desire to continue to engage the public in new and innovative ways.

We Value Your Input

ADDITIONAL SLIDES

CIS Partnership Program

- Operations
 - 15 competitive cost-reimbursement contracts
 - Located at cancer centers and universities (3 HBCUs)
 - Leveraged by 32 subcontracts and 10 other agreements (\$1.5 mil over 5 years)
 - 78 MPH staff in 41 states, D.C., Puerto Rico, and Guam

CIS Partnership Program

- Management:
 - National Training Program based on Public Health Core Competencies
 - National Partner Assessment Criteria
 - Partnership Development Guidelines
 - Web-based Partnership Portfolio Database
 - Comprehensive Evaluation Plan

CIS Partnership Program

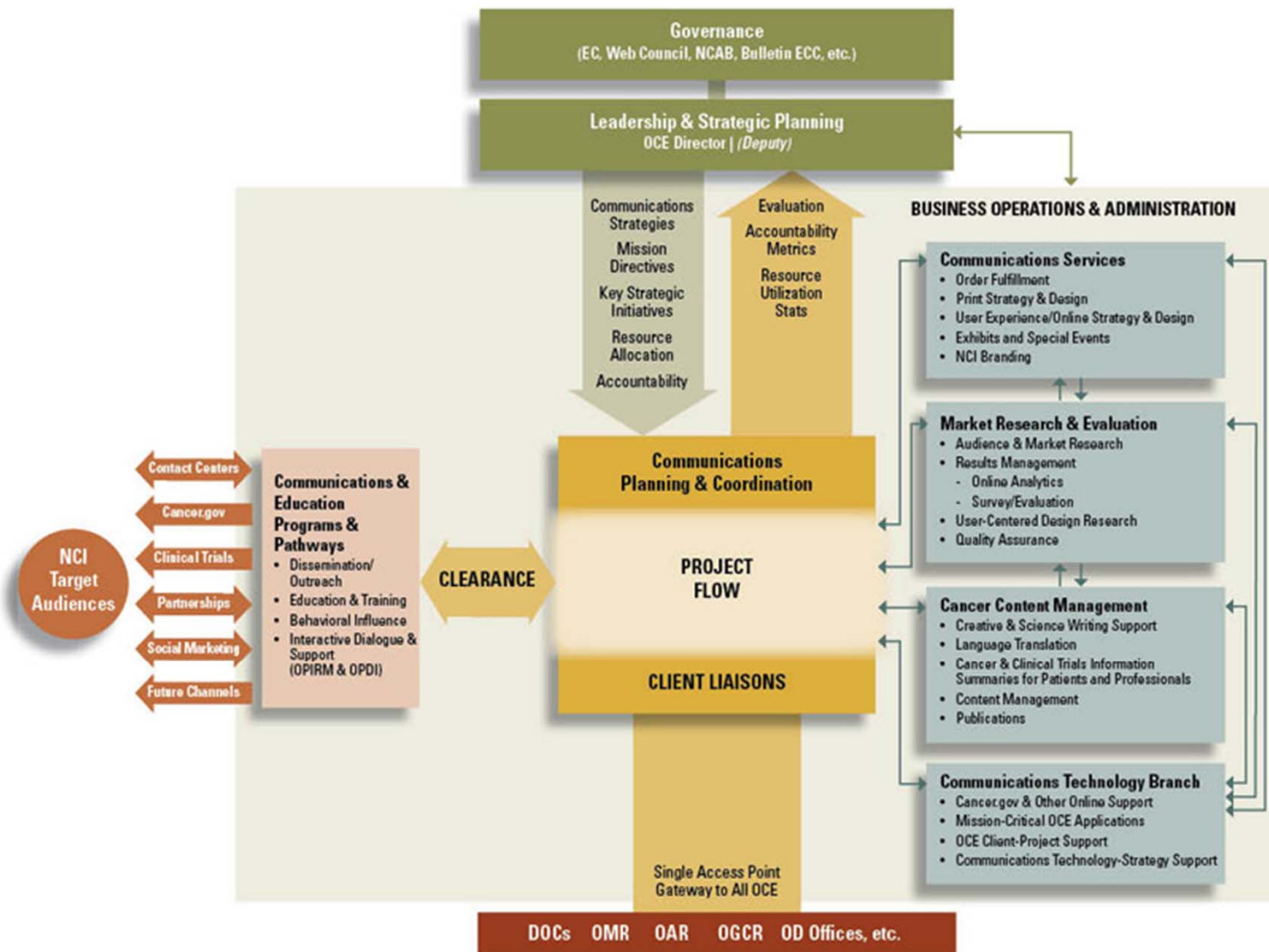
- Budget
 - Program Cost:

2008	\$9.1 mil
2009	\$8.5 mil
 - 55% of total \$15.5 mil CIS budget:
 - 73% labor
 - 16% training and administration
 - 11% travel

CIS Partnership Program

- Most common partners
 - NCI grantees (CNP, NCCCP, CECCR)
 - NCI Cancer Centers, CCOP, and M-CCOPs
 - CDC (Comprehensive Cancer Control, Breast and Cervical Early Detection, Cancer Prevention and Control Research Network)
 - ACS and other non-profits (Intercultural Cancer Council, Lance Armstrong, Komen, etc.)
 - State Departments of Health
 - State Coalitions
 - Tribes and Tribal Entities
 - Health Systems: HRSA Federally Qualified Health Clinics

How We Operate: *Improved Gateways and Processes*



Cancer Patients and Their Use of Technology



- 78% of cancer patients use cell phones
- 77% cancer patients watched video clips online
- 56% played or downloaded an online game
- 47% read an online blog
- 17% downloaded a television show or movie from the Internet
- 9% subscribed to a podcast
- 41% of cancer patients visited a social networking site
- Cancer patients and caregivers are twice as likely as average e-health consumers to participate in condition-specific online communities