GMaP and BMaP Region VI: Addressing Colorectal Cancer through Community Collaboration

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Regional Overview
Region VI of the GMaP and BMaP initiatives is the largest and most diverse region of the national GMaP/BMaP network. Region VI spans over 7,200 square miles of land, ocean, ﬁve states and two U.S. territories, including AK, WA, OR, CA, HI, American Samoa and Guam. Region VI is taking a collaborative approach and strives to gain acceptance from communities by working together to identify problems and create solutions to address colorectal cancer health disparities that exist in Region VI. Gaining and sustaining the public trust is critical to ensure long-term success in this region.

Objectives
1. Deﬁne the colorectal cancer burden in the region
2. Assess the community’s baseline knowledge of the GMaP/BMaP electives
3. Identify areas of strength and expertise in cancer health disparities research
4. Assess the level at which partner programs have access to communities within the region
5. Gath~er information regarding training opportunities for the next generation of cancer researchers from diverse and underrepresented populations
6. Develop and sustain partnerships with regional Comprehensive Cancer Control Programs

Colorectal Cancer Focus
Colorectal cancer is the focus of the Region VI GMaP/BMaP initiative. Addressing one major cancer type will streamline regional efforts and make educating communities on the importance and potential implications of the NOC-destined GMaP/BMaP elective areas possible. Further, elective areas can be highlighted at all levels of the cancer continuum. Colorectal cancer is a leading cause of cancer incidence and mortality with well-documented disparities among the various racial and ethnic groups. Screening for colorectal cancer is particularly low among the underserved, yielding high mortality rates among this population. Colorectal cancer has the advantage of offering preventive care when polyps are removed during colonoscopy, giving screening a very positive outcome.

Methods
A SWOT (strengths, weaknesses, opportunities, and threats) analysis was conducted to determine regional areas of strength and where we need improvements. The SWOT analysis provides critical information that will allow the region to build on strengths, correct weaknesses and protect against vulnerabilities and threats.

Strategies included:
• The creation of a health disparities research inventory and an inventory of existing training opportunities
• A thorough review of secondary data
• Further analyses of regional Readiness Assessment Tool results
• Distribution of a needs assessment questionnaire to regional partners and Comprehensive Cancer Control Programs to assess training and community engagement capacity

Results
• 7 out of 10 Comprehensive Cancer Control Programs responded
• 13 out of 20 regional partners responded

Next Steps
An implementation plan aimed at addressing colorectal cancer health disparities within Region VI will be developed based on the ﬁndings described in this comprehensive needs assessment. Clinical trials, biospecimen collection, and bioinformatics are the GMaP/BMaP electives addressed. A schematic diagram of the implementation plan depicts the future direction of the Region VI GMaP/BMaP initiatives.

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Partners
University of Oregon • California State University, Bakersﬁeld • The University of California, Los Angeles • The University of California, Santa Barbara • The University of California, San Diego • University of Colorado Denver • University of Colorado Health Sciences Center • University of Florida • University of Kentucky • University of Minnesota • University of Mississippi • University of Missouri • University of North Carolina • University of Oklahoma • University of Pennsylvania • University of South Carolina • University of Texas Health Science Center at Houston • University of Washington • University of Wisconsin-Madison • Washington University in St. Louis

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Pathology
Biospecimens/Genomics
IMI Hale, Native Hawaiian Cancer Network
WINCART
American Samoa Community Cancer Network
G/BMaP Region VI: SWOT Analysis Results

Points
- Medical professional involvement with ongoing or future research in cancer prevention in multiple regions
- Strengthen connection between research and clinical communities
- An established training program available to meet general goals of improving cancer control and outcomes for vulnerable populations
- Strong relationships within regional communities with the ability to adapt and replicate research in many different regions
- Well-established training programs available to the next generation of cancer researchers from diverse and underrepresented populations

Threats
- Sample size may not represent the entire pragmatic population
- Economic and ﬁscal instability
- Doctors that have limited trust in research or researchers
- Lack of a comprehensive, easy to access database of various patient types
- Lack of comprehensive, realistic outcomes of efforts to address colorectal cancer in Regions A, B, and C
- Limited resources and support services

Opportunities
- Patient-driven initiative with ongoing or future research in cancer prevention in multiple regions
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Colon & Rectum Cancer Incidence and Mortality Rates by Race/Ethnicity* 1996-2009

<table>
<thead>
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<th>Race/Ethnicity</th>
<th>Colon Cancer Incidence Rate</th>
<th>Rectal Cancer Incidence Rate</th>
<th>Colon Cancer Mortality Rate</th>
<th>Rectal Cancer Mortality Rate</th>
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*rate per 100,000

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