

1. What did your SPN do to conduct or promote cancer awareness activities?

- Radio Talk Shows
- Town Hall Talks
- NBLIC Boston Brochure
- Clinical Trials TV PSA/ad campaign

1a. How has this benefited the institution and community?

- Got word out about Deep South Network and that cancer is not a death sentence
- Education about cancer, nutrition, etc.
- Reduced barriers to asking questions
- Promoted cancer awareness/increased awareness of 1-800-4-CANCER line

1b. What evidence shows these benefits?

- Spread from Mississippi to Alabama
- Increased appointments for mammograms
- Increased membership, calls, and participation in activities
- 200% increase in call volume with paid campaign
- TELY award: *Redes En Acción*

## 2. What lessons have been learned?

- Know your community
- Pilot-test your materials
- Increase outreach for men
- Realize that the intervention you make will take more time than you think
- Utilize the authentic voices
- Become models of “participatory research”

3. What happened that was not expected, and how did your SPN respond?

- Trust changes; infrastructure and key personnel change
- Belief systems, cultural and linguistic barriers
- Resources not meeting the demands of community
- Resistance from health care providers

#### 4. What are your SPN's best practices/accomplishments?

- “Who Is Missing Out” program
- Replication versus dissemination
- Informed decision-making process
- Utilize naturally occurring gatherings
  - Beauty/barber shops, community sports events, etc.

4a. What would you replicate or do again?

- Create a sustainable program
- Replicate tracking systems
- Replicate hands-on training

4b. What would you not do again?

- Programs hesitant to discuss weaknesses
- Aware of institutional limitations

## 5. How does the community perceive your SPN and your institution/organization?

- “Necessary component to reach minority and understand communities”
- Community-Based Organizations:
  - Initial skepticism until credibility was established
  - Trust development is ongoing
  - Reliable relationships
  - Instrumental to increase visibility as educational activities increased
  - Resource for funding opportunities

5. How does the community perceive your SPN and your institution/organization? (cont'd)

■ Faith-Based Organizations

- Look at SPN as provider of resources for cancer education and awareness

■ Cancer Information Service

- Views SPN as a collaborator
- SPN considers CIS as a catalyst providing direct credible access as opposed to going through institutional gate keepers

## 5. How does the community perceive your SPN and your institution/organization? (cont'd)

### ■ General population

- Views SPN as support to help navigate through the health care system

### ■ Medical Community

- First perceived SPN as duplicators of services, now as trusted allies
- Resource for funding opportunities
- A resource to reach the community, conduct research, and provide training