

# The Office of Community Outreach and Engagement 2022 Annual Report



MASONIC CANCER CENTER  
UNIVERSITY OF MINNESOTA

NCI

Comprehensive  
Cancer Center

# COE MISSION STATEMENT

To reduce the burden of cancer in Minnesota by engaging communities and providing them access to knowledge and information about cancer prevention, treatment, survivorship, and clinical research opportunities.

## 2022 ANNUAL REPORT

This is the first annual report from the Office of Community Outreach and Engagement (COE). The purpose of this report is to identify COE's reach and engagement, highlight our impact, and depict actionable steps forward.

Throughout this report you will find the reach of our work, highlighted stories, and messages from our dedicated staff.

We are always looking for new ways to engage with our community members and researchers. Please reach out to [ccinfo@umn.edu](mailto:ccinfo@umn.edu) with your ideas.



# MEET OUR TEAM



**Kiara Ellis, MSW**  
Director, Community Outreach & Engagement



**Rebekah Pratt, PhD**  
Co-Associate Director, Community Outreach & Engagement



**Jen Poynter, MPH, PhD**  
Co-Associate Director, Community Outreach & Engagement



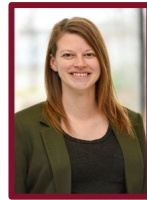
**Christopher Pennell, PhD**  
Associate Director, Education



**Lissa Martinez Huebner, CMP**  
Event & Administrative Manager



**Lei Simmons**  
Executive Office & Administrative Specialist



**Ashley Pohlenz, MPH**  
Senior Research & Program Coordinator



**Cathleen Drilling, MS**  
Community Engagement & Education Coordinator



**Elsie Aldrich**  
Event Coordinator



**Amna Hussein, MBS**  
Community Engagement Coordinator



**Patty Beckmann, RN**  
Oncology Patient Access Nurse

# CANCER WELLNESS EDUCATION

The goal of Cancer Wellness Education is to increase the number of individuals served through cancer wellness education events. This includes cancer wellness events, nurse line education, and nurse line trials screening.

## Cancer Wellness Events

All COE attended events where information was provided are tracked. Information collected includes: type of event, attendees, and resources provided.

In 2022, COE attended **39** cancer wellness events in Minnesota and interacted with an estimated **4,877** attendees.



# CANCER WELLNESS EDUCATION

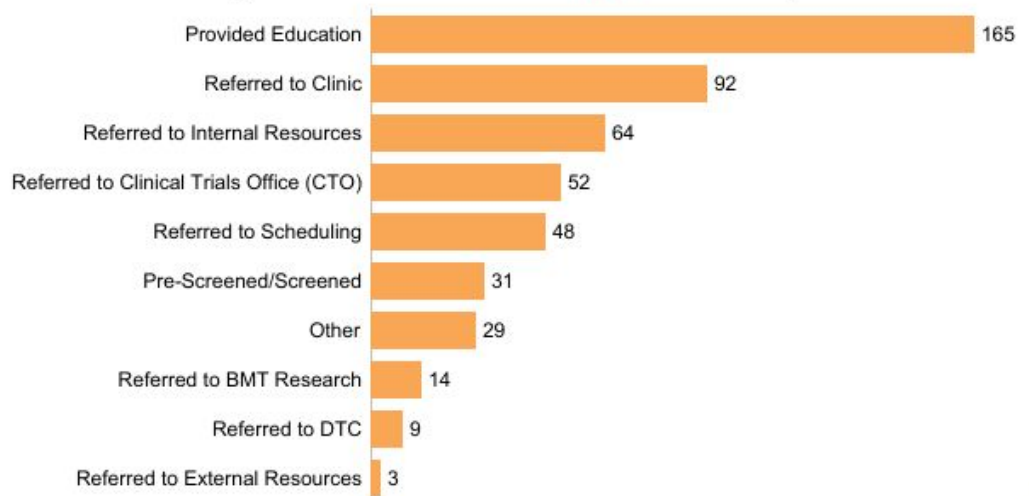
The goal of Cancer Wellness Education is to increase the number of individuals served through cancer wellness education events. This includes cancer wellness events, nurse line education, and nurse line trials screening.

## Cancer Information Nurse Line

All inquiries received on the Nurse Line (via email and phone) are tracked. Information collected includes: location, contact method, and outcomes or actions taken.

In 2022, the Nurse Line referred **31** people to cancer clinical trials screenings.

The Nurse Line provided education to **165** community members.



# CANCER WELLNESS EDUCATION

Quarter 2 shows the highest attendance at Community Wellness Events.



# COMMUNITY CANCER AWARENESS

The goal of Community Cancer Awareness is to increase the number of individuals served through community cancer awareness events and campaigns. This includes large-scale events where COE has tabled or provided general awareness and education.

## In 2022, COE Team participated in 6 large events:

- Twin Cities Pride Festival
- 3M Golf Open
- Goldy vs. Cancer Day at the Minnesota State Fair
- MOCA Teal Strides for Ovarian Cancer Walk/Run
- CLUES Fiesta Latina 2022
- Dig Pink Volleyball Game



In total, COE engaged **25,066** people through these events.



## CANCER SCREENINGS

The goal of Cancer Screenings is to increase the number of individuals served through cancer screenings. This includes cancer screenings completed by MCC partner M Health Fairview and COE events where cancer screenings took place.

The COE Team works with partners to coordinate community cancer screening events. Partners include M Health Fairview, Sage Program, BCEA, and many others.

In 2022, the COE Team facilitated **694** cancer screenings.

- **630** skin cancer
- **61** breast cancer
- **3** lung cancer



# EDUCATION AND CAREER DEVELOPMENT

The goal of Education and Career Development is to increase the number of individuals served through education and career development. This includes Science Saturdays, M-ASCEND, lab tours, and other educational opportunities for promising scientists.

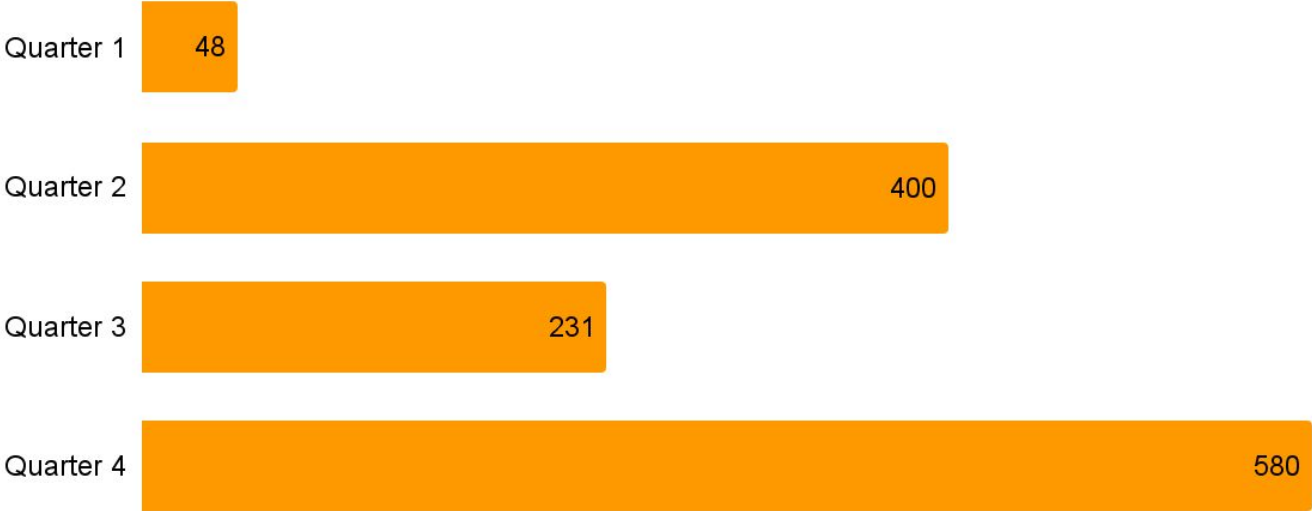
The COE team coordinates with community organizations to provide STEM resources and knowledge to promising young scientists.

In 2022, the COE team participated in **16** events providing **1,259** students awareness of STEM futures.



# EDUCATION AND CAREER DEVELOPMENT

An increase in attendance at education events is shown in Quarter 4.



## TEAM HIGHLIGHTS

### Amna's Highlights: In Sisterhood, We Brunch: Power in Pink Breast Cancer Awareness

The Masonic Cancer Center partners with In Sisterhood We Brunch to host the Power in Pink Brunch for Breast Cancer Awareness. The co-hosted event brought together women of color to help spread awareness about the importance of breast health, breast cancer screenings, and support. A powerful panel discussion was moderated by Dr. Valérie Lemaine and featured panelists Dr. Damé Idossa, Nikkia Hines, Lyntaii Thao, and Shaunequa James. The intimate event provided a warm and safe space for women of color to talk about breast health.



*“The ‘In Sisterhood, We Brunch’ event is definitely at the top of my list. It was an empowering event just seeing CCRB filled with women of color talking about breast health, breast cancer awareness, and health advocacy.” - Amna Hussein*

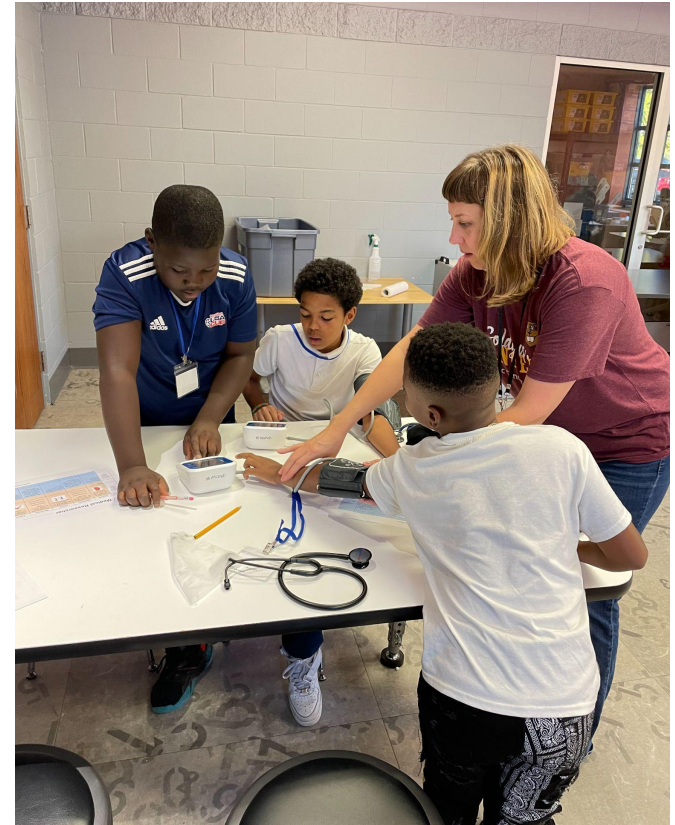
## TEAM HIGHLIGHTS

### Cathleen's Highlights: Partnership with Conway Community Center

*“That relationship started from just a casual mention but is now a multi-level, year-long STEM program offering! I didn't have much experience teaching 5-12 year olds so I've been able to stretch and learn a lot in that area.” - Cathleen Drilling*

The [Conway Community Center](#) offers diverse and free youth programming and a safe place for local youth to spend out-of-school time.

Using the COE lending library, staff at Conway borrowed stethoscopes and blood pressure cuffs and worked with Cathleen to create STEM activities for youth ages 5-13. Programming has already expanded and continues to grow.



## TEAM HIGHLIGHTS

### Patty's Highlights: CRISPR

CRISPR is a gene editing clinical trial run through MCC's Clinical Trials Office (CTO). The role of COE team member Patty is to navigate patients via phone calls and emails to provide them information on the trial and help with pre-screening for enrollment. MCC is the only cancer center with a trial focused on this specific cancer treatment.

This work is personal to Patty whose sister was diagnosed with colon cancer. One of Patty's biggest frustrations when her sister was sick was the limited treatment options. This trial is giving her hope for better treatment options.



*“Having lost my sister to colon cancer I get excited at any project that could possibly find better options for treatment.” - Patty Beckman*

## TEAM HIGHLIGHTS

### Lissa's Highlights: National Tribal Tobacco Conference

The National Tribal Tobacco Conference addressed traditional uses of tobacco and commercial tobacco impact in American Indian and Alaska Native communities across the United States. The conference emphasized healthy relationships with tobacco, the importance of creating health equity, and provided opportunities for networking and collaboration.

This event reached **285** people both in-person and virtually.



*“Seeing so many people from across the country (and Canada) come together around this effort was really exciting.” - Lissa Martinez Huebner*

# FUTURE PLANS

## Increased Access to Cancer Screenings

The goal of Cancer Screenings is to increase the number of individuals served through cancer screenings. This includes cancer screenings completed by MCC partner M Health Fairview and COE events where cancer screenings took place.

### **Breast Cancer Screening Mobile Unit:**

Would provide underserved and historically marginalized communities access to mammograms. The unit would provide education, partnership, and patient navigation services.

### **Lung Cancer Screening Mobile Unit:**

Would provide low-dose CT scans to those with limited access. This service would target those with high rates of lung cancer deaths in Minnesota, specifically Indigenous peoples.

### **Self-sampling cancer screening outreach:**

Would provide education and resources for community members to take cervical and colorectal cancer screenings at home instead of at clinics. COE would partner with clinics to distribute and provide patient navigation for services.



## FUTURE PLANS

### Increased Recruitment and Accrual to Clinical Trials

Equitable access to novel and potentially life-saving experimental treatments for marginalized and minority populations as they travel through the cancer care continuum is necessary.

**Community Advocates Program:** Provides opportunities for community members to review proposed clinical trials. This would reduce barriers in protocols such as test/visit frequency, costs, logistics, and patient emotions when deciding whether to participate.

# FUTURE PLANS

## Increase Bi-Directional Community Communication

Bi-directional communication is all about delivering and receiving for both parties. It is so important that we adapt the way we deliver and receive messages.

**Culturally-Tailored Cancer Education** is intended to drive bi-directional communication for COE and community members by:

- Creating messaging and materials in collaboration with community that is tailored to the needs expressed by the community.
- Developing staff that have experience and/or represent all Minnesota communities.

**Community Conversation Forums** are intended to drive bi-directional communication for MCC and community members by:

- Allowing space for both MCC and community members to present a topic.
- Breaking out into small group discussions.
- Allowing openness to new ideas and addressing challenges/solutions.

# FUTURE PLANS

## Increased Education Pathways

High school teachers are the catalysts that inspire students towards the STEM field. Rigorous and engaging laboratories can be expensive, daunting to manage, and require a lot of work to prepare for classroom usage. Expanding our “Science-Focused Lending Library” will start the process, but an important second step is to support teachers in implementation.

The **High School Cancer Training Program** will include:

- Expanding equipment and materials in the lending library.
- An annual full-day Teacher Open House (includes introduction of lending library).
- Developed menu of school visit options and lending library activities.

**Get involved with COE!**

