

# University of Iowa CPCR Principal Investigator Natoshia Askelson CPCR Kickoff Meeting January 2020



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*We have no other relationships to disclose.*

# UI CPCRN Core Projects

## Specific Aims:

- **Aim 1:** Expand existing collaborations and establish new ones within the network to further the adoption of EBIs for screening, control, and prevention of cancer in rural areas.
- **Aim 2:** Improve uptake of the HPV vaccine by adapting and testing implementation of EBIs in small, rural health systems.
- **Aim 3:** Reduce cancer risk by preventing rural youth from using cigarettes and e-cigarettes through the adaptation and testing of evidence-based ecological interventions designed to prevent tobacco use among youth.



# UI CPCR N Core Projects

- Aim 2: Improve uptake of the HPV vaccine by adapting and testing implementation of EBIs in small, rural health systems
  - Can proven-effective tools for quality improvement be successfully implemented in rural clinics with minimal resources?
  - Test an adapted American Cancer Society HPV VACs Quality Improvement Process and Systems and Strategies Inventory
    - Pilot with 3 rural clinics, not associated with larger health systems
    - Learning collaborative
  - Currently recruiting clinics



Iowa Department of Public Health  
Protecting and Improving the Health of Iowans

**CPCR N**   
Cancer Prevention and Control Research Network

# UI CPCRN Core Projects

- **Aim 3: Reduce cancer risk by preventing rural youth from using cigarettes and e-cigarettes through the adaptation and testing of evidence-based ecological interventions designed to prevent tobacco use among youth**

## -Formative qualitative research



- Interviews/focus groups with middle and high school students, parents and teachers (rural and urban)
- Interviews with organizations implementing e-cig interventions



# UI CPCRN Core Projects

- **Aim 3 Continued:**

- Develop intervention for middle and high school students

- Informed by formative research
- Based on proven effective interventions & guidance from CDC, Surgeon General, etc.

- Develop supportive intervention for parents and teachers

- Pilot-test and evaluate interventions youth

<https://www.public-health.uiowa.edu/vaping-the-new-look-of-nicotine-addiction/>



# UI CPCRN Membership

At the  
Kick Off  
Meeting



Dr. Natoshia Askelson, PI  
Deputy Director UI PRC



Heidi Haines, Project Director  
Center Coordinator UI PRC



Dr. Mary Charlton,  
Co-investigator

College  
of  
Public  
Health



Dr. Rima Afifi, Co-  
investigator  
Director UI PRC



Dr. Shannon Watkins, Co-  
investigator  
Director Communications  
UI PRC



Dr. Nicole Novak, Co-  
investigator, Asst.  
Research Scientist. UI PRC



Amanda Kahl, Research  
Specialist

# UI CPCRN Membership

## College of Medicine



Dr. Richard Hoffman,  
Co-investigator



Dr. Aaron Seaman,  
Co-investigator



Dr. Nitin Pagedar,  
Co-investigator



Dr. Muneera Kapadia,  
Co-investigator

## Iowa Cancer Consortium



Kelly Wells Sittig, Executive Director  
Co-investigator

# UI CPCRN Membership

College of  
Dentistry



Dr. Susan McKernan, Co-investigator

College of  
Pharmacy



Dr. William Doucette, Co-investigator

College  
of  
Liberal  
Arts &  
Sciences



Dr. Mark Vander Weg, Co-investigator



Dr. Margaret Carrel, Co-investigator

# UI CPCR N Members' Research Focus

- Rural Health
  - Immigrant and minority health (new destination communities)
- Adolescent health
- HPV (vaccine education, promotion)
- Cancers: colorectal, head , neck , lung, prostate
- Tobacco control & e-cigarettes/vaping
- Characteristics of health systems impact practitioner behavior (pharmacists, dental hygienists)
- Risk factors, health care utilization, practice pattern variations and outcomes related to cancer
  - Rural Critical Access Hospitals
- Survivorship- care plans, prevention of chronic disease

<https://shri.public-health.uiowa.edu/wp-content/uploads/2019/03/Cancer-in-Iowa-2019-report.pdf>



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# UI CPCRN Members' Methodological Expertise

- Intervention development
- Evaluation
- Community-based participatory research
- Risk communication
- Strengthening capacity of public health programs
- Mixed methods studies
- Qualitative methods
- Transfer of research to practice and policy
- Cancer surveillance and epidemiology
- Spatial analysis



# UI CPCRN Key Community Partnerships

- American Cancer Society
- Iowa Cancer Consortium
- Family Planning Council of Iowa
- Iowa Department of Public Health
  - Iowa Immunization Registry Information System
- Iowa Primary Care Association
- Iowa Cancer Registry
- UI Holden Comprehensive Cancer Center
- UI Business Leadership Network



# UI CPCRN Potential Workgroup Collaborations

- Rural health
  - New destination communities
  - Critical access hospitals
  - Rural, independent clinics
  - Developing D&I research capacity in rural hospitals and clinics
- E-cigarettes, dual use
- HPV vaccination- using dental offices as additional channel for strong recommendation





