

Poster Abstract Title:

BCERC Collaborative Partnerships: Perspectives of a Breast Cancer Advocacy Organization

Category: Community outreach/engagement and/or advocacy strategies/programs

Authors: Ann D. Hernick¹ and Kathleen M. Ball¹

¹Breast Cancer Alliance of Greater Cincinnati (BCA)

Background: The Request for Application (RFA) for the Breast Cancer and the Environment Research Centers (BCERC) designated the Community Outreach and Translation Core (COTC) in conjunction with breast cancer advocates to develop and implement protocols to translate/communicate and disseminate the findings from the laboratory and human studies. The aim of the COTC was to build and promote partnerships between the BCERC researchers and the breast cancer advocacy community.

The Breast Cancer Alliance of Greater Cincinnati (BCA) has served as a collaborative partner with the Cincinnati BCERC since 2003. After six years, we wanted to determine the success and challenges from the collaboration.

Objectives: Conduct an evaluation of BCA members via a survey, focus groups and interviews to determine the lessons learned from this partnership.

Methods: The BCA received a programmatic capacity building grant from the National Breast Cancer Coalition Fund to conduct this evaluation. We hired Evaluations Services Center (ESC) from the University of Cincinnati to complete this work.

We mailed a survey to BCA members in August 2009 and conducted focus groups and phone interviews in September 2009 with a small group of BCA advocates who were both involved and not involved with BCERC.

Results: We plan to share the results from the survey, focus groups and phone interviews. Some of the themes to be presented include: the motivation to be involved with this research, having advocates involved in meaningful ways, the benefits to the advocates and to the research process, if expectations were met and recommendations for future involvement.

Conclusions: As more research opportunities will require the need for advocate and/or community participation, it is important to document the successes and challenges of the work that we have done within the BCERC. Results from this evaluation process can be shared with other breast cancer advocacy organizations.

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