

Community Outreach, Engagement, and Equity



Quarterly Newsletter



A MESSAGE OF THANKS

On behalf of the Duke Cancer Institute and the COEE team, I would like to extend my heartfelt appreciation to each and every one of you for all you do.

The need to advance health equity for the communities we serve has never been more urgent; while we have come a long way, more work is needed to make sure that all the benefits of transformative science is available to every member of our community. Your support, expertise and knowledge in reducing the burden of cancer, and your passion for community health equity has been invaluable and critical to our successful partnership.

As we celebrate the outstanding accomplishments of 2023, I am incredibly proud to be a part of this extraordinary group. Each of you have played a critical role in our journey, and your dedication, optimistic attitude, creative spirit, passion and motivation are truly inspiring.

The upcoming year presents a landscape rich with potential. While we have much work ahead, I am confident in our ability to tackle these challenges with the same resilience and innovation that define us. The future holds great promise, and together, we can make meaningful impact in advancing our shared goal of achieving health equity in our communities.

I wish you all a prosperous and wonderful new year, and I am excited to see all that we accomplish together in 2024!



Dr. Tomi Akinyemiju
Associate Director
Community Outreach, Engagement and Equity
Duke Cancer Institute

2023 HEALTH EQUITY IMPACT AWARDEES

At the 2023 COEE Partnership Appreciation Dinner, we recognized the outstanding accomplishments of several individuals who have had measurable impact in advancing health equity in the community. We thank you for all you do and appreciate your partnership with DCI.



JEFF DOWD

Community Advisory Council
Co-Chair



PING ZHANG

Community Advisory Council
Co-Chair



JEFF FORDE

Community Advisory Council
Community Outreach



SUE MCLAURIN

Community Advisory Council
Consultant



ANGELIQUE YOUNG

Patient Advocate Council for
Inclusive Research



TONY LOCKLEAR

South-Eastern American Indian
Health Equity Partnership



DEMETRIUS HARVEY

Community Advisory Council
Consultant



VALARIE WORTH

Community Outreach,
Engagement, and Equity Steering
Committee



VIVETTE JEFFRIES-LOGAN

South-Eastern American Indian
Health Equity Partnership



JENNIFER FREEDMAN

Community Outreach, Engagement,
and Equity Liason



PHILLIP GIBSON

NC Dept. of Health and Human
Services

ANNOUNCEMENTS

INTRODUCING...



Frederick Thompson II is a Program Coordinator at the Duke Cancer Institute within the Office of Health Equity. This past May, Frederick graduated from Rollins School of Public Health at Emory University with a Masters in Epidemiology and received his B.S. in Public Health Education at the University of North Carolina at Greensboro. Throughout his education and work experience, he has worked to ensure equitable access and care across various public health domains and communities of people, both locally and globally.



Sonya Scott is a staff assistant for Dr. Tomi Akinyemiju and works closely with the COEE/REGAL teams. Sonya has been at Duke for 4 years and is excited to join the DCI. During her free time, she volunteers in the community helping the less fortunate. Sonya is currently a student at North Carolina Wesleyan University studying Healthcare Administration and Organizational Leadership and graduates in 2025.

SPRING 2024 RFA

The DCI is currently accepting applications for the cancer research pilot grants!

Pilot grant focus areas this year are:

- 1) BASIC, TRANSLATIONAL, AND/OR COLLABORATIVE RESEARCH (COEE SPECIAL OPPORTUNITY)
- 2) COMMUNITY OUTREACH, ENGAGEMENT AND EQUITY RESEARCH

Projects that focus on reducing the burden of cancer and advancing cancer health equity in diverse patients, populations, and communities in the DCI catchment area, address DCI catchment area priorities for cancer prevention, interception, early detection, treatment, and outcomes for cancers, or priority risk factors, or address cancer disparities in DCI catchment area communities are invited.

[Click here](#) to schedule a consultation with the DCI COEE office for assistance in identifying community partners, review of methodology and the DCI CREST dashboard, and community engagement approach.

Due Dates for Spring 2024

Application Deadline: January 19, 2024

Outcome Announced: April 1, 2024

Start Date: July 1, 2024

MaryAnn Black

Distinguished Health Equity Lecture



The late **MaryAnn Black** was a State Representative and Associate Vice President for Community Relations for the Duke University Health System. The Distinguished Health Equity Lecture honors Black for her extraordinary leadership, enduring impact, and powerful advocacy across our community.



Friday, Feb. 9, 2024

3:30 - 6:30 p.m.

Durham Convention Center

301 W. Morgan St., Durham, NC 27701

To register, scan the
QR code or visit
sites.duke.edu/dcicoee/mab/
or bit.ly/3QVKKp5.



Keynote Speaker

Mary T. Bassett, MD, MPH

Mary T. Bassett, MD, MPH, is director of the François-Xavier Bagnoud (FXB) Center for Health and Human Rights and FXB Professor of the Practice of Health and Human Rights in the department of Social and Behavioral Sciences at the Harvard T.H. Chan School of Public Health. From December 1, 2021 to December 31, 2022 Dr. Bassett served as New York State's Health Commissioner. With more than 30 years of experience devoted to promoting health equity and social justice, both in the United States and abroad, Dr. Bassett's career has spanned academia, government, and not-for-profit work.



The DCI is committed to promoting a clinical and research workforce that is educated and mobilized to achieve meaningful impact in reducing the burden of cancer in our catchment area.

To achieve this goal, the DCI COEE program has developed a foundational curriculum to educate all faculty, staff, and trainees on the principles, approaches, and considerations for respectful and impactful community engagement.



INTRODUCTION

Currently available via CITI

- Introduction to community-engaged & community-based participatory research
- Ethical and practical considerations in community-engaged research
- Questions change everything in community engagement (TEDx)

COMMUNICATION

Currently available via LMS

- Communicating Your Science to Everyone Else
- How do we share our research?

Speaker: Karl Bates, Executive Director, Research Communications

CASE STUDY #1

Currently available via LMS

- Advancing your science and impact with patient advocacy

Moderator: Dr. Jenny Freedman

HISTORY

Currently available on LMS

- Duke Hospital and the Durham Community
- A conversation about race and memory



Dr. Jeffrey Baker



Dr. Damon Tweedy

APPRECIATIVE INQUIRY AND CO-DESIGN

- Appreciative Inquiry: What is an expert? What works, and how do we amplify that?
- Complexity Theory: Framing good questions and methods for engaging
- Humility in Engagement: Advanced skills building for those already in community engagement



Speaker: Max Hardy



@DukeCOEE



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<https://sites.duke.edu/dcicoee/>

Banning Menthol Cigarettes Will Lead to a Healthier North Carolina

A letter to the editor in the News & Observer, penned by Dr. Joseph McClernon and co-signed by researchers and clinicians from DCI and regional institutions, highlights the urgency of implementing the menthol cigarette ban proposed by the FDA and currently being considered by the Biden administration. The impact of menthol cigarettes on the health of North Carolinians is devastating; nearly 500,000 North Carolinians smoke menthol cigarettes.

Menthol has cooling properties and reduces the harshness of cigarette smoke, making cigarettes easier to smoke and more addictive. Menthol increases how deeply people inhale smoke and by interacting with nicotine in the brain, making it more difficult to quit. Importantly, the tobacco industry has long targeted the Black community by placing ads in magazines, sponsoring community events, and discounting menthol cigarettes in predominantly Black neighborhoods. Thus, more than 80% of Black people who smoke use menthol cigarettes, compared to only 34% of White people who smoke, making this an urgent health equity issue.

A ban on menthol in cigarettes would decrease smoking in the U.S. by an estimated 15% and prevent the loss of 650,000 lives over the next 40 years. As the leading cause of cancer deaths in North Carolina and a DCI priority, DCI is actively working with NC legislatures and community partners to provide timely, compelling, and consistent scientific evidence to support the menthol cigarette ban nationally.



Dr. Joseph McClernon Ph.D

Professor in Psychiatry and
Behavioral Sciences
Psychiatry & Behavioral Sciences,
Behavioral Medicine & Neurosciences

SOUTHEASTERN AMERICAN INDIAN CANCER HEALTH EQUITY PARTNERSHIP

FREE CE Credits
CME • NCPD/CNE



February 7
Wednesday
12:00 – 1:00 PM EST/EDT

learn.unclcn.org/02072024



Self-Paced, Online Course

Available in one month

learn.unclcn.org/spoc

This program co-provided with **UNC Health**
and **UNC Lineberger Cancer Network**



Duke Cancer Institute



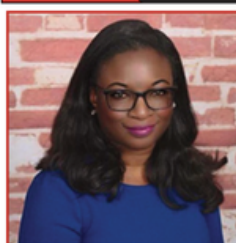
**LINEBERGER COMPREHENSIVE
CANCER CENTER**



**Comprehensive
Cancer Center**

Embracing Indigenous Wisdom in Evidence Based Cancer Prevention:

A Path of Collaboration, Respect, and Insight on Duke's Voyage



**Tomi
Akinyemiju,**
PhD, MS
Professor
Duke University
School of
Medicine



**Tony
Locklear, MA**
Tribal Consultant
PhD Student in
Public Health
UNC Greensboro



**Vivette
Jeffries-
Logan, BA**
Leadership & Equity
Consultant
Biwa Consulting



**Angel
Oxendine,**
BS, BSW
Community
Engagement Intern
Duke Cancer
Institute

WEBINAR DESCRIPTION

Embracing Indigenous Wisdom in Evidence Based Cancer Prevention: A Path of Collaboration, Respect, and Insight on Duke's Voyage" is a presentation that explores the partnership between modern scientific research and indigenous wisdom in the pursuit of effective cancer prevention strategies. It underscores the humility in learning from indigenous knowledge, and the discovery of insights that can enhance evidence-based approaches to cancer prevention.

LEARNING OUTCOMES

- Understand the significance of Indigenous knowledge systems in cancer prevention and its integration into evidence-based practice
- Develop an attitude of humility in acknowledging diverse knowledge systems and respecting Indigenous perspectives in healthcare
- Discover new insights into how this integrative approach can lead to the discovery of novel, evidence-based strategies for cancer prevention
- Understand the value of partnership and benefits of collaboration between modern science and indigenous wisdom in the field of cancer prevention

These webinars are a collaboration between

UNCLCN SITES

UNCLCN Website
UNCLCN Learning Portal
Upcoming Live Webinars

unclcn.org
learn.unclcn.org
learn.unclcn.org/live

DISCLOSURE STATEMENT

Activity Directors: This activity has been planned and implemented under the sole supervision of the Course Director, Stephanie Wheeler, PhD, MPH, in association with the UNC Office of Continuing Professional Development (CPD). The course director and CPD staff have no relevant financial relationships with ineligible companies as defined by the ACCME.
Speaker(s): The presenter has no relevant financial relationships with ineligible companies as defined by the ACCME.

ACCREDITATION

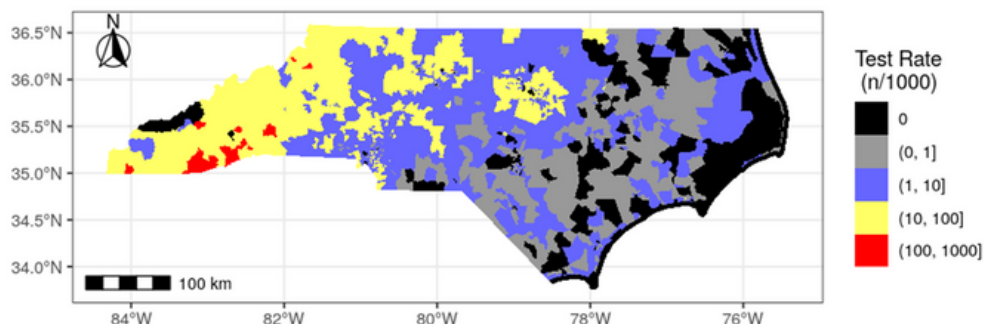
NCPD/CNE: UNC Health is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Criteria for successful completion requires attendance at the NCPD activity and submission of an evaluation within 30 days.

CME: The School of Medicine of the University of North Carolina at Chapel Hill is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The School of Medicine of the University of North Carolina at Chapel Hill designates this live internet activity for a maximum of 1.0 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



The Climate Impact on Lung Cancer Via Exposure to Radon (CLOVER) study aims to understand the impact of climate change patterns on radon exposure and lung cancer risk in North Carolina households. Initial findings reveal disparities in radon testing, and links climate-related environmental variables with radon exposure levels in NC households.

Disparities in Radon Testing in NC Households



- Higher residential radon testing in the western mountainous region compared to eastern coastal plains
- Lower testing rates as neighborhood disadvantage and ethnic immigrant concentration increase
- Higher testing rates as neighborhood affluence increase

Figure 1. Distribution of radon test rates across 2195 Census Tracts in North Carolina, USA, Expressed as number tested per 1000 people.

Modeling Climate Impact on Radon Exposure in NC

Residential radon tests (AirCheck and Alpha) in North Carolina, from 2010-2020 (111,601 tests) were used in the modeling. The data was then linked with NC climate and environmental data at census-tract level for temperature, wind speed, precipitation, elevation, geology, vegetation index, and soil moisture

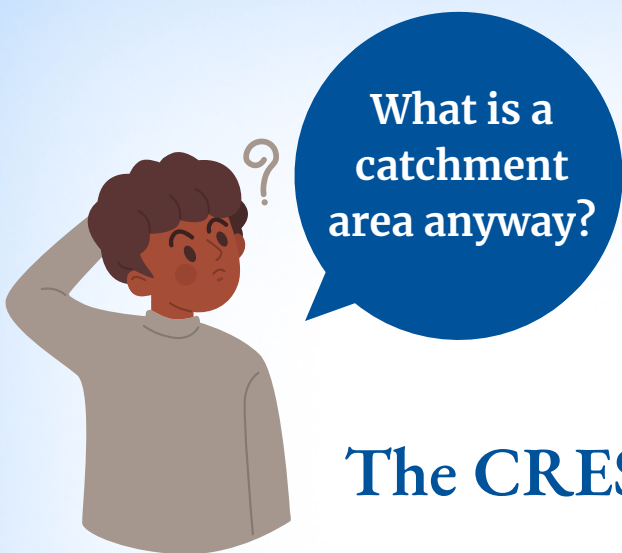
Distance to fault line and elevation account for 63% of the variance in radon exposure. Vegetation index (positive), wind speed and median temperature (inverse) were also significantly associated with radon exposure

Spatial Regression Analysis Result of Census Tracts Aggregated Tests(N=1986)	
Coefficients	Estimate (std. error)
Distance to fault line	-0.95 (SE: 0.17) ***
Elevation	1.79 (SE: 0.24) ***
Vegetation Index	1.32 (SE: 0.24) ***
Median instantaneous wind speed	-0.61 (SE: 0.20) ***
Median temperature	-0.99 (SE: 0.15) ***

Higher temporal resolution and random effects supports elevation and distance as significant predictors

Other geological and structural factors like rock, floor and soil moisture also associated with radon exposure

Generalized Additive Models for 12,308 individual short-term first test results			
Coefficients	LM Estimate (SE)	LME Estimate (SE)	GAM Estimate (SE)
Intercept	0.68 (0.004)***	0.59 (0.229)	0.54 (0.184)**
Elevation	0.12 (0.006)***	0.17 (0.002)***	0.11 (0.012)***
Distance	-0.11 (0.005)***	-0.06 (0.008)***	-0.07 (0.005)***
Root Zone Soil Moisture	0.06 (0.006)***	0.034 (0.011)***	0.03 (0.007)***
Median Temperature	-0.06 (0.005)***	-	-
		Variance	edf
s(month)	-	0.005	5.236***
s(rock)	-	0.041	3.560***
s(floor)	-	0.126	1.982***
s(soil)	-	0.024	32.501



Want to learn more about the DCI catchment area?

Looking for descriptive cancer data for your grants?

Need to identify communities at high risk for cancer?

The CREST Dashboard can help!

CREST

Center for Research to Reduce Disparities and Enhance Equity in Cancer through Systematic and Transformative Change

The CREST Dashboard is a comprehensive, multilevel data warehouse that facilitates evaluation of the cancer burden and disparities in the DCI catchment area.

CREST enables DCI scientists to identify areas in need of targeted efforts to eliminate health disparities, advance cancer health equity and reduce the burden of cancer in our catchment area and beyond.



[Link to CREST Overview Recording](#)

[Request Access](#)

Upcoming Events

January 2024

- Live Healthy Class (Hillsborough, January 13)
- US PHS Integrative Health Fair (Raleigh, January 15)

February 2024

- MaryAnn Black Distinguished Health Equity Symposium (Durham, February 9)
- UNC Men's Health Know Your Numbers Health Fair (New Bern, February 10)

Past Events

September 2023

- African American Cultural Festival (Raleigh, September 2-3)
- World Overcomers Christian Church Men's Health Summit (Durham, September 9)
- PHEN Prostate Cancer Disparity Summit (Virtual, September 13)
- Lung Cancer Initiative Advocacy Summit (Greensboro, September 15)
- The Mexican Consulate Mexican Independence Day (Raleigh, September 15)
- SE Raleigh Community Health Fair (Raleigh, September 16)
- La Fiesta del Pueblo (Raleigh, September 17)
- CRUSH (Durham, September 30)
- Greater Refuge Temple Men's Health Program (Durham, September 30)

October 2023

- What's Best for Breasts (Durham, October 7)
- Bull City Race Fest/Food Truck Rodeo (Durham, October 15)
- Mt. Zion Church Health Fair (Cary, October 21)
- Sister's Network of Greensboro - St. Phillip AMEZ Church (Greensboro, October 28)

November 2023

- Community Health Ambassador Southeastern Regional Meeting (Fayetteville, November 4)
- American Indian Heritage Celebration (Winston Salem, November 11)
- Community Health Ambassador East Regional Meeting (Garner, November 13)
- 8th Annual John W. Hatch Faith Health Lecture Series (Rocky Mount, November 28)

December 2023

- Community Health Ambassador Summit (Greensboro, December 1)
- Phirst Pham & Friends Breast & Prostate Cancer 5K Run/Walk (Durham, December 2)
- Mexican Consulate Christmas Health Fair (Raleigh, December 9)
- Community Health Ambassador Central Regional Meeting (Durham, December 19)

Thank you to everyone who attended and volunteered!
Stay up to date with all our latest events via social media!



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AROUND THE CATCHMENT



From L to R: Jeff Dowd (CAC), Lorna Daniel, Terri Robinson, Valarie Worthy (CAC), Dr. Tomi Akinyemiju (DCI), and Angelique Young (virtual) at the Patient Advocate Council for Inclusive Research (PACIR) meeting for patient advocacy training on the 30th of November 2023



From L to R: Kearston Ingraham (DCI), Phillip Gibson (NC DHHS), Dr. Ronny Bell (UNC Lineberger), and Dr. Tomi Akinyemiju (DCI) at the Partnership Appreciation Dinner in Durham, NC on the 16th of December 2023



From L to R: Kimberly Bradsher (DCI), Dr. Angelo Moore (DCI), and Dalia Antunez at CRUSH 5K in Durham, NC on the 30th of September 2023



From L to R: Kenneth Dozier (Duke Raleigh Hospital), Dr. Angelo Moore (DCI) and Kimberly Bradsher (DCI) at African American Cultural Festival in Raleigh, NC on the 3rd of September 2023



DCI COEE team at the Partnership Appreciation Dinner in Durham, NC on the 16th of December 2023