

ACS CCC – 2018–2023 Program Evaluation

Executive Summary

Our Story

The American Cancer Society’s Comprehensive Cancer Control Initiative (ACS CCC), funded since 2001, provides technical assistance and training (TAT) to improve capacity for CDC’s National Comprehensive Cancer Control Program (NCCCP) recipients and their coalitions. The ACS CCC addresses five core strategies as outlined in DP18-1805 (needs assessment, evidence-based TAT framework, national partnerships, TAT implementation and evaluation) to build NCCCP program and coalition capacity to implement the following effective approaches in their state and local communities:

- evidence-based interventions (EBI)
- policy, systems, and environmental (PSE) change
- dissemination and training for partners
- using data and evaluation

This report details the ACS CCC activities, including funded activities implemented by the NCCRT, and progress towards outcomes occurring over the 5-year period of the technical assistance and training initiative (October 2018-September 2023).

2018–2023 Activity Highlights



Delivered 37 National Webinars



Developed NCCCP Program & Coalition Survey Reporting in partnership with CCCNP (2019, 2021, 2023)



Disseminated 66 Resources (e.g. Website, webinar summaries, CCCNP Cancer Plan TipSheets, Circulars, Guides/Briefs/Worksheets, online resource portals)



Actively Engaged in Partnership Activities (CCCNP, National Roundtables, etc.)



Led TAT for Virtual Workshops & Programs such as:

- Advancing Health Equity in Cancer Planning Workshop (67 attendees, 34 states/territories),
- Pacific Island Jurisdictions (PIJ) Peer-to-Peer Series (3 PIJ’s, 4-5 participants/call)
- the NUPA in Cancer Survivors workshop year-long follow-up (11 state teams including NCCCP Program Directors), and
- 2 Facilitative Leadership for Cancer Coalitions 13-week cohorts (37 NCCCP Program Coordinators)

2018-2023 TECHNICAL ASSISTANCE & TRAINING RESULTS

8,760



PARTICIPANTS IN WEBINARS

Webinars focused on implementing evidence-based approaches in colorectal cancer screening, lung cancer control, PSE change approaches, tobacco cessation for cancer survivors, and fostering coalition health.

2,841



RECEIVED PSE RECOMMENDATIONS DURING WEBINARS & WORKSHOPS

Technical Assistance & Training Participants (%)

93.1% can apply their work



94.0% recommend TAT to colleagues



94.0% intend to use or disseminate resources



2018-2023 COLLABORATIVE PARTNER ACTIVITIES



Comprehensive Cancer Control National Partnership (CCCNP) engagement

- Leadership Committee, Vice Chair (2020), Chair (2021), Immediate Past Chair (2022-2024)

Priority Workgroups

- Sustaining Coalitions, Co-Chair
- Colorectal Cancer Screening, Co-Chair & member
- Vaccine Preventable Cancers, member
- Evaluation, member
- Health Behaviors for Cancer Survivors, Co-Chair

Highlights of Partner Activities

- Nutrition & Physical Activity in Cancer Survivors Workshop (partner) and Technical Assistance (lead)
- CCCNP Coalition Check-ins (co-chair of the host workgroup)
- CCCNP Health Equity Series (planning and facilitation support)



National Roundtable engagement

- National Colorectal Cancer Roundtable
- National HPV Vaccination Roundtable
- National Lung Cancer Roundtable
- National Navigation Roundtable

Highlights of Partner Activities

- Co-hosted webinars
- Resources tailored for CCC Coalitions - National Lung Cancer Screening Day toolkit, Tailoring Colorectal Cancer Screening Messaging - A Practical Coalition Guide
- Partnership to engage CCC Coalitions in Roundtable Initiatives - National Lung Cancer Screening Day
- Roundtable State Initiatives Workgroup member & facilitation of Roundtable Annual Meeting Sessions focused on state initiatives

2018-2023 CAPACITY BUILDING HIGHLIGHTS



CCC Coalitions' capacity improved in the following areas:

- Analyze existing data (n=27, 44% improvement)
- Measure impact of PSE intervention over time (n=25, 41% improvement)
- Build partnerships & engage stakeholders (n=23, 38% improvement)
- Assess feasibility of PSE interventions (n=21, 34% improvement)
- Promote awareness of PSE approaches through the media & community partners (n=21, 34% improvement)

The New Jersey Department of Health's Cancer Education and Early Detection (NJCEED) Program prioritizes an intentional approach to health equity in its efforts, with focus on use of high-quality data to inform understanding of priority populations and to evaluate impact.

Loletha Johnson, the NJCEED Program Manager, participated in the ACS Health Equity in Cancer Planning Workshop. It was a two-day event held in 2021 to support CCC programs and coalitions in understanding and applying health equity principles across cancer control efforts.

Her participation in this workshop allowed the NJCEED program to target its approach to addressing health equity in its CCC planning and activities.



"The workshop highlighted how important it is to address inequities so that we can help target our interventions so that the right people can be reached. It was excellent."

"I've been taking health equity workshops for a few years now and I think it was right on par. With this guidance, we were able to make a more intentional target population."



For more information about the ACS CCC contact Katie Bathje, Strategic Director, Comprehensive Cancer Control Initiative, Katie.Bathje@cancer.org

Every cancer. Every life.™

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