

Summary Narratives

Community Benefits Mission Statement

Dana-Farber Cancer Institute's community outreach mission is to:

- Establish quantifiable and sustainable programs in cancer and AIDS prevention focusing on at-risk and underserved populations in Massachusetts.
- Provide expertise in cancer care to city and state health departments, community-based agencies and health care providers.
- Increase accrual of minorities into clinical trials.

Revised: January 1996

Approved by Board of Trustees: September 1995

Program Organization and Management

DFCI, in line with its mission as a federally designated comprehensive cancer center, defines its community using an illness-specific approach focusing on cancer prevention and risk assessment targeted to underserved and at-risk populations. The DFCI Board of Trustees Community Programs Committee oversees the development and implementation of the Community Benefits Plan. Internally, the Community Benefits subcommittee, comprised of physicians, nurses, and administrators, brings a unique blend of technical expertise and outreach experience to the program. An External Advisory Committee, comprised of representatives from community organizations, neighborhood health centers, and government health departments, assists DFCI in developing effective and sustainable programs in cancer prevention, education, and awareness.

Key Collaborations and Partnerships

- Alliance for Community Health
- American Cancer Society
- Boston Latin School
- Boston Private Industry Council
- Boston Public Health Commission
- Breast and Cervical Screening Collaborative/14 Community Health Centers
- Conference of Boston Teaching Hospitals
- Dana-Farber/Harvard Cancer Center
- Harvard Medical School Center for AIDS Research
- Fenway High School
- Harvard Center for Cancer Prevention
- Harvard School of Public Health
- MGH Community Health Associates
- Madison Park Vocational and Technical School
- Massachusetts Colorectal Cancer Working Group
- Massachusetts Department of Public Health Cancer Control Program
- Massachusetts Prostate Cancer Coalition
- Massachusetts Skin Cancer Prevention Collaborative
- The Medical Foundation
- Mission Hill Youth Collaborative
- Multicultural Cancer Task Force, BIDMC
- National Black Leadership Initiative on Cancer, Boston Chapter
- New England Coalition for Cancer Survivorship
- Partners HealthCare
- Prostate Health Education Network
- REACH 2010 Breast and Cervical Cancer Coalition
- Sociedad Latina

- United Way of Massachusetts Bay
- The Wellness Community
- Whittier Street Health Center
- YWCA Boston

Community Health Needs Assessment

A needs assessment survey was completed in 2002 with agencies supported through the United Way/Jimmy Fund Collaboration. Culturally, linguistically, and literacy appropriate education materials and adequate staffing of native-speaking outreach/health educators were identified as the highest areas of need. DFCI and United Way of Massachusetts Bay are working with the agencies to try to address these areas.

In 2003, DFCI conducted a qualitative needs assessment to understand the perception of cancer in the minority communities of Boston and the barriers to care. Focus groups results indicated that African Americans often had a fatalistic view of cancer. Many felt that people with cancer would die from the disease. DFCI set out to design and launch a billboard campaign emphasizing prevention, screening, early detection, and the overall message that cancer could be survived.

Community Benefits Plan

DFCI is committed to developing and supporting culturally and linguistically appropriate cancer education, prevention, outreach, and screening programs in collaboration with community and government partners. The programs are targeted toward low-income, medically underserved populations. Many efforts are aimed at addressing and eliminating racial and ethnic disparities in cancer-related outcomes. Process outcomes are measured to determine the number of individuals reached by programs. Systems are being developed to evaluate new and ongoing programs. Epidemiological and tumor registry data are gathered and reviewed periodically to evaluate the effectiveness of education, outreach, and screening efforts. As part of its long-term plan, DFCI continues to explore opportunities to partner with Community Benefits programs among the Dana-Farber/Harvard Cancer Center institutions.

Key Accomplishments of Reporting Year

- In 2004, Boston's Mammography Van provided mammography services to over 3,000 women in the Boston area, 80% of whom are uninsured or publicly insured and 90% of whom are of ethnic minority backgrounds.
- With DFCI support, the Breast and Cervical Screening Collaborative provided services to nearly 1400 women in FY04.
- DFCI researchers launched a number of cancer-related health disparities studies.
- DFCI participated in the Boston Mayor's Task Force to Eliminate Health Disparities, including initiatives in data collection, workforce development, cultural competency, and community outreach.
- DFCI provided mentorship and career development opportunities for more than 90 underrepresented students of color in 2003-2004.
- DFCI commissioned a new Blum Education Van to provide cancer education, prevention, and screening in the community.
- DFCI launched a marketing campaign targeted to minority communities that emphasizes cancer prevention.

Plans for Next Reporting Year

In FY05, DFCI plans to:

- expand mammography services in all Boston neighborhoods to reach more underserved women and connect them with primary care services;
- implement a prostate cancer education and screening initiative targeting African-American men and men of color;
- utilize a new Blum Education Van on initiatives including: prostate cancer education and screening (mentioned above), skin cancer education and screening, and tobacco prevention;
- work with the Boston Coalition, Alliance for Community Health, to support cancer control initiatives;
- launch a patient navigator program to help underserved patients access care and support services and maneuver

through the health care system;

-continue its support of the Breast and Cervical Screening Collaborative, educational partnerships, United Way/Jimmy Fund Collaboration partners, and other ongoing programs; and,

- work with multiple partners, including the Boston Public Health Commission and DF/HCC, to address cancer-related health disparities.

Select Community Benefits Programs

Breast and Cervical Screening Collaborative

Brief Description or Objective

Low-income, uninsured and underinsured women age 40 and over in Greater Boston.

Objective: to promote and enhance the early detection of breast and cervical cancer

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:**Boston, Boston-Greater, Lynn, Peabody, Salem
- **Health Indicator:**Access to Health Care, Other: Cancer - Breast, Other: Cancer - Cervical
- **Sex:**Female
- **Age Group:**Adult, Adult-Elder
- **Ethnic Group:**All
- **Language:**Not Specified

Partners

- Mary Neagle
MGH Community Health Associates
300 Ocean Avenue, 5th Floor
Revere, MA 02151
(781) 485-6211
- Multiple Community Partners (not listed)

Contact Information

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Detailed Description

[Download/View Attachment](#) (24.576 KB)

Career, Employment and Training Initiatives

Brief Description or Objective

Underrepresented students in Boston Public high schools, other area high schools, college and graduate level students, and DFCI staff.

Objective: to support the career development needs of youth and young professionals of color

Program Type

Health Professional/Staff Training, Mentorship/Career Training/Internship, School/Health Center Partnership

Target Population

- **Regions Served:**Boston, Boston-Greater
- **Health Indicator:**Not Specified
- **Sex:**All

- **Age Group:**All Adults, Child-Teen
- **Ethnic Group:**All, American Indian/Alaskan Native, Asian, Black/African American, Hispanic/Latino, Native Hawaiian/Pacific Islander
- **Language:**Not Specified

Partners

- Carol Reid
Madison Park Vocational Technical High School
79 New Dudley Street
Boston, MA 02120
(617) 635-8970
- Karen Malone
Boston Private Industry Council
78 Avenue Louis Pasteur
Boston, MA 02115
(617) 738-0343
- Jillian Smith
Boston Private Industry Council
79 New Dudley Street
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(617) 445-0178
- Dr. Francine Locker
Fenway High School
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Detailed Description

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Boston's Mammography Van

Brief Description or Objective

Objective: To provide breast cancer screening and education services for underserved and uninsured women, throughout the City of Boston, regardless of ability to pay

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:**Boston, Boston-Allston, Boston-Brighton, Boston-Dorchester, Boston-Fenway Kenmore, Boston-Greater, Boston-Hyde Park, Boston-Jamaica Plain, Boston-Mattapan, Boston-Mission Hill, Boston-Roslindale, Boston-Roxbury, Boston-South Boston, Boston-South End, Boston-West Roxbury
- **Health Indicator:**Access to Health Care, Other: Cancer - Breast
- **Sex:**Female
- **Age Group:**Adult, Adult-Elder
- **Ethnic Group:**All
- **Language:**Not Specified

Partners

- Hope White
YWCA Boston, EncorePlus Program

20 Park Plaza, Suite 1420
Boston, MA 02116
(617) 585-5473

- April Taylor

Boston Public Health Commission
1010 Massachusetts Avenue
Boston, MA 02118
(617) 534-2472

- Multiple Community Partners not listed

Contact Information

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Detailed Description

[Download/View Attachment](#) (21.504 KB)

DFCI Center for Community-Based Research

Brief Description or Objective

CCBR conducts public health research studies to evaluate educational and policy interventions that are designed to reduce the risk of cancer.

Program Type

Community Education, Community Participation/Capacity Building Initiative, Mentorship/Career Training/Internship, Prevention, Research, School/Health Center Partnership

Target Population

- **Regions Served:**Not Specified
- **Health Indicator:**Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colorectal, Other: Cancer - Prostate, Other: Nutrition, Other: Smoking/Tobacco, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:**Female, Male
- **Age Group:**All Adults, Child-Teen
- **Ethnic Group:**All
- **Language:**Not Specified

Partners

- Multiple Community Partners (not listed)

Contact Information

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Detailed Description

[Download/View Attachment](#) (36.352 KB)

Blum Family Education and Resource Center and Van

Brief Description or Objective

Blum Education Van - mobile education van will provide cancer education, outreach, and screening in the community

Program Type

Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:**Boston, Boston-Greater
- **Health Indicator:**Access to Health Care, Other: Cancer, Other: Cancer - Breast,

Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Nutrition, Physical Activity, Tobacco Use

- **Sex:**All
- **Age Group:**All
- **Ethnic Group:**All
- **Language:**Not Specified

Partners

- Multiple Community Partners (not listed)

Contact Information

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Detailed Description

[Download/View Attachment](#) (22.016 KB)

Program Type	Estimated Total Expenditures for FY2004	Approved Program Budget for 2005
Community Benefits Programs	Direct Expenses \$1,016,380 Associated Expenses Not Specified Determination of Need Expenditures \$40,000 Employee Volunteerism Not Specified Other Leveraged Resources \$2,663,261	Not Specified <small>* Excluding expenditures that cannot be projected at the time of the report.</small>
Community Service Programs	Direct Expenses \$122,121 Associated Expenses Not Specified Determination of Need Expenditures Not Specified Employee Volunteerism Not Specified Other Leveraged Resources Not Specified	
Net Charity Care	\$4,640,559	
Corporate Sponsorships	\$197,170	
	Total Expenditures \$8,679,491	
Total Patient Care-Related Expenses for FY2004		\$133,802,939
Comments: FY05 Budget TBD		