

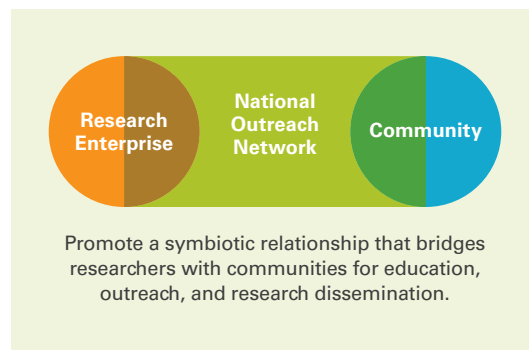
NATIONAL OUTREACH NETWORK (NON)

Overview

The National Cancer Institute's (NCI) National Outreach Network is a multidisciplinary program that bridges NCI-supported outreach and community education efforts with cancer health disparities research and training programs. NON conducts outreach and research activities through trained community health educators located at NON's partnering research sites.

Objectives

- Enhance researchers' and trainers' understanding of diverse communities.
- Actively incorporate outreach activities into NCI's community-based cancer health disparities research programs.
- Develop best practices on effective outreach strategies to reach at-risk and underrepresented communities.
- Inform the community about important research goals and seek input on the research agenda.
- Provide a vital link between NCI and communities that enables the quick dissemination of cancer information.
- Develop local interventions and campaigns that effectively distribute NCI cancer information to communities in order to enhance decision-making processes and strategies to cope with specific health disparity problems.

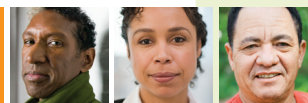


Goals

- Enhance NCI's ability to develop and disseminate culturally sensitive, evidence-based cancer information that is tailored to the specific needs and expectations of at-risk and underrepresented communities.
- Increase communities' knowledge, decision-making skills, and involvement in cancer research.
- Promote a diverse cancer health disparities workforce.

NCI Programs Participating in NON:

- Community Networks Program Centers
- Comprehensive Partnerships to Reduce Cancer Health Disparities
- Community Clinical Oncology Program
- Minority-Based Community Clinical Oncology Program
- NCI-Designated Cancer Centers



COMMUNITY HEALTH EDUCATORS (CHEs)

Community Health Educators—individuals experienced in communications, comprehensive cancer control, training, program planning, and evaluation—are embedded into NON's 26 participating program sites around the country. They serve as a vital link for networking between NCI, grantee institutions, and communities to address needs and disseminate culturally tailored cancer information.



For a detailed listing of all the NON Community Health Educators, visit: <http://crchd.cancer.gov/inp/che-listing.html>



Scan this QR code with your mobile device to access NON information online.

CHE Outreach Activities

- Assess the community's baseline health needs and resources.
- Develop a long-term education/outreach plan to address a local cancer health disparity.
- Assist in the planning and implementation of education/outreach activities.
- Increase awareness and foster adoption of NCI research findings on cancer prevention, early detection, and treatments adapted for targeted audiences/communities.
- Disseminate culturally appropriate, evidence-based information and educational materials on cancer prevention and treatment, including clinical trials.
- Use social media technology, such as Twitter, RSS, and Facebook, to increase exposure of NCI messages.
- Partner with community-, civic-, and faith-based organizations to extend the outreach and dissemination of cancer information and advances.

- Bring the community voice to the research team.
- Empower the community to alter health behaviors.

CHE Research Activities

- Disseminate NCI messages, materials, programs, and research opportunities, as needed.
- Assist in hypothesis-driven research programs to increase use of and access to beneficial early detection procedures, including mammograms, Pap smears, colorectal screening, and prostate antigen testing, and healthy behaviors such as smoking cessation.
- Support screening, prevention, biospecimen collection, and clinical trials.
- Keep up-to-date with knowledge through mandatory training by teleconference and webinar.