

Let's Partner for Health Equity!



What We Do

Disparities. In recent decades, treatments for cancer have improved and deaths due to cancer have decreased. But not everyone benefits equally from these successes. Many groups in Wisconsin and nationwide - often defined by where they live, their income, race, ethnicity, education or sexual orientation - experience a greater burden all along the cancer continuum.

CHDI. The Cancer Health Disparities Initiative partners with Wisconsin's underserved communities to learn how we can work together to improve the health of everyone who faces greater cancer risk. CHDI develops research on cancer disparities, conducts outreach and education activities with rural, African American, American Indian and Latino communities and helps researchers partner effectively with underserved communities. We employ a community-based participatory approach, which places community-defined needs, partnership and capacity building at the center of our work.

Current Research & Outreach Projects

Research:

- With 100 Black Men of Madison, CHDI tested an informed decision making intervention on prostate cancer screening.
- With ACS support, the Adams County Cancer Team, Adams-Columbia Electric Coop & CHDI showed that *Cancer Clear & Simple* increased cancer knowledge and healthy behaviors.
- R O'Regan MD, K Malecki PhD and CHDI are assessing perception of breast cancer risk among WI African American women.
- T Downs MD, R Anderson PhD and CHDI are assessing if blood borne metabolic biomarkers can be linked to increased prostate cancer risk.

Outreach:

- With USDA support, over 60 new CC&S facilitators in 33 WI counties were trained in partnership with UW Extension.
- A new Southern WI patient navigator position was developed in partnership with UW Breast Center and the WI Well Woman Program.
- CHDI continues to staff the Share the Care American Indian Cancer Conference and partner

Award Winning Partnerships

CHDI has received multiple awards from partners, including two UW Community-University Partnership Awards.



UW Award: CC&S Cancer Disparities Research Study, Adams County



Witness Project / Delta Sigma Theta, Inc. Madison Alumnae Chapter



Centro Hispano partnered to develop *El cáncer claro y sencillo*

with the Foundation for Black Women's Wellness and the Rebalanced-Life Wellness Association.

Future Research Directions

CHDI has particular interest in researching navigation and informed decision-making interventions related to cancer screening, treatment and clinical research, new components of *Cancer Clear & Simple* and expanding its evidence base, and the relationship between social determinants and biomarkers in cancer disparities.

Skills We Bring to Collaborations

Research:

- Formative research
- Community-academic partnership development and guidance working with disparate groups
- Grant proposal development
- Research project coordination
- Data analysis and interpretation
- Development of publications

Outreach/Education:

- Development, coordination of coalitions and advisory boards
- Design & implementation of education and facilitator training
- Assessment & development of educational and marketing materials based on health literacy
- Adaptation & dissemination of health education resources

Program Evaluation:

- Assessment & logic model development
- Evaluation design
- Data collection and analysis

Training:

- Training on participatory research methods
- Participation in planning and implementation of disparities-related conferences and events
- Internship opportunities for undergraduate and graduate students



CHDI Staff, Interns and Students



UWEX Family Living award
CC&S New Facilitator Training



National Spirit of EAGLES institutional
partner award



UW Award: Dane County African
American Prostate Cancer Initiative

"I hold up our relationship with CHDI as the gold standard for how large institutions should work with small communities."

Sarah Grosshuesch, former Health Officer,
Adams County

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