



**CPCRN Fall Meeting
Houston, TX
October 15-16, 2012**

PRE-MEETING – October 14

6:00 PM Pre-Meeting Dinner
Home of Maria Fernandez
2301 Watts Street
Houston, TX 77030

DAY 1 – Monday, Oct. 15

Location: Four Seasons Hotel
1300 Lamar Street
Houston, TX 77010
(713) 650-1300

Meeting Room: Austin Room – 3rd Floor

6:15 Morning Walk (30 minutes) meet in lobby (Kayla Fair and Divya Talwar)

7:00 Breakfast (Austin Room-3rd Floor)

PRIMARY MEETING OBJECTIVE: For CPCRN Workgroups to share data and findings related to D&I research.

8:00 CPCRN Welcome and Introductions - Kurt Ribisl, PI

8:20 Cancer Survivorship Study and Results – Risendal, Ory

9:10 Colorectal Cancer Control Program (CRCCP) Results – Hannon, Escoffery, Maxwell

10:00 PRO Project – Study and Results – Bastani, Glasgow

10:30 Break

11:00 Poster Session – Texas A&M and UT-Houston (Austin and Conroe Rooms)

12:00 Lunch (Conroe Room- 2nd Floor)
Co-Chair Transition Lunch

- 1:15 FQHC and Subgroups Update and Results
- 2:00 Concurrent Cross-Center Projects Breakout meetings
- FQHC – Austin Room-3rd Floor
 - CRCCP – Clear Lake Room-Lobby Level
- 4:00 TACTICC Break-out (Austin Room-3rd Floor)
Survivorship Workgroup (Clear Lake Room-Lobby Level)
- 5:00 Adjourn for day
- 6:00 Dinner:
Morton's
1001 McKinney
Houston, TX 77002
713-659-3700

DAY 2 – Tuesday, October 16

- 6:15 Morning Walk Morning Walk (30 minutes) meet in lobby (Glenna Dawson)
- 7:00 Breakfast (Austin Room-3rd Floor)
- 8:00 Closed Steering Committee Meeting – Clear Lake Room (Lobby Level)
- CPCR N Manuscript Update – Maria Fernandez
 - Marketing Action Plan Discussion (see action plan p. 4)
 - Sustainability Discussion – Betsy Risendal
 - Review of cross-center workgroup projects – Kurt Ribisl
- Project Director Meeting – Austin Room
- 9:30 Technology to promote EBI's – Austin Room
- Cancer survivorship app (Ory)
 - <http://www.healthysurvivorship.org/>
 - EBI Narratives (Kreuter)
 - Point-of-sale mobile store audits and GIS mapping (Ribisl)
 - www.countertools.org
 - Lay health advisors promoting HPV screening (Fernandez)
 - Discussion
- 10:45 Break
- 11:00 Break-outs for Cross Center Projects
- Federally Qualified Health Centers (FQHC) – Shin Ping Tu, Maria Fernandez, Vicki Young (Austin Room)
 - Colorectal Cancer Control Program (CRCCP) - Peggy Hannon, Cam Escoffery, Annette Maxwell (Clear Lake Room)
- 12:15 Lunch (Conroe Room-2nd Floor)
- 1:15 Adjourn *

*Note: At 1:15 after adjournment Maria Fernandez (UT-Houston) will meet with Community partners regarding TACTICC

CPCR N Marketing Plan

Goal: The broad goal of the marketing plan is to build awareness of the dissemination and implementation research being conducted by CPCR N, such that we are recognized as being a national leader in this area.

Note: in 2011 there was a Steering Committee discussion about various audiences and an agreement that 1-2 audiences should be prioritized. Although there was no agreement reached at that meeting, the following recommendation is made to focus on the first two, researchers and practitioners.

Audiences/Goals/Suggested Activities

1. Audience: Researchers with a focus on dissemination and implementation research, especially for cancer prevention and control

Goal: to advance the science of dissemination and implementation research

Activities:

- a. 1-2 publications in high impact journals for this audience each year
- b. 1-2 presentations at professional meetings of targeted groups
- c. Each year one of the workgroups launches one major webinar on a D&I topic

2. Public health practitioners/workforce

Goal: to increase awareness and adoption of evidence-based approaches (EBA) for cancer prevention and control and to increase skills of the public health workforce in assessing the evidence base for a particular issue

Activities:

- d. CPCR N as a resource for increasing awareness, understanding, use and evaluation of Evidenced-based approaches.
- e. The CPCR N Capacity Training & Technical Assistance workgroup should offer 1-2 trainings/year to interested groups of practitioners.