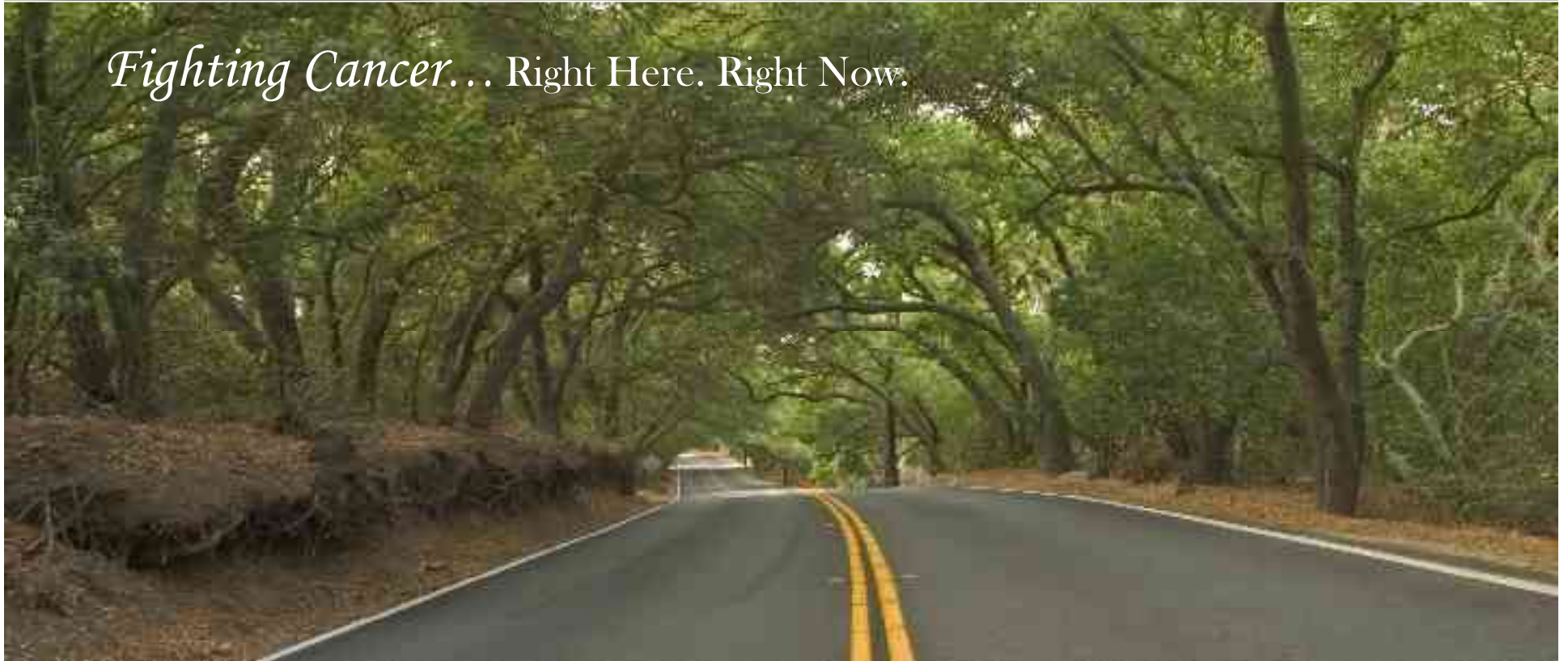


Fighting Cancer... Right Here. Right Now.



Academia and Rural Communities: Partnerships to Foster Research

Georgia Research Summit ~ May 2008

Diane Fletcher, CEO, Southwest Georgia Cancer Coalition

Southwest Georgia Cancer Coalition



- Non-profit community-based organization
- Created to eliminate our region's burden of cancer
- Mission: To ensure Southwest Georgians have access to high quality cancer education, prevention, screening, treatment and **research**

How do we accomplish our mission?

- Facilitate, coordinate and support regional cancer control efforts across 33 counties
- The Coalition represents and advocates for our partners (residents/research participants, local healthcare organizations, community leaders, faith community, local businesses, area universities, local media, public health organizations and others)
- Act as liaison between and among research faculty and our partners/our communities

**We bring the research to the people,
and the people to the research**

Research Partnerships: Born of necessity...

- Historical mistrust of research
- Coalition's early leaders recognized need for research expertise from major academic center, and...
- Emory PRC recognized need for primary community partner to conduct their studies.
- Southwest Georgia professional community needed to build local capacity, and...
- Emory PRC faculty had expertise and willingness to provide continuing education and training "close to home".

And thus the partnership was born...

Research Partnerships: ...Growing by choice

- Emory PRC acts with highest levels of expertise and integrity
 - Renowned faculty demonstrate remarkable talent
 - Respect local culture, norms, traditions
 - Consistently involve local representatives; seek and integrate local advice
 - Inform residents; explain value of research in understanding and preventing cancer in the region
 - Bring resources to area– to residents and to professionals

Research Partnerships: ...Growing by choice (continued)

- Coalition is the link;
advocate for both the EPRC and
SW Georgia communities
- Southwest Georgians see the benefits
and believe in the value of the
partnership
- TRUST develops and strengthens

Value of the Partnership: Southwest Georgia Perspective

- Research targeted to region's population and needs → Increased potential for impact
- Opportunities for increased visibility of the area and of Southwest GA Cancer Coalition
- Opportunities to be a role model for community-based participatory research

Value of the Partnership: Southwest Georgia Perspective (continued)

- Increased professional capacity → High standards of care, education, and programming locally
- Ripple effect → More opportunities for collaborative work, including joint applications
- Ultimate value: Prevent cancers, reduce suffering, save lives

Value of the Partnership: Southwest Georgia Perspective (continued)

**Emory PRC
is now
a partner**

A springboard to more opportunities!

Additional partnership research results from:

- Strong foundation/ infrastructure in place
- Demonstrated willingness and passion of the people
- Stellar reputation of the Coalition
- Competent Coalition leadership and staff
- Proven ability to resolve issues and challenges and to adapt as needed
- Most importantly, establishment of trust

Spin-offs of EPRC/ SW Georgia Cancer Coalition Success

- Joe Lipscomb, PhD. Determinants of Patient Dropout from Cancer Treatment. 3,996 cases.
- Jack Mandel, PhD, MPH. Georgia Cancer (cohort) Study. First rural pilot enrolled nearly 500 participants; collected and stored 8,656 specimens.
- N. Kyle Steenland, PhD. Quality of Life in Prostate Cancer Survivors. 300 men.
- Joe Lipscomb, PhD. CoC RQRS.
- Iris Smith, PhD. Evaluation of Community-based navigation and screening pilot program.

Spin-offs of EPRC/SW Georgia Cancer Coalition Success (continued)

- Karl Peace, PhD. Health and Screening Survey of Adults in Baker County (pilot study).
- Anthony Parillo, PhD. Feasibility and validation of “The Ten Commandments of Good Health”©.
- Stephen Peiper, MD. BRAG-Onc regional collection site.
- William Bina, MD, MPH. Physician guidebook for “The Ten Commandments of Good Health”©.
- Kathy Bishop, PhD. Technology-mediated Approaches to Cancer Control in Rural Georgia.
- Nancy Paris. Georgia CORE; clinical trials.

The Future

Southwest Georgia Cancer Coalition
greatly values partnerships
with academic institutions
and
we welcome additional opportunities to
work together toward our common goals.



Thank you

For more information, please contact:

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