

Using Success Stories to Promote NPCR Cancer Registries' Value and Impact

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Background

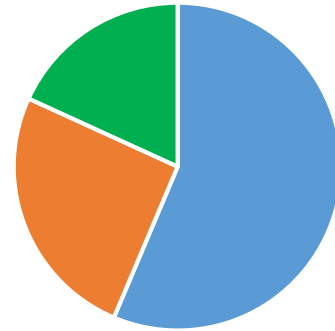
- Compelling success stories, rich with in-the-field experiences, are an impactful tool that registries may use to promote their progress, value and impact.
- CDC's Cancer Surveillance Branch (CSB) has been collecting and promoting success stories from the National Program of Cancer Registries (NPCR) funded programs since 2010. This year (2018) *every* funded cancer registry submitted a success story to CDC.
- National Program of Cancer Registries (NPCR) Success Stories are used to engage and inform the program stakeholders; increase program visibility; demonstrate the value and impact of cancer data; and, share best practices.

Methods

- Each year, CSB sends out an updated success story outline template for grantees to use in developing their own narratives, along with guidelines to enrich the storytelling.
- Grantees have approximately 2 months to make their submission.
- Grantees are encouraged to focus on highlighting specific areas of success, such as:
 - Registry Operations
 - Public Health Impacts
 - Stakeholder Collaborations and Alliances
 - Specific Cancer Conditions,
 - Adversely Affected Vulnerable Populations
 - Data Collection, and
 - Electronic Reporting

Findings

Distribution of Types of Stories Submitted in 2018



■ Public Health Impact ■ Registry Operations ■ Data Quality

Ways Stories Are Used

- ✓ CDC Program Review Meeting with Grantees
- ✓ Peer to Peer Learning by Registries
- ✓ NCRA Meeting
- ✓ Highlighted as Gems in CDC Database
- ✓ CDC NPCR Newsletter
- ✓ CDC Website
- ✓ Partner Website
- ✓ Featured In News Articles
- ✓ Presentations
- ✓ Referral to Other Grantees
- ✓ Highlighted to CDC Leadership

- The Stories have been critical in describing the role that cancer registries play in quantifying, describing and reducing the burden of cancer
- They illustrated program progress over time and highlighting major accomplishments.

Conclusions

- For the 2018 submission year, a total of 55 stories were submitted by 50 NPCR grantees.

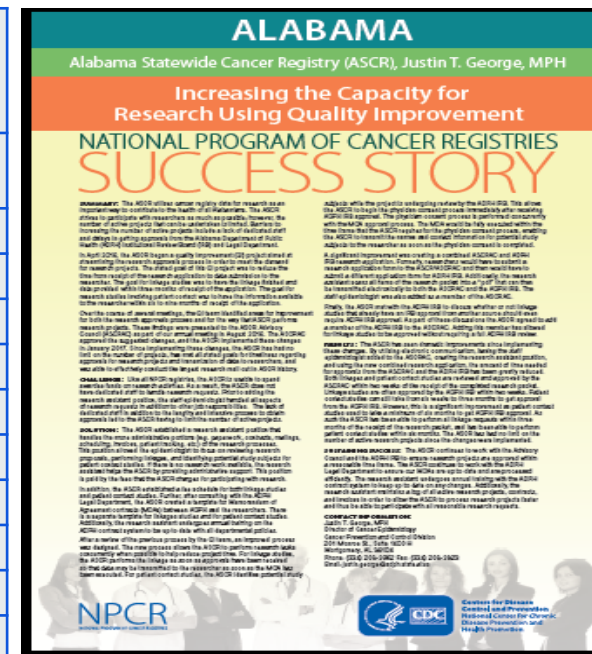
Types of the stories submitted:

31 = Public Health Impact
14 = Registry Operations
10 = Data Quality

- NPCR success stories has been used in many ways to promote cancer registries' progress, value and impact to national and international audiences.
- They continue to provide us with real life examples of how complete and accurate cancer data are a central part of making real progress in reducing the burden of cancer.
- Moreover, they are provide valuable examples of best practices and data use for the registry community.

Next Steps

- NPCR Success Stories template will be revamped with input from grantees during the summer of 2019
- A Webinar will be scheduled for the Fall of 2019 to kick-off the next submission cycle
- CDC Communication Staff will join call to provide tips.



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