Using Success Stories to Promote NPCR Cancer Registries’ Value and Impact
Netta Apedoe, MPH, Olivia Marr, MHSE, and Vicki Benard, PhD
Centers for Disease Control and Prevention, Division of Cancer Prevention and Control, Atlanta, GA

Background
• Compelling success stories, rich with in-the-field experiences, are impactful tools 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 program stakeholders; increase program visibility; demonstrate the value and impact of cancer data; and, share best practices.

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

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
• 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
• NPCR success stories have 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.

Distribution of Types of Stories Submitted in 2018

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

Presenter Contact Info
Netta Apedoe
ize6@cdc.gov
770-488-4570