

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

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## Background

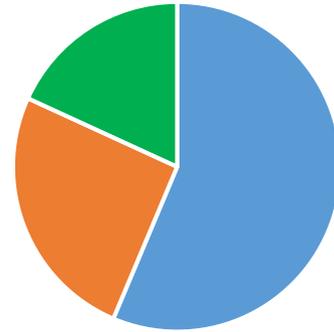
- Compelling success stories, rich with in-the-field experiences, are an impactful tool that registries may use to promote their progress, value and impact.
- CDC's Cancer Surveillance Branch (CSB) has been collecting and promoting success stories from the National Program of Cancer Registries (NPCR) 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.

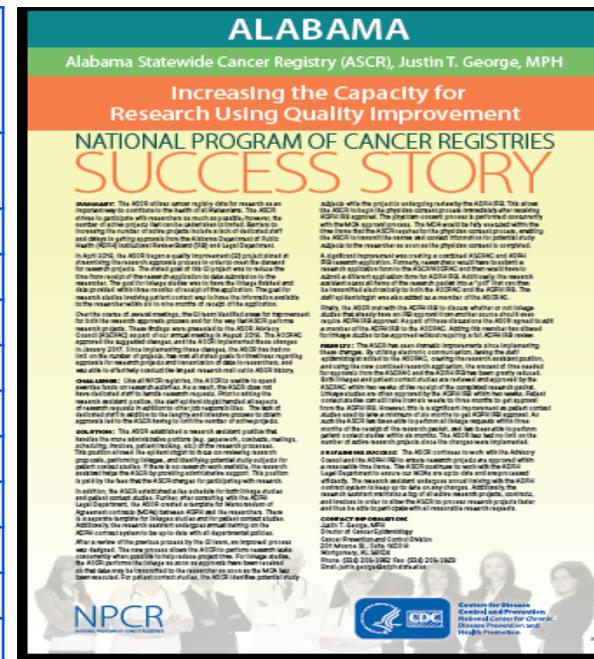
## Conclusions

- 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.

- 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**



## 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.

### Presenter Contact Info

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