

Best Practices for Including Rural Perspectives in State Comprehensive Cancer Control Plans

This report created by the Rural Cancer Workgroup summarizes best practices and recommendations that may be used to incorporate rural perspectives in state comprehensive cancer control plans. The 2019 National Advisory Committee on Rural Health and Human Services recommended that state Comprehensive Cancer Control Plans include rural-specific cancer data as well as goals, objectives, and strategies to address rural cancer-related issues. Many states have included the term ‘rural’ in comprehensive cancer control plans, but only a third have included rural-specific goals, objectives, and strategies. To assess how states have included rural partners comprehensive cancer control program directors from thirty states were interviewed and key findings are summarized below.

Strategies for States to Include Rural Perspectives in Comprehensive Cancer Control plans:

1. Focus on relationship building with rural communities.
 - Collaborate with rural health care systems.
 - Recruit rural Native nation members and rural constituents to participate in plan development, execution, and evaluation.
2. Work through established community-academic partnerships.
 - Collaborate with established research community advisory boards.
3. Identify and seek engagement from rural areas that have not previously been represented in planning processes.
 - Use mapping strategies to identify unrepresented areas.
4. Develop deeper understandings about state-specific rural gaps, assets, and resources.
 - Compare cancer incidence with resources by location.
 - Seek guidance from rural clinicians and residents.
5. Focus on identifying and building resources needed to meet rural health needs.
 - Develop transportation infrastructure.
 - Identify financial resources for rural residents.

Full publication: Hirschev R, Rohweder C, Zahnd WE, Eberth JM, Adsul P, Guan Y, Yeager KA, Haines H, Farris PE, Bea JW, Dwyer A, Madhivanan P, Ranganathan R, Seaman AT, Vu T, Wickersham K, Vu M, Teal R, Giannone K, Hilton A, Cole A, Islam JY, Askelson N. Prioritizing rural populations in state comprehensive cancer control plans: a qualitative assessment. *Cancer Causes Control*. 2023 Feb 25:1–11. doi: 10.1007/s10552-023-01673-3. Epub ahead of print. PMID: 36840904; PMCID: PMC9959942.

This data brief is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award with 100 percent funded by CDC/HHS (Cooperative Agreement Number U48 DP006400). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.