# Annual Impact Report

## Community Outreach & Engagement




VANDERBILT-INGRAM CANCER CENTER

# About Us

The Community Outreach & Engagement (COE) team at Vanderbilt-Ingram Cancer Center (VICC) is dedicated to supporting our community by organizing and participating in educational workshops, health fairs, health council meetings, and local events. We share valuable information about cancer prevention, screening, treatment, and research participation to help individuals make informed healthcare decisions.

*We believe everyone deserves an equal chance to prevent, survive, and live well beyond cancer. We partner with communities to help more people get care and improve health for all.*

## Priority Areas



Understand community needs & opportunities



Connect research to community priorities



Advance evidence-based cancer prevention & care



Inform cancer prevention & control policies

# Leaders



*Karen Winkfield, MD, PhD*
*Associate Director*

*Dr. Winkfield is a radiation oncologist specializing in breast and blood cancers. As Associate Director of Community Outreach and Engagement at Vanderbilt-Ingram Cancer Center, she advances access to cancer care for all across the continuum, from prevention through survivorship. Her work focuses on reducing barriers to health through community-engaged research, innovative programming, and efforts that expand participation in clinical research.*



*Carla Strom, MLA*
*Administrative Director*

*Ms. Strom brings more than 25 years of experience in cancer education, research participation, health policy, and community engagement. As Administrative Director for Community Outreach and Engagement, she leads initiatives that strengthen community partnerships and support translational research across the cancer center. As a two-time young adult cancer survivor, she is also a dedicated research advocate supporting survivors locally and nationally.*



*Sonya Reid, MD, MPH*
*Assistant Director*

*Dr. Reid is a breast medical oncologist and Assistant Director of Clinical Engagement. Her research centers on young-onset breast cancer and increasing participation in clinical trials. A recipient of the WINN Career Development Award for Excellence in Clinical Trials and former VICC Research Program Fellow, she is committed to fostering clinician engagement and advancing inclusive participation in cancer research and care.*

# Meet the COE Team



*Kelsey Fetters, MPH*
*Sr. Program Manager*



*Natasha Celaya-Cobbs*
*Research Navigator*



*Erika Digby, LLM*
*Screening Navigator*



*Audrey Martin*
*Community Health Educator*



*Jake Lorber, MPH*
*Program Manager*



*Photo shows the COE team alongside the Meharry-Vanderbilt Alliance at a collaborative retreat.*
*Top row (left to right): Dr. Calandra Whitted, Audrey Martin, Kelsey Fetters, Lanese Campbell, Carla Strom, Dr. Karen Winkfield*
*Bottom row (left to right) Kelly Blankenship, Ethan Crews, Natasha Celaya-Cobbs (on screen), Julie Bulger, Erika Digby, Nicolette Thayer*

# Catchment Area

A Center's catchment area is the self-defined geographic region it serves in the research it conducts, the communities it engages, and the care it provides. As a comprehensive cancer center, our focus is on the communities most closely connected to our physical presence in Middle Tennessee and surrounding regions. This area guides our efforts to monitor cancer trends, address barriers to health, and strengthen community-informed programming.



**VICC Catchment Area**

**8.5M**
People

**89%**
VICC Patients

**73%**
Rural Counties

**47K**
Annual Cancer Cases

**59**
Appalachian Counties

**17K**
Annual Cancer Deaths

# Outreach

Our outreach activities are designed to connect communities with trusted cancer information and resources. By working with local organizations, health councils, and community partners, we expand access to prevention, screening, treatment, and research opportunities. The following highlights for 2025 reflect the reach and impact of these efforts.

**109**
COE Activites

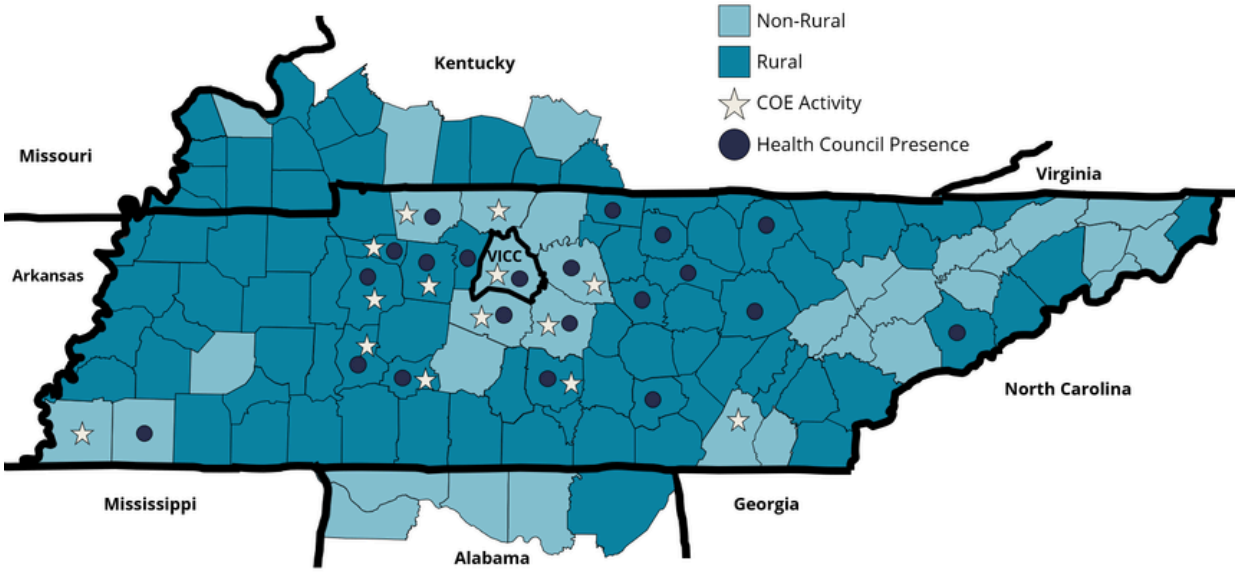
**7,729**
People Reached



**83**
Health Council & Coalition Meetings

In
**21**
Unique Counties

*Natasha Celaya-Cobbs & Erika Digby at the MLK Youth Symposium, alongside Meharry-Vanderbilt-TSU Cancer Partnership Members and the inflatable legendary lungs.*

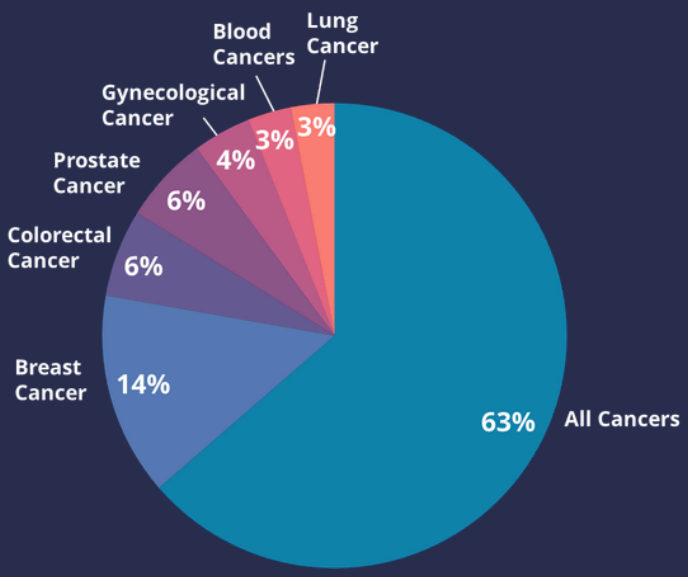


# Our Reach

We monitor our outreach activities to ensure a broad range of cancer topics are addressed, and populations across our region are reached. This approach helps us identify gaps, strengthen partnerships, and expand impact across our communities.

## TOPIC OF FOCUS

This chart displays how often each cancer topic was the focus of our community outreach activities on a broad range of topics.




## COMMUNITIES REACHED*

This diagram shows the breakdown for the community outreach activities that identified a specific population served.

| | | |
|---|---|---|
| African American **52%** | Arabic-speaking **4%** | Faith-based **4%** |
| Latino **23%** | Rural **21%** | |
| Students **9%** | Survivors **7%** | Veterans **1%** |

*Total exceeds 100% because outreach activities may serve communities that align with multiple population groups.

# Screening Navigation

We help individuals and families access the resources they need. As every person's needs are unique, we provide personalized support, meeting people where they are, listening to their concerns, and helping remove barriers to care. In partnership with the Matthew Walker Comprehensive Health Center, we are increasing access to the Tennessee Breast and Cervical Cancer Control Program with a focus on the Latino community.

## How Navigation Helps



### EDUCATION

helping educate communities to empower informed decision-making

**24**

**community activities serving Spanish-speaking audiences**



### ACCCESS TO CARE

guiding individuals to community & specialized resources to support them from screening to survivorship

**236**

**referrals to screening**



### BARRIER REDUCTION

addressing challenges like transportation, cost & language

**248**

**cancer screenings**

**102** Mammograms | **91** Pap Smears

**55** FIT Test/Cologuard



### ADVOCACY

advocating with & on behalf of individuals & communities to address their needs & goals

**44**

**connected to primary care**

# Research Advocates

Research advocates are cancer survivors, caregivers, or family members who contribute through committee service, study review, grant evaluation, education, and community engagement.

Research advocates bring the patient and community perspective to cancer research, helping ensure studies are meaningful and relevant. By partnering with researchers, advocates strengthen public trust, improve research quality, and support progress toward better cancer treatments.

**29**
advocates

*diagnosed with*
**10**
types of cancer

*contributed to*
**12**
grants

*supported*
**10**
researchers

*and participated in*
**5**
national activities

*"Advocate voices give rise to hope."*

Edith Glover, Triple-negative Breast Cancer Survivor and VICC Research Advocate

# Academic Highlights

## County Health Councils: Engaging to Strengthen Rural Reach

*presented at the Cancer Center Community Impact Forum Annual Meeting*

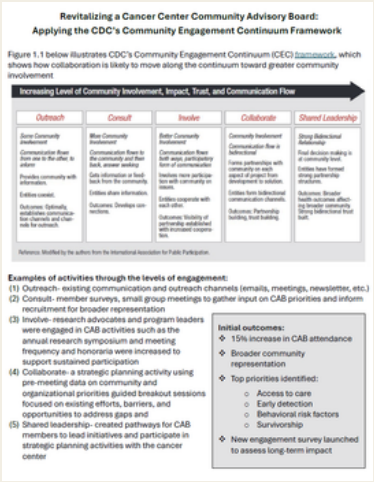



Authors: Carla Strom, MLA; Claudia Barajas; Kelsey Fetters, MPH; Karen M. Winkfield, MD, PhD

Date: 9/28/2025

## Revitalizing a Cancer Center Community Advisory Board: Applying the CDC's Community Engagement Continuum Framework

*presented at the Cancer Center Community Impact Forum Annual Meeting*

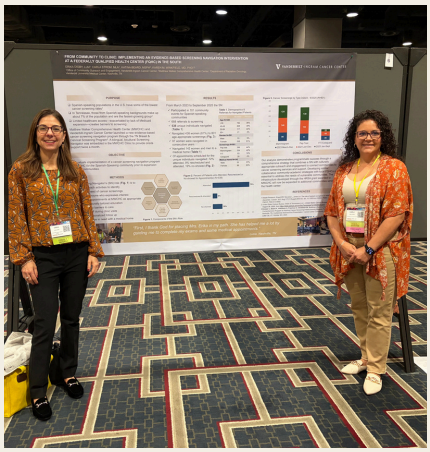



Authors: Kelsey Fetters, MPH; Carla Strom, MLA; Karen M. Winkfield, MD, PhD

Date: 9/29/2025

## From Community to Clinic: Implementing an Evidence-based Screening Navigation Intervention at a Federally Qualified Health Center in the South

*presented at the Academy of Oncology Nurse and Patient Navigators Annual Conference*



Authors: Erika Digby, LLM; Carla Strom, MLA; Katina Beard, MSPH; Karen M. Winkfield, MD, PhD

Date: 11/8/2025

# Community Partners

Partnerships and collaborations are at the heart of the COE team's mission. By working together with our Community Advisory Board (CAB), community organizations, health systems, schools, faith-based groups, and advocacy organizations, we are all stronger in the fight to reduce the burden of cancer.

## Community Advisory Board (CAB)



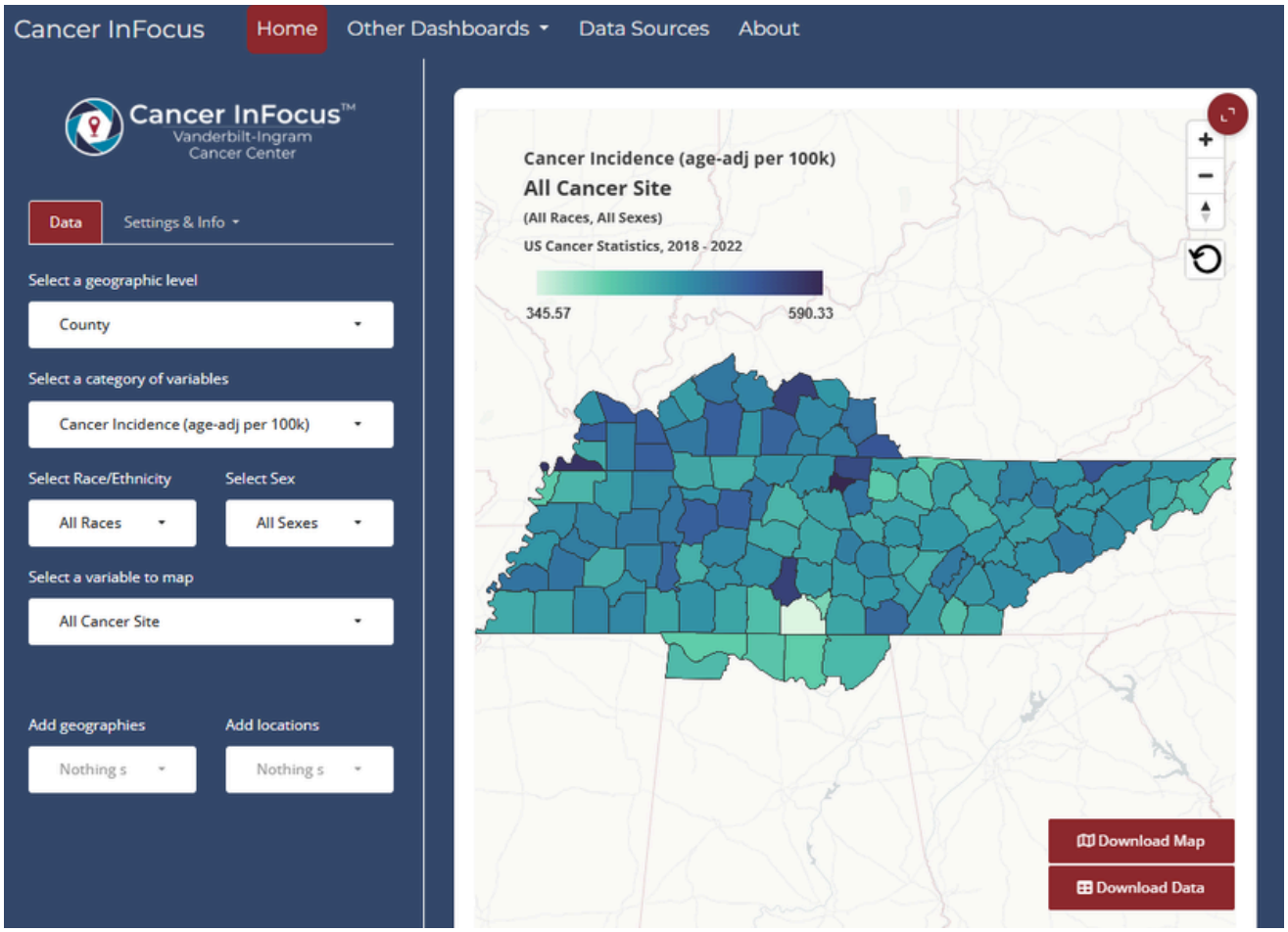
Our priorities and efforts are driven by our CAB, a group of invited organizational representatives and individuals from across the catchment area. They serve as experts to provide VICC with invaluable knowledge and understanding of the communities they represent.

| 19 | 4 | 300 |
|---|---|---|
| Total Members | Annual Meetings | Hours Contributed |

# Cancer InFocus

VICC partnered with the University of Kentucky Markey Cancer Center to provide an interactive tool to better understand the cancer-related health needs of our communities. It pulls together publicly available information and turns it into maps and charts, making it easier to see where cancer burdens and resource gaps exist to inform future efforts.

**Access Cancer InFocus at**
**https://vicc.org/cancerinfocus**



# Office of Community Outreach & Engagement

**Request a Speaker:** Invite one of our health educators to your next meeting or event

**Stay Connected:** Subscribe to our contact list for the latest updates on community events, research, and funding opportunities

**Calendar of Events:** View our calendar to see upcoming health fairs, workshops, and community events where you can connect with our team *(coming soon!)*

**Contact Us:** For questions or requests, email us at CancerOutreach@vumc.org



VANDERBILT-INGRAM CANCER CENTER


Devoted


Vanderbilt-Ingram
Cancer Center.
BREAST CANCER SCREENING
SAVES LIVES!


Reduzca el riesgo
de cancer
VANDERBILT-INGRAM CANCER


STAND
UP TO
CANCER
I STAND UP FOR


LIFE F LIGHT


American
AACR
STAND
UP TO
CANCER
TOGETHER


VANDERBILT LIFEFLIGHT




FRANKLIN


CROHN'S
ASPIRIN POLYP
ULCERATIVE COLITIS




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