



European Association for Cancer Education

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Session Title: Charting a Course Towards R.E.A.L. Cancer Education Interventions: What should I Pack?

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Overview. This presentation calls attention to strategies that chart a course for strengthening the saliency of cancer education interventions for multicultural and multilingual audiences. **Objectives** are to: 1) chart the importance of culture and health literacy towards developing evidence-based cancer education interventions; 2) identify effective tools, theories, and R.E.A.L. (Relatable, Engaging, Actionable, and Literacy friendly) strategies that unpack health disparities in our communities; and 3) illustrate participatory approaches that advance cancer research and education for improved community health. **Description.** Presented are learner-centered techniques that incorporate a culture and literacy ‘compass’ and methods for creating R.E.A.L. cancer interventions. The impact of community-academic partnerships for improved community health is illustrated through the Tampa Bay Community Cancer Network (TBCCN), a community-academic partnership that has served as a unique springboard to fuel research and education innovations since 2005. TBCCN strengthens our community-based infrastructure, and is characterized by relevant, sincere and trustworthy partnerships, cutting across racial/ethnic groups including a growing number of foreign-born populations. TBCCN seeks to increase knowledge, access, and use of beneficial biomedical and behavioral procedures through health promotion and community outreach and engagement activities; conduct innovative evidence-based research following CBPR principles; and train health disparity researchers across the academic pipeline through diverse learning activities. Also highlighted is a community-informed study called CARES (Colorectal Cancer Awareness, Research, Education, and Screening) that resulted in improvements in colorectal cancer screening uptake among underserved patients in Federally Qualified Health Centers. **In summary**, this presentation underscores how community partnerships can advance transformational research and cancer education and unpack health disparities in our communities.

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