

Region 1/Region 2 GMaP: Enhancing Communications and Disseminations Efforts

Through the Development of an Online Presence

Neha Jaggi, MPH (c); Julia F. Houston, MSW; James R. Hébert, ScD, MSPH

Background:

The National Cancer Institute defines cancer health disparities as “adverse differences in cancer incidence, prevalence, morbidity, mortality, survivorship, and burden of cancer or related health conditions that exist among specific population groups in the United States.” Geographical Management of Cancer Health Disparities Program (GMaP) consists of five hubs throughout the U.S. Its mission is to increase collaborative efforts to reduce cancer health disparities intra- and inter-regionally. GMaP Region 1 and 2 (R1R2) includes 11 Eastern states and the District of Columbia.

Project Purpose:

GMaP members cited the need for an improved infrastructure to streamline program communications and facilitate collaborative efforts. To improve efficiency and tracking of activities across a large membership group within R1R2, a communications strategy was developed and an online platform was launched.

Methods:

GMaP R1R2 launched a Google website that integrated social media, Google applications, infographics and additional media channels for broader dissemination efforts. Mailchimp was selected for newsletter distribution replacing email communications and to tailor messaging to investigator career levels. Built-in analytics for each of these platforms reflected uptake, which informed Program and Regional Coordinator efforts.

Results:

MailChimp® analytics reflect an average of 27% uptake across all newsletters which included an average of 700 subscribers. The GMaP R1R2 Google+ Circle recruited 85 members and its website averaged 328 pageviews.

Implications:

GMaP R1R2 members and institutions have the opportunity to further streamline communications regionally by connecting to online GMaP R1R2 channels, linking institutional feeds to GMaP R1R2 RSS feeds and to the GMaP R1R2 online platform. This will elevate the GMaP R1R2 presence and increase collaborate opportunities within the network to address cancer-related health disparities. Polling listserv members, GMaP R1R2 members and institutions to learn about usefulness of these communications specifically will assist in shaping future communications and online platforms development efforts.