

## Pamela K. Brown, MPA

Pamela K. Brown, MPA, is the Director of Cancer Prevention and Control and Associate Director of the Mary Babb Randolph Cancer Center at West Virginia University. In this capacity she directs education and research programs designed to limit the impact of cancer on rural Appalachians, their communities, and their families. She is the Principal Investigator of the NCI Cancer Information Service serving the District of Columbia, Maryland, Virginia, and West Virginia and the Regional Principal Investigator for the NCI Appalachia Community Cancer Network in West Virginia and Maryland. Ms. Brown also directs the grassroots West Virginia Benedum Community Education Program and the Public and Professional Education and Partnership Program for the CDC West Virginia Breast and Cervical Cancer Screening Program. In collaboration with Principal Investigator, Dr. Eddie Reed, she completed a study on the prevalence of high risk human papilloma virus in low-income West Virginia women for the CDC-funded "Molecular Biology-Based Cervical Cancer Screening Project." Also, Ms. Brown is Co-Principal Investigator for the West Virginia Comprehensive Cancer Control Program, the Colorectal Cancer Education Initiative, and the Prostate Cancer Education Initiative, and a founder of the West Virginia Mountains of Hope Cancer Coalition.

Ms. Brown has demonstrated leadership in successfully and simultaneously managing many regionally diverse, but thematically linked cancer education, research, and community-based programs. In 2000, Ms. Brown received the *Dean's Award for Excellence in Community Service* from the West Virginia University School of Medicine. She has served on the Oncology Nursing Society Consumer Advisory Panel, the NCI Center for Health Disparities "Think Tank" on Cervical Cancer, the C-Change Prevention and Early Detection Team, and as a Cultural Advisor to the Lance Armstrong Foundation. A long-time champion for reducing cancer health disparities in Appalachia, she is a member of the National Partners for Comprehensive Cancer Control and Chair of the Intercultural Cancer Council.

## History, Culture and a Generation of Health Disparities in Central Appalachia and the Community Cancer Education Grants Program

Pamela K. Brown, Associate Director  
Mary Babb Randolph Cancer Center  
West Virginia University

## Culture and History

- ◆ Culture is the shared values, beliefs, and behaviors characteristic of members of a group.
- ◆ History is the shared experience of a group over time.
- ◆ History shapes culture, defining the way members of a group act and view the world around them.

"If there is a culture of poverty, it is in large part a response to the poverty in which people found themselves living and a reasonable response to their prospects of escaping it."

-- Richard Couto

Relief from poverty and ownership of land, religious freedom, solitude, and independence were gained at the expense of economic and societal advancement.



Our growing nation's demand for coal, timber, gas and oil resulted in Appalachians losing control of their land and resources, leaving people in chronic poverty.



"The region is profane and sacred --- profane for the human need and environmental destruction in the region and sacred because people and land have been sacrificed for the greed of some and the wellbeing of the nation."

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### **Community Cancer Education Grants Program**

- ◆ Identify community resources and gaps
- ◆ Develop an education/outreach plan and evaluation
- ◆ Each proposal must identify a mentor
  - Appalachia Community Cancer Network
  - Comprehensive Cancer Control Coalition
  - Cancer Information Service
  - American Cancer Society
  - Breast and Cervical Cancer Screening Program

### **Community Cancer Education Grants Program**

- ◆ Proposals reviewed by mentors and peers
- ◆ Awardees attend Education Grants Training
  - Program Planning and Promotion
  - Grant Writing
  - Evaluation
  - Literacy
  - 'Using What Works' – Cancer Control P.L.A.N.E.T.
  - How to Use Cancer Data

### **Community Cancer Education Grants Program**

- ◆ Cancer Center and Mentors provide technical assistance throughout
- ◆ Grantees become "Agents of Hope" volunteers for the WV Mountains of Hope Cancer Control Coalition
- ◆ Grantees go on to compete for funding from Susan G. Komen, Lance Armstrong and other foundations

### **Community Cancer Education Grants Program**

- ◆ From 1998-2007, the Cancer Center has funded more than 40 organizations to conduct cancer education projects in 30 of West Virginia's 55 counties.
- ◆ Organizations have included rural medical centers, county health departments, community cancer coalitions, community organizations, and faith-based groups.

### **Community Cancer Education Grants Program**

**Thank You!**

**Any questions?**

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