



**Kickoff Speakers and Resource Inventory**  
Call 4 – B&C Patient Education, Navigation, and Outreach  
May 18, 2023



**New York State Department of Health**  
**Dara Shapiro, MPH**

Dara Shapiro, Director of Communications and Education for the Bureau of Cancer Prevention and Control at the New York State Department of Health. \*Note that NYS has an integrated cancer screening program that includes colorectal cancer screening.

**Group Education Slides**

- [Combined](#) | [Breast](#) | [Cervical](#) | [Colorectal](#)  
Used to educate community members to promote cancer screening and link them to screening.
- [Community Outreach Plan Template](#)  
Contractors are required to complete an annual plan to outline community outreach activities that they will conduct to increase cancer screening and recruit underserved populations for cancer screening.
- [Strategic Partnering Guidebook](#)  
Guidebook on how to recruit partner organizations to improve access to populations disproportionately burdened by cancer.

**Additional Resources Shared by Awardees**

**Early Detection Works, Kansas Department of Health and Environment**

- [Kansas Department of Health and Environment Cancer Screening Clipboard](#)  
Patient intake clipboard graphics encouraging breast and cervical cancer screening.

**North Carolina Breast and Cervical Cancer Control Program**

- The toolkit provides examples of breast and cervical social media.  
[Breast Cancer Awareness](#) | [Cervical Cancer Awareness](#) | [Social Media](#)

**Tennessee** has several [awareness campaigns with toolkits](#).

**Centers for Disease Control and Prevention**

- [CDC PLACES](#) a collaboration between CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. PLACES provides health data for small areas across the country.