

Community Outreach

Engaging Underserved and Ethnically Diverse Communities

Commitment

The Community Outreach program was established in 2002 to ensure that Fred Hutchinson Cancer Research Center reaches out to and engages underserved and ethnically diverse communities.

Targeted Communities

- **African American**
- **Hispanic**
- **Asian American**
- **Native American and Alaska Native**
- **Elderly**
- **Gay, Lesbian, Transgender and Bisexual**

Program Goals

Goal 1 – Create community focused programs that engage communities of color in the Center’s mission and research while disseminating information on cancer in easily accessible and culturally sensitive ways

Strategy 1 – Develop strategic partnerships with organizations and individuals that support the Center’s mission

Tactics

- Partner with the Seattle Storm
- Appropriate sponsorships

Strategy 2 - Develop and execute community outreach programs focused on engagement with communities of color

Tactics

- Science in the Community programs
- Coaches Against Cancer
- Support the Health Disparities Research Center
- Create educational video on clinical trials

Strategy 3 – Introduce Center and its researchers into communities of color

Tactics

- Tours
- Speaker placement

Goal 2 – Create positive climate for Minority Women and Veteran Business Enterprises (MWVBE)

Strategy 1 – Host networking event with MWVBE and Center staff who purchase goods and services

Strategy 2 – Create special section on Center web site for MWVBE

Goal 3 – Support Human Resources' goal of recruiting an ethnically diverse workforce

Strategy 1 – Identify community based recruitment opportunities

Strategy 2 - Play an active role in maximizing the Center's involvement in and benefit from the 2012 SACNAS (Society for the Advancement of Chicano and Native American Scientists) Conference

Goal 4 - Support the recruitment efforts of IRB members from ethnically diverse communities

Goal 5 - Develop and support programs that encourage students of color to pursue a career in science

Strategy 1 - Seek opportunities to expand internship programs based on the success of the TAF program

Strategy 2- Strive to have 70% of the students attending Hutch High come from underserved schools

Strategy 3 - Play an active role in maximizing the Center's involvement in and benefit from the 2012 SACNAS Conference

Goal 6 – Maintain consistent Center communications through the incorporation of Center key messages

Strategy 1 – Incorporate Be Breakthrough messaging as appropriate

Goal 7 – Create and implement an internal communications plan to build awareness of Community Outreach program

Strategy 1 - Create and deliver presentation on program to targeted audiences

Strategy 2 – Investigate possible “Science Friday” presentation to Center

Strategy 3 – Develop informational flyer on program