

Research Dissemination via Cancer Center Data Dashboards

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1. Background

Rutgers Cancer Institute's Community Outreach & Engagement team is responsible for facilitating the dissemination of cancer center research findings to catchment area community members and organizations. Sustained research dissemination strategies have been difficult to achieve despite successful community-research collaborative programs launching through the COE team (Community Scientists program, Science Café series). Research findings are typically presented using technical terms and published in scientific journals that are not only inaccessible to lay audiences but communicated at levels difficult for non-scientists to understand.

2. Goals

Our main goal is to increase community and investigator access to Rutgers Cancer Institute research findings by assisting researchers with adapting their communication for community dissemination, and by sharing findings on our STRIDE Dashboard. Additionally, by adding a research dissemination component, we expect increased usage of our cancer center's [STRIDE](#) and [Cancer InFocus](#) dashboards. We will evaluate increased usage by monitoring visits by Rutgers Cancer Institute users and by the public.

3. Solutions and Methods

Rutgers Cancer Institute's STRIDE Dashboard has received over 1,500 website visits in 2024.

- COE will collaborate with Dr. Hari Iyer (Cancer Prevention and Control research program) to disseminate his prostate cancer epidemiological research study findings using STRIDE's interactive maps and charts.
- Highlight research findings from our catchment area and map them to relevant geographies (county level) and sociodemographic factors such as race, ethnicity, sex, and age
- Highlight research dissemination section of STRIDE in meetings with external (community coalitions, partner organizations, NJ Statewide Cancer Coalition) and internal (Disease Study Groups, Research Programs, Outreach and Education team) stakeholders

4. Outcomes

Beginning with Iyer's recent publication, "[Multidimensional Healthcare Access Barriers to Prostate-Specific Antigen Testing: A Nation-Wide Panel Study in the United States From 2006 to 2020](#)," this project will increase accessibility to cancer center research findings by publishing aggregated results to the STRIDE Dashboard using interactive charts, allowing for users to examine associations of access barriers (lack of insurance, high cost of care, lack of regular physician check-ins) with PSA screening, and to stratify results by sociodemographic factors. Increased community access to cancer center research findings can support public understanding of disparities in catchment area priority cancer burden and be used by government and non-profit agencies to support programs to enhance appropriate use of screening in New Jersey men. We also hope that other cancer center members can use the published data and apply it to their understanding of the catchment area needs and apply similar dissemination techniques beyond academic audiences, thereby enhancing visibility among targeted lay, community audiences who might benefit from the research findings.

5. Lessons Learned and Future Directions

After piloting models for disseminating Dr. Iyer’s results through STRIDE, we hope to expand this practice to other cancer center research program members. Researchers who participate may be allotted their own section of the STRIDE dashboard to present their research findings. Findings may also be categorized by research program or cancer center priority cancer type, depending on demand. We anticipate this approach may initially favor population science research, but we plan to work with clinical and basic science researchers to promote their findings.

Figure

