

UC San Diego Health

UC San Diego
MOORES CANCER CENTER
Community Outreach and Engagement

MCC Community Outreach & Engagement (COE): Cancer Screening & Prevention

August 19, 2026



OUTLINE

1. Introduce Moore Cancer Center's Community Outreach and Engagement
2. COE Core Requirements & Mission
3. Why NCI requires catchment area assessment and engagement
4. San Diego County data
5. How community priorities inform research and programs



UC SAN DIEGO MOORES CANCER CENTER (MCC)



What is a National Cancer Institute-designated Comprehensive Cancer Center?

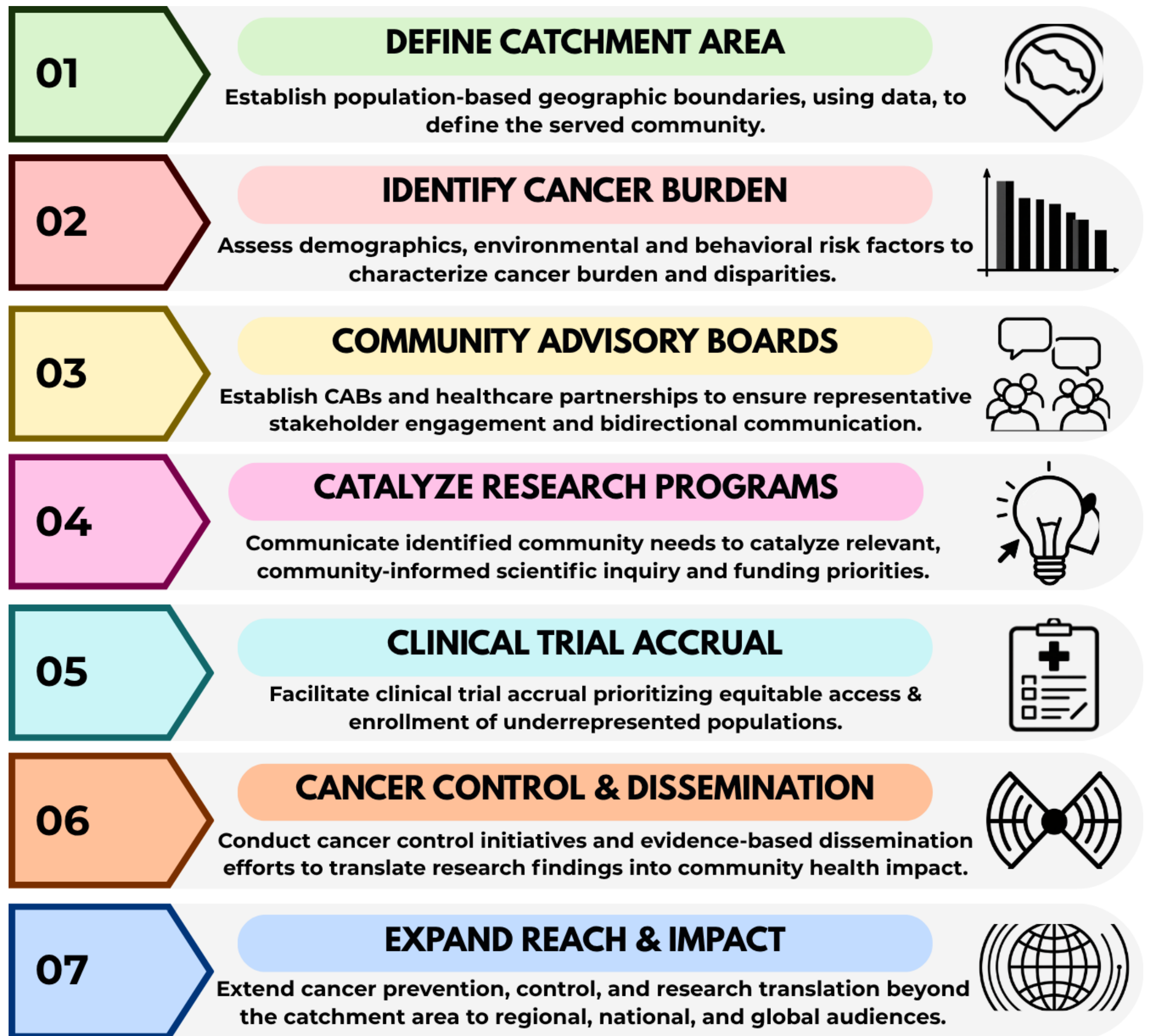
- Meet rigorous standards for state-of-the-art research focused on new approaches to preventing, diagnosing, and treating cancer
- Robust infrastructure for cutting-edge clinical trials and new treatments
- Must demonstrate transdisciplinary collaboration that bridges scientific areas, plus active community education and outreach
- Serve their catchment area through cancer research and the cancer control activities
- Integrate training and education of community and health care professionals

COMMUNITY OUTREACH & ENGAGEMENT (COE)

Mission: to address cancer disparities and inequities in San Diego County by establishing sustained community partnerships to identify and disseminate evidence-based, cancer-related information and resources across the cancer continuum.

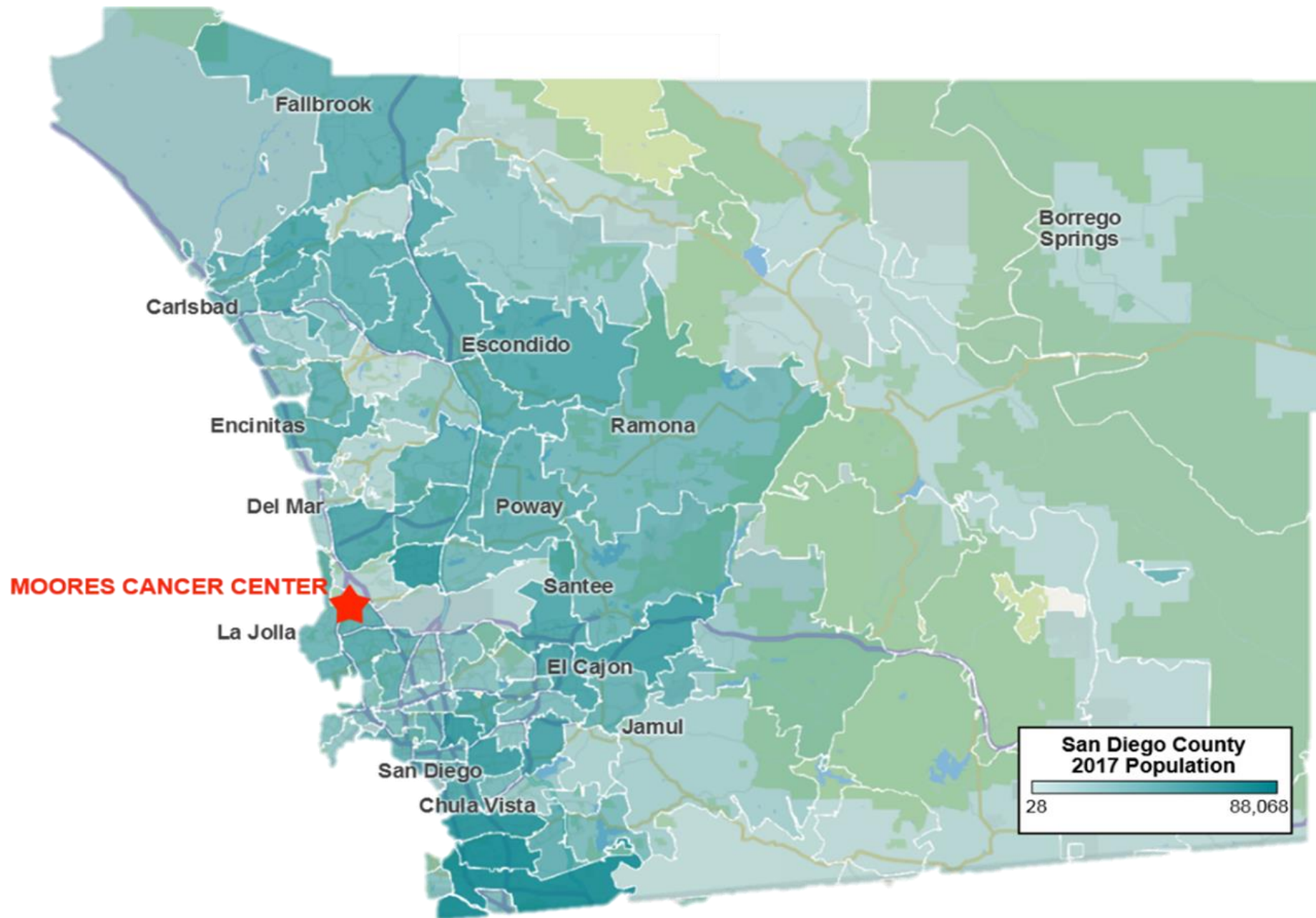


MCC COE CORE REQUIREMENTS



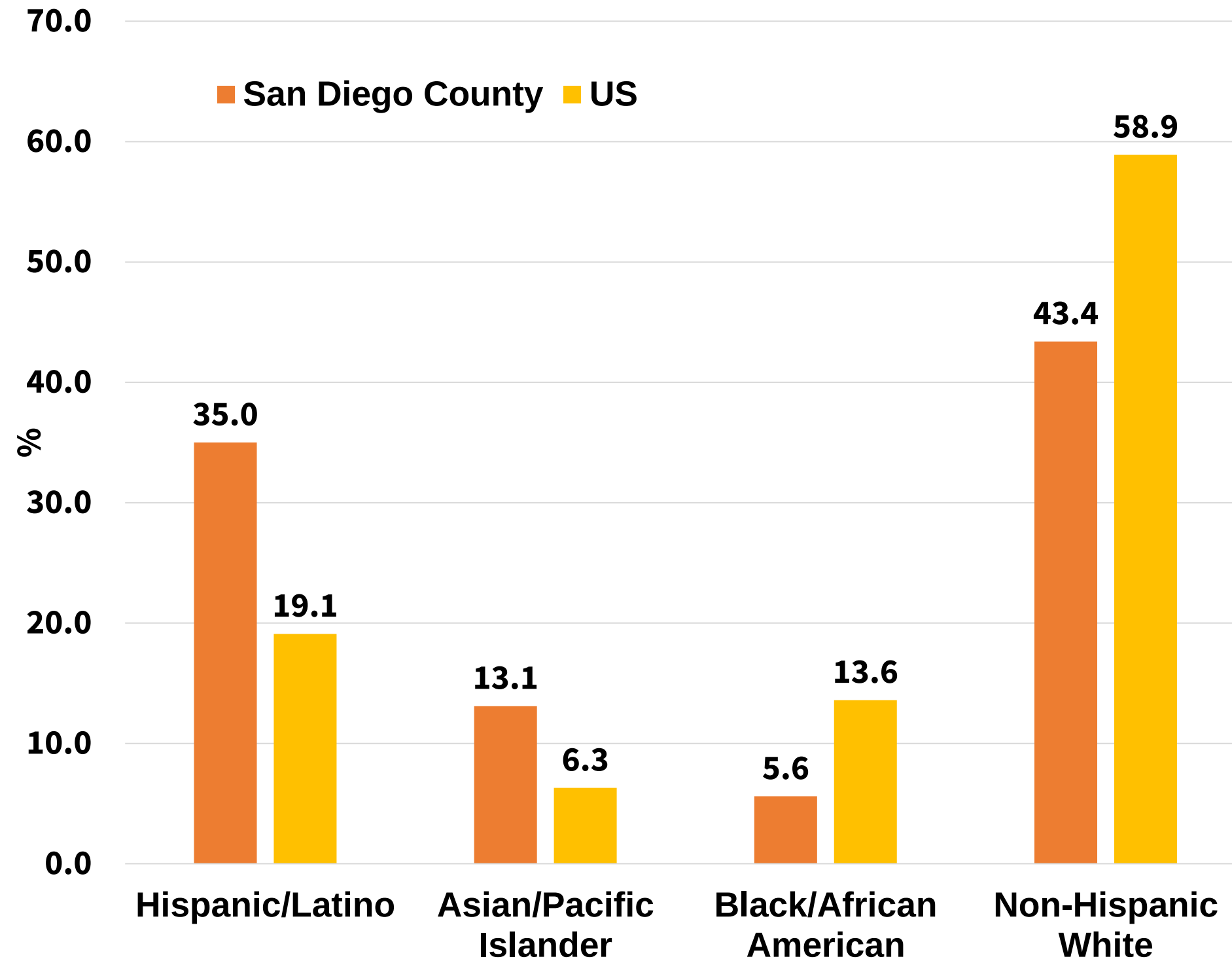
MCC CATCHMENT AREA

San Diego County
80% of MCC Patients are from Catchment Area

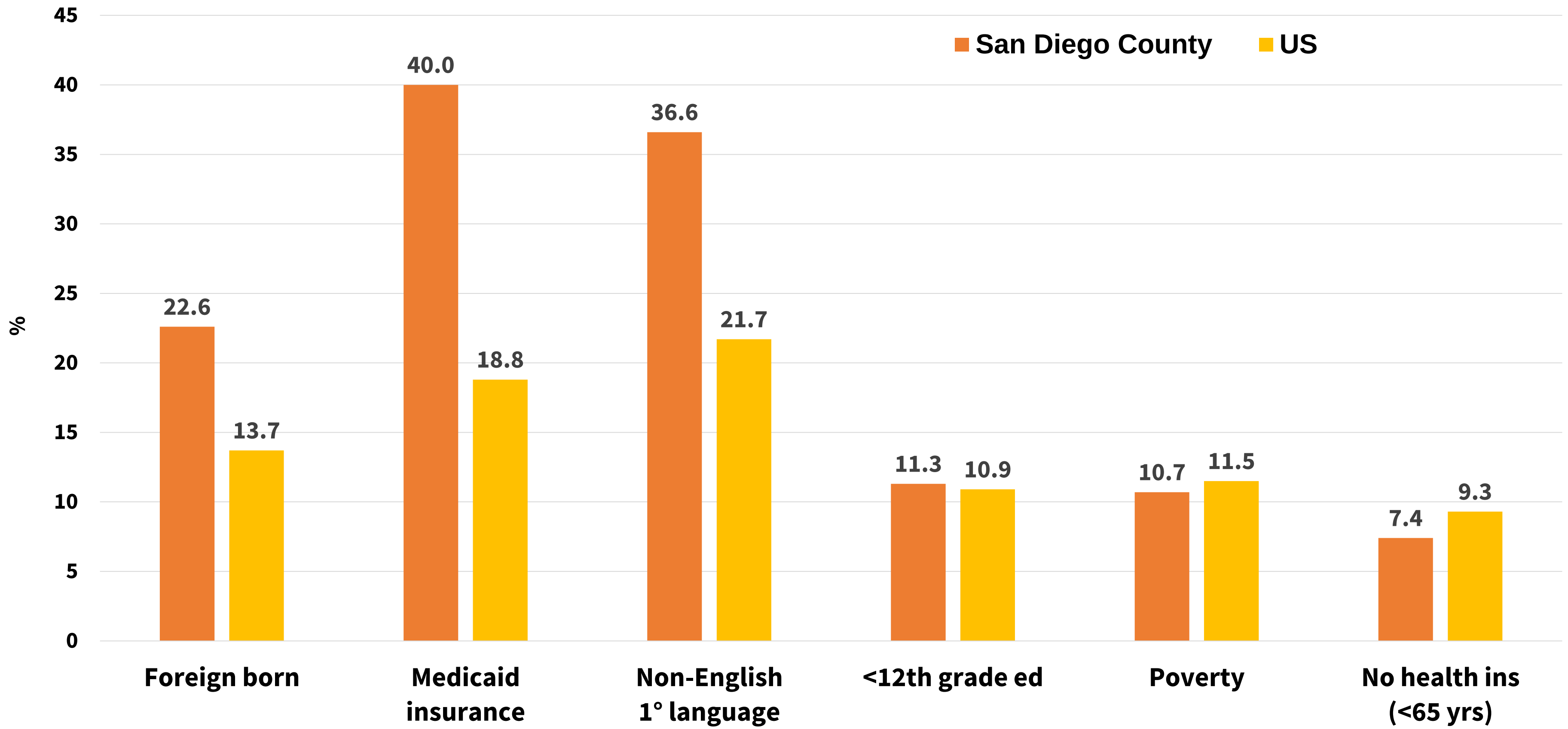


- **4,206 Square Miles**
- **3.3 Million Residents**
- **5th Most Populous US County**

Race/Ethnicity of County and US Residents
(2023 Estimates)



POPULATION CHARACTERISTICS (2023 ESTIMATES)



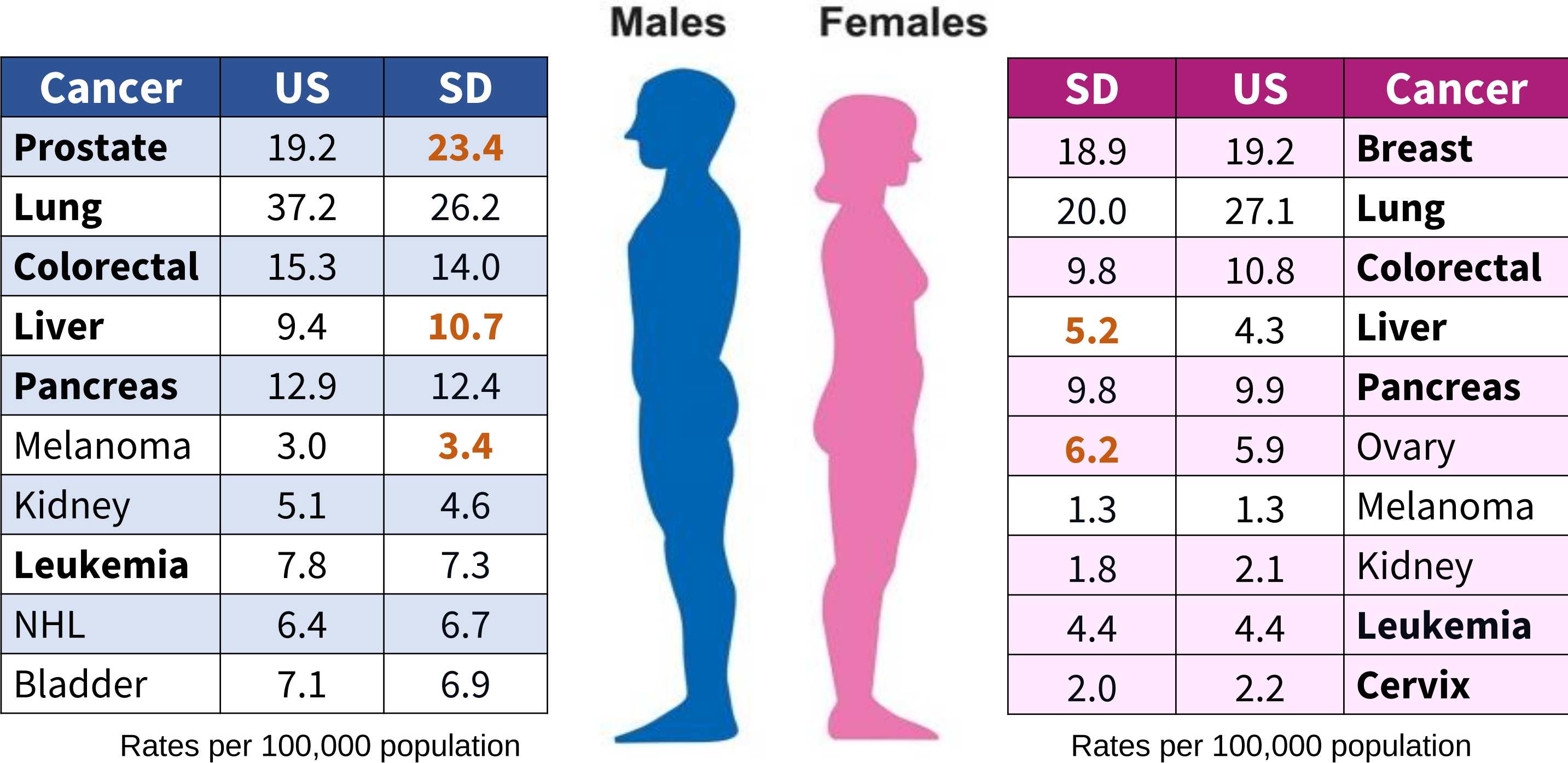
SAN DIEGO COUNTY ORGANIZATION & SERVICES

- **18** Cities/Municipalities
- **Unincorporated Areas** make up **85%** of the County
 - 3,567 sq mi
- **Six** HHSA Regions
 - **Distinct demographic profiles and needs**
- **Federally Qualified Health Centers (FQHC)**
- **Community Based Organizations (CBO)**



CANCER MORTALITY IN SD COUNTY & US (2019-2023)

Cancer is the #1 Cause of Death in San Diego County



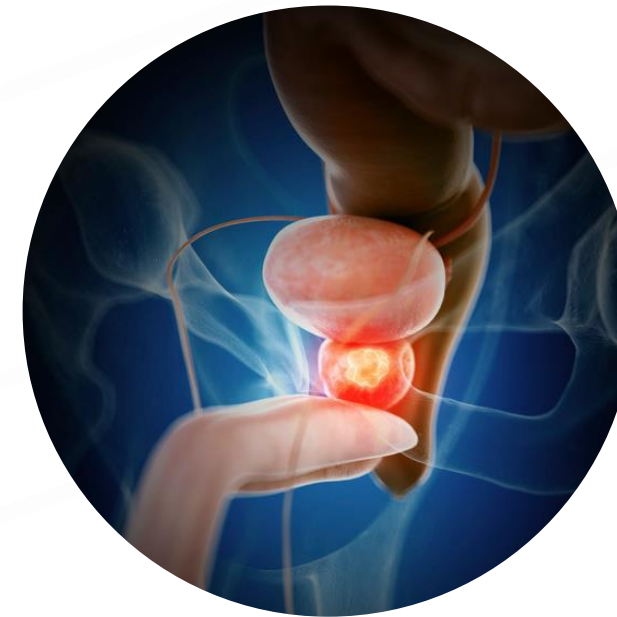
MCC PRIORITY CANCERS



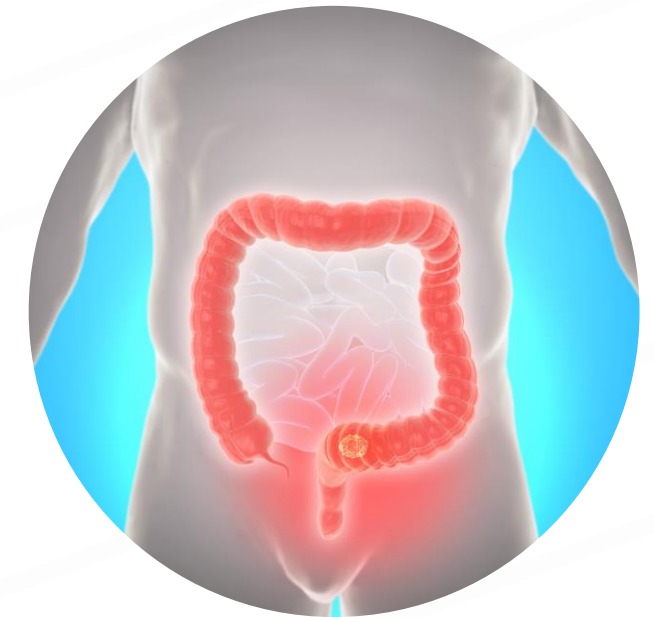
Lung



Breast



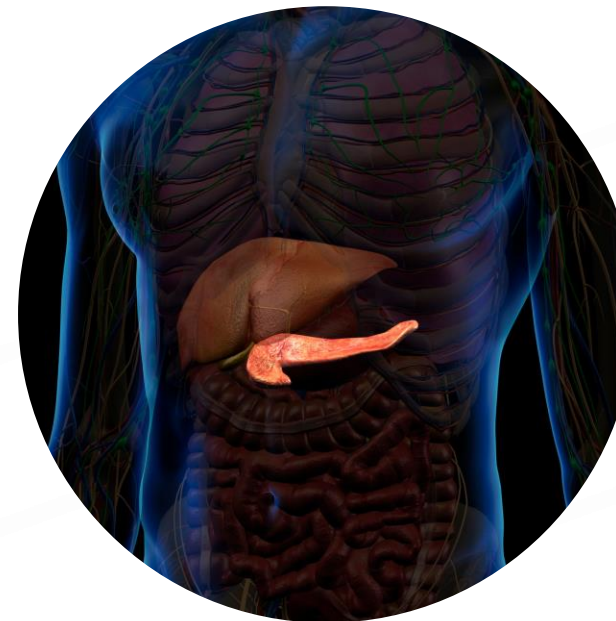
Prostate



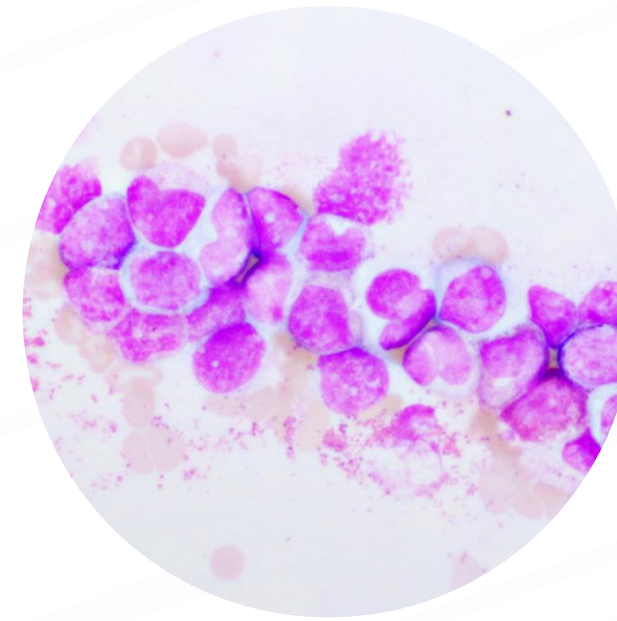
Colorectal



Pancreas



Liver

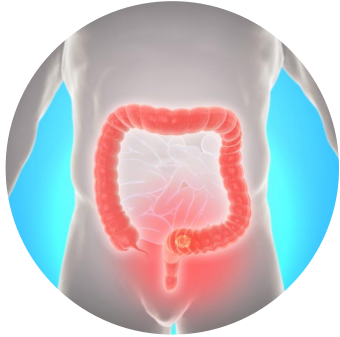


Leukemia

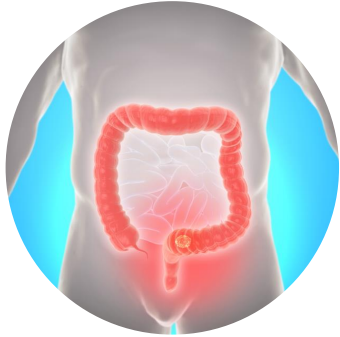


HPV-Driven Cancers

CANCER SCREENING IN SAN DIEGO COUNTY

	San Diego County Rates	National Rates	Difference from National Rates	National Target (HP 2030)	Difference from National Target
 Colorectal	58%	65%	-8% points	73%	-15% points
 Cervical (Pap)	83%	79%	+4% points	79%	+4% points
 Breast	76%	73%	+3% points	80%	-4% points

CANCER SCREENING IN SAN DIEGO FQHCs

	San Diego County Rates	National Rates	Difference from National Rates	National Target (HP 2030)	Difference from National Target
 Colorectal	48%	65%	-17% points	73%	-25% points
 Cervical (Pap)	65%	79%	-14% points	79%	-14% points
 Breast	62%	73%	-11% points	80%	-18% points

MCC PRIORITY RISK FACTORS



Social Determinants of Health

Income, education, housing, and access to healthcare all play a critical role in shaping individual and community health outcomes.

Tobacco Use

Tobacco use remains one of the leading preventable causes of serious illness. Quitting at any age significantly reduces health risks.



Obesity & Physical Activity

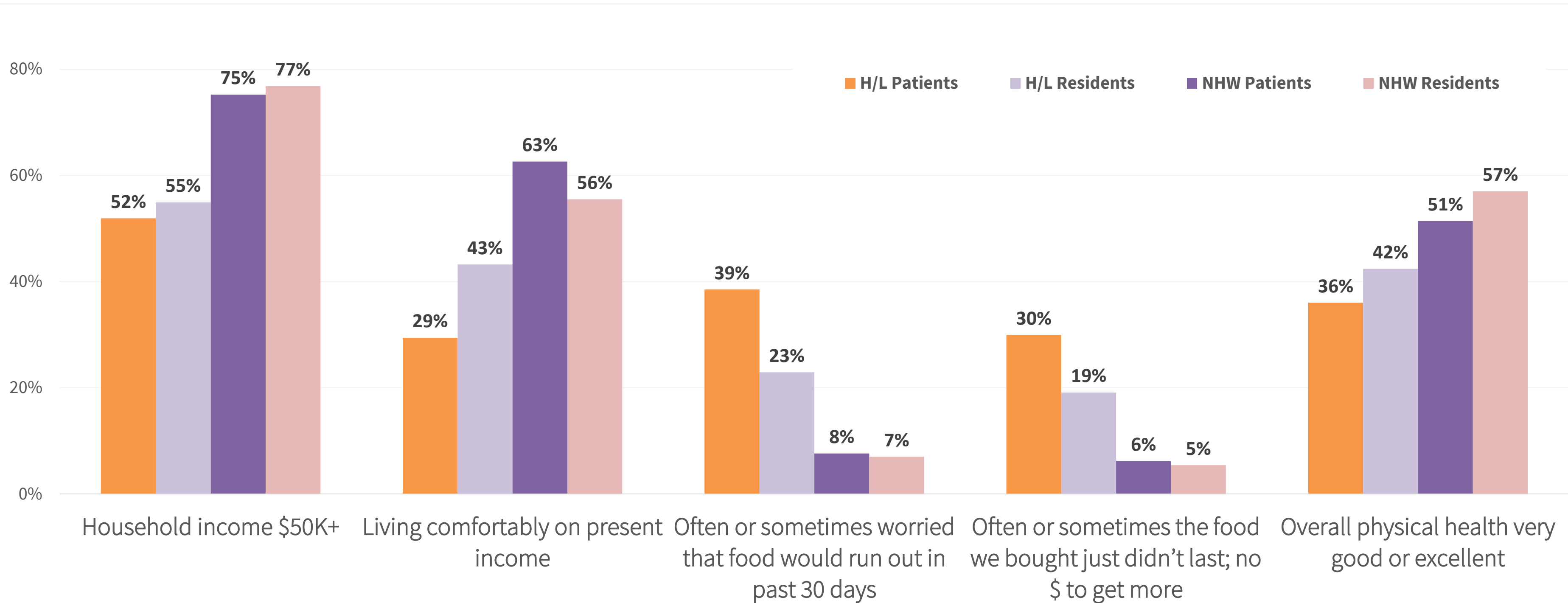
Maintaining a healthy weight and staying physically active are essential for reducing the risk of cancer, chronic disease, and improving overall wellbeing.

Viruses: HPV

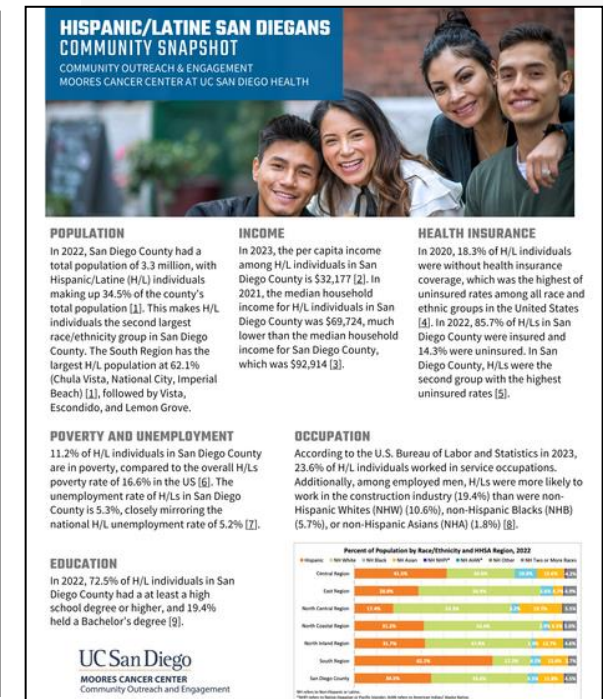
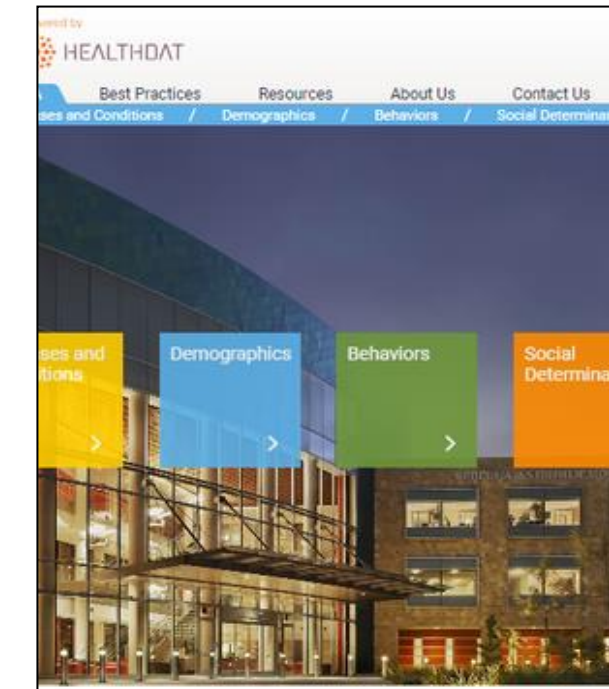
Human Papillomavirus (HPV) is a common virus linked to serious health conditions. Vaccination and regular screening are key prevention strategies.



COMMUNITY ASSESSMENTS TO IDENTIFY RISK FACTOR BURDEN IN SD COUNTY



OUR INITIATIVES



Population Health Needs Assessments and Data Tools



Quality Improvement/Learning Roundtables, Summits & Webinars

Colorectal, Cervical, Liver, Prostate, Lung



Partnership and Collaboration

Researcher and Clinician-Focused;
Clinical Trials Office, Patient Services

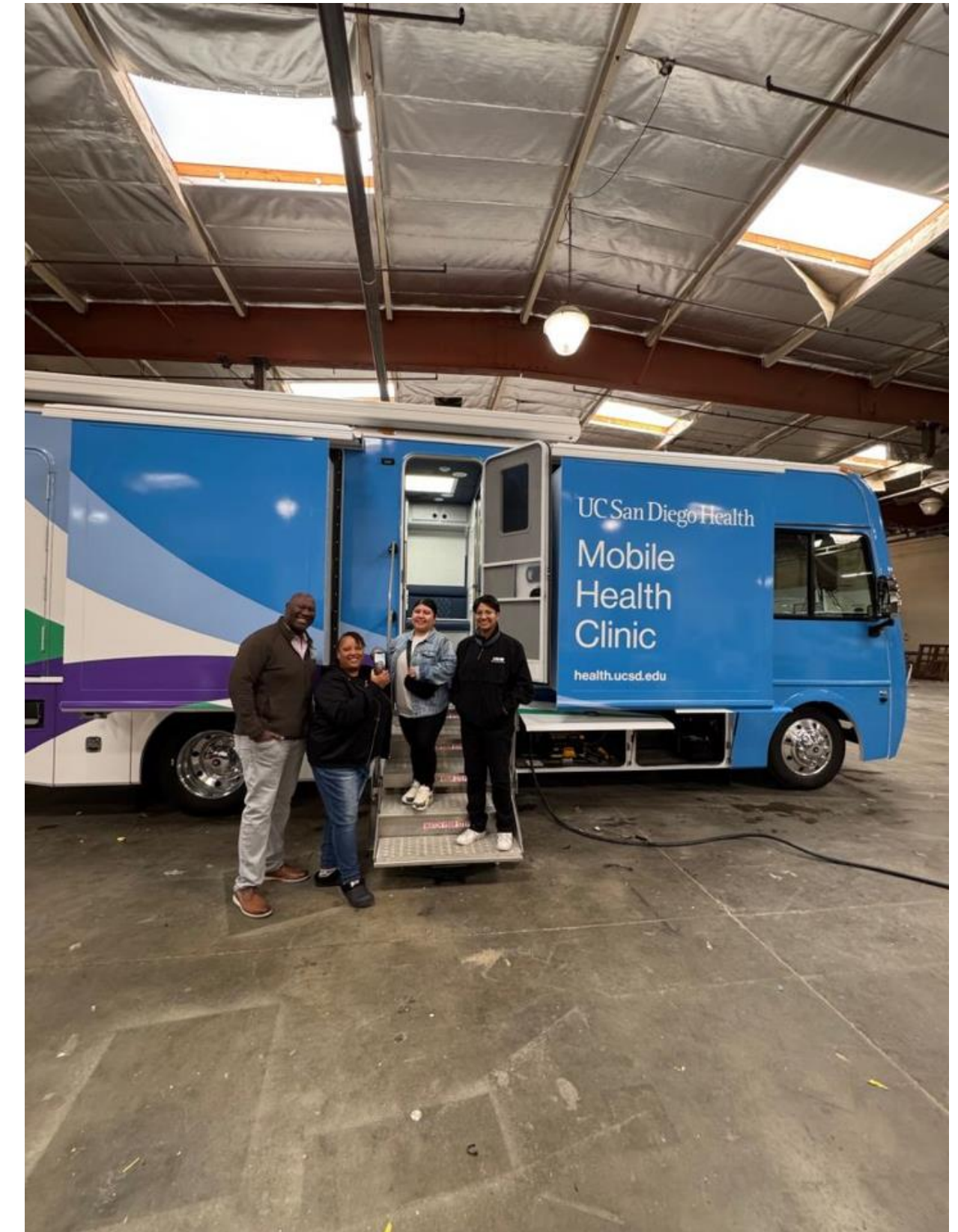


Health Events/Cancer 101s

Health Promotion, Outreach and Tailored Education

Mobile Health Partnership

- Collaborate with UCSD Health Team to support mammography partnerships with community health providers and FQHCs
 - Indian Health Council, SD American Indian Health Center
- Goals
 - Focus recruitment on underserved communities
 - Identify community partners for outreach events
- Future Potential
 - Community-Based PSA Testing: Working with Prostate clinical team to establish PSA screening baseline in community settings



RAISE YOUR
VOICE!



**Join the Community
Scientist Program!**



**“VALUING OUR
INSIGHTS IN CANCER
ENGAGEMENT”**

A Community Scientist Program



VOICE intends to fill the gap connecting researchers to community members. The program **pays** and empowers individuals by creating space for them to share lived expertise to help guide cancer research.

**SIGN UP FOR A
FREE
CONSULTATION!**





CONTACT US!

WE ARE HERE TO SUPPORT YOUR RESEARCH.

MBANEGAS@HEALTH.UCSD.EDU



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