



GIS for Community Impact: From Technology to Translation

Monday, April 14, 2015

Oakland, CA



Supported by the California Breast Cancer Research Program award 21MB-0001 with space donated by The California Endowment.

Planning Committee Members

Catherine Thomsen is Research Director of Zero Breast Cancer. She worked in international development before going into the Peace Corps and becoming interested in environmental public health. Before getting her Master's in Public Health, she provided community and migrant worker health education in Oregon. Ms. Thomsen helped start Oregon's Environmental Public Health Tracking Program and was a Program Officer at the California Breast Cancer Research Program.

David Dexter is Communications Director of the California Pan-Ethnic Health Network. Previously he served as Communications Marketing Specialist for Safer Foundation, which provides employment, educational, and supportive services to people with criminal records as they return to the community. He graduated from the University of Virginia, with a B.A. in History, concentrating on the Civil Rights Era in the South. Mr. Dexter is also trained in journalism, having spent two years as a sports writer in Petersburg, Va.

Peggy Reynolds is Senior Research Scientist at the Cancer Prevention Institute of California (CPIC). Formerly chief of the Environmental Epidemiology and Geographic Information Section in the California Department of Public Health, she currently leads the CPIC Environmental Research Group where she directs the Geographic Information System resource and has conducted a number of studies of environmental risk factors for breast cancer, including secondhand smoke.

Marissa Kobayashi is Development Associate/Technical Support of Zero Breast Cancer. Previously she served as a Technician for the Network Security and Communications Services Department at Sonoma State University, where she provided network support, mapped the fiber optic network, and helped to maintain and upgrade network equipment for the entire campus. She earned a Bachelor of Science in Computer Science with a minor in Mathematics from Sonoma State University.

Janice Barlow was the Executive Director of Zero Breast Cancer and inspiration for this event. See her Speaker Bio for more information.

Scarlett Gomez is a Research Scientist at the Cancer Prevention Institute of California and Co-Investigator of the Greater Bay Area Cancer Registry. See her Speaker Bio for more information.

Geoffrey Jacquez is professor of geography at the State University of New York at Buffalo and the founder of BioMedware. See his Speaker Bio for more information.

Eric Roberts is a pediatrician and researcher with the California Environmental Health Tracking Program and the Public Health Institute. See his Speaker Bio for more information.

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TIME	SESSION
8:30 to 8:45 am	Registration and Coffee
8:45 to 9:00 am	Welcome and Introduction ☞ Catherine Thomsen
9:00 to 9:45 am	Overview of GIS and analysis ☞ Janice Barlow (ZBC) & Geoffrey Jacquez (U of Buffalo)
9:45 to 10:00 am	Questions/Answers/Discussion
10:00 to 10:15 am Break	
10:15 to 11:45 am	Panel 1: Case studies <i>Peggy Reynolds (CPIC) ☞ moderator</i> <ol style="list-style-type: none"> Cancer disparities and moderation of neighborhood effects by race/ethnicity ☞ Salma Shariff-Marco (CPIC) Place as a social determinant of health over the lifecourse ☞ Irene Yen (UCSF) Neighborhood analysis of Marin Residents ☞ Geoffrey Jacquez (U of Buffalo) Community input into methods for mapping cancer data ☞ Eric Roberts (PHI)
11:45 to 12:30 pm	Panel 2: Data resources <i>Catherine Thomsen (ZBC) - moderator</i> <ol style="list-style-type: none"> California's Environmental Health Tracking and other state data ☞ Paul English (CDPH) California Neighborhoods Data System ☞ Scarlett Gomez (CPIC) GIS resources for characterizing our neighborhoods' social and built environments ☞ Scarlett and Salma (CPIC)
12:30 to 1:30 pm Lunch (Discussion of data resources to continue)	
1:30 to 2:15 pm	Panel 3: Communities gathering and using data <i>Janice Barlow (ZBC) ☞ moderator</i> <ol style="list-style-type: none"> Community mapping to build a narrative of empowerment ☞ Alvaro Palacios Casanova (CEH) Dealing with uncertainty and presenting data: experiences of the CBCMP ☞ Adriana Morieko (Stanford) Using local data for policy change ☞ Sarah de Guia (CPEHN)
2:15 to 3:45 pm	Breakout Session Brainstorm and prioritize ideas for engaging community in critical research using GIS technologies
3:45 to 4:10 pm	Report back and create Action Plan
4:10 to 4:30 pm	Next steps and Closing

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Speaker Bios



Adriana Morieko

Stanford Cancer Institute (formerly of Latinas Contra Cancer)

Adriana Morieko serves as Diversity and Inclusion Coordinator at the Stanford Cancer Institute, where she works with community health organizations to promote awareness of and participation in life-saving clinical trials, especially among minority communities. She assists with securing clinical trial participation from Spanish-speaking patients and develops Spanish language materials for study participants and patients in general. Building on her two decades of experience, Ms. Morieko understands first-hand what can be achieved by investing in the empowerment of community members, as well as collaborating with organizational and community partners to accomplish goals.

Growing up in South America, living in Mexico and in the US, Ms. Morieko is dedicated to enabling disadvantaged populations to participate in health care, applied research, community-based education, and self-empowerment. Beginning in 1996, she directed Center for Employment Training Citizenship and Immigration Program in San Jose, which provided immigration, citizenship, legal, civic participation, English as a Second Language, and literacy services to over 5,000 individuals annually. In 2008, she became Program Director at Latinas Contra Cancer, a non-profit organization focused on building culturally and linguistically sensitive programs to meet the health and cancer care needs of Latinos. Ms. Morieko is skilled in community-based education, advocacy, and applied research, and passionate about serving disadvantaged populations—particularly recent immigrants and Hispanic communities. From 2010-12, she served on the Expert Advisory Group for the California Breast Cancer Mapping Project to formulate the principles by which cancer data could be analyzed and presented to provide meaningful information to support advocacy and public health action.



Alvaro Palacios Casanova

Center for Environmental Health

Alvaro Palacios Casanova comes with a diverse background in education, policy, scientific research, and youth development. He holds Bachelor's degrees in Society and Environment and Conservation Resource Studies from the University of California, Berkeley and a Master's from the Scripps Institution of Oceanography. Some of Alvaro's past work includes, conducting biological research in Latin America and Tahiti, training young men on teen dating violence prevention, and environmental education. Alvaro is a former teacher at the Sustainable Urban Design Academy at Castlemont High School in East Oakland. As a teacher Alvaro developed Youth Participatory Action Research (YPAR) curriculum concerning Community Health Indicators, air quality, and community

mapping using Urban Morphology Types. Alvaro's work led to students working actively in their community to address issues of urban blight by greening their community with shade trees and constructing urban farms. Currently, Alvaro is the Environmental Justice fellow at the Center for Environmental Health working as a policy advocate and outreach coordinator to underserved communities on reducing the exposure of children to toxic chemicals.

Eric Roberts

Public Health Institute

Eric Roberts is a pediatrician and researcher with the California Environmental Health Tracking Program and the Public Health Institute. Among his varied interests is health surveillance, which is the use of data from cancer registries, hospitalizations, birth and death records, and other sources to inform communities and government agencies about public health. Using techniques from epidemiology and statistics, Dr. Roberts works to visualize how the risk of developing a disease changes from place-to-place and over time in hopes that communities can understand and communicate about their risk, plan for health services, and generate hypotheses regarding ways the environment can influence health and disease.

As a researcher, Dr. Roberts has found that some of the most rewarding and effective projects are those that are directed by members of the communities involved. An example of this was the California Breast Cancer Mapping Project, in which breast cancer advocates and other community leaders from around the state guided the development of a protocol for identifying and mapping which parts of California have been subject to elevated rates of invasive breast cancer.

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Geoffrey Jacquez
University of Buffalo

Geoffrey Jacquez, PhD is professor of geography at the State University of New York at Buffalo, the founder of BioMedware, Chair and Chief Scientist of TerraSeer, and an Adjunct Assoc. Professor of Environmental Health Sciences, U of Michigan School of Public Health. He has led several successful software development efforts for spatial and space-time data analysis, simulation, and modeling and holds four patents with one pending for unique software innovations. Previously, Dr. Jacquez was a Research Associate at the Stony Brook Research Foundation at the State University of New York.



Irene Yen
UC San Francisco

Irene H. Yen, PhD, MPH, is an Associate Professor of Medicine and Epidemiology & Biostatistics at the University of California, San Francisco (UCSF). She is a social epidemiologist. She is affiliated faculty with the Center for Health and Risk in Minority Youth and Adults and the San Francisco State University / UCSF Building Infrastructure Leading to Diversity program. She is also the Research Director for the Department of Medicine, Alameda Health System / Highland Hospital. Prior to becoming faculty at UCSF, she worked for two years in the San Francisco Department of Public Health's Health Inequities Research Unit.

Her research focuses the social determinants of health, in particular the influence of neighborhood and place on health behaviors and health status. She was the principal investigator of two California Breast Cancer Research Program IDEA grants that investigated place characteristics for girls participating in the Cohort of Young Girls' Nutrition, Environment, and Transitions (CYGNET) Study. These projects added geospatial and direct observation measures of the CYGNET girls' neighborhood environments to the study and investigated how the food environment and physical activity resources were associated with diet, physical activity, and body mass index. From 2010-2012, she was an Atlantic Philanthropies / Centers for Disease Control and Prevention Health and Aging Policy fellow and focused on city and transportation planning policies ("Complete Streets").



Janice Barlow
Zero Breast Cancer

Janice Barlow, after 15 successful years as Executive Director of Zero Breast Cancer, has retired. Under her leadership, the organization has grown from being grassroots to having a regional and national influence and is a respected model for other communities interested in prevention and the elimination of breast cancer. Janice is especially proud of having played a critical community engagement role in the San Francisco Bay Area the Breast Cancer and the Environment Research Program. Among her many accomplishments is co-authoring two groundbreaking reports, The California Breast Cancer Mapping Project: Identifying Areas of Concern in California and Breast Cancer and the Environment: Prioritizing Prevention which will fill current gaps in our

knowledge and influence and guide future generations of researchers and public health professionals. She has a particular interest in using community-engaged research methods to investigate the potential health risks of environmental exposures of concern to the community and to implement a public health action plan based on research findings.

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Paul English

California Department of Public Health

Paul English is currently Senior Branch Scientific Advisor for the Environmental Health Investigations Branch at the California Department of Public Health (CDPH). He has had 20 years experience working in environmental public health for the CDPH, focusing on spatial epidemiology, public health impacts of climate change, environmental health issues at the U.S./Mexico border, and environmental health surveillance. Dr. English is principal investigator of the California Environmental Health Tracking Program, which takes a community-based approach to develop surveillance systems for environmental hazards, exposures, and environmentally-related chronic disease. He has been dedicated to responding to community needs and concerns regarding environmentally-

related disease by integrating environmental epidemiology, health education, community participation, geographic information systems and spatial methodologies. He received his masters and doctorate degrees from the University of California, Berkeley.



Salma Shariff-Marco

Cancer Prevention Institute of California

Salma Shariff-Marco is a Research Scientist at the Cancer Prevention Institute of California (CPIC), Consulting Assistant Professor of Health Policy and Research (Epidemiology) at Stanford University School of Medicine, and a member of the Stanford Cancer Institute. Her program of research focuses on understanding the pathways through which social determinants shape cancer disparities, with particular interest in the concept of place and health. Since joining the CPIC, she has participated as a Co-Investigator on several studies leading analyses on the role of social and built environment factors and disparities in cancer risk and outcomes. She is also leading two developmental studies to improve how we assess neighborhoods. The first is a study

aimed at developing a neighborhood measure that will capture the synergistic effects of the social and built environment attributes and the second is aimed at developing a protocol for conducting virtual audits using omnidirectional imagery to systematically assess aesthetics and other quality features of neighborhoods.

Dr. Shariff-Marco completed her doctoral training in social and behavioral sciences from Johns Hopkins Bloomberg School of Public Health. She also completed her postdoctoral training in the Cancer Prevention Fellowship Program at NCI in the Division of Cancer Control and Population Sciences. As a fellow, she led a multidisciplinary team in the development and evaluation of a racial/ethnic discrimination measure for use in multiethnic, multilingual surveys such as the California Health Interview Survey.



Scarlett L Gomez

Cancer Prevention Institute of California

Scarlett Lin Gomez, M.P.H. and Ph.D. in Epidemiology, is a Research Scientist at the Cancer Prevention Institute of California (CPIC). She is also Co-Investigator of the NCI-supported Greater Bay Area Cancer Registry, a SEER (Surveillance, Epidemiology, End Results) cancer registry, Consulting Associate Professor in the Department of Health Research and Policy (Epidemiology) at Stanford School of Medicine, and member of the Stanford Cancer Institute. Dr. Gomez has enhanced the capability of population-level cancer surveillance data to examine the roles of immigration, ethnic enclave, and institutional and neighborhood-level factors. She conducts studies that incorporate mixed-methods approaches to focuses specifically on cultural factors, immigration-

related issues including stress, and contextual-level influences including family, institutional, and neighborhood factors relating to disparities in cancer incidence and outcomes.

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Sarah de Guia

California Pan-Ethnic Health Network

Sarah de Guia is the executive director of the California Pan-Ethnic Health Network (CPEHN), a multicultural health advocacy organization dedicated to improving the health of communities of color in California. CPEHN often uses local-level data in its policy work to highlight inequities and target opportunities for improvement. CPEHN's report, *The Landscape of Opportunity: Cultivating Health Equity in California*, examines the social and environmental factors that impact health in California and uses maps to illustrate how communities of color are disproportionately impacted based on where they live. Sarah brings over 15 years of experience conducting legislative, budgetary, administrative and legal advocacy on women's health and reproductive justice, language

access, immigrants' rights, and expanding health care to communities of color. Sarah previously worked with CPEHN as Interim Director for the Having Our Say Coalition, where she organized the statewide coalition to advocate on behalf of communities of color for health care reform. Sarah has also served as the Health Program Manager for Latino Issues Forum and as Legislative Analyst for the Mexican American Legal Defense and Educational Fund. Recently, Sarah served as a mentor through the Women's Policy Institute, a legislative training program for women leaders. Sarah is a graduate of Santa Clara University School of Law, where she was awarded the Student Award for Social Justice and was the Herman Wildman Social Justice Writing Award. She earned her Bachelor of Arts from the University of California, Berkeley in Ethnic Studies and Public Policy.

Workshop Breakout Session

Your group is charged with brainstorming and prioritizing ideas on either:

1. What are the most important environmental health and/or cancer topic areas, what data are needed, and what research questions need to be asked to best inform community action (interventions) and/or policy? (**Outcomes**)
2. How do we determine in what way our neighborhood impacts our health? What considerations are needed to identify and measure social determinants of health (race, ethnicity, income disparities, etc.)? (**Inputs**)

For *each* priority topic or idea you select, consider all of the following:

What technical questions or obstacles need to be overcome and what data and tools are available?

Who are the stakeholders that are needed to address this? (list categories or groups, but specific names can be included)

How can we work on this? (e.g., listserv, working group, collaboration, publication)

If time allows, discuss details for how we can and should follow up.

GIS for Community Impact: Registrant List ☐ Sorted by Last Name (A to Z)

Jessica An, UC Berkeley	
Dr. Kathleen Attfield, California Dept. of Public Health	
Gagandeep Bal, Kaiser Permanente	
Lisa Barcellos, UC Berkeley	
Robert Borchers, Wisconsin Cancer Reporting System	
Megan Caplin, UC Berkeley	
Maytte Colorado, Public Health Professional	
Megan Danielson, University of San Francisco	
Dr. Claudia Davis, CSU San Bernardino	
Dr. Mindy DeRouen, Cancer Prevention Institute of California	
David Dexter, California Pan-Ethnic Health Network	
Dina Dobraca, Student/Post-Doc	
Brenda Elvine-Kreis, Breast and GYN Health Project	
Dr. Micaela Esquivel, Stanford University School of Medicine	
Olivia Fe, Latina Breast Cancer Agency	
Alyssa Figueroa, Breast Cancer Action	
Debbie Garrett, California Health Collaborative	
Milena Gianfrancesco, Student/Post-Doc	
Glen Halvorson, Public Health Institute	
Dr. Monique Hernandez, Florida Cancer Data System	
Lisa Hoffmann, Public Health Professional	
Dr. Louisa Holmes, UCSF Center for Tobacco Control	
Amy Hyong, Riverside County Department of Public Health	
Maya Kageyama, Asian & Pacific Islander American Health Forum	
Jie Li, Public Health Professional	
Dr. Trina Mackie, Touro University California	
Dr. Leticia Marquez-Magana, San Francisco State University	
Peggy McGuire, Women's Cancer Resource Center	
Vanessa Miguelino-Keasling, CA Department of Public Health	
Phylicia Morgan, Touro University California	
Sara O'Donnell, Cancer Resource Centers of Mendocino County	
Ester Parker, Community Outreach and Education	
Dr. Mark Powell, Breast Cancer Prevention Project	
Barbara Reese, Community Member	
Dr. Kate Rendle, NCI	
Jennifer Rico, CA Dept of Public Health/CA Cancer Registry	
Dr. Rori Rohlfs, UC Berkeley	
Claire Schlaff, Community Organization Representative	
Xiaorong Shao, UCB Genetic Epidemiology & Genomics Group	
Dr. Toni Stein, Community Member	
Bisrat Tesfagiorgis, Touro University California	
Sarah Theiner, Athena Breast Health Network	
Julie Von Behren, CPIC	
Dr. Miranda Weintraub, Touro University California	
Dr. Jie Zhang, Teva Pharma	



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Workshop Evaluation

I am (please circle one): Community org. representative / Public health professional / Researcher / Student
Interested community member / Other _____

	Strongly Agree			Strongly Disagree		N/A
Program content was well organized	1	2	3	4	5	n/a
I learned about research using geographic data	1	2	3	4	5	n/a
I learned about relevant and potentially useful resources	1	2	3	4	5	n/a
I learned about how communities have used data	1	2	3	4	5	n/a
My breakout session (#____) generated interesting ideas and possible collaboration/s	1	2	3	4	5	n/a
Community-research balance was good in:	Presentations			4	5	n/a
	Discussions			4	5	n/a
	Breakouts			4	5	n/a
I am satisfied with the Workshop	1	2	3	4	5	n/a
I plan to participate in follow-on activities	1	2	3	4	5	n/a

I intend to apply what I learned today to (check all that apply): community health __, health inequities __, GIS __, breast cancer __, other cancers __, environmental justice __, other (specify) _____

I am interested in participating in these follow-on activities: Listserv ☐ Future Meeting ☐
Community-Researcher Collaboration ☐ Publication ☐ Working Group ☐

Why did you attend this conference? _____

What did you like most or find most useful and why? _____

What would you like to see in a future, larger conference? _____

Additional comments? _____

Thank you!

Please drop the completed form at the registration desk or scan and email to: info@zerobreastcancer.org.