

Community Listening Sessions

Methods

The Community Listening Sessions were hosted at eight locations across Philadelphia, PA in partnership with trusted community organizations. Questions for discussion were determined by the project team with input from the Stakeholder Advisory Committee. Community leaders were trained to lead the discussions and practiced with the listening session discussion guide prior to a listening session. The same discussion guide was used at all listening sessions, although in some cases it was translated to the native language of the community.

Verbal consent was obtained from all participants prior to the listening sessions. Each person completed a brief, anonymous demographic questionnaire to help us describe the participants.

Every listening session was audio recorded. A professional company then transcribed the audio files to Word documents. For listening sessions not conducted in English (i.e., in Spanish, Cambodian and Russian), bilingual interpreters translated the documents to English, and staff from the community organization also proofread the translation to ensure accuracy.

To analyze the transcripts, the project team created a codebook primarily consisting of three categories: perceptions of cancer, cancer research, and communication suggestions. Six members of the project team, including the Chair and Co-Chair of the Stakeholder Advisory Committee, were trained in coding transcripts. First, all coders practiced using the codebook for the same transcript, reviewed the results, and resolved discrepancies. Then, the remaining transcripts were each coded by two coders. Once all transcripts were coded, the key themes were extracted and summarized in a word document.

Demographic Summary of Listening Session Participants

There was a total of 126 participants, who were:

- 78.6% female
- Average age of 63.2 (61% were age 60 or older)
- 50.5% identified as Black or African American
- 26.3% identified as White
- 21.1% identified as Asian
- 32.5% self-identified as being of Hispanic/Latino/Spanish origin
- 45.5% were born outside of U.S.
- 43.1% have high school education or less

Philadelphia Communities Conquering Cancer (PC3) is a newly formed coalition. **Mission:** To listen to and engage and empower communities, organizations, and individuals to reduce cancer disparities by aligning resources, sharing information, inspiring research, and reducing barriers to the prevention, early detection, and treatment of cancer for all Philadelphians.

