



*2026-2028 Implementation Strategy*  
*Adopted August 19, 2025*



Developed by The Office of Community Outreach and Engagement



**Community Outreach  
& Engagement**

An initiative of 

## Table of Contents

A.	Public Comment.....	3
B.	Moffitt Cancer Center Overview .....	4
C.	Background and Community Definition .....	5
D.	Implementation Strategy Process and Methodology .....	6
E.	Priority Area 1: Prevention through Education and Outreach .....	7
F.	Priority Area 2: Access to Screening and Early Detection .....	8
G.	Priority Area 3: Health for All .....	9
H.	Priority Area 4: Survivorship.....	11



## A. Public Comment

*Comments and feedback about this report are welcome*

*Please contact:*

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## B. Moffitt Cancer Center Overview

Moffitt Cancer Center (“Moffitt”) is a free-standing National Cancer Institute (NCI) designated Comprehensive Cancer Center located in Tampa, Florida, which provides a full continuum of support and infrastructure to foster impactful transdisciplinary, translational science. In 1981, the Florida Legislature established MCCV by statute s.1004.43 as an “instrumentality of the state” to “perform a statewide function.” Proceeds of the state’s cigarette taxes were used to construct the original \$70M, 380,000-ft<sup>2</sup> hospital, which opened in October 1986. Moffitt is named in honor of H. Lee Moffitt, former Speaker of the House of Representatives of the State of Florida, who spearheaded the effort to create a Cancer Center whose sole mission is to “contribute to the prevention and cure of cancer.” Moffitt initiated research activities and investments in 1993. In 1998, Moffitt achieved designation as an NCI Clinical Cancer Center, followed by designation as a Comprehensive Cancer Center in 2001. Moffitt remains the only NCI Designated Comprehensive Cancer Center that has its base in the State of Florida (Moffitt Cancer Center, 2025). Over the years Moffitt has continued to provide outstanding patient care and advance science through research and clinical trials. Moffitt is comprised of over 9,912 team members, 449 clinicians, 201 researchers, and 575 research trainees. In a single year, the Moffitt team members serve 102,765 unique patients for several types of cancer (Moffitt Cancer Center, 2025). Patients come from all 67 Florida counties, across all states, and over 133 countries, globally. Moffitt also has a wide range of outreach and community service activities and community hospital and academic partner networks throughout Florida, the nation, and the world (Community Outreach Engagement & Equity, 2023).

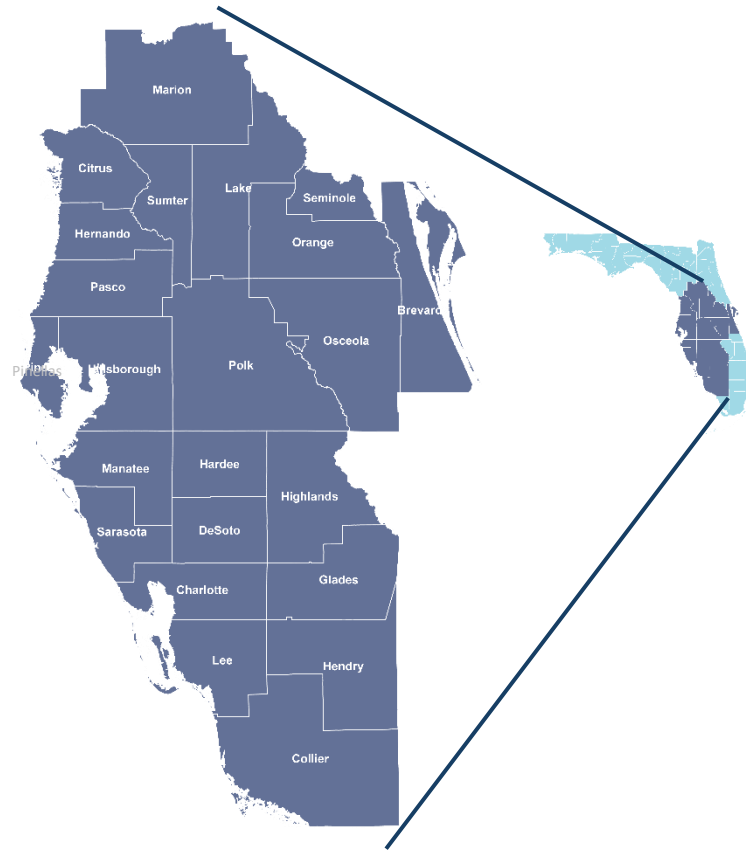


## C. Background and Community Definition

### *Background and Community Definition*

Moffitt's catchment area is defined as a 23-county area in central and southern Florida including the counties highlighted in the map below.

Demographic data are analyzed by Moffitt to ensure that medically underserved, low-income, or minority populations who live in the geographic areas from which the hospital draws patients are not excluded from the defined community.



## D. Implementation Strategy Process and Methodology

### *Implementation Strategy Methodology*

The implementation strategy approach was developed by a team of leaders from the Office of Community Outreach and Engagement (COE) to advance community priorities.

### *Summary of Community Health Needs Addressed*

As prioritized by Moffitt's community advisory boards, are the community health needs identified during Moffitt's 2025 CHNA that are of significance to its catchment area and are listed below.

1. Prevention, Education, and Outreach
2. Access to Screening and Early Detection
3. Health for All
4. Survivorship



## E. Priority Area 1: Prevention through Education and Outreach

**Goal 1a:** Deliver a minimum of 300 educational workshops and participate in 200 health fairs by June 30, 2028.

**Approach:** The Community Outreach and Engagement team will accomplish this goal by leveraging a responsive request system to identify and schedule events, deploying trained health educators and outreach workers, maintaining an event calendar, tracking staff availability for resource allocation, and developing standard operation procedures for workshops and health fair tabling activities.

**Impact:** Accomplishing this goal will increase access to up-to-date cancer-related education and empower communities with knowledge that supports prevention, early detection, and the promotion of healthy behaviors to reduce cancer risk.

**Lead Staff:** COE Health Educators, Community Outreach Workers

**Report:** Collect metrics per quarter

**Report on:**

# people served

# of educational workshops

# of health fairs

# of counties served

**Goal 1b:** Host two professional education events focused on cancer risk reduction and evidence-based prevention strategies by June 30, 2028.

**Approach:** Health professionals are essential partners as trusted messengers and key influencers in preventive care in the community. The Community Outreach and Engagement team will accomplish this goal by leveraging Moffitt faculty and partners from nonprofit, academic, and public health sectors to deliver content focused on cancer risk reduction and evidence-based prevention strategies, and using established networks and outreach channels to recruit healthcare professionals to attend in-person and/or virtual educational events for delivering and reinforcing evidence-based cancer prevention interventions

**Impact:** Accomplishing this goal will increase awareness and understanding of key cancer risk factors and current prevention guidelines among healthcare providers, ultimately supporting more effective preventive care and contributing to reduced cancer incidence.

**Lead Staff:** COE

**Report:** Collect metrics per fiscal year

**Report on:**

# of health professional education events

# of attendees

Pre/Post event knowledge and attitudes



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## F. Priority Area 2: Access to Screening and Early Detection

**Goal 2a:** Complete at least 3,500 no-cost cancer screenings for breast, lung, skin, and head and neck cancers by June 30, 2028.

**Approach:** The Community Outreach and Engagement team will accomplish this goal by partnering with community organizations, local clinics, and health departments to coordinate mobile health unit visits and organize outreach efforts.

**Impact:** Accomplishing this goal will increase access to early cancer detection for populations with limited access to care, support earlier diagnoses, reduce cancer mortality, and improve health outcomes across the communities Moffitt serves.

**Lead Staff:** COE, Cutaneous Oncology, Head and Neck Oncology, Thoracic Oncology

**Report:** Collect metrics per quarter

**Report on:**

- # people screened for breast cancer via mammography (vouchers)
- # people screened for breast cancer via mammography (3-D bus)
- # people screened for head and neck cancers in community (community event)
- # people screened for lung cancer via mobile unit (community event)
- # people screened for lung cancer (voucher)
- # people screened for skin cancer via MOLE Patrol unit (community event)

**Goal 2b:** Award at least 2 community grants through Moffitt's Community Implementation Grants program by June 30, 2028.

**Approach:** The Community Outreach and Engagement team, in collaboration with Florida-based cancer centers including University of Miami Sylvester Cancer Center, UF Health Cancer Center, and Mayo Clinic Jacksonville, will accomplish this goal by providing pilot funds for projects focused on cancer screening and prevention.

**Impact:** Accomplishing this goal will strengthen the capacity of regional cancer control coalitions and community groups across Florida to reduce individual-level cancer risk factors and improve health outcomes for all populations.

**Lead Staff:** COE

**Report:** Collect metrics per fiscal year

**Report on:**

- # grants awarded by Moffitt
- Behaviors that are addressed by grant





## G. Priority Area 3: Health for All

**Goal 3a:** Support at least 4 community-engaged research projects by June 30, 2028.

**Approach:** The Community Outreach and Engagement team will accomplish this goal by leveraging existing infrastructure to strengthen partnerships with community organizations and support collaborative research focused on cancer prevention, early detection and survivorship, particularly in communities experiencing differential access and outcomes.

**Impact:** Accomplishing this goal will align research efforts with community needs and help reduce differences in cancer outcomes across the communities Moffitt serves

**Lead Staff:** COE-SCORE

**Report:** Collect metrics annually

**Report on:**

# M-CARES submissions and awards

# GES submission and awards

# community partners engaged

Annual narrative: how these pilot grants have led to extramural grant submissions and funded extramural grants for continued community-engaged research

**Goal 3b:** Host at least 2 Patient Researcher Forums each year through June 30, 2028.

**Approach:** The Community Outreach and Engagement team will accomplish this goal by building existing initiatives that promote bidirectional communication, bringing together patients, survivors, caregivers, researchers, graduate students, and faculty members to exchange knowledge and experiences.

**Impact:** Accomplishing this goal will strengthen patient-centered research by helping researchers better understand patient needs and ensuring that research is informed by the lived experiences of those impacted by cancer.

**Lead Staff:** COE-SCORE

**Report:** Collect metrics quarterly

**Report on:**

# events

# patients/caregivers/community members who attend

# faculty/researchers/staff/trainees who attend

**From Research Faculty Staff/Trainee survey measures:**

Provided new patient perspective/insight that informs my work

Demonstrated patient perspective as an important element in the design and conduct of research at Moffitt

Motivated me to formulate ideas about how to include patient/caregiver perspectives into my work



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**From Patient/Survivor/Caregiver survey measures:**

Counties of residence for attendees – are they outside the core 4 – Hillsborough, Pasco, Polk, Pinellas

Improved my understanding of the role of cancer research in advancing cancer treatment

Helped me understand that patient feedback is an important way to advance cancer research

**Goal 3c:** Expand access to healthcare and social services by increasing the number of translated materials, medical interpretation services, transportation assistance, and lodging resources provided to patients by June 30, 2028.

**Approach:** The Community Outreach and Engagement team, in collaboration with certified medical interpreters, language service vendors, bilingual staff, and social workers, will accomplish this goal by delivering translation and interpretation in languages other than English, by reducing barriers through transportation assistance (e.g., gas cards, ride-share or ambulance vouchers) and temporary lodging support for patients and caregivers

**Impact:** Accomplishing this goal will reduce barriers to care and advance health for all.

**Lead Staff:** Social Work, Language Services

**Report:** Collect metrics per fiscal year

**Report on:**

**Transportation:**

# gas cards

# ride-share vouchers

# ambulance voucher

**Language:**

# translated material

# medical interpretation

**Lodging:**

# community members provided lodging



## H. Priority Area 4: Survivorship

**Goal 4a:** Host 100 cancer support group sessions addressing unique needs of patients, survivors, caregivers, and families in the community each year through June 30, 2028.

**Approach:** The Community Outreach and Engagement team will accomplish this goal by utilizing the clinical social work team to establish and facilitate support group meetings.

**Impact:** Accomplishing this goal will improve psychosocial support for individuals affected by cancer and further Moffitt's mission to deliver person-, patient-, and family-centered care as part of a comprehensive survivorship service.

**Lead Staff:** Social Work

**Report:** Collect metrics per quarter

**Report on:**

# support groups hosted

# people served

**Goal 4b:** Foster active survivor participation in the YMCA Cancer Survivorship & Wellness Powered by Moffitt Program by June 30, 2028.

**Approach:** The Community Outreach and Engagement team will work closely with leaders and staff at the YMCA of the Suncoast and Tampa Metro YMCA to promote the program and to explore opportunities for research engagement across the catchment area.

**Impact:** Accomplishing this goal will enhance access to supportive services that improve the physical and emotional well-being of cancer survivors and their families, reinforcing Moffitt's commitment to patient-centered survivorship care.

**Lead Staff:** YMCA, COE-SCORE

**Report:** Collect metrics per quarter

**Report on:**

# cohorts that ended that quarter

# participants

# cancer survivors served who completed that quarter

# of participants who were treated at Moffitt

