



# Maine Cancer Foundation – 2021 Grantmaking Outcome Evaluation Report

## Executive Summary

June 2022



## Acknowledgements

The analysis and report were sponsored by Maine Cancer Foundation (MCF).



To measure the outcomes and impact of Maine Cancer Foundation's Grantmaking.

*We would like to thank all the Maine Cancer Foundation grantees who provided information and data related to the grants so that outcomes could be calculated for this report.*

The report was prepared by the research team at Market Decisions Research of Portland, Maine ([www.marketdecisions.com](http://www.marketdecisions.com)).



Anna Driscoll, Research Analyst  
Allison Tippery, Research Manager  
Patrick Madden, MBA, President

## Background

Maine Cancer Foundation's mission is to reduce the incidence and mortality of cancer in Maine, and that is accomplished through grant-based financial support and coalition building. Feedback from cancer stakeholders across the state and ongoing evaluation of MCF's own efforts have led the organization to focus its grantmaking on the following three pillars: cancer prevention, early detection and screening, and improving patient outcomes. Since 2015, targeted grantmaking in these three categories include:

- Cancer Screening (including Breast, Cervical, Colorectal, Lung, Skin)
- Genetic Screening
- HPV Vaccinations
- Patient Navigation
- Tobacco Prevention
- Transportation & Lodging
- Sun Safety
- General Operation Support Funding

Maine Cancer Foundation funds projects using evidence-based approaches to cancer prevention that will directly and positively affect the rate of cancer screenings, and/or improve and expedite the treatment process for cancer patients in Maine. Given the time it takes to coordinate and implement grant projects and see lasting change, most MCF grants are funded for multiple years.

This outcome analysis and evaluation conducted by Market Decisions Research examines MCF's grant-making activities on an annual basis. The goal of the outcome evaluation is to quantify the short and longer-term outcomes and cost-effectiveness of MCF grant funding.

To accomplish this, MDR used information and data previously reported by grantees as part of their initial grant evaluation. The MDR team also collected new data from MCF grantees to fill in gaps and quantify outcomes. MDR worked closely with MCF to refine and develop outcome metrics for each grant area, review the information already collected and identify where gaps exist, collect additional data needed to calculate outcomes, and conduct an outcome and cost-effectiveness analysis (where possible). The results of this effort are presented in this report.

**Please note that the data and results presented in this report represent a point in time estimate that covers the period of MCF grants from 2015 to December 2021. Due to the nature of how MCF awards grants and the fact that many projects are still ongoing, more recent grant funding, activities and outcomes may not be captured in the 2021 reporting cycle.**

## Executive Summary

As of December 2021, Maine Cancer Foundation has funded 201 grants, a total of \$12,032,110 dollars, to address cancer incidence and mortality in the state of Maine. MCF has funded grants in the areas of transportation and lodging, patient navigation, tobacco, colorectal cancer screening, lung cancer screening, general operations, HPV vaccination, sun safety, and research. Across these topics, grantees focused on improving patient outcomes, improving screening rates, and preventative cancer incidence. Each grant emphasized several specific areas of improvement including collaboration, awareness, infrastructure, training, and capacity, and expanding access to care.

**Grantees are leveraging MCF funds to effect significant changes in Maine’s cancer population and those at risk of developing cancer.**

- [Patient screening rates for colorectal and lung cancer have increased](#) among grantees working to address these topics.
- [Patient navigators connected a significant number of patients with resources](#) and worked to increase referral conversions and follow-ups for cancer screening.
- [HPV vaccination rates rose significantly](#) among children at participating pediatric practices.
- Tobacco grantees reported a [significant number of tobacco users quit or reduced their tobacco use](#) after attending grant-funded programs.
- [General operations funding increased organization capacity](#) and has enabled grantees to generate additional funds through grants and fundraising.
- MCF funding allowed [Maine’s largest lung cancer network to grow into a stakeholder coalition](#) addressing patient access, provider education, and improvements in screening and lung cancer care.
- A youth tobacco prevention media campaign was conducted, strategically reaching Maine youth via digital media platforms with [information on the dangers and effects of smoking as well as tobacco companies’ manipulative marketing tactics](#).
- Several grantees worked to provide sun safety education and [supply much-needed sunscreen to high-risk populations across the state](#).
- [Hospice grantees expanded their services and streamlined their operations](#) to serve more clients each year.

Overall, organizations funded by Maine Cancer Foundation’s grants have dramatically impacted the cancer prevention, detection, and patient support efforts in Maine. Funding distributed to date has brought novel screening and care to practices across the state while expanding access to vulnerable populations, including those with limited resources and those at high risk of developing cancer. Each grant category has fulfilled its aim to increase screening, improve outcomes, and prevent future cases of cancer. Funding from MCF has enabled grantees to achieve a considerable amount of progress in the areas of cancer prevention, screening, and improving patient outcomes in Maine.

## Key Findings

*Note: Data represented in key findings represent the percentage of grants where data are available either from the evaluation forms provided to MCF by the grantees or from follow-up requests made by the MDR team.*

### Cancer Screening

#### Colorectal Cancer

- Maine Cancer Foundation has awarded 25 colorectal cancer screening grants totaling \$1,731,102.
- A total of 37 new staff members (across 15 organizations) were hired as a result of the grants.
- MCF grants have resulted in 12,872 additional CRC screenings (mostly commonly colonoscopies or FOBT/FITs), resulting in an estimated 1,761 life years saved and 158 fewer cancer deaths.

#### Lung Cancer

- Maine Cancer Foundation has awarded 7 lung cancer grant totaling \$663,249.
- This has resulted in 3,804 patients identified for lung cancer screening, 2,438 patients receiving low-dose CT scans, and the identification of 31 new lung cancer cases.

### Transportation

- Maine Cancer Foundation has awarded 57 transportation grants totaling \$1,846,496.
- This has helped thousands of Mainers travel to cancer care appointments, resulting in 39,810 additional rides and a total of 3,867,881 miles traveled.

### Patient Navigation

- To help increase Maine patients' access to cancer care, Maine Cancer Foundation awarded 16 patient navigation grants totaling \$2,455,848.
- This has resulted in 21,218 patients being newly identified for screening, 5,442 additional referrals provided for diagnostic follow-ups, and over a thousand patients have been referred to cancer care resources by patient navigators.

### HPV Vaccination

- Maine Cancer Foundation has awarded 2 HPV vaccination grants totaling \$356,117.
- This has resulted in 698 additional HPV vaccinations, roughly 25% of the eligible population.

### Tobacco Prevention and Cessation

- Maine Cancer Foundation has awarded 25 tobacco grants totaling \$2,356,473
- This has resulted in over 15,747 individuals receiving tobacco prevention education, in addition to over 3,507 individuals who were referred to tobacco cessation services, resulting in 492 confirmed quits or persons reducing their tobacco use.

- In partnership with the Maine Centers for Disease Control and Prevention and Rinck Advertising, Maine Cancer Foundation invested \$750,000 over three years to a statewide youth tobacco media campaign.
  - Maine youth were provided education around tobacco company marketing tactics, the dangers and effects of tobacco use, and empowered youth to reject the manipulative tactics used by the tobacco companies.
  - Nearly half of teens reporting seeing a “You Are the Target” campaign ad or video. 25% of youth/young adult tobacco users quit or thought about quitting as a result of the campaign.

## Sun Safety

- Maine Cancer Foundation has awarded 6 sun safety grants totaling \$183,193.
- This has resulted in over 5,000 individuals receiving education on sun safety, the installation of 186 sunscreen dispensers, and 166,714 individuals receiving at least one 1ml application of sunscreen at a cost of \$0.15 per person.

## General Operating Support

- Maine Cancer Foundation has awarded 11 general operating support grants totaling \$380,000.
- General operations funding has increased organization capacity, allowed for restructuring and greater focus on programs, and has enabled grantees to generate additional funds through grants and fundraising.

## Cancer Research

- Maine Cancer Foundation has awarded 4 research grants totaling \$1,050,784.
- This funded no-cost fluid and tissue access for researchers, a successful PCRI shared decision-making program for lung screening, a telemedicine program, ongoing EHR database consolidation, and a breast cancer diagnostic trial.

## Hospice General Operating Funds

- Maine Cancer Foundation has awarded 12 hospice general operations grants totaling \$108,819.
- Hospice grantees expanded their services to more clients, increased marketing and education efforts, hired and trained more volunteers, and developed self-sustaining funding streams.

## Genetic Screening

- One genetic screening grant has been awarded totaling \$199,891.
- To date, more than 90% of Maine medical oncologists have enrolled in the initiative from all Maine cancer practices.

**To view the full Grantmaking Evaluation Report, please visit:**

<http://www.mainecancer.org/grants-overview>