

THE UNIVERSITY OF TEXAS

MDAnderson
Cancer Center

Making Cancer History®

Cancer Prevention and Control Platform Impact Report



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Cancer Prevention and Control background

The University of Texas MD Anderson Cancer Center has been committed to cancer prevention for more than 40 years.

MD Anderson has long recognized that prevention is vital to its mission to end cancer. Research shows that more than half of all cancers are preventable at the population level. Modifying lifestyle behaviors can reduce cancer risk and may reduce the cancer burden by 40%. Beyond primary prevention, additional lives can be saved by implementing evidence-based screening to diagnose cancer at its earliest and most curable stage.

Yet a tremendous gap exists between knowledge and the implementation of effective prevention strategies. A critical step in reducing cancer incidence is effectively employing evidence-based interventions (EBIs) for prevention at the population level.

MD Anderson's Cancer Prevention and Control Platform (the Platform) was created to address the gap between what we know and what we do by translating knowledge into practice. The Platform works with community-based organizations and clinics to create novel initiatives that can create and sustain a culture of health.

Building the capacity of organizations to deliver and measure EBIs ensures that effective strategies for cancer risk reduction are available for all. The success of the Platform requires building and reinforcing community trust.

"Closing the gap between research discovery and program delivery is both a complex challenge and an absolute necessity if we are to ensure that all populations benefit from the Nation's investments in new scientific discoveries."

– National Institutes of Health

Bridging the gap between research and practice can:

- Improve health outcomes.
- Create a path to systematic change.
- Lead to measurable reductions in cancer incidence and mortality.

The Platform conducts its work by deploying a variety of strategies, interventions and initiatives across three focus areas.

- **Place-based investments in health.** Investments in high-asset, high-need communities address upstream social drivers of health, key risk factors and gaps for medically underserved populations.
- **Health systems strengthening for cancer control.** Initiatives focused on a range of evidence-based actions critical to cancer prevention, early detection and access to health care services.
- **Impact evaluation and public health intelligence.** Data and research best practices inform all aspects of the Platform's cancer control initiatives, from delivery to governance to sustainability.

Across these three focus areas, six key features define how the Platform works with communities and clinics.

Platform features

1. **Implement science:** Deploy effective, known strategies that have an impact at the population level.
2. **Foster multisector collaboration:** Create learning environments to foster relationships and build collaboration across sectors.
3. **Focus on sustainability:** Integrate planning for long-lasting positive impact at the outset.
4. **Establish trust:** Build trust through the creation and implementation of a shared vision that reflects the wants and needs of the community.
5. **Build capacity:** Invest in organizations' ability to deliver and measure the effectiveness of EBIs.
6. **Measure impact:** Ensure data collection, impact measurement and accountability are integrated into every initiative.



Mobile food distribution hosted by Hearts and Hands of Baytown.

Platform accomplishments

Since 2016, the Platform has activated **67** cancer prevention and control EBIs delivered through **114** community and clinic partnerships. These activations have resulted in:

- Engaging with **16** clinic systems, **40** collaborating organizations and **49** school districts across **19** counties in Texas.
- Dedicating more than **8,000** hours to capacity-building initiatives.
- Administering more than **16,600** vaccinations and **3,700** cancer screenings.
- Making **350** infrastructure improvements, e.g., sunshade structures, outdoor fitness equipment, community gardens and sidewalk improvements.
- Training more than **10,000** individual health care providers.
- Distributing more than **12 million** pounds of healthy food.

Platform focus areas

Place-based investments in health

Through Be Well Communities™, the Platform makes place-based investments to prioritize EBIs in communities that are experiencing disparities in health-related outcomes. This focus area stems from the idea that the communities have assets and should be empowered to deliver EBIs that make a lasting, positive impact in people's lives.

Our approach

The heart of Be Well Communities is bringing everyone together from every part of the community: individuals, schools, organizations, health care providers, policymakers and more. The goal is to create sustainable, community-driven solutions that promote wellness and stop cancer before it starts. Specifically, we work with community-based organizations to build and share the resources needed to deliver, evaluate and sustain EBIs.

These EBIs focus on five key areas:



Healthy eating



Active living



Sun safety



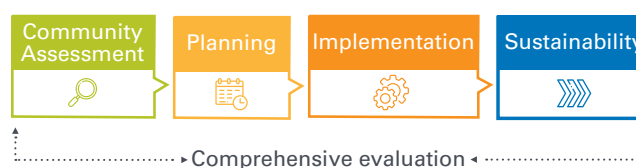
Tobacco-free living



Preventive care (e.g., vaccination and cancer screening)

Our model

Be Well Communities is built on 100 years of healthy community initiative best practices, published research and experience. Our model includes an initial community assessment stage, a planning stage and an implementation stage. Sustainability is considered from the outset and evaluation is included at all stages.



During the assessment phase, we create strong community linkages by identifying and engaging local community partners to form steering committees or coalitions. These steering committees then help decide which EBIs to implement in the community and guide all aspects of the work, including:

- Implementation of EBIs.
- Advancing professional and policy changes.
- Creating a sustainability plan to transition the initiative to the community.

After several years of successfully implementing our model, we partnered with MD Anderson's Department of Health Disparities Research to create the Community Innovation Lab. The Community Innovation Lab serves as MD Anderson's best-in-class, transdisciplinary, community-driven initiative to conduct research and disseminate findings. The Community Innovation Lab translates knowledge to and from Be Well Communities.

Ongoing initiatives

Be Well™ Acres Homes

Be Well Acres Homes is an initiative of MD Anderson that started in 2019 in collaboration with Harris Health System, Memorial Hermann Community Benefit Corporation, UTHealth Houston School of Public Health and more than 30 community organizations united with Acres Homes residents.

Be Well™ Baytown

Launched in 2016, Be Well Baytown is the first community-driven health initiative of its kind in Texas. For this initiative, MD Anderson united with the community of Baytown, Texas, to address health and wellness in Be Well Communities' five key areas.

Pasadena Vibrant Community

Launched in 2016, MD Anderson united with the community of Pasadena, Texas, to mobilize health and wellness in the community. As of 2021, this initiative has transitioned to the sustainability phase, with 90% of all interventions completed or integrated into the collaborating organizations' strategic plan for ongoing implementation.

Engaging additional communities

Be Well Communities also collaborates with communities beyond Baytown, Pasadena and Acres Homes. We provide educational resources, participate in health coalitions and connect organizations with a similar focus to learn from each other. For example, we facilitate the School Community of Practice Collaborative in partnership with the CATCH Global Foundation. This initiative unites school districts so they can share health and wellness best practices at the district level.

Place-based investments: Impact achieved in fiscal year 2023 (September 2022 — August 2023)



Community-based engagement and impact

21 local, regional and state organizations actively engaged and implemented **37** EBIs.

82,000+ community members benefited from the Be Well Communities' initiatives in Acres Homes and Baytown.



Built environment

152 infrastructure improvements made, including sunshades, park/pool improvements, outdoor physical activity equipment and gardens.



Healthy eating

4.9 million+ pounds of food distributed.



Active living

780 active living classes offered.



Preventive care (Baytown)

1,784 cancer screenings provided.



Sun safety

30,000+ students, **750** community members and **5,000** staff trained on sun safety.



Students at Goose Creek CISD participating in a healthy eating activity and celebrating Be Well Baytown Day.

Case study: Creating healthier school environments

Cancer risk is cumulative over an individual's lifetime. Childhood presents a unique opportunity to deploy cancer prevention strategies.

Be Well Baytown collaborated with Goose Creek Consolidated Independent School District (GCCISD) to deliver a multicomponent schoolbased obesity prevention program aimed at improving health outcomes among their 24,000 students. GCCISD established a Whole Child, Whole School, Whole Community initiative in all 24 elementary and middle school campuses with the support from Be Well Baytown.

Results to date include:

- More than 24,000 students impacted by the program annually.
- Between 2018 and 2023, contributed to an 87% increase among girls and a 102% increase among boys who were within the healthy fitness zone.
- Increased the number of days that students engaged in moderate to vigorous physical activity for at least 30 minutes.
- Increased the number of students that played outdoors more days of the week for at least 30 minutes.

Health Systems Strengthening for cancer control

Our Health Systems Strengthening work aims to enhance clinical environments across a range of evidence-based actions critical to cancer prevention, early detection and access to services. It leverages our experience in engaging multi-sectoral partnerships, providing capacity-building to collaborating organizations and supporting long-term sustainability.

Our approach

By collaborating with health systems and other organizations, we aim to build the deep capacity needed to support program evaluation, measurement, strategy, governance, delivery, fund development, leadership staffing and financial sustainability.

Our Health Systems Strengthening efforts to date have focused on gaps and solutions for risk-based investments in genetic counseling and HPV vaccination.

Our model

We work with health systems and clinics, providing technical assistance and capacity-building focused on cancer prevention and early detection intervention design and implementation. To support these actions, we:

- Invest in collaborating organizations.
- Create learning environments linking organizations focused on similar risk factors.
- Rely on best practices in quality improvement, public health and implementation of EBIs.

These collective efforts have resulted in the creation of a diverse impact portfolio driven by cross-sector partnerships focused on systems-level change.

Ongoing initiatives

Hereditary Breast and Ovarian Cancer (BRCA) Quality Improvement Dissemination Program (BQIDP)

The goal of the BQIDP is to improve the delivery of guideline-recommended cancer genetics services through increasing rates of referral, genetic counseling and germline genetic testing for patients with ovarian cancer and triple-negative breast cancer.

Informed by successful quality improvement initiatives at MD Anderson and Harris Health System Lyndon B. Johnson (LBJ) Hospital, the BQIDP was initiated in 2016 and then disseminated within five US community-based health systems.

- Piedmont Oncology at Piedmont Healthcare, Atlanta, GA
- Community Health Network, Indianapolis, IN
- OhioHealth, Columbus, OH
- MD Anderson Cancer Center at Cooper University Health Care, Camden, NJ
- Banner MD Anderson Cancer Center, Gilbert, AZ

All sites improved rates of genetics service delivery and identified the most effective interventions for their clinics, which included simplified scheduling and standardized referral processes.

HPV Vaccination Initiative

In 2018, MD Anderson formed a transdisciplinary team to develop its Institutional Strategic Framework to Increase HPV Vaccination. With this framework as a guide, the HPV Vaccination Initiative was launched in 2020 as a multiyear investment to increase HPV vaccination uptake among adolescents (9–17-year-olds) in Texas.

This initiative aims to achieve these goals by convening and leading the implementation of EBIs collaborating organizations, thus building the capacity needed to increase HPV vaccination rates and reduce HPV-related cancer burden.

“Despite strong recommendations from experts in the medical and public health fields, rates of U.S. HPV vaccination have fallen short of target levels. It will take concerted action by multiple individuals and organizations to increase HPV vaccine uptake.”

– President’s Cancer Panel (2018)

Health Systems Strengthening for cancer control: Impact achieved in fiscal year 2023 (September 2022 – August 2023)



More than **78** local, regional and state organizations actively engaged across **18** counties.



250,000 youth and adolescents reached.



16 EBIs implemented to increase HPV vaccination.



38,000+ providers and clinical staff trained on one or more priority areas.



13,351 vaccinations administered.



9,500+ parents trained and educated on HPV vaccination.



Health Systems Strengthening team visiting Vibrance Health and posing in front of their Astros memorabilia wall at the Wharton clinic.

Case study: Building clinic capacity

Direct clinic engagement and capacity-building is the primary focus of our Health Systems Strengthening work, particularly in medically underserved communities. Vibrance Health is a Federally Qualified Health Center (FQHC) serving a patient population that is largely uninsured, geographically isolated and medically vulnerable.

Vibrance Health improved HPV vaccination rates for children aged 9-17 with the support of the HPV Vaccination Initiative by:

- Implementing communication training for pediatric and dental providers that increased their confidence in educating patients and their guardians.
- Optimizing their electronic health records (EHRs) and implementing a reminder system aimed at decreasing missed vaccinations.
- Partnering with local school districts to promote vaccinations.
- Utilizing best practices learned from collaborative efforts of the HPV Vaccination Initiative.

As a result, Vibrance Health increased their series initiation rates after the first year of implementation from 62% to 80% and increased their up-to-date rates from 40% to 56%.

Impact evaluation and public health intelligence

The Impact Evaluation Core comprises transdisciplinary expertise across a range of capabilities relevant to evaluation, research, dissemination and implementation. Our work operates on the premise that the key purpose of program evaluation is to improve cancer prevention, research, clinical practice and public health.

Our approach

Evaluation is both a foundational and overarching element of the Platform, informing our work and how we work with others. By applying best practices, we analyze public and private data to better understand cancer prevention through focused needs and disparities that exist across groups and geographies. These analyses generate public health intelligence that helps direct decision-making. We also approach evaluation with the explicit intent to build the capacity of collaborators, thus providing value for them and the communities they serve.

Our model

We create comparable metrics for every Platform intervention and support MD Anderson's faculty, intervention teams and collaborating organizations by promoting best practices for using data to generate and measure public health impact. Specifically, the Impact Evaluation Core:

- Conducts high-quality evaluation through innovative approaches.
- Creates public health intelligence to inform priorities and actions.
- Plans, designs, disseminates and implements comprehensive evaluations.
- Applies rigorous standards for all initiatives.

Ongoing initiatives

Platform internal support

The Impact Evaluation Core serves as the lead evaluator for all Platform initiatives inclusive of community assessment, program implementation and output and outcome measurement.

In partnership with operational leadership, the Impact Evaluation Core supports comprehensive evaluation internally—for each Platform initiative—and externally, by working with collaborating organizations to help ensure their programs are effectively evaluated.

MD Anderson overall support

The Impact Evaluation Core is available to support evaluation for any initiative at MD Anderson. One specific way we assist MD Anderson, is by advancing understanding of our catchment area. We do so by gathering, synthesizing and analyzing population health data from geographic areas that MD Anderson serves or intends to serve, whether in the care it provides, the research it conducts, the communities it engages or the outreach it performs across the State of Texas.

We also support faculty and staff. We generate evaluation plans and strategies for grant applications and provide technical assistance to support faculty and staff capacity to develop evaluation plans in the future.

External support

The Impact Evaluation Core also delivers comprehensive evaluation support to external agencies. To date, our most significant partnership has been with the Texas Health Institute (THI). With THI, we co-lead the Cancer Prevention and Research Institute of Texas's (CPRIT) Prevention Program Assessment. CPRIT is the largest state cancer research investment in the history of the U.S. and the second largest cancer research and prevention program globally.

The evaluation project, A Mixed-Methods Evaluation of the CPRIT Prevention Program: Measuring the Reach and Impact of 10 Years of Investment, aims to measure the impact of a \$300 million investment in cancer prevention, identify best practices and support quality improvement and future planning.

The final product will include primary data from funded organizations, their collaborators and community members, as well as data from state and federal surveillance systems related to cancer indicators and outcomes, health behaviors and socio-demographic factors. These findings can help to inform the next 10 years of CPRIT's Prevention program, which will seek to reduce morbidity and mortality from cancer.

Impact evaluation and public health intelligence: Impact achieved in fiscal year 2023 (September 2022 — August 2023)



Supported **12** MD Anderson faculty and **16** unique cancer prevention programs and research projects with impact evaluation and technical assistance.



Created **7** catchment area assessment reports for Cancer Center Support Grant Research Program Community Outreach and Engagement leaders.



Provided evaluation expertise (e.g., logic models, evaluation plans, shared measures) to **10** internal teams.



Developed evaluation components for **\$16 million+** in grant applications.



Attendees of the 2023 Spatial Analysis and Health Symposium.

Case study: Growing capacity for impact evaluation

The Impact Evaluation Core recognized that to best serve its goals, it would be necessary to have a resource dedicated to combining public health and spatial analysis. This recognition led to the formation of The Joint Collaborative on Geospatial Analysis and Health (JCoGA&H).

In collaboration with UTHealth School of Public Health, we created the JCoGA&H to conduct and deploy geospatial analysis, enhance access to spatial analysis and democratize geospatial data science to improve population health and address disparities.

In fiscal year 2023, the JCoGA&H:

- Supported 8 faculty projects with specialized geospatial analysis and technical assistance.
- Held a geospatial science and health symposium to further collaboration and geospatial science expertise among Houston-area public health professionals.
- Created publicly available dashboards to visualize Texas-specific population health data.

Future directions

By building trust and fostering collaboration between MD Anderson and communities and health systems across Texas, the Platform is closing the gap between research and practice. After eight years of implementation, assessment and innovation, the Platform is poised for growth.

Beyond investing and supporting our ongoing initiatives, the next few years will include a focus on the following.

Expanding the research-to-community bridge

In fiscal year 2023, MD Anderson was awarded a \$10 million grant to serve as one of five new centers for cancer control research created as part of the National Cancer Institute's Persistent Poverty Initiative. This is the first major program to address the structural and institutional factors of persistent poverty in the context of cancer. These centers will advance key priorities of the national Cancer Moonshot: reducing inequities and preventing more cancers. As one of these centers, the Acres Homes Cancer Prevention Collaboration (Acres Homes CPC) seeks to reduce cancer risk and ultimately improve cancer outcomes in a historic neighborhood.

The Acres Homes CPC is implemented in the context of Be Well Acres Homes. Over the next five years, the Acres Homes CPC will:

- Test interventions addressing risk factors for obesity-related cancer in the context of Be Well Acres Homes.
- Create a system for building evidence and using research insights to implement health programs.

- Support early-career researchers from different personal and professional backgrounds.
- Collaborate with residents and community organizations to foster an environment that supports participation and community-level leadership in research and health programs.

While this initiative is focused on Acres Homes, we will apply the same rigorous evaluation and research to community practice across all our work. We will build on these efforts to ensure that the best practices and lessons learned are disseminated to community organizations, collaborators and clinics, all with the goal of supporting broad replication.

Applying our Health Systems Strengthening approach in new clinical environments

Launched in September 2023, the Texas Health Equity Alliance for Breast Cancer (THEAL) is an initiative committed to lowering the notable breast cancer mortality gap between Black and white populations in Harris County by 15% over the next decade.

To achieve its goal, THEAL will pursue three primary objectives over the next five years:

- Build a collaborative framework to facilitate shared planning, action and learning across the initiative.
- Establish a shared data platform to inform intervention development and implementation.
- Identify and address the underlying causes of breast cancer disparities by activating the coalition members' diverse range of capabilities and resources.

Lessons learned from these efforts will inform our Health Systems Strengthening work and the Platform overall, as well as the ability to support parallel work in other communities.

Although we focus on challenges and opportunities unique to Texas and its evolving demography, we view those challenges and opportunities through a broader lens. We firmly believe that the impact the Platform achieves in one community can inform the creation of effective public health services by, for and in communities anywhere.

- Use the Impact Evaluation Core's unique strengths to provide comprehensive catchment area assessment and expertise to better understand the Texas health landscape.
- Identify and act on opportunities to partner with communities to deploy our Be Well Communities model to promote wellness and reduce modifiable risk factors for cancer.
- Activate our deep understanding of data and community needs to address more risk factors in more places through our Health Systems Strengthening work.
- Continue to evolve our approach to ensure that best-in-class science in cancer prevention and control is available to all.



Platform publications

- Rechis R, Oestman KB, Walsh MT, Love B, Hawk EH. Be Well™ Acres Homes: a community-driven, evidence-based approach to reduce health inequities through sustained cross-sector partnership. *Cancer Causes Control*. 2023. <https://doi.org/10.1007/s10552-023-01818-4>
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*Please see a full list of publications at MDAnderson.org/CPCP.

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- Angels Surviving Cancer
- Back to Eden
- BakerRipley
- Baytown Chamber of Commerce
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- Brighter Bites
- CATCH Global Foundation
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- CentroMed
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- Chambers Health
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- RTI International
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