

# NORTH CENTRAL FLORIDA CANCER CONTROL COLLABORATIVE



**Goal Statement:** Develop and execute at least one cancer-related educational opportunity to regional health care stakeholders which includes National Center for Cultural Competency ([nccc.georgetown.edu/](http://nccc.georgetown.edu/)), Health Resources and Services Administration ([hrsa.gov/cultural-competence/index.html](http://hrsa.gov/cultural-competence/index.html)), and the Community Guide ([thecommunityguide.org/](http://thecommunityguide.org/)) “recommended” strategies for prevention or treatment of cancer (aligned with Florida Cancer Theme x).

**Objectives: (SMART)**

1. Present cancer disparity-related data specific to the NCFCCC regional catchment area which incorporates cultural competency techniques and evidence-based practices recommended by the Community Guide.
2. Determine parties involved in the development and execution, areas of the state and populations likely to be impacted, and potential barriers to execution of the intervention.

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><b>Objective 1:</b> Present cancer disparity-related data specific to the NCFCCC regional catchment area which incorporates cultural competency techniques and evidence-based practices recommended by the Community Guide.</p> <p>Action Step 1A: Review the North Central Florida Cancer Report 2016 to determine target geographical areas with NCFCCC catchment area by February 28, 2019.</p> <p>Action Step 1B: Develop more specific data extracts that identify racial or ethnic disparities within cancer related outcomes by February 28, 2019.</p> <p>Action Step 1C: Select a tentative date and location to carry out the regional intervention by March 1, 2019.</p> <p>Action Step 1D: Carry out the intervention by May 30, 2019 (for more details on intervention – see Objective 2; Action Step 2A on page 3).</p>	<p>Objective 1: WellFlorida Council, NCFCCC Coordinator to identify speaker: Mary Ann Burg and a representative from Suwannee River Area Health Education Center</p> <p>1A: WellFlorida and NCFCCC Members</p> <p>1B: WellFlorida and NCFCCC Members</p> <p>1C: WellFlorida and NCFCCC Members</p> <p>1D: NCFCCC and Suwannee River AHEC (B. Meyers, A. Williams, E. Archer)</p>	<p>Location for training Speakers CEUs Printed materials</p>	<p><b>Objective 1:</b></p> <p>1A: February 28, 2019</p> <p>1B: February 28, 2019</p> <p>1C: March 1, 2019</p> <p>1D: May 30, 2019</p>



**Measures of Success (How will you know that you are making progress? What are your benchmarks?)** Each objective will be measured according to the timeline specified in the objective and associated action steps. The strategic planning committee and the NCFCCC coordinator will be responsible for ensuring the strategic plan is implemented. Success and challenges associated with objectives and action steps should be presented to the full NCFCCC membership during meetings. The strategic planning committee is encouraged to meet regularly prior to each scheduled NCFCCC meeting to discuss updates associated with the plan. These meetings will serve as an opportunity to make adjustments and new action steps as needed throughout the process. Membership numbers will be recorded and attendance to meetings will be recorded by the coordinator.

**Objective 1:** The selection of the intervention date and the presentation of cancer disparity-related data will determine success.



**Goal Statement:**

Residents of North Central Florida practice healthy behaviors associated with prevention of cancer or to reduce risk (aligned with Florida Cancer Theme II)

**Objectives: SMART**

1. Establish at least 2 Workgroups by March 30, 2019 (screening and prevention, tobacco related, healthy behaviors, survivorship group).
2. Develop HPV webinar training aimed at health professions students to improve knowledge of HPV on cancer incidence and guidelines for HPV vaccination, and to improve cultural competency in communicating with patients about HPV by May 30, 2019.

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><b>Objective 1:</b> <u>Establish at least 2 Workgroups by June 1, 2018 (screening and prevention, tobacco related, healthy behaviors, survivorship group).</u></p> <p>Action Step 1A: Discuss potential workgroups at the NCFCCC Meeting on October 31, 2018.</p> <p>Action Step 1B: Schedule workgroup meetings in Quarter 3 (January-March 31, 2019).</p> <p>*only 1 workgroup was established: HPV education/training workgroup – this workgroup will only be in effect through the end of this fiscal year as their main focus is the May 17<sup>th</sup> training event.</p> <p><b>Objective 2:</b> <u>Develop HPV training by Spring 2019.</u></p> <p>Action Step 2A: Develop HPV training aimed at health professions students to improve knowledge of HPV on cancer incidence and guidelines for HPV vaccination, and to improve cultural competency in communicating with patients about HPV.</p> <p>*initially we planned this to be an online/webinar training, but have since been able to schedule a face-to-face event.</p>	<p><b>Objective 1:</b></p> <p>1A: WellFlorida and NCFCCC Members</p> <p>1B: WellFlorida</p> <p>2A: NCFCCC and Suwanee River AHEC (B. Myers, A. Williams, E. Archer)</p>	<p><b>Objective 1:</b> Coordinator’s time; established workgroup chairs to keep track of workgroups.</p>	<p><b>Objective 1:</b></p> <p>1A: October 5, 2018</p> <p>1B: March 31, 2019</p> <p>2A: April 2019</p>



Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><b>Measures of Success (How will you know that you are making progress? What are your benchmarks?)</b> Each objective will be measured according to the timeline specified in the objective and associated action steps. The strategic planning committee and the NCFCCC coordinator will be responsible for ensuring the strategic plan is implemented. Success and challenges associated with objectives and action steps should be presented to the full NCFCCC membership during meetings. The strategic planning committee is encouraged to meet regularly prior to each scheduled NCFCCC meeting to discuss updates associated with the plan. These meetings will serve as an opportunity to make adjustments and new action steps as needed throughout the process. Membership numbers will be recorded and attendance to meetings will be recorded by the coordinator.</p> <p><u>Objective 1:</u> Development of 2 Workgroups and activity levels of the workgroups will determine success and progress.</p> <p><u>Objective 2:</u> Development of HPV webinar training will determine success and progress.</p>			



**Goal Statement:**

Residents of North Central Florida affected by cancer are aware of and have access to quality, appropriate services for quality of life, palliative care, and survivorship (Aligned with Florida Cancer Theme IV)

**Objectives: SMART**

1. Update resource guide by June 31, 2019

2. Increase website traffic to the resource guide by 10% by June 30, 2020.

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><b>Objective 1: Update resource guide by June 31, 2017</b></p> <p>Action Step 1A: Work to find a funder to support the online resource guide by December 1, 2018.</p> <p>Action Step 1B: Identify and secure website developer to update the existing resource guide to a new online platform by March 1, 2019.</p> <p>Action Step 1C: Work with interns to update the Resource Guide by July 30, 2019.</p>	<p><b>Objective 1:</b></p> <p>1A: WellFlorida</p> <p>1B: WellFlorida</p> <p>1C: WellFlorida</p>	<p><b>Objective 1:</b></p> <p>1A: Coordinator’s time, money for website, intern</p> <p>1B: Website developer, time</p> <p>1C: Intern, time</p>	<p><b>Objective 1:</b></p> <p>1A: December 1, 2018</p> <p>1B: March 1, 2019</p> <p>1C: July 30, 2019</p>
<p><b>Objective 2: Increase website traffic to the resource guide by 10% by June 30, 2020.</b></p> <p>Action Step 2A: Promote resource guide in newsletter by January 1, 2020.</p> <p>Action Step 2B: Evaluate increase in website traffic after marketing distribution by October 2017.</p>	<p>2A: Coordinator</p> <p>2B: Coordinator</p>	<p>2A: Coordinator’s time, newsletter</p> <p>2B: Google analytics/Modx</p>	<p>2A: January 1, 2020</p> <p>2B: October 2017</p>
<p><b>Measures of Success (How will you know that you are making progress? What are your benchmarks?)</b> Each objective will be measured according to the timeline specified in the objective and associated action steps. The strategic planning committee and the NCFCCC coordinator will be responsible for ensuring the strategic plan is implemented. Success and challenges associated with objectives and action steps should be presented to the full NCFCCC membership during meetings. The strategic planning committee is encouraged to meet regularly prior to each scheduled NCFCCC meeting to discuss updates associated with the plan. These meetings</p>			



will serve as an opportunity to make adjustments and new action steps as needed throughout the process. Membership numbers will be recorded and attendance to meetings will be recorded by the coordinator.

Objective 1: Compare baseline website traffic to website traffic as of October 31, 2015. Present findings to collaborative at quarterly meeting.

Objective 2: An updated resource guide will serve as a benchmark of success.

*\*Note:* If access to old website analytics is not possible, the baseline will start this year (2019) with the implementation of the new website.



**Goal Statement:**

Residents of Northeast Florida have access to appropriate health information and effective health services for the timely detection, diagnosis and treatment of cancer. (aligned with Florida Cancer Theme III)

**Objectives: SMART**

1. Provide updated NCFCCC resources to the UF HealthStreet Cancer Resource Center and the UF Cancer Center on a quarterly basis beginning July 1, 2019.

<b>Action Steps/Activities</b> What will be done?	<b>Responsible Parties</b> Who should do it?	<b>Resources Needed</b> Funding/Time/People/Materials	<b>Time Horizon</b> By when?
<p><b>Objective 1:</b> Provide updated NCFCCC resources to HealthStreet and the Cancer Resource Center on a quarterly basis beginning July 2019.</p> <p>Action Step 1A: Connect with Health Street and the Cancer Resource Center by August 2019.</p> <p>Action Step 1B: Arrange for NCFCCC resources and marketing materials to be placed in the Cancer Resource Center on a regular basis; once per quarter beginning August 2019.</p> <p>*updated information will not be available for distribution until the completion of the NCFCCC Resource Guide website migration.</p>	<p><b>Objective 1:</b> Coordinator</p>	<p><b>Objective 1:</b> Coordinator’s time, Health Street contacts, NCFCCC materials</p>	<p><b>Objective 1:</b></p> <p>1A: August 2019</p> <p>1B: August 2019</p>
<p><b>Measures of Success (How will you know that you are making progress? What are your benchmarks?)</b></p> <p>Each objective will be measured according to the timeline specified in the objective and associated action steps. The strategic planning committee and the NCFCCC coordinator will be responsible for ensuring the strategic plan is implemented. Success and challenges associated with objectives and action steps should be presented to the full NCFCCC membership during meetings. The strategic planning committee is encouraged to meet regularly prior to each NCFCCC regularly scheduled meetings to discuss updates associated with the plan. These meetings will serve as an opportunity to make adjustments and new action steps as needed throughout the process.</p> <p><b>Objective 1:</b> Benchmarks of success will be the placement of NCFCCC resources at HealthStreet each quarter. Coordinator will track resources given to HealthStreet on, at least, a quarterly basis.</p>			