

NORTH CENTRAL FLORIDA CANCER CONTROL COLLABORATIVE



Goal Statement:

To increase the collaborative efforts of the North Central Florida Cancer Control Collaborative (membership, partnerships, collaborations with other organizations) (aligned with Florida Cancer Goal I)

Objectives: (SMART)

1. Establish a Communication Plan by March 31, 2015.

2. Increase engagement with the University of Florida affiliated programs to one per quarter beginning in January 1, 2015.

3. Increase membership by 50% by January 1, 2016

4. Develop and approve NCFCCC Bylaws by December 31, 2014.

5. Revise the North Central Florida Cancer Report with new data by August 31, 2015.



Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><u>Objective 1: Establish and Implement a Communication Plan by March 31, 2015.</u></p> <p>Action Step 1A: Develop a Draft Communication plan by March 1, 2015. This plan shall include documents such as a recruitment/collaborative introduction letter/invitation, details regarding the website, Blog, Resource Guide and Listserv use and regulations and any other formal documents utilized by the NCFCCC. Go over new features of Communication Plan at NCFCCC quarterly meeting in August 2015.</p> <p>Action Step 1B: Identify needs for new Listserv platform by December 31, 2014.</p> <p>Action Step 1C: Develop Listserv rules of use by December 31, 2014. Rules should include how to use the Listserv, as well as what types of postings are allowed and not allowed.</p> <p>Action Step 1D: Create a monthly newsletter for the NCFCCC beginning September 2014. Promote Blog and Resource Guide through Listserv monthly newsletters.</p>	<p><u>Objective 1:</u></p> <p>1A: Lauren (Coordinator) to create Draft Communication Plan and will present to steering committee to approve. Lauren to create welcome letters that discuss resources NCFCCC offers, Rita to help distribute to health departments in the NCFCCC service area.</p> <p>1B: Lauren to consult with IT experts at WellFlorida to identify needs and features.</p> <p>1C: Lauren to develop rules for Listserv use</p> <p>1D: Lauren responsible for sending out monthly newsletter; partners and NCFCCC members are responsible for contributing content for the newsletter.</p>	<p><u>Objective 1:</u></p> <p>1A: DOH CCC Program’s Dropbox of example communication plans and example interest forms, recruitment letters and other formal documents used by regional collaborative; input, as needed, from Comprehensive Cancer Control Program Staff; NCFCCC steering committee to vote to adopt the plan; Coordinator time to develop communication plan; Coordinator time to add newly developed materials to NCFCCC website.</p> <p>1B: Funding to purchase new Listserv service</p> <p>1C: Templates of other Listserv rules from other collaboratives/organizations.</p> <p>1D: Coordinator time to compile newsletter each month, postings from partner organizations, FDOH entities, and NCFCCC members throughout the month necessary to compile newsletter information.</p>	<p><u>Objective 1:</u> March 31, 2015.</p> <p>1A: Draft Completed March 1, 2015</p> <p>1B: Listserv needs identified by December 31, 2014.</p> <p>1C: Final Listserv rules developed by December 31, 2014.</p> <p>1D: Ongoing monthly NCFCCC newsletters beginning September 2014.</p>

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Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><u>Objective 2: Increase engagement with the University of Florida affiliated programs to one per quarter beginning in January 1, 2015.</u></p> <p>Action Step 2A: Reach out to UF-Health about being involved in NCFCCC and the Centers of Excellence Award by December 31, 2014.</p> <p>Action Step 2B: Attend the UF Health Cancer Committee on July 15, 2014. Identify the interests of this group and help them expand upon their using NCFCCC resources.</p> <p>Action Step 2C: Identify ways to collaborate on population health research with UF (Cancer Report 2013). Reach out to Dr. Hart, Dr. Odedina, (establish a way to get ongoing resources about the NCFCCC to the Prostate Cancer Center), reach out to Dr. Tomar (UF Dental) by December 31, 2014.</p>	<p><u>Objective 2:</u></p> <p>2A: Lauren, Dr. Graham responsible for reaching out to UF-Health Cancer Center. FDOH/CCRAB responsible for providing official information on Cancer Centers of Excellence Award.</p> <p>2B: Dr. Graham responsible for extending an invitation and getting NCFCCC on the agenda. Lauren responsible for presenting NCFCCC information and resources to Committee.</p> <p>2C: Steering committee responsible for providing coordinator with relevant contacts at UF; Lauren responsible for reaching out. UF partners responsible for providing information about their pursuit of NCI designation and how the collaborative resources can assist with the process.</p>	<p><u>Objective 2:</u></p> <p>2A –C: Time of coordinator for networking and attending meetings; steering committee/UF-Health time and contacts to assist in making connections.</p>	<p><u>Objective 2:</u></p> <p>Ongoing engagement process beginning January 1, 2015.</p> <p>2A: December 31, 2014</p> <p>2B: July 15, 2014</p> <p>2C: December 31, 2014</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><u>Objective 3: Increase membership by 50% by January 1, 2016.</u></p> <p>Action Step 3A: Establish baseline for current membership by December 31, 2014. Synthesize current membership list, send out list to steering committee members, have them review it and determine if there are groups missing, develop new list based on these results.</p> <p>Action Step 3B: Coordinate with health departments in rural areas to distribute NCFCCC materials by December 31, 2014.</p> <p>Action Step 3C: Organize and convene a “Connection Fair” to bring together NCFCCC-area patient navigators once a year starting March 31, 2015. Planning for the “Connection Fair” begins by August 30, 2014.</p>	<p><u>Objective 3:</u></p> <p>3A: Coordinator to compile list of current partners/parties; steering committee responsible for adding missing names and organizations to the list.</p> <p>3B: Lauren and Rita work with to coordinate getting info to Putnam; HD contacts are responsible for putting NCFCCC material in their offices.</p> <p>3C: Coordinator responsible for organizing and finding a location for the “Connection Fair” based on NCFCCC members and interest; NCFCCC partners responsible for attending and promoting event.</p>	<p><u>Objective 3:</u></p> <p>3A – C: Coordinator’s time to review current membership list; steering committee time to review list and provide suggestions/updates; use of communication plan including introduction letter/invitations, details regarding the website, Blog, Resource Guide and Listserv use and regulations. Health department promotional venues to help promote NCFCCC activities among state and among other collaboratives; funding to print more NCFCCC flyers and cards to place in offices.</p>	<p><u>Objective 3:</u></p> <p>3A: Membership baseline established by December 31, 2014.</p> <p>3B: NCFCCC materials to health department offices by December 31, 2014.</p> <p>3C: Planning for first event begins by August 31, 2014. Ongoing event occurring annually beginning March 31, 2015.</p>

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<p><u>Objective 4: Develop and approve NCFCCC Bylaws by December 31, 2014.</u></p> <p>Action Step 4A: Use other collaborative bylaws as template to establish NCFCCC Bylaws by December 31, 2014. Will determine how to define membership (as organizations or as individuals), how many meetings a year members must attend to be active, etc.</p> <p>Action Step 4B: Steering committee will approve bylaws by August 31, 2014.</p> <p><u>Objective 5: Revise the North Central Florida Cancer Report with new data by August 31, 2015.</u></p> <p>Action Step 5A: Meet with Sue and Sam about Cancer Report in June 30, 2014</p> <p>Action Step 5B: Dr. Graham will request access to Florida Cancer Registry at FDOH meeting in Fall 2014 (date TBD)</p> <p>Action Step 5C: Identify and secure funding to update Report by January 31, 2015.</p>	<p><u>Objective 4:</u></p> <p>4A: Lauren (Coordinator) will go over bylaws based on templates; steering committee will approve/make suggestions by August 30, 2014.</p> <p>4B: Steering Committee responsible for reviewing bylaws by August 31, 2014.</p> <p><u>Objective 5:</u></p> <p>5A: Coordinator and FDOH Contacts responsible for meeting and sharing possible ways to revise report.</p> <p>5B: Dr. Graham responsible for requesting access at DOH June planning meeting</p> <p>5C: Coordinator, Sam and Sue at DOH responsible for identifying funding sources for updating the report.</p>	<p><u>Objective 4:</u></p> <p>4A: Bylaw templates from FDOH Dropbox and from other collaboratives</p> <p>4B: Strategic Planning Steering Committee’s time to review and revise the document; Coordinator to make edits.</p> <p><u>Objective 5:</u></p> <p>5A: Time of coordinator,</p> <p>5B: Dr. Graham’s time; access to Cancer Registry data or data summaries</p> <p>5C: WellFlorida staff to revise the report; DOH team for identifying funding to satisfy need for new Cancer Report</p>	<p><u>Objective 4:</u> December 31, 2014</p> <p>4A: June 15 – December 31, 2014</p> <p>4B: Steering committee to approve bylaws by August 31, 2014;</p> <p><u>Objective 5:</u> August 31, 2015</p> <p>5A: June 30, 2014</p> <p>5B: Fall 2014 (November 1, 2014)</p> <p>5C: January 31, 2015</p>
<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 quarterly meetings. The strategic planning committee is encouraged to meet quarterly prior to each monthly NCFCCC regularly scheduled meetings to discuss updates associated with the plan. These meetings will serve</p>			



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<p>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> Adopted Communication Plan as measurable output. Coordinator to maintain records of meeting minutes and formal adoption of plan by members.</p> <p><u>Objective 2:</u> Increased interaction with UF affiliated programs including UF representative attendance at NCFCCC sponsored events and NCFCCC attendance at UF sponsored events. Collaborations with UF partners to be discussed and promoted via Listserv and Blog. Updates regarding Objective 2 will be presented at quarterly NCFCCC meetings</p> <p><u>Objective 3:</u> Membership baseline to be established according to minutes and attendance logs by Coordinator; Coordinator will track attendance and membership numbers throughout all collaborative meetings and present membership numbers each quarterly meeting</p> <p><u>Objective 4:</u> Existence of adopted bylaws as benchmark of success.</p> <p><u>Objective 5:</u> Updated NCFCCC Cancer Report as benchmark of success (should follow timeline as delineated in strategic plan).</p>			

NORTH CENTRAL FLORIDA CANCER CONTROL COLLABORATIVE



Goal Statement:

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

Objectives: SMART

1. Establish at least 2 Workgroups during the upcoming August 2014 meeting (screening and prevention, tobacco related, healthy behaviors, survivorship group).

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><u>Objective 1: Establish at least 2 Workgroups during the upcoming August 2014 meeting (screening and prevention, tobacco related, healthy behaviors, survivorship group).</u></p> <p>Action Step 1A: Send out interest survey through Listserv, put on website by July 31, 2014.</p> <p>Action Step 1B: Determine special topics groups based on member interest at August 2014 NCFCCC Meeting (current possibilities: tobacco, survivorship, breast cancer, prostate cancer, colon cancer).</p> <p>Action Step 1C: Connect with UF Health and NFRMC for survivorship groups by August 31, 2014.</p>	<p><u>Objective 1:</u></p> <p>1A: Coordinator responsible for sending out interest survey through NCFCCC Listserv by July 31, 2014. This will also assist in updating membership.</p> <p>1B: Coordinator, steering committee responsible for helping establish workgroups at August 2014 meeting.</p> <p>1C: Survivorship workgroup; Mary Hill</p>	<p><u>Objective 1:</u></p> <p>1A: SurveyMonkey/website to house interest surveys; Coordinator’s time to develop and send out survey</p> <p>1B: Established workgroup chairs to keep track of workgroups.</p> <p>1C: Information regarding survivorship groups; Coordinator’s time to identify existing groups; Survivorship Workgroup’s time</p>	<p><u>Objective 1:</u></p> <p>1A: Interest survey by July 31, 2014</p> <p>1B: 2 Workgroups established by August 2014 NCFCCC Meeting</p> <p>1C: August 31, 2014</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>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 quarterly meetings. The strategic planning committee is encouraged to meet quarterly prior to each monthly 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. 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>			



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 Goal IV)

Objectives: SMART

1. Increase website traffic to the resource guide by 10% by January 2015.

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><u>Objective 1: Increase website traffic to the resource guide by 10% by January 2015.</u></p> <p>Action Step 1A: Establish baseline of website traffic by July 31, 2014.</p> <p>Action Step 1B: Evaluate clinics in rural areas and identify their need for additional resources about the collaborative and the guide, by August 31, 2014.</p> <p>Action Step 1C: Order holders for NCF guide brochures; arrange face-to-face meetings to place packets of NCFCCC information for Directors of Nursing at Health Departments in NCFCCC service area materials, print for libraries in each county of the service area by August 31, 2014.</p> <p>Action Step 1D: Evaluate increase in website traffic after marketing distribution by January 31, 2015.</p>	<p><u>Objective 1:</u></p> <p>1A: Lauren (Coordinator) responsible for evaluating traffic to website by July 31, 2014.</p> <p>1B: Lauren (Coordinator) to work with Rita to establish contact with rural clinics</p> <p>1C: Lauren (Coordinator) to order pamphlet holders; put together packets for August meetings. Will go over how to use/update Resource Guide at August 2014 NCFCCC Meeting; Lauren will include tag on monthly newsletter with info on how to update resource listings</p> <p>1D: Lauren (Coordinator) responsible for monitoring website traffic post-material distribution.</p>	<p><u>Objective 1:</u></p> <p>1A: Time of coordinator to evaluate website use and maintain website;</p> <p>1B: Time of coordinator and Rita; communication with rural clinics</p> <p>1C: DOH partners to help distribute information in their area offices; funding to print more NCFCCC handouts; time of coordinator to schedule face-to-face meetings; Partner collaboration: VA Contact Cheryl Tillman; Barb Thomas of Cancer Connections.</p> <p>1D: Google Analytics/ModX analytics</p>	<p><u>Objective 1:</u> January 31, 2015</p> <p>1A: July 31, 2014</p> <p>1B: August 31, 2014</p> <p>1C: August 31, 2014</p> <p>1D: January 31, 2014</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 quarterly meetings. The strategic planning committee is encouraged to meet quarterly prior to each monthly 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. 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 January 31, 2015. Present findings to collaborative at quarterly meeting.

NORTH CENTRAL FLORIDA CANCER CONTROL COLLABORATIVE



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 Goal III)

Objectives: SMART

1. Provide NCFCCC resources to the HealthStreet Cancer Resource Center location on a quarterly basis beginning August 1, 2014.

Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
<p><u>Objective 1: Provide NCFCCC resources to the HealthStreet Cancer Resource Center location on a quarterly basis beginning July 1, 2014.</u></p> <p>Action Step 1A: Connect with HealthStreet Cancer Resource Center and Dr. Odedina by June 30, 2014.</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 1, 2014. Record baseline number of pamphlets/brochures placed in Center.</p> <p>Action Step 1C: Remain in contact with HealthStreet every two months to determine if resources need to be dropped off more frequently.</p> <p>Action Step 1D: Record the number of pamphlets remaining on an annual basis to determine their use and need for more marketing materials.</p>	<p><u>Objective 1:</u></p> <p>1A: Lauren (Coordinator) to connect with HealthStreet and Dr. Odedina by June 30, 2014. Dr. Graham will assist in making connection.</p> <p>1B: Lauren (Coordinator) will record baseline before dropping off materials.</p> <p>1C: Lauren (Coordinator) to remain in contact with HealthStreet.</p> <p>1D: Lauren (Coordinator) to record number of remaining pamphlets on an annual basis.</p>	<p><u>Objective 1:</u></p> <p>1A: Time of coordinator to connect with contacts</p> <p>1B: Funding for marketing materials, Communication Plan (developed in Goal I), time of partners to help coordinate dissemination of materials.</p> <p>1C: Communication with HealthStreet; Coordinator's time</p> <p>1D: Coordinator's time; accounting of marketing materials</p>	<p><u>Objective 1:</u> July 1, 2014</p> <p>1A: June 30, 2014</p> <p>1B: August 1, 2014</p> <p>1C: Ongoing from August 1, 2014</p> <p>1D: Ongoing beginning August 1, 2014</p>



Action Steps/Activities What will be done?	Responsible Parties Who should do it?	Resources Needed Funding/Time/People/Materials	Time Horizon By when?
Action Step 1E: Set meeting with Dr. Odedina and HealthStreet after one year to determine if activity can be translated into other communities.	1E: Lauren (Coordinator) to set meeting with HealthStreet, partners to assist with ideas for dissemination	1E: Coordinator’s time; accounting of marketing materials	1E: September 30, 2015.
<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 quarterly meetings. The strategic planning committee is encouraged to meet quarterly prior to each monthly 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><u>Objective 1:</u> 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>			