Navigating the Role of a Backbone Organization in Collective Impact for Cancer Prevention

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### PRESENTER DISCLOSURES

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
OBJECTIVE

• Discuss the planning and development process of a cancer disparities prevention coalition in an urban Texas county.
BREAST CANCER OUTREACH
PREVENTION INITIATIVE

• Project focused on building community capacity in Tarrant County to reduce cancer health disparities.

• Development of Dallas Cancer Disparities Community Coalition served as a prototype for Tarrant County.*

COMMUNITY ENGAGEMENT

Community meetings, targeted outreach
- Outreach Core Directors
- Cluster mapping activity and themes
- Community-based dialogue and priority areas
- Secondary data analysis
- Iterative process
OBJECTIVE

• Analyze the role of a backbone organization for collective impact within a Community-Based Participatory Research (CBPR) framework.
• Mission: To serve, support and represent the interests of medically underserved, uninsured or underinsured cancer populations.
• Committed to collective impact for cancer prevention through CBPR approach.
<table>
<thead>
<tr>
<th>Backbone Organization*</th>
<th>Academic Partner**</th>
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</thead>
<tbody>
<tr>
<td>1. Guide vision and strategy</td>
<td>1. Foster co-learning and capacity-building among all partners</td>
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<td>2. Support aligned activities</td>
<td>2. Facilitates a collaborative, equitable partnership in all phases of research</td>
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<td>3. Establish shared measurement practices</td>
<td>3. Involves system development using a cyclical and iterative process</td>
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<td>4. Build public will</td>
<td>4. Recognizes community as a unit of identify</td>
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<td>5. Advance policy</td>
<td>5. Builds on strengths and resources within the community</td>
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<td>6. Mobilize funding</td>
<td>6. Achieves a balance between knowledge generation and intervention for the mutual benefit of all partners</td>
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Greater Fort Worth Komen Affiliate Funded Projects

Project 1: Breast Cancer Screening

• Texas Health Resources
• Moncrief Cancer Institute
• Solis Women’s Health
• JPS Health Network
• Tarrant County Public Health
• Martin Luther King Jr. Community Center
• Hugh Smith Recreation Center
• 6Stones Church
VOLUNTEERS

Coordination-JPS

- Advisory Board Members
- Coalition Partner Organizations
- Community Members
- Students
SCREENING DAY

Basic knowledge about breast cancer.
Opportunity for free clinical breast exams (CBEs) & mammograms.
Supported by the expertise and knowledge of TCCDC participating healthcare provider volunteers.
Greater Fort Worth Komen Affiliate Grant Funded Projects


- Increase community capacity in community-based lay navigation for women diagnosed with breast cancer in Tarrant County.
- The TCCDC and volunteer researchers will examine best practices, treatment guidelines, and review existing resource manuals.
• TCCDC members will oversee 5 focus groups and interviews with breast cancer survivors, caregivers and community leaders.
• TCCDC will provide at least three Navigation 101 trainings based on the manual to approximately 100 community leaders.
OBJECTIVE

• Formulate an evaluation plan to assess community capacity within a coalition structure.
EVALUATION

• Screening Day Evaluation:
  — Assess community capacity elements within Coalition including network partnerships, knowledge transfer, problem solving, and infrastructure
  — Greater Mt. Tabor surveyed Coalition members and volunteers (n=17)
EVALUATION

How satisfied were you with your role(s) as part of the event?

- Very Dissatisfied (1)
- Dissatisfied (2)
- Somewhat Dissatisfied (3)
- Neutral (4)
- Somewhat Satisfied (5)
- Satisfied (6)
- Very Satisfied (7)

[Bar graph showing satisfaction levels with percentages.]
EVALUATION
What are 1-3 things in general which could be improved for future events?

- Marketing of event and locations - radio and TV
- More volunteers, more time
- More community engagement carried out by community members
- Paperwork training for volunteers (Knowledge of benefits, insurance, out of pocket payments, paperwork and confidentiality procedures)
- Logistics of outdoor events to ensure comfort
- Focus on one event at a time to allow for most effective, yet time-consuming, promotion by community members
Acknowledgements