

PRESENTER DISCLOURES

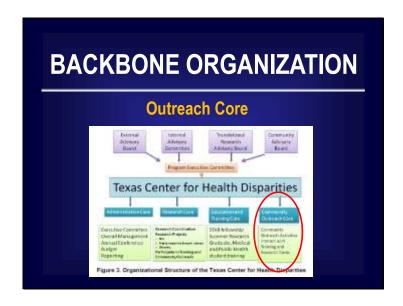
The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

OBJECTIVE

 Discuss the planning and development process of a cancer disparities prevention coalition in an urban Texas county.







BREASTR 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.*

"Cardarelli K. Jackson R. Martin M. Linnear K. Lopez R. Santelo C. Waaver P. Hill A. Banda J. Epperson-Brown M. Mortison J. Parrish D. Newton, J. R. Ospeta H. Haley S. Ladsyelo C. Harris P. Vishwaratha K. Johnson E. Scommunity based participatory approach to reduce breast cancer disparities in south Dallas. Prog Community Health Partnersh. 2011 Winter.5(4):375-85. PubMer 198107-2981630.

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.



LESSONS LEARNED Collective Impact and CBPR Backbone Organization* Academic Partner** Foster co-learning and capacity-building among all partners Facilitates a collaborative, equitable partnership in all phases of research 1. Guide vision and strategy 2. Support aligned activities Involves system development using a cyclical and iterative process. Recognizes community as a unit of identify Builds on strengths and resources within the community. 3. Establish shared measurement practices 4. Build public will Achieves a balance between knowledge generation and intervention for the mutual benefit of all partners. 5. Advance policy 6. Mobilize funding "Israel, B.A., Schulz, A.J., Parker, E.A., Becker, A.B., Allen, A.J., and Guzman, J.R. Critical issues in developing and following community-based participatory research principles. In M. Mirkker, N. Wallestein (eds.), Community-Based Participatory Research for Health. San Francisco: "Shiloh, S., Merchant, K., Kania, J. & Martin, E. (2012). Understanding the value of backbone organizations in collective impact. Stanford Social Innovation Review, Retrieved from http://www.io.gov/state/programs/pdf/aith-based-collective-understanding-organizations.pdf



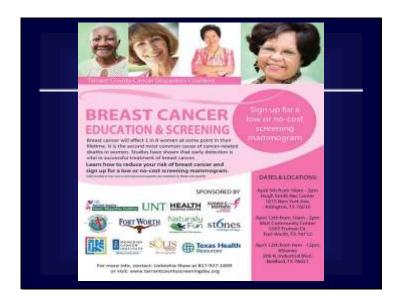
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Greater Fort Worth Komen Affiliate Funded Projects

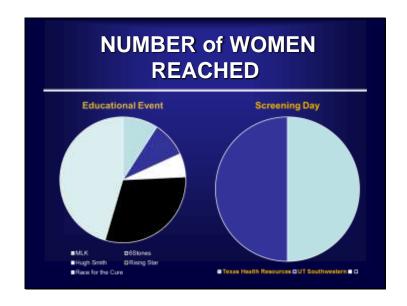
Project 1: Breast Cancer Screening

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









Greater Fort Worth Komen Affiliate Grant Funded Projects

Project 2: Breast Cancer Resource & Navigation Manual

- Increase community capacity in communitybased 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.

RESOURCE MANUAL

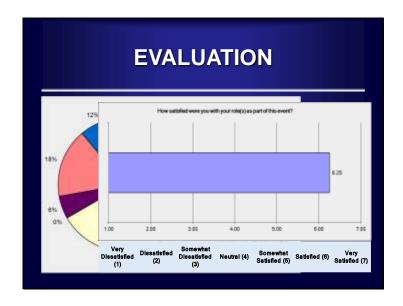
- TCCDC members will oversee 5 focus groups and interviews with breast cancer survivors, caregivers and community leaders.
- TCCDC will provide at least three Navigation 101 trainings based on the manual to approximately 100 community leaders.

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

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 timeconsuming, promotion by community members



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