



# ASCCC STRATEGIC PLANNING

Saturday, November 10<sup>th</sup>, 2018

# GOAL: INFLUENCE AND ENHANCE COMMUNITY-BASED EFFORTS:

By 2024, increase the number of policies informed by data and stakeholder input from 0 to 3. (\*policies can be legislative, administrative, or organizational).

- Form a policy subcommittee within the ASCCC to develop a policy agenda to prioritize cancer related issues.
- Gather data to perform policy assessment/Data needs to be tailored for stakeholders
- Coordinate legislative breakfast meetings annually (include survivors)

By 2024, increase the number of not for profit Non-Government and Community Based Organization partnerships from 0 to 5.

- Identify partnership organizations
- Conduct orientation
- Develop a partnering agreement (e.g. MOU, MOA, contract)

By 2024, conduct at least one annual community-based event (e.g. social, meeting, symposium) to discuss emerging cancer control related issues and community-based solutions.

# **GOAL: MOBILIZE COMMUNITY-BASED PREVENTION:**

By 2024, implement at least 2 awareness campaign initiatives.

By 2024, initiate at least 2 data exchanges with partners.

Starting 2019 Quarterly in-service with LBJ physicians (action)

By 2024 increase the # of people who are referred for screenings for most prevalent cancers (e.g. breast, cervix, prostate, etc.).

# **EMPOWER THE COMMUNITY THROUGH INFORMATION SHARING:**

By 2024, increase social media presence by 30% of likes and hits to Facebook page and website.

By 2024, increase annual fundraising amount by 10%.

By 2024, expand REACH program partners to increase faith-based organizations by 20%.

# **INCREASE ACCESSIBILITY TO COMMUNITY-BASED SUPPORT FOR COMFORT:**

By 2024, develop a cancer patient navigation network for multi-level support.

- ensure family support is included

By 2024, increase the # of first-time stipend recipients by 10%.