

がん対策推進基本計画の変更等に係る検討の進め方について(案)

I. これまでの経緯

1. 基本計画の策定

- 平成19年施行されたがん対策基本法(以下「基本法」という。)に基づき、政府は、がん対策の総合的かつ計画的な推進を図るため、平成19年度から平成23年度までの5年間を対象とした「がん対策推進基本計画」(以下「基本計画」という。)を作成し、平成19年6月に閣議決定した。基本計画は、がん対策の基本的方向性について定めるとともに、都道府県がん対策推進計画の基本となるものである。
- 基本計画作成にあたっては、基本法第9条第4項に基づき、がん対策推進協議会の意見を聴いた。

(参考)

平成19年4月	第1回がん対策推進協議会	会長選任、協議会の運営について等
	第2回がん対策推進協議会	基本計画のイメージ等
平成19年5月	第3回がん対策推進協議会	重点事項等
	第4回がん対策推進協議会	事務局案等
	第5回がん対策推進協議会	パブコメ結果等
平成19年6月	がん対策推進基本計画策定・閣議決定	

※ がん対策推進協議会設置前に、がん対策の推進に関する意見交換会を5回開催し、患者団体や学会等からのヒアリングを実施

2. 中間報告

- その後、基本計画の進捗状況を把握することが極めて重要との考えから、がん対策推進協議会の意見を聴きながら検討し、平成22年6月、基本計画の中間報告を行った。
- 中間報告には、基本計画の見直しに係る提案意見も記され、次期基本計画を作成する際の論点とすることとされている。

3. 基本計画の変更

●基本法第9条第7項に基づき、平成22年11月より、平成24年度以降の基本計画の変更についての議論を開始した。

●特に専門的な知見が必要な、緩和ケア、小児がん及びがん研究分野については、専門委員会を設置した。

●また、特に協議を深める必要のあるがん診療連携拠点病院及びがん患者の支援・情報提供分野についてヒアリングを行い討論するなどの集中審議を行った。

H 11月 22	第15回がん対策推進協議会 第16回がん対策推進協議会	<ul style="list-style-type: none"> ・変更に係る論点等 ・専門委員会の設置 ・がん診療連携拠点病院についての集中審議1 等
H 1月 23	第1回緩和ケア専門委員会 第1回小児がん専門委員会 第1回がん研究専門委員会 第17回がん対策推進協議会	<ul style="list-style-type: none"> ・緩和ケアの今後の検討課題について等 ・小児がんの今後の検討課題について等 ・がん研究の今後の検討課題について等 ・がん診療連携拠点病院についての集中審議2 等 ヒアリング：広島県 宇津宮参考人、都立駒込病院 佐々木参考人、 静岡がんセンター 山口参考人
2月	第2回小児がん専門委員会 第2回がん研究専門委員会 第2回緩和ケア専門委員会	<ul style="list-style-type: none"> ・小児がんの診療体制について 等 ヒアリング：大阪市立総合医療センター 多田羅参考人、 のぞみ法律事務所 増子参考人 ・がん研究の支援体制について 等
3月	第18回がん対策推進協議会 第3回がん研究専門委員会 第19回がん対策推進協議会	<ul style="list-style-type: none"> ・緩和ケア研修について 等 ヒアリング：筑波大学 木澤参考人 ・患者支援・情報提供についての集中審議 等 ヒアリング：高知県 浅野参考人、 国立がん研究センター 加藤参考人、若尾参考人 ・創薬研究について ・専門委員会中間報告

II. 基本計画の変更等に係る検討の進め方について(案)

- 平成23年夏～秋頃までに、基本計画に掲げられた7つの分野(がん医療、医療機関の整備等、がん医療に関する相談支援及び情報提供、がん登録、がんの予防、がんの早期発見、がん研究)の変更について、議論を行う。また、特に協議を深める必要のある分野については、集中審議(ヒアリング及び討論)を行う。なお、昨年度までのがん対策推進協議会にて、集中審議すべきとされた分野は以下のとおり。

- がん医療(放射線療法・化学療法の推進、ドラッグラグ等)
- がん登録
- がん検診・予防
- がん対策指標 他

- また、専門委員会の意見を、平成23年夏～秋頃までにとりまとめ、これをがん対策推進協議会へ報告し、これを踏まえ当該分野について検討する。
- 平成23年冬頃までに、がん対策推進協議会の意見を踏まえ、がん対策推進基本計画の変更案を、厚生労働省において作成する。

参考：参議院厚生労働委員会基本法附帯決議(平成18年6月15日)

本法により創設される「がん対策推進協議会」については、政府の策定する「がん対策推進基本計画」の立案に積極的に関与する機関であるとの位置づけにのっとり、その機能が十分に発揮できるよう配慮すること。

- パブリックコメントの実施等を経て、平成24年度当初に基本計画の変更を閣議決定する。

※ なお、基本計画関連の予算措置事項については、適宜、本協議会において検討。

がん対策推進協議会委員名簿

平成23年4月5日

氏名	所属・役職
あまの しんすけ 天野 慎介	特定非営利活動法人グループ・ネクサス理事長
うえだ りゅうぞう 上田 龍三	名古屋市病院局長
えぐち けんじ 江口 研二	帝京大学医学部内科学講座教授
かやま たかまさ 嘉山 孝正	独立行政法人国立がん研究センター理事長
かわごえ こう 川越 厚	医療法人社団パリアンクリニック川越院長
きたおか くみ 北岡 公美	兵庫県洲本市健康福祉部健康増進課保健指導係
たむら かずお 田村 和夫	福岡大学医学部腫瘍・血液・感染症内科学教授
なかがわ けいいち 中川 恵一	国立大学法人東京大学医学部附属病院放射線科准教授
なかざわ あきのり 中沢 明紀	神奈川県保健福祉局保健医療部長
の だ てつお 野田 哲生	公益財団法人がん研究会がん研究所所長
はない みき 花井 美紀	特定非営利活動法人ミーネット理事長
はら じゅんいち 原 純一	大阪市立総合医療センター副院長
ほさか しげり 保坂 シゲリ	社団法人日本医師会常任理事
ほんだ まゆみ 本田 麻由美	読売新聞社会保障部記者
まえかわ いく 前川 育	特定非営利活動法人周南いのちを考える会代表
まえはら よしひこ 前原 喜彦	九州大学大学院医学研究院臓器機能医学部門 外科学講座消化器・総合外科学分野(第二外科)教授
まじま よしゆき 眞島 喜幸	特定非営利活動法人パンキャンジャパン理事
まつぎ みどり 松月 みどり	公益社団法人日本看護協会常任理事
まつもと ようこ 松本 陽子	特定非営利活動法人愛媛がんサポートおれんじの会理事長
もんでん もりと 門田 守人	国立大学法人大阪大学理事・副学長

(50音順、敬称略)

Implementing Cancer Control in Your Community



Steps to Implementing Cancer Control in Your Community

Getting started can seem overwhelming in the beginning. The following eight steps are general guidelines that have been previously used to guide similar efforts in other Texas communities. They are intended to serve as a roadmap as you set out to do cancer control planning. Some of the information may apply to your community or project and some may not. Use whatever you find useful and appropriate to your efforts.

The nine Tools in the Toolkit are intended to expand on the steps discussed in this section. They provide a more in-depth look at certain topics in cancer control planning and include activities to help you work through the process and resources for further assistance and information. The tools will be referenced throughout the text in the following format:

3 *Tools for Planning Meetings includes an activity to help identify potential members.*

If you would like more information from others who are attempting to put together similar efforts or who have done similar projects, please visit the Texas Cancer Data Center website at www.txcancer.org and look for the Texas Cancer Prevention and Control Programs Inventory. This Inventory contains a description and contact information for cancer programs across Texas. Once you have achieved success in your program, you may want to enter your program in the Inventory. To connect to a statewide cancer coalition go to the Texas Comprehensive Cancer Control Coalition website at www.texascccoalition.org and sign up for the newsletter.

The steps to implementing cancer control in your community are:

- | | |
|---------------|--|
| Step 1 | <i>Identifying Groups/Organizations/Individuals/Key Opinion Leaders Interested in Cancer Control</i> |
| Step 2 | <i>Identifying Key Issues in Your Community</i> |
| Step 3 | <i>Mobilizing Groups/Individuals</i> |
| Step 4 | <i>Priority Setting & Planning</i> |
| Step 5 | <i>Securing Resources & Funding</i> |
| Step 6 | <i>Implementing Your Project</i> |
| Step 7 | <i>Evaluating Your Efforts & Achievements</i> |
| Step 8 | <i>Celebrating & Reflecting</i> |

Step 1

Identifying Groups/Organizations/Individuals/Key Opinion Leaders Interested in Cancer Control

Involve all of your community. Identify key organizations and individuals to become members of your efforts. There are a few key steps that you can follow in order to identify them easily and invite them to be part of your group.

1. Include a diverse representation from the entire community. Many different community members possess valuable insights to assist you in achieving your goals.
2. Consider inviting health care professionals, hospital workers, cancer survivors, local government and civic leaders, local celebrities, media partners, and local health departments, among others. Use existing connections (organizational or personal) to identify who is interested and able to assist in the effort.



Identify community partners

Community partners that are available to you can be:

<input type="radio"/> chambers of commerce	<input type="radio"/> local offices of state or national organizations
<input type="radio"/> businesses	<input type="radio"/> local health departments
<input type="radio"/> libraries	<input type="radio"/> schools
<input type="radio"/> cooperative extension agents	<input type="radio"/> faith-based organizations
<input type="radio"/> private organizations	<input type="radio"/> community organizations
<input type="radio"/> private citizens	<input type="radio"/> elected officials
<input type="radio"/> hospitals	<input type="radio"/> institutions of higher learning
<input type="radio"/> community health clinics	<input type="radio"/> media

3. Key opinion leaders are essential to the creation of a collaborative effort. Contact them to introduce the concept and ask for their opinion on whether this effort can be undertaken in the community. Ask them who else they think should be invited to join this effort. Community leaders include both formal leaders – those in highly visible positions such as elected offices and high-profile professions, as well as informal leaders – those with the ability to truly move community members to action because they have earned the trust of many community members.

4. Contact cancer organizations that are statewide or nation-wide to see if they have a local office/chapter in or near your community.
5. Develop a working relationship by meeting with individuals and discussing the purpose of the effort. A general guideline would be to converse with about 15 to 30 people, depending on the size of your community—enough to get a broad perspective and make many contacts. Obtain their commitment for assistance and thank them for helping you. It is important to follow up with a letter thanking them for their time and information and letting them know that you will be in touch with them once you have finished talking with other community members.

3 *Tools for Planning Meetings includes an activity to help identify potential members.*



Step 2

Identifying Key Issues in Your Community

Study your community's cancer problem. You will want to collect information from as many places as possible to determine what are the key issues in your community regarding cancer.

For example, the following questions can be used by your group to begin considering the issues you want to address. You may also want to ask questions of your community to obtain the most complete information possible.



Questions to Consider

- What issues are important in the community?
- What is the community proud of?
- How do things get done in the community, whether it's better schools, less pollution or more police protection?
- What do people in the community know about cancer?
- Would they like to be involved in some way?
- Who else should you speak with?
- What groups are in conflict and over what issues?

Pulling together information about your community involves looking at different types of information that help create a picture of what is happening in your community. The type of information you may want to collect includes:



Key Community Issues

- Demographics (age, race, income, etc.).
- Cancer incidence and mortality rates for the key types of cancer in your area.
- Community prevention activities related to nutrition and physical activity, comprehensive school health, and sun protection.
- Quality of life issues such as cancer patient, family and caregiver resources for information and referral, education and support, services and products.
- Prevalence of cancer related screening and risk behaviors (Behavioral Risk Factor Surveillance Survey (BRFSS) and Youth Risk Behavior Surveillance Survey (YRBSS)).
- Socioeconomic factors related to cancer prevention, early detection and patient support. (numbers of uninsured, average household income)
- Organizational and governmental laws and policies impacting access to prevention, early detection, treatment and patient support.
- The strength of your community's smoke-free ordinance.
- Other medical and community resources (programs and services).

2 ***Tools** for Using Cancer Statistics provides guidance on obtaining and using cancer related data (statistics and other information) and connects you with data resources.*

Organizations in your community, such as the American Cancer Society, United Way, Cooperative Extension, or others may already have a description of cancer control in your community. You may want to consider using this information for your efforts.

1 ***Tools** for Developing Your Plan contains a copy of the Texas Cancer Plan.*

During your initial steps, you and your cancer control partners should read through *the Plan*. You will quickly realize that issues you face in your community are many of the same issues facing communities all over Texas. You may identify one or more of the Plan's Goals that are of particular interest to you and that seem to fit with the cancer needs in your community. You can use the Plan to identify Goals and Objectives that are of the highest priority to your community, thus narrowing down your focus to something manageable. Strategies and Actions Steps in the Plan will give you ideas on what your community can begin working on.

For more information about the *Texas Cancer Plan* and how your community can work towards implementing the Plan, visit the Texas Cancer Council (TCC) website, www.tcc.state.tx.us or contact TCC at 512-463-3190 or texascancerplan@tcc.state.tx.us.



Step 3

Mobilizing Groups/Individuals

This next step guides you through inviting community members, holding your first meeting, and getting your community mobilized.

Drafting a Letter of Invitation

It's time to have a meeting! You will need to have a meeting that brings the people identified in Step 1 together. But how do you invite them? One of the best ways to make initial contact is to send a letter of invitation. This letter will introduce your ideas for working on cancer control issues to potential members, so you will want to consider carefully what information you'll include.

It is important to explain the objective in bringing together this group, so include a statement about the purpose as well as the benefits that members and the community will receive. Also, be sure to include the details of the meeting in your invitation, such as contact information, next steps for interested members, and date, time and location of the first meeting, in a clear manner. You may also want to include a tentative agenda so potential attendees can get a better idea of what the meeting will entail.

3 *Tools for Planning Meetings. You can find a sample letter of invitation.*

Planning Your Agenda

You will want to send out a preliminary or tentative agenda with your letter of invitation. Your agenda should be flexible. One of the key points to keep in mind when you are drafting the agenda is what you want to accomplish in the first meeting. Make sure you include an introduction section early in the agenda so everyone can introduce themselves. You will also want to inquire about who is already working on cancer-related issues. Your agenda will also provide a record of this meeting and will act as a guide in drafting your minutes.

3 *Tools for Planning Meetings. You can find an activity and sample agendas to help you plan for your first meeting.*

Holding Your First Meeting

When you make your welcoming statement to the attendees, be sure to state the purpose for bringing the group together. Also, remember to make clear your openness to ideas and suggestions throughout the course of the meeting. This will emphasize the collaborative nature of your activities.

It is important that those in attendance feel comfortable sharing their ideas and opinions. A good way to accomplish this is to follow introductions with a brainstorming session. This will set the tone for the rest of the meeting and encourage open participation throughout.

3 *Tools for Planning Meetings. There are tips for brainstorming.*

Ask all of the members present at your first meeting to introduce themselves and have them identify what they think is the most pressing issue in cancer control in your community, apart from increased funding, which is an issue that could take too much time at your first meeting. You can start with a list you create as a result of the research you did in identifying key issues in your community. Make a list of the issues the group identifies by starting fresh or adding to your list. Write the list in a place that can be viewed by everyone and keep this list for future meetings. This list provides a place to begin identifying the most pressing needs in your community. Begin to identify what various stakeholders are able to contribute to the effort (i.e. time, expertise, tangible resources) and how they want to be involved. Chances are your group will have members that are passionate about a particular cancer issue. Build on the passion that your group members bring to the table.

Your first meeting is the best time to share the *Texas Cancer Plan* with the group. Using the *Plan* as a starting point will be beneficial to the group's efforts. The *Plan* is a public document. Feel free to copy pertinent sections of the *Plan* to guide your discussion and provide copies of the *Texas Cancer Plan* for each attendee to take home and read. An electronic copy can be obtained at www.tcc.state.tx.us. For additional printed copies of the *Plan* please contact the Texas Cancer Council at 512-463-3190 or texascancercouncil@tcc.state.tx.us.

Tools for Planning Meetings. You can find an activity to help you plan for your first meeting

Identifying Leadership

The manner in which your group comes together will influence who will initially become the leader. If a single organization has put forth the effort to form partnerships with others and convene a group, a representative from that organization might take an initial leadership role. If the group is convening around a specific issue or event, the group may select a leader or a lead organization familiar with the topic during the first meeting. Regardless of the reason for starting the group, it is important to identify a leader who can speak on behalf of the group. Many people think the person inviting everyone to the table should be the leader. However, if the group is intended to be self-directed the leader may be someone from the community. This can be particularly helpful in mobilizing the community to participate in the program being developed. Ideally, groups have leaders who can communicate a broader vision of cancer control issues and inspire active participation in the group.

You may also find it helpful to use a facilitator. The facilitators can be a member of the group or you may ask other group members if they know of a trained facilitator in the area. In addition, groups need someone to manage the following responsibilities:

- Facilitate group meetings.
- Develop meeting agendas (with input from members).
- Ensure that follow up meetings are scheduled.
- Welcome new members to the group.
- Maintain the membership roster.
- Record and produce meeting minutes to document the groups discussions and decisions.
- Disseminate materials and communicate with the group.

Group leaders also need to have an understanding of group process and dynamics to help the group evolve through the normal stages of group development. As new members are added and the structure evolves, leadership may need to change to best meet the needs of the group.

Taking Care of Logistics


While you have these new members assembled, make a plan for future communications. Many times, passing around a sign-up sheet can answer several of the key questions that will emerge such as: best phone number to call and an e-mail address that the member checks with regularity. Suggest an e-mail list for regular communication if all of the members have e-mail access. Also, develop a phone tree.

You should devote some time to developing a meeting schedule. During this early stage of the formation of the group, more frequent meetings will be required, tapering off over time. Agree upon a schedule of meetings, preferably at a standard time and day of the week so members can put the meetings on their calendars with plenty of lead-time. You may also need to designate who will keep records for the group so that everyone knows who to go to if questions arise.

The Second Meeting & Beyond

Hopefully your first meeting was productive and engaging enough to make the members want to come back for meeting number two. Additionally, you will want to send out e-mail reminders to your entire list and if needed, employ the phone tree to get attendance up for subsequent meetings.

But what items should you discuss at this and subsequent meetings? First, your group should work on solidifying your statement of purpose or mission statement and identifying your group's goals. Check to see which Goal(s) of the Texas Cancer Plan your group's goal(s) align with.

 **Tools** for Planning Meetings includes *Coalition Building*, created by the Department of State Health Services. This manual gives more detailed guidance on how to continue to build on the efforts of your group.

The next Step will assist your group in taking everyone's ideas and prioritizing them based on an assessment of your community.

Step 4

Priority Setting & Planning

Community Assessment

Re-examine the original statement of purpose and the ideas that were brainstormed in initial sessions. Before you move on to prioritizing, your group may want to consider doing a community assessment. A community assessment is the process of gathering, analyzing and reporting information about community needs and the capacity of the communities to meet those needs. This is an important step in a larger process of program, planning and evaluation.

A community assessment will help you look at your community resources, opportunities, and gaps in cancer prevention and control. You should think of your ideas in terms of the community as a whole, in other words, what are the opportunities and challenges facing not only your group, but also the entire community in which you are operating? Refer to the *Texas Cancer Plan* to determine what Strategies and Action Steps have been proposed as statewide efforts to address the issues. If the *Plan* Strategies and Action Steps fit with your group's priority needs, consider putting them into action in your community. If your needs do not fit with those addressed in the *Plan*, you may use the *Plan* as a model for drafting your community's own unique Action Steps.





Questions to Consider when conducting a Community Assessment:

The following questions can be used to gather the information necessary for your assessment. These questions should be directed to various members of your group, partners, and cancer stakeholders.

1. Determine the “boundaries” of your community. It could be the entire county, perhaps just the city, or select neighborhood(s).
2. Who are you trying to reach within your community?
3. Is there a target population that you want to reach?
4. What are the current attitudes about cancer control?
5. What means will you employ to conduct the assessment? For example, will you develop a questionnaire to send out or will you use one-on-one interviews?
6. Is there a multicultural or a hard-to-reach segment of this community? If so, how will you address this? (Some groups have found it necessary to translate materials, such as questionnaires, into different languages or to have an oral survey component if the community has low literacy rates).
7. What are your existing strengths and resources? (For example, a high level of perceived importance in the community as supported by data or several organizations committed to the issue).
8. What are the obstacles and threats you will face? (For example, a low level of accessibility of cancer control and prevention resources or a particularly hard to reach population within the community).
9. How can you enlist community support?
10. Have there been proactive cancer awareness campaigns in the past?
What were the results?
11. Who are the key stakeholders in the community? (Government leaders, civic groups, etc.)
How will you maintain their awareness of your progress?
12. Is any of this information already available? For instance, institutions of higher education or governmental organizations may have conducted this type of research in your community and can make the information available.
13. What is your timeline? Be realistic and include all the steps you plan to take in your outlook.

More questions and needs will reveal themselves as you go through the exercise and begin to get a clear picture of what challenges lie ahead. You may want to form a community assessment task force to tackle this process separate from the entire group’s meetings.



Tools for Developing Your Plan has further direction on community assessments.

Ask for volunteers at your next group meeting. If you don’t have enough volunteers, consider extending a personal invitation to any members that you feel would be assets to the task force. Make sure to include diverse representation from many different areas such as health care, community activism, and civic leadership.

You also may want to check with a local college or university to see if you can get some assistance with developing and implementing the assessment. Students might take this on as a class assignment.

1 *Tools for Developing Your Plan contains a sample needs assessment for your reference.*

Once the assessment is completed you are ready to move on to prioritizing and drafting a plan of action.

Prioritizing

Chances are, your group has developed a rather lengthy list of cancer prevention and control issues that are of importance to your community. Using the data and other information you gathered under Step 2 “Identify Key Issues in Your Community”, try to determine if the data and research support your group’s ideas of what the problems are. Having data and research to support your description of a problem will assist you in getting further community support and possibly funding. Data can also help you identify what the most acute or pressing problems are. Out of the problems that you’ve identified, which ones can be taken on by the group? State your issues as possible projects you want to accomplish in your community.

1 *Tools for Developing Your Plan will help you prioritize your many ideas into a manageable few.*

Once your group has prioritized your ideas or projects, you can use the *Texas Cancer Plan* to further identify and describe how issues are addressed by the Goals and Objectives in the *Plan*. Together, group members can then discuss the various Strategies and Action Steps put forth in the *Plan*. This may help you to identify what Strategies will work in your community and how your group might implement Action Steps in the *Plan* to meet your community’s objectives.

Your assessment and prioritizing activities may guide you to add additional members from specific groups or populations. Inviting representatives from the populations you are trying to reach to participate in the planning process will help to ensure your plan is realistic and sensitive to the populations needs and issues.

Developing a Plan

Now that you have identified priority projects, they can become your goals. Your next steps will include:

- Making a plan and detailing how the group will achieve the goals it has set for itself.
- Identifying measurable indicators that will let you know if you've succeeded.
- Taking into account the resources available to you.

1 *Tools for Developing Your Plan* has activities to assist you in creating a plan of action and a sample chart for assigning project responsibilities to your group members.

Part of your planning will also include locating resources to implement your plan.

5 *Tools for Finding Resources* connects you with resources that already exist, so you may not have to create your program from scratch.

6 *Tools for Working with Priority Populations* provides information and resources for including multicultural groups, economically disadvantaged people, rural communities, and people with disabilities into your program outreach.

Your Plan of Action will need to include activities for securing funding. Step 5 discusses funding.

7 *Tools for Finding Funding* can help in identifying and pursuing potential sources of funding.

Include in your planning how you will communicate your activities to the community at large.

4 *Tools for Media and Outreach* contains ideas and tips on how to accomplish this.

Including Evaluation in Your Plan of Action

Evaluation needs to go hand in hand with the planning process. As you identify specific objectives to meet your goals, think about how you could measure those objectives. Step 7 will expand on the role of evaluation.

9 *Tools for Evaluating Your Efforts* provides more in depth instruction on evaluating your program.

Step 5

Securing Resources & Funding

Do not underestimate the value of a great plan of action and a committed and motivated team. However, without resources, accomplishing your goals can be quite a challenge.

Resources can be in-kind contributions or funding. In-kind contributions can come in a variety of ways such as donated meeting space, printing, advertising, etc. Many times local organizations and businesses such as grocery store chains, banks, hotels and printers are better able to help with in-kind contributions rather than actual cash donations. Funding is available from a variety of sources dedicated to helping groups like yours maximize their potential.

You should designate a member or a special team that will seek funding for your projects. The fundraising team can start by applying for grants and donations from any of the following:

- Philanthropic members of your community.
- Local organizations or businesses.
- Local government.
- Major health organizations.
- Charities that offer grants to community organizations.
- Civic groups.
- State government and state-sponsored health initiatives.
- National groups and foundations.

7 *Tools for Finding Funding can help in identifying and pursuing potential sources of funding.*

If there is a member in your group that is already familiar with free grant writing, have them craft your proposals. If not, free grant writing training is available from the State Grants team. For more information you can visit their web page at www.governor.state.tx.us/divisions/stategrants. When writing proposals be sure to let funders know your project activities are serving to implement Goals, Objectives, and Strategies in the Texas Cancer Plan. Funders want to know that cancer control efforts are coordinated and are moving the state forward in meeting its cancer control goals. If you've been successful in securing in-kind contributions from different organizations make sure to emphasize that in your grant application as well. Funders like to see that your grant request is supported locally. Keep a list of the different types of in-kind contributions that you receive so that you can publicly acknowledge these contributions. Once you have secured funding, you will be much more able to make your group's vision for the future a reality.

Before filling out a funding application or drafting a letter of request, your group will need to identify a fiscal agent. This will be the organization that actually receives the funds and will have accounting responsibility for all expenditures and receipts. Your group will need to select a fiscal agent that is known and respected in the community, that is financially stable, that has the personnel to handle the accounting required, and that will be considered neutral and trusted by all members of your group.

Step 6

Implementing Your Project

Involve as many members of the group as possible in any implementation activities. Gather as much information as possible to determine the success of the ideas/priorities that were implemented, as this is part of the evaluation process. Consider linking activities with short and long-term outcomes.

Depending on what you plan to do, implementation will look different for different activities. Monitor your implementation progress. Use the timeline you created in Step 4 “Priority Setting & Planning” as a checklist for monitoring implementation activities. Make sure you note any special circumstances that affected implementation so that you can use that information for future efforts.

1 ***Tools** for Developing Your Plan has some examples of priority setting checklist.*

4 ***Tools** for Media & Outreach has tips for letting others in your community know about your group’s efforts.*

8 ***Tools** for Influencing Public Policy provides information and samples for reaching your local and state policy makers and garnering their support for your project.*

Did your activities happen as you planned them? Look at the evaluation section and refer to process evaluation to see if your process is working as planned. At your regularly scheduled meetings report back on activities so the entire group can stay informed on progress made on reaching desired goals.

Step 7

Evaluating Your Efforts & Achievements

When people think about how to evaluate their activities, they often think in terms of what they can count, such as the number of people who came to a program or the number of educational materials distributed. All of these are important indicators of program activity. However, consider other program indicators as well. The quality of the program can be examined by measuring the perceptions of those who are reached by your program, as well as others who have contact with the program (i.e., community advisory committees, professionals to whom you make referrals, key informants in the community). You may wish to develop a simple questionnaire for your activity.

To understand not only what works, but why, evaluate both processes and outcomes. While you want to know if your activities are having the desired effects, also consider if the activities were implemented as planned:

- Did you have the materials and resources needed?
- Did your community partners contribute as intended?
- Did your activities reach the desired population?
- How did they respond to your message?

Outcome Evaluation

Ask yourself what are realistic outcomes that you can measure.

- What do you want people to do, think, or know as a result of the project?
- If your goal is to increase children's use of sunscreen protection, then how many children use hats and sunscreen when they are on the school playground before versus after your project?
- If your activity targets prevention, how many people adopt the preventive behavior you are promoting?

Collecting information directly from those in your "target population" can also help you understand if they see barriers you could address in your outreach activities.



Tools for Evaluating Your Efforts includes examples of questionnaires and a more thorough discussion of process evaluation.

What about systems changes? Are more facilities providing needed services, in ways that are more accessible to your target population? Has a no-smoking ordinance been adopted? Did local media cover your event or observance?

Step 8

Celebrating & Reflecting

Celebrating small achievements will help keep people motivated. Give recognition to the key leaders within your group that helped implement your priorities. Make your celebration public so more people can be involved. Make sure to acknowledge publicly any in-kind contributions or donations, especially those coming from local sources. Remember everyone who has helped you along the way.

4 *Tools for Media & Outreach* has suggestions on how to communicate successes.

Get statewide recognition for what you did and share your success with others around Texas. Go to the Texas Cancer Prevention and Control Programs Inventory on the Texas Cancer Data Center Web site at www.txcancer.org and add your program to a statewide database of cancer prevention and control programs in Texas.

Now that you know what you can accomplish, don't stop now! Use what your evaluation feedback tells you about your previous efforts to plan future projects.

