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**TEAM Up**  
Cancer screening saves lives

# CDC Cancer Partners Summit

July 13, 2006

# Discussion Points

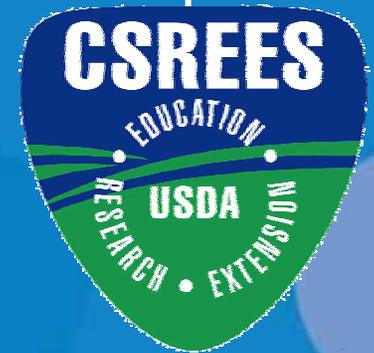
- ① Team Up Overview
- ② Challenges and Solutions
- ③ Investments in the Pilot
- ④ Considerations and Implications
- ⑤ Questions

# Team Up Overview

- Pilot program to increase breast and cervical screening
- In states with high mortality counties
  - AL, GA, KY, MO, SC, TN
  - Two states left the pilot
- Guided by 3 principles
  - R—Rarely or never screened woman as our focus
  - E—Evidence-based as our approach
  - P—Partnership as our underlying theme



# Four Unique Partners

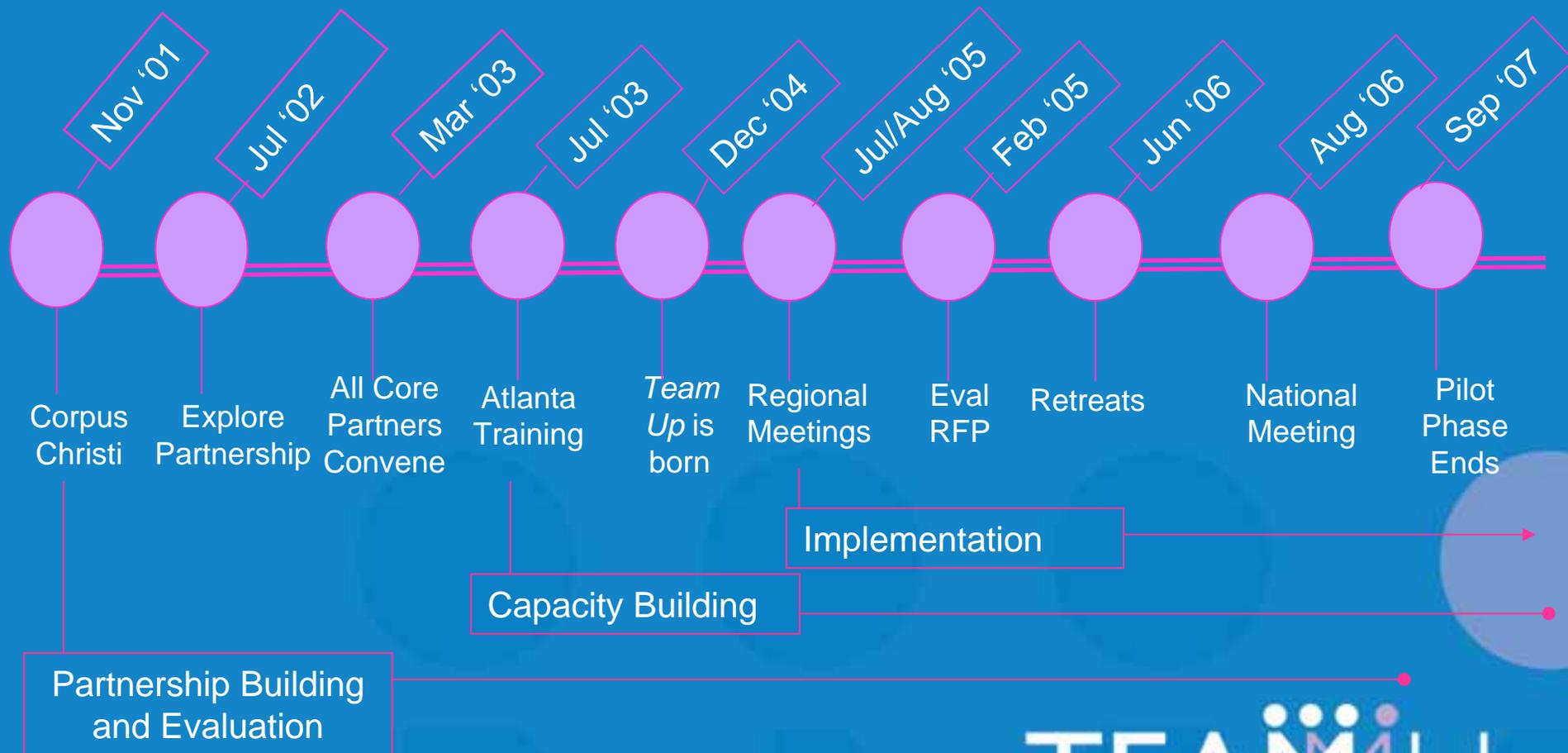


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# Multi-level Partnership

	ACS	CDC	NCI	USDA
National Level	Department of Health Promotion	National Breast and Cervical Cancer Early Detection Program	Office of Cancer Information Service (and other divisions/offices)	Cooperative State Research, Education and Extension Service
State Level	Divisions	State Breast and Cervical Cancer Early Detection Programs	Regional CIS Partnership Program	Extension at Land Grant Universities
County Level	Staff and Volunteers	Program Staff and Screening Providers	Partner Organizations	Extension Educators

# Pilot Timeline and Activities



# Team Up Years 1-2.5

## Partnership Building

- Convened National Partners
- Facilitated state team formation
- State teams developed action plans
- Built infrastructure to support the pilot

# Team Up Years 2-6

## Evaluation

- Designed and implemented process evaluation
- States awarded evaluation funding (Yr 3)
- Pilot phase ends September 2007

# Team Up Years 1.5-6

## Capacity Building

- Initial training on Cancer Control PLANET
- Formed Partnership Assistance and Technical Help (PATH) Team, led by Coaches
- Conducted PATH visits to identify TA needs
- Convened trainings to address TA needs

# Team Up Years 2.5-3.5

## Implementation

- ✔ Identified intervention counties
- ✔ Identified EBI
- ✔ Adapted EBI
- Implement programs
- Evaluate state-level efforts

# Challenges: Rarely/Never Screened

Challenge	Solution
Inconsistent data	Clarification of data sources
Implications for BCCEDP	CDC leadership response to programs
Unequal cancer knowledge	Leveraging team knowledge
Lack of definition for rarely never screened for breast	National partner negotiation
Burden of evaluation	Acceptance of delayed outcomes, reduction in data collection periods, education

# Challenges: Evidence-Based

Challenge	Solution
Definition of EBI	Education and negotiation
Lack of knowledge of EBI	Awareness, education, and tool development
Application of EBI	Awareness and education
Lack of EBI options	Utilized Community Guide and Cancer Control PLANET
EBI resource implications	Funding workshops

# Challenges: Visibility

Challenge	Solution
Diffuse identity	A name to rally around, infrastructure, communication tools, reinforcement
Pilot definitions	Defining criteria for pilot, setting start and end dates, guidelines for inclusion on state teams, state requirements for participation, direction
Four <i>very</i> different organizations	Team-building, trainings, coaching, newsletter, reinforcement
National vs. state-level perspective	PATH visits, formation of a steering committee with state team reps, coach, newsletter, email

# Challenges: Communications

Challenge	Solution
Conveying one message over time and distance	Training, newsletter, communications kit, webinars, consistent contact, coaching, PATH visits, inclusion of state reps on steering committee
Modulating the balance of communications and still meeting evaluation needs	Communications plan with set intervals; adjustment of evaluation data collection

# Challenges: Technical Assistance

Challenge	Solution
Determining internal resources of the team to meet their own TA needs	Process evaluation data, coach pre-assessments, PATH visits, focus on capacity-building, coaching
Meeting and documenting TA needs	Develop TA process and design a tracking tool

# Partnership: Dynamics

Challenge	Solution
Getting to know and trust each other	Quarterly meetings, facilitated team building, retreats, coaching, partying together, time
Turf issues	Getting to know each organization's mission and goals and recognizing how we enhance one another, coaching, retreat
Leveraging resources	Accepting that each partner has a unique contribution—and it may not always be \$\$

# Partnership: Dynamics cont'd

Challenge	Solution
Sharing accountability and success	MOU, team management structure, newsletter
Self-initiated National partnership vs. pre-determined partnership at the state level	Reinforcing rationale for a core team, team-building, coaching, goal orientation
Interpersonal conflict	Coaching, retreats, time, withdrawal

# Partnership: Infrastructure

Challenge	Solution
High turn-over	Orientation package, co-chairs
Time to manage project nationally and at state-level	Dedicated staff at national level and defined leadership structure at state-level
Geography, Time, and \$\$	Communications and infrastructure

# Partnership: National Partners

Challenge	Solution
Becoming a functional model of partnership at the national level	Used data as a basis for discussing partnership issues, facilitated team-building, shared struggles
Conflicting priorities of the national partners	Negotiation, advocating pilot to leadership
Moving money	Working on it
Varying authority from national to state level	Resolved with delicacy on an organizational level

# Investments in the Pilot

- Coach
- Evaluation
- Infrastructure
- Materials development
- Telecom
- Training
- Travel and logistics
- Systems development

# Considerations and Implications

- Partnership development takes time
- Partnership (and organizations) change over time; all levels need to be flexible
- Identify the right partners
- Appreciate the value of partnership

# Considerations and Implications

- National partners must lead by example
- Strong, articulated support on a national level is critical
- Thinking outside the box: recognizing the value of non-traditional partners

# Considerations and Implications

- A name is important to establish identity
- Infrastructure is critical; flexibility to address challenge
- Document partnership agreement (i.e. MOU or LOA)

# Considerations and Implications

- Effective communication is key
- Communications materials developed on national level
- Engaging state-level partners in decision making process

# Considerations and Implications

- State team leadership structure
- Coaches have been invaluable
- Important to identify TA needs and how to address

# Considerations and Implications

- Evaluation is expensive, time-consuming, and takes planning; but necessary
- Evaluation can be an intervention
- “Not everything that counts can be counted and not everything that is counted counts” Einstein

# Considerations and Implications

- Exercising patience: a pilot is a necessary to know what works and what does not work. Don't jump to conclusions before it is over

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**QUESTIONS?**