



Iowa Cancer Consortium

Working together to advance cancer control in Iowa

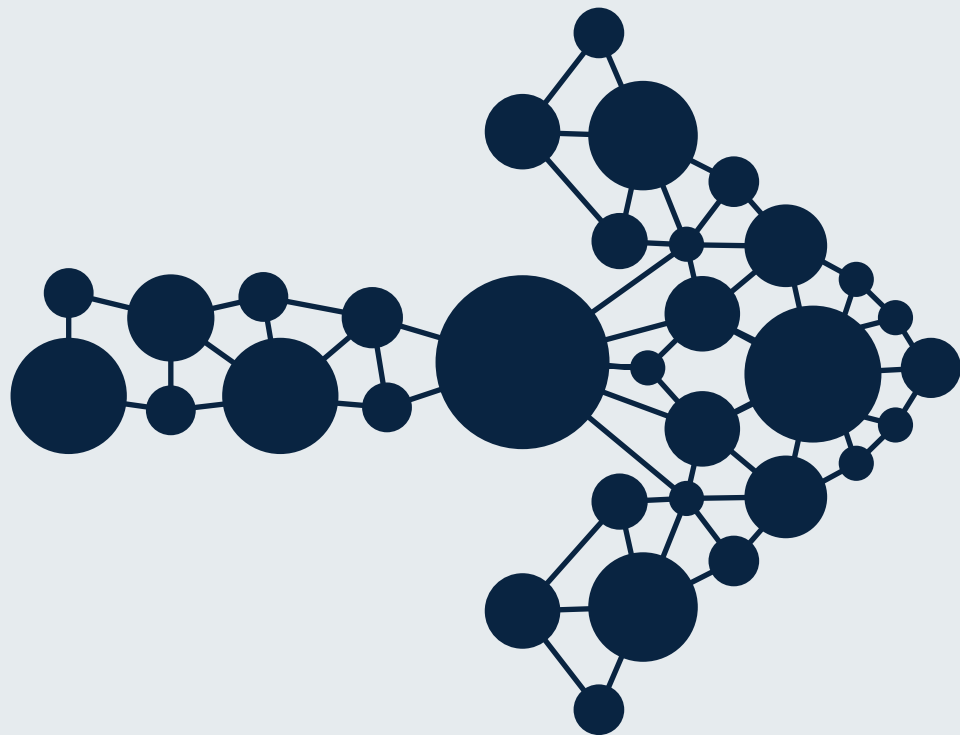
MISSION

To advance cancer prevention and control in Iowa through advocacy, equity, and collaboration

YEARS

2021-24

Over the next three years, we will use strategies to accelerate progress toward the goals in the Iowa Cancer Plan.



STRATEGIES

- 01 Increase focus on:
 - Strategies that advance equitable cancer control across all populations in Iowa.
 - Policy, systems, and environmental change to reduce the burden of cancer.
- 02 Systematically build *member* capacity.
- 03 Strengthen *collective* capacity to amplify the power of our network.
- 04 Optimize the Consortium's *organizational* capacity.

STRATEGY

01

Increase focus on:

- Strategies that advance equitable cancer control across all populations in Iowa.
- Policy, systems, and environmental change to reduce the burden of cancer.

WHY THIS STRATEGY?

Reducing inequities in cancer control is a goal of the Iowa Cancer Plan and requires an intentional focus on building the skills, policies, practices, and values to support health equity. Similarly, we continue to recognize the powerful role that systems, environments, and policies play in cancer control. We will increase our focus in both of these areas.

TACTICS

- Integrating health equity and policy, systems, and environmental (PSE) change into other programmatic topics.
- Amplifying the voices of traditionally marginalized and/or unrepresented Iowans in cancer control.
- Increasing and supplementing the Iowa Cancer Consortium staff expertise in equity and PSE.
- Increasing distribution of tools that help members advance in equity and PSE work.
- Continuing to sustain, grow, and enhance the Health Equity Workgroup and the Policy Committee. These groups support the development of individual members and can become network leaders.

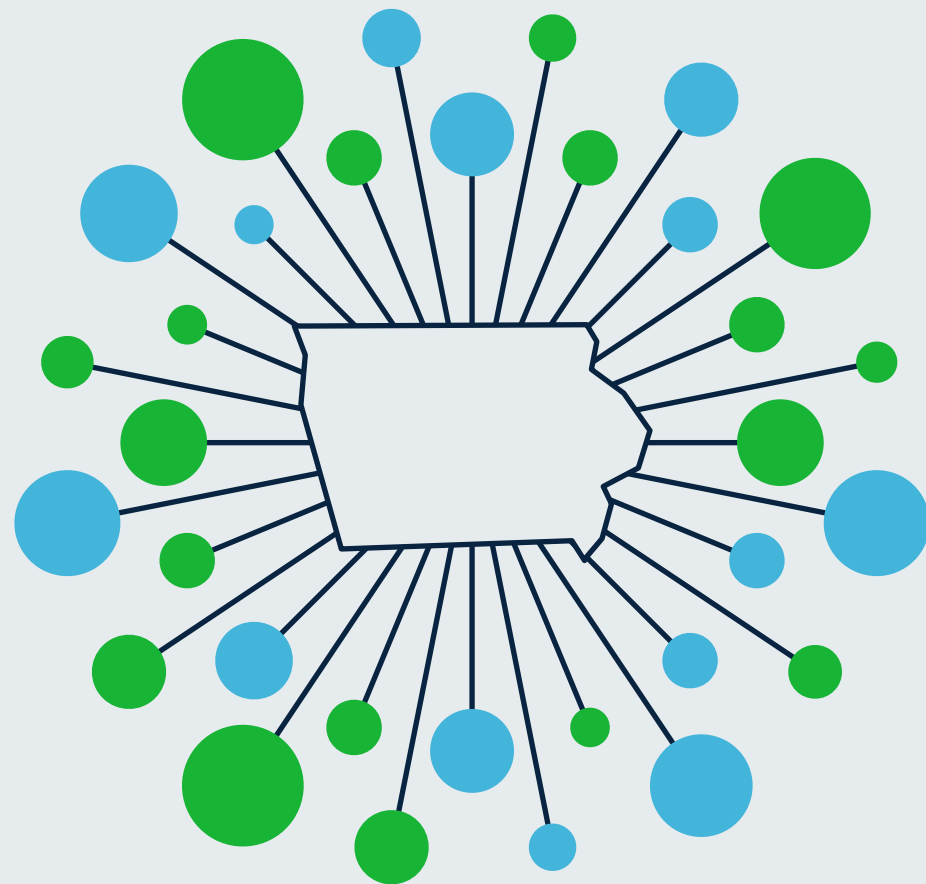
METRICS

- Through our bi-annual survey, we will identify the
- % of members who report progression in their equity work.
 - % of members who reporting progression in advancing PSE change.
 - % of members who report working collaboratively.

STRATEGY

02

Systematically build member capacity



WHY THIS STRATEGY?

Members are eager to adopt new practices, tactics and values focused on:

- Working collectively and collaboratively.
- Integrating equity in all types of cancer control strategies.
- Advancing cancer control policy and systems change.

TACTICS

- Meeting members where they are and help them grow, collaboratively. Re-orient and enhance member services and resources based on what we know about their goals and current practices.
- Sharpening tools for members in the early stages of adopting our goals. This involves providing inspiration, tools, templates and checklists, and meeting urgent needs. This requires adding a few tools, but more importantly, promoting them more frequently so people find them when they are ready to begin their journey.
- Building peer-learning platforms where members support one another in the deep adoption of change approaches. Helping each other dig into issues of culture change and align internal incentives, systems, and groups. It also provides an opportunity for members who have advanced to share information with those who are beginning.
- Aligning Iowa Cancer Plan implementation grant funding to better support members at the early or deeper stages of the areas of focus.

METRICS

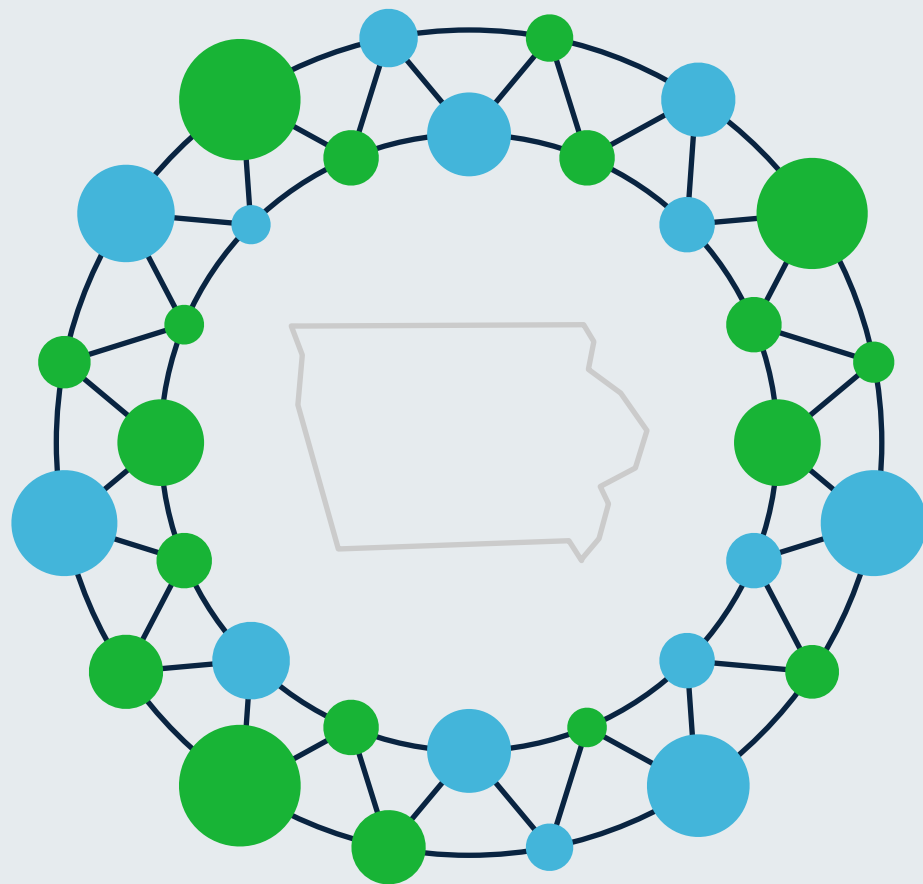
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- % of members who report progressing in their equity work.
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STRATEGY

03

Strengthen collective capacity to amplify the power of our network.



WHY THIS STRATEGY?

Consortium members want to be a part of something bigger than themselves or their organization. In the next three years we intend to work collaboratively to increase unity and improve connections among members.

TACTICS

- Providing more opportunities—digital and face to face—where members connect and help one another. Intentionally integrate effective networking activities in all formats.
- Featuring members and their ideas more prominently in our communication. Including contact information and willingness of featured members to support or share with others.
- Creating annual campaigns (members, social media, action days) where everyone in the consortium engages in the same activity focused on cancer control and/or focused on the value of the Consortium. Use these opportunities to create and show maps of the network. This will increase understanding and visibility of the collective power in our three goals.

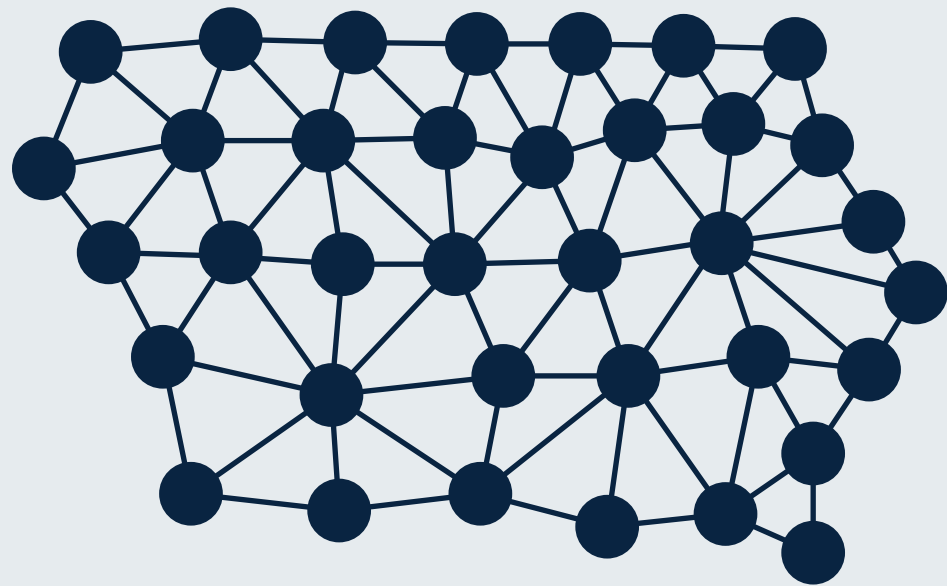
METRIC

Survey to measure network connections, using commercially available systems and reusing questions in the 2020 member survey. *For example, how many other Iowa Cancer Consortium members do you know well enough to call and ask for advice?*

STRATEGY

04

Optimize the Consortium's organizational capacity.



WHY THIS STRATEGY?

The Iowa Cancer Consortium is healthy, stable and effective today. Our intention is to build upon our strengths, and adapt and enhance our offerings to align with our goals. We will likely do this by sustaining our current funding model—grants and membership revenue—while continuing to seek and respond to funding opportunities that support our goals.

TACTICS

- Identifying expertise in our members and communities to accelerate goals: equity, advancing policy and systems change, and increasing member capacity.
- Recalibrating our workgroups and committees to better meet member needs/expectations.
- Using models and tools to find the sweet spot between one-size-fits-all and custom in our support of members.
- Saying “not now” to opportunities that don’t fit with our goals so that we can be intentional and sustainable.
- Optimizing the best ways for members to help each other.

METRIC

We will measure success through member satisfaction and staff engagement surveys.