Selecting Target Communities

Affiliates should select most target communities from among those counties identified as the highest priority. Some Affiliates may have several counties in the “Highest” priority category, while others may have none. If an Affiliate does not have any identified in the “Highest” priority category then they should select from the highest possible category - “High”; if none in “High”, then “Medium High”, etc.

Komen Headquarters does not recommend that an Affiliate choose more than five target communities. So how does an Affiliate choose target communities if they have more than five counties identified in the “Highest” priority category?

Some possible solutions:

- **Geographic proximity**: If some counties identified in the “Highest” priority category border one another, an Affiliate might choose to group two or more of these counties into one target community. This may make even more sense if they are not only geographically close, but also demographically and/or socioeconomically similar.

- **More populous**: Some counties in the “Highest” priority category might be more populous than others. An Affiliate might choose to select the majority of their target communities that are more populous in order to make a larger impact. However, an Affiliate does not want to ignore, or create the perception of ignoring, the more sparsely populated/rural highest priority counties.

- **Increasing trends**: Some counties’ death and/or late-stage incidence rates may be declining, but too slowly to meet the HP2020 targets. But some counties may actually have increasing death and/or late-stage incidence rates. An Affiliate might choose to select target communities from among these counties where the trend shows the rates are increasing. If a number of counties have increasing rates, an Affiliate might choose those counties where the trend shows they are increasing at a greater rate.

- **Highest rates**: Many counties may have similar trends. If this is the case, an Affiliate might choose to select those counties that have the highest death and/or late-stage incidence rates.
For Affiliates with no counties in the “Highest” priority category, but more than five counties in the “High” (or subsequent) priority categories:

- **Years to reach HP2020 targets:** An Affiliate might choose to select those counties which will take longer to reach one or more of the HP2020 targets.

There may be some instances where Affiliates want to select target communities that are based on population groups, in addition to counties identified as highest priority. This is fine if the Affiliate Community Profile Team has appropriate data to justify such selections, either from the Quantitative Data Report (QDR) or supplemental data the Affiliate has gathered. For example, if the QDR shows (in Table 2.2a) that Black women have a much higher mortality rate in the Affiliate service area and the Affiliate wants to address this disparity, then the Team could turn to Table 2.4a in the QDR to determine which counties have higher percentages of Black female residents. The Affiliate might choose to select Black women in Counties X and Y (the two counties where the most Black women reside) as a target community.