Board of Directors
Community Profile
Mission Action Plan
Approval
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Today’s Agenda

• Community Profile Overview
  • 2015 Community Profile Changes
  • Community Profile Components
• Mission Action Plan
  • Board Approval
  • Importance of Mission Action Plan
  • Mission Action Plan Example
• Questions and Answers
What is the Community Profile?

• A quantitative and qualitative assessment of the breast health and breast cancer needs in the service area and the resources that exist to meet the needs.

• An Affiliate completes the Community Profile process every four years.

• Assists the Affiliate in aligning its community outreach, grantmaking and public policy activities towards the same Mission goal.
Purpose of the Community Profile

- Identifies communities of highest need in the Affiliate service area.
- Identifies community partners to assist in addressing needs, barriers to care and gaps in services.
- Communicates the state of breast health/cancer in the community.
- Enables the Affiliate to make data-driven decisions about how to use its resources in the best way – to make the greatest impact.
Board Liaison

The Board Liaison must:

• Commit to the entire 2015 Community Profile process.
• Be an **active** Affiliate Board Member, Staff or Volunteer.
• Attend/View all formal/required Community Profile training webinars provided by Headquarters
• Attend the Affiliate’s Community Profile Orientation.
• Present or submit regularly scheduled status reports/updates during each phase of the Community Profile process to the Board.
• Attend most Affiliate Community Profile Team meetings
## Section Approvals and Deadlines

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Community Profile Components

- Quantitative Data Report
- Health System and Public Policy Analysis
- Qualitative Data Collection
- Mission Action Plan
Mission Action Plan

• This section **requires** Board of Directors approval prior to submission via Documents Due on myKomen.
  • Due March 16, 2015 by 11:59 pm CST

• Approval by the Board of Directors must be noted in the Board Meeting minutes.
  • Example Board Minute Language: *Susan G. Komen (insert Affiliate name) Board of Directors has approved the Community Profile Mission Action Plan as presented on (insert date) for submission to Susan G. Komen Headquarters.*
Mission Action Plan

Why is the Mission Action Plan so important?

The Mission Action Plan is the strategic plan for the Affiliate’s Mission activities for the next four years!

- Should be focused primarily on target communities
- Should include priorities/objectives related to:
  - Grant Making
  - Education/Outreach
  - Community Organizing/Collaboration
  - Public Policy
Mission Action Plan

The 2015 Community Profile Mission Action Plan should be based on the following data in the 2015 Community Profile Report:

- Identified target communities (counties/regions/zip codes or specific populations) and relevant quantitative data
- Strengths and weaknesses identified in the continuum of care
- Consideration of the perspectives gathered from the target communities

- Mission Action Plan grant making priorities/objectives should be used to craft the Affiliate’s RFA
Developing the Mission Action Plan

Problem Statement

Priority

Objective(s)
Sample Mission Action Plan for a Target Community

Problem Statement

Priority 1
- Objective 1
- Objective 2

Priority 2
- Objective 1
Sample Mission Action Plan for a Target Community

Problem Statement

Priority 1
- Objective 1
- Objective 2

Priority 2
- Objective 1

Priority 3
- Objective 1
- Objective 2

Priority 4
- Objective 1

Priority 5
- Objective 1
- Objective 2
- Objective 3
Priorities should be:

- Specific
- Important
- Connected to Data
- Realistic

Objectives should be SMART:

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound
Women in the target community of Johnson County have a late-stage incidence rate and death rate significantly higher than the Affiliate service area as whole. The health system analysis found that breast cancer treatment services were not available in the county. Breast cancer survivors and health care providers indicated that the lack of treatment services made it difficult for women to adhere to their treatment plan.

Increase the health care system’s capacity to provide a seamless transition for women diagnosed in Johnson County to quality treatment services in the neighboring counties of Davis and Greene.

In FY 2016, hold at least 3 collaborative meetings with healthcare providers and community based organizations in Johnson, Davis and Greene Counties to develop an action plan on how to improve breast cancer treatment compliance.

Beginning with the FY16-17 Community Grant RFA, a key funding priority will be developing or improving patient navigation programs targeting Johnson County women diagnosed with breast cancer.
Board Review of Mission Action Plan

If the Board does not approve the Affiliate’s Mission Action Plan:

- Send back to the Affiliate’s Community Profile Team for revisions
- The Affiliate’s Community Profile Team will make requested revisions and resubmit to the Board of Directors for approval
- Upon obtaining Board approval, the Affiliate will submit the Mission Action Plan to Komen HQ

Note: It may be necessary for the Affiliate to request an extension for the Mission Action Plan from Komen HQ if the Board does not approve the Mission Action Plan and requested Board revisions will push the submission past the March 16 deadline!
Komen HQ Review of Affiliate Mission Action Plan

If the Mission Action Plan is not approved by Komen HQ:

• The Affiliate will be notified with specific feedback and revisions requested
• The Affiliate’s Community Profile Team will make requested revisions and resubmit to the Board of Directors for approval at their next meeting
• Upon obtaining Board approval and documentation of approval in Board minutes, the Affiliate will resubmit the Mission Action Plan to Komen HQ
What the Board Can Do to Prepare

• Ensure the Mission Action Plan review is on the appropriate Board meeting agenda

• If the Board is unfamiliar with the target communities selected, request a brief summary from the Affiliate’s Community Profile Team/Affiliate staff of which target communities were selected and why

• Request the Mission Action Plan be sent to Board members prior to the Board meeting so that it can be reviewed before the meeting
Where To Go for Support and Questions

For Support

• Regional Director
• Community Profile Forum on myKomen

For General Questions

• Please e-mail: communityprofile@komen.org

For submitting a HelpDesk ticket and access to Community Profile information, guidebook, toolkits, discussion forum and training materials:
• Please visit http://mykomen.org