Putting the Community Profile together, one piece at a time
Today’s Agenda

• Mission Action Plan
  • Narrative
  • Template
  • Checklist

• Executive Summary
  • Narrative
  • Template
  • Checklist

• Questions and Answers
Mission Action Plan
Mission Action Plan Purpose

- Compile and summarize the findings from each section
- Use the findings to develop problem statements, determine priorities and develop objectives related to the priorities
Mission Action Plan

• This section **requires** Board of Directors approval prior to submission via Documents Due on myKomen.

• 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 of the Community Profile Mission Action Plan as presented on (insert date) for submission to Susan G. Komen Headquarters.
Mission Action Plan (MAP)
Section Contents

Section Components:

• Breast Health and Breast Cancer Findings of the Target Communities
• Mission Action Plan
Breast Health and Breast Cancer
Findings of the Target Communities

Narrative that discusses (no longer than 5 pages):

• Summary of the findings from the Quantitative Data Report and how the findings led to the selection of the target communities

• Summary of the findings from the Health Systems and Public Policy Analysis relating to the target communities and key questions identified by the Quantitative Data Report

• Summary of the findings from the Qualitative Data relating to the target communities and key questions
Breast Health and Breast Cancer

Findings of the Target Communities

- Quantitative Data
- Health System Analysis
- Qualitative Data

Findings of the Target Communities

See example in the Community Profile Guidebook (page 47)
Mission Action Plan

Narrative that specifically identifies the following for each target community:

• Problem/Need Statement
  • Cite data from the Quantitative Data Report; Health System and Public Policy Analysis and/or Qualitative Data

• Priorities

• Objectives
Mission Action Plan

The Mission Action Plan should address the following Mission areas:

- Grant Making Priorities
- Education
- Community Outreach and Collaboration
- Public Policy
Developing the Mission Action Plan

• The Community Profile Team should involve the Board and key Affiliate staff persons to participate in the development of the Affiliate’s Mission Action Plan.

• Staff and Volunteers working in the following areas should be included in the discussion:

<table>
<thead>
<tr>
<th>Education</th>
<th>Marketing and Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>Sponsorship</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Public Policy</td>
</tr>
</tbody>
</table>
Developing the Mission Action Plan

Problem Statement

Priority

Objective(s)
Establishing Priorities

- Komen Headquarters strongly recommends Affiliates choose no more than **five** priorities per Target Community
- Priorities should be established by the Team
- Methods for establishing priorities include:
  - Voting
  - Ranking
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
- Time-bound
- Realistic
Problem Statement: 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.

Priority: 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.

Objectives:
- 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.
Evidence-Based Intervention Resources

- National Cancer Institute – RTIPs and Research to Reality
- NACCHO Model Practices
- AHRQ Innovation Exchange
- The Guide to Community Preventive Services
- Cancer Control P.L.A.N.E.T.
- The Community Tool Box
Which is Which?

Is it a Problem Statement?

Is it a Priority?

Is it an Objective?
Breast Health and Breast Cancer Findings of the Target Communities

Insert narrative that discusses:
- Summary of the findings from the Quantitative Data Report and how the findings led to the selection of the target communities
- Summary of the findings from the Health Systems and Public Policy Analysis relating to the target communities and key questions identified by the Quantitative Data Report
- Summary of the findings from the Qualitative Data relating to the target communities and key questions

Mission Action Plan

In this section the Affiliate/Community Profile Team may be creative in how the Mission Action Plan is presented, but this section must include the following:
- Problem/Need Statement(s)
  - Identify problem/need
  - Identify which target communities the problem/need is in
- Priorities
  - Process used to identify and select 2-5 priorities
  - Priorities that were selected and why
- Objectives
  - 2-5 objectives are developed for each priority
  - Written in the SMART (Specific, Measurable, Attainable, Realistic and Time-bound) format
## Mission Action Plan Checklist

### Mission Action Plan Section Checklist/Scoring Criteria

<table>
<thead>
<tr>
<th>Section Content</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Affiliate Score</th>
<th>Comments (Not Required)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breast Health and Breast Cancer Findings of the Target Communities</strong></td>
<td>4 points: Narrative is clear, concise and explicitly addresses all of the following Target Community Findings components: - Key questions are identified - Findings from the three sections of the Community Profile (e.g., Quantitative Data Report, Health System and Public Policy Analysis, Qualitative Data) are summarized in relation to the identified key questions - There is a clear link between the findings of all three sections of the profile</td>
<td>4 points: Narrative is clear, concise and explicitly addresses only one of the activities listed below: - Key questions are identified - Findings from the three sections of the Community Profile (e.g., Quantitative Data Report, Health System and Public Policy Analysis, Qualitative Data) are summarized in relation to the identified key questions - There is a clear link between the findings of all three sections of the profile</td>
<td>2 points: Narrative is clear, concise and explicitly addresses only one of the following Target Community Findings components: - Key questions are identified - Findings from the three sections of the Community Profile (e.g., Quantitative Data Report, Health System and Public Policy Analysis, Qualitative Data) are summarized in relation to the identified key questions</td>
<td>0 points: There were no Target Community Findings components or activities identified by the reviewer in the narrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mission Action Plan Problem Needs Statement(s)</strong></td>
<td>9 points: Narrative is clear, concise and includes all of the following Problem Needs Statement(s) that are easily identifiable by the reviewer: - Problem needs identified - Target communities identified - Problem needs are directly linked to the data</td>
<td>6 points: Narrative is clear, concise and explicitly includes at least 2 of the following Problem Needs Statement(s) that are easily identifiable by the reviewer: - Problem needs identified - Target communities identified - Problem needs are directly linked to the data</td>
<td>2 points: Narrative is clear, concise and explicitly includes at least 1 of the following Problem Needs Statement(s) that are easily identifiable by the reviewer: - Problem needs identified - Target communities identified - Problem needs are directly linked to the data</td>
<td>0 points: There were no Problem Needs Statement(s) components or activities identified by the reviewer in the narrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mission Action Plan Priorities</strong></td>
<td>9 points: Narrative is clear, concise and includes all of the following Priority components that are easily identifiable by the reviewer: - Process used to identify and select 1-5 priorities - Which priorities were selected and reasoning why - Priorities that are directly linked to the problem needs statement(s)</td>
<td>6 points: Narrative is clear, concise and explicitly includes at least 2 of the following Priority components that are easily identifiable by the reviewer: - Process used to identify and select 1-5 priorities - Which priorities were selected and reasoning why - Priorities that are directly linked to the problem needs statement(s)</td>
<td>3 points: Narrative is clear, concise and explicitly includes at least 1 of the following Priority components that are easily identifiable by the reviewer: - Process used to identify and select 1-5 priorities - Which priorities were selected and reasoning why - Priorities that are directly linked to the problem needs statement(s)</td>
<td>0 points: There were no Priority components or activities identified by the reviewer in the narrative</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mission Action</strong></td>
<td>3 points: Narrative is clear, concise and explicitly includes the following Objective components for each priority that are easily identifiable by the reviewer: - Objective 1 is directly linked to the</td>
<td>6 points: Narrative is clear, concise and explicitly includes the following Objective components for each priority that are easily identifiable by the reviewer: - Objective 1 is directly linked to the</td>
<td>3 points: Narrative is clear, concise and explicitly includes the following Objective components for each priority that are easily identifiable by the reviewer: - Objective 1 is directly linked to the</td>
<td>0 points: Objectives are not directly linked to the Affiliate priorities and most of the objectives are not written in the SMART form (Specific, Measurable, Attainable, Relevant and Time-bound)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mission Action Plan Due Date

Must have Board of Directors Approval and submit by March 16, 2015 via Documents Due on myKomen by 11:59 p.m. CST
Reference Page
Reference Page


**Format:** Should be in alphabetical order by first authors last name or by organization (i.e. Susan G. Komen) following APA guidelines. See Module 6 Formatting Guidance Document on myKomen.

**Template:** There is no template for the Reference Page

**Due:** March 16, 2015 by 11:59 CST
Executive Summary
Executive Summary

Purpose: To preview the main points of the Community Profile

Length: No longer than 10 pages

Components:

- Introduction
- Quantitative Data
- Health Systems and Public Policy Analysis
- Qualitative Data
- Mission Action Plan
Quantitative Data Contents

- Summary of Quantitative Data
- Target Communities Selected
- Reasoning for Selection of Target Communities
Health System and Public Policy Analysis Content

- Strengths and Weaknesses of Continuum of Care in Target Communities
- Public Policy Implications
- Conclusion Statement of Findings
Qualitative Data Contents

- Key Questions and Variables Explored in the Target Communities
- Data Methods Used
- Summary of the Qualitative Data Findings
Mission Action Plan Contents

Objectives should be SMART:

- **Specific**
- **Measureable**
- **Achievable**
- **Realistic**
- **Time-bound**

- Check: Problem Statement
- Check: Summary of Priorities
- Check: Summary of Objectives
# Executive Summary Checklist: Module 6 Toolkit

## Executive Summary Section Checklist/ Scoring Criteria

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<tr>
<th>Section Content</th>
<th>Excellent</th>
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### Health System and Public Policy Analysis Overview
- **6 points**: Narrative is clear, concise and explicitly discusses all of the following Health System and Public Policy Analysis components:
  - Strengths and weaknesses of the continuum of care in the target communities
  - Public policy implications for the state (e.g. NBCCEDP, State Comprehensive Cancer Control Coalitions, ACA)
  - Conclusion statement(s) about the Health System and Public Policy Analysis findings

### Qualitative Data Overview
- **6 points**: Narrative is clear, concise and explicitly discusses all of the following Qualitative Data components:
  - Key questions and variables that were explored
  - Which data collection methods were used
  - Summary of the Qualitative Data findings

### Mission Action Plan Overview
- **6 points**: Narrative is clear, concise and explicitly discusses all of the following Mission Action Plan components:
  - Problem statement(s) are derived from the triangulation of data (e.g. quantitative data, health system analysis, public policy analysis and qualitative data) from the target communities
  - Priorities are summarized
  - Objectives are summarized and in SMART format

- **4 points**: Narrative is clear, concise and explicitly discusses at least 2 of the following Health System and Public Policy Analysis components:
  - Strengths and weaknesses of the continuum of care in the target communities
  - Public policy implications for the state (e.g. NBCCEDP, State Comprehensive Cancer Control Coalitions, ACA)
  - Conclusion statement(s) about the Health System and Public Policy Analysis findings

- **2 points**: Narrative is clear, concise and explicitly discusses at least 1 of the following Health System and Public Policy Analysis components:
  - Strengths and weaknesses of the continuum of care in the target communities
  - Public policy implications for the state (e.g. NBCCEDP, State Comprehensive Cancer Control Coalitions, ACA)
  - Conclusion statement(s) about the Health System and Public Policy Analysis findings

- **0 points**: There were no Health System and Public Policy Analysis components easily identified by the reviewer in the narrative

- **6 points**: Narrative is clear, concise and explicitly discusses all of the following Qualitative Data components:
  - Key questions and variables that were explored
  - Which data collection methods were used
  - Summary of the Qualitative Data findings

- **4 points**: Narrative is clear, concise and explicitly discusses at least 2 of the following Qualitative Data components:
  - Key questions and variables that were explored
  - Which data collection methods were used
  - Summary of the Qualitative Data findings

- **2 points**: Narrative is clear, concise and explicitly discusses at least 1 of the following Qualitative Data components:
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  - Which data collection methods were used
  - Summary of the Qualitative Data findings

- **0 points**: There were no Qualitative Data components easily identified by the reviewer in the narrative

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  - Problem statement(s) are derived from the triangulation of data (e.g. quantitative data, health system analysis, public policy analysis and qualitative data) from the target communities
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  - Priorities are summarized
  - Objectives are summarized and in SMART format

- **0 points**: There were no Mission Action Plan components easily identified by the reviewer in the narrative
Executive Summary Template: Module 6 Toolkit

Executive Summary

Note: Komen Headquarters recommends that the Executive Summary be no more than 10 pages.

Introduction to the Community Profile Report

Insert narrative describing:
- The Affiliate, year in which the Affiliate was incorporated, and the Affiliate’s service area
- Notable highlights over the years (e.g., funds raised since inception, grants funds awarded since inception)
- One or two key activities your Affiliate is involved with (e.g., grantmaking, outreach)
- Purpose of the Community Profile Report and how it will be used by the Affiliate

Quantitative Data: Measuring Breast Cancer Impact in Local Communities

Insert narrative that briefly discusses:
- Summary of the Quantitative Data Report
- Target communities selected for further exploration
- Why the target communities were chosen and data elements that are directly linked to the target communities
- Note: If additional quantitative data was collected, please provide summary of the findings in this section.

Health System and Public Policy Analysis

Insert narrative that briefly discusses:
- Strengths and weaknesses of the continuum of care in the target communities
- Public policy implications for the state
- Conclusions statements about the Health System and Public Policy Analysis findings

Qualitative Data: Ensuring Community Input

Insert narrative that briefly discusses:
- Key questions and variables that were explored in the target communities
- Which data methods were used
- Summary of the Qualitative Data findings.

Mission Action Plan

Insert narrative that discusses:
- Problem statement(s) that are derived from the triangulation of data from target communities
- Summary of the priorities
- Summary of the objectives (Note: objectives should be in SMART format)
Executive Summary Due Date

Must have Board President or Executive Director approval and submit by April 13, 2015 via Documents Due on myKomen by 11:59 p.m. CST
General Recommendations to Avoid Resubmission

• Be sure to follow the formatting guidance provided in the document located in the Module 6 Toolkit on myKomen
• Use the template and follow template headings in the Module 6 Toolkit on myKomen
• Be sure to reference all data with appropriate citations
• Submit the appropriate checklists for each section
• **EDIT, EDIT, EDIT!!!**
Recommendations to Avoid Resubmission of the Mission Action Plan

- Mission Action Plan should address all targeted communities
- Each target community must have the following clearly stated:
  - Problem statement(s)
  - Priority(ies)
  - Objective(s)
- Use SMART objectives in Mission Action Plan
- Obtain the approval for the Mission Action Plan by the Board of Directors
- Include language in the Board minutes that the Mission Action Plan was approved
Recommendations to Avoid Resubmission of the Executive Summary

• Summary is not longer than 10 pages
• Ensure that the Summary can be a stand-alone document that can be used without the full Community Profile Report.
Where to Go for Help

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