<u>Connecting Community Readiness to Program Mission and Context</u>

Below are examples of program missions aligned with levels of readiness in the community. Program contexts paint a picture of how a community at each level, with each program aim might look.

Community Awareness→

Example program missions:

- Increase community awareness of Colorectal cancer and screening in my community through community events, media, community education, and advocacy

Program Context: Results from the community readiness assessment show an overall lack of knowledge about colorectal cancer and/or prevention in the community. This may mean that many people in the community do not know what CRC is, how to be screened, or why they should be screened.

Individual Awareness and Motivation→

Example program missions:

- Increase acceptance of colorectal cancer screening through community events and incentives for screening.

Program Context: Results from the readiness assessment show a fair amount of community knowledge about CRC, but individuals do not want to get screened or do not know where to be screened. Individuals might be afraid of screening or have negative connotations with screening.

Community and Administrative Capacity→

Example program missions:

- Increase access to colorectal cancer screening by collaborating with clinicians on promotion of screening tests.
- Adopt local policies in favor of promoting and educating on colorectal cancer screening by educating tribal and community leaders.

Program Context: Results from the readiness assessment show that there is community awareness about CRC and individuals are motivated to be screened but there is a lack of accessibility to screening sites. There may not be enough resources or funding to support the type of clinical or community program needed. There may be a lack of administrative policies that support CRC education or screening.

Determining and Engaging Stakeholders

Having a diverse and invested planning group is important to developing an appropriate program for your community. Below are questions to assist you to think about who you should contact to include in the planning process. After identifying potential stakeholders, you will need to reach out to them and ask them to be involved in the planning process. It is likely that not everyone will be able to join. Included is a list of steps and ideas for engaging potential stakeholders.

Who should be involved in the planning process?

1. List individuals who already care about colorectal cancer:
2. List individuals who are community leaders (e.g., people who are respected and looked up to in the community):
3. List individuals or organizations that could help in setting up a new program:
4. List individuals who are already working in health positions in the community (e.g., the tobacco coordinator, health educators, or diabetes coordinator):
5. List individuals who work in clinical positions (e.g., nurses, doctors, physical therapists, or counselors):
6. Identify the type of people who may be affected by the program (e.g., those who are over the age of 50, family members):
7. List individuals in positions of political power (e.g., Tribal Council, community center, spiritual leaders):

Engaging identified stakeholders:

Depending on the size of your community, you may personally know all of the individuals identified above. If that is not the case, here are ideas to connect and engage ideal planning team members. Remember that you are only recruiting people who may be involved in the planning process. They do not necessarily need to commit to the whole program. They may only agree to the readiness assessment or preliminary planning stages.

1. Call or visit the people you identified above
2. Hold open meetings in the community (to educate and solicit those who may care to join)
3. Ask around—connect with people you know who may be interested and ask if they know anyone else who might get involved (e.g., connect with your clinician and ask if there are other health practitioners you might be interested)
4. Post flyers or broadcast a PSA asking for volunteers
5. Letters or other mail outs that briefly explain the issue and ask if others would like to be leaders on this issue in the community

Developing Program Aims

Below is a short form to determine program aims and objectives. Ideally this will be completed in a group planning session with stakeholders who represent the community. This form should be competed after readiness assessment results have been compiled. Assessment results should be referred to throughout the process of developing program aims and objectives.

Determining the program aim or mission:

1. Use readiness assessment results; think about what kind of program is possible based on the results.
2. Brainstorm ideas on overarching goal of your program.
3. Together, write a brief, broad, and outcome-oriented statement that defines your whole program.

Characteristics of strong missions	**Program Mission or Aim**
- Brief and outcome oriented - Describes the common purpose of the program - Includes what will be addressed and how - Does not exclude potential strategies or resources - Is aligned with the community's readiness	*Ex: "To increase the screening rate of CRC through access to screening services, patient follow-up, and community education"*
	Program aim:

Creating Program Objectives

1. Refer to the readiness assessment results and your community's readiness level.
2. Brainstorm all aspects that could be addressed. Some factors in determining people's likelihood to be screened to consider include:
   a. Community resources and barriers
   b. Environment
   c. Places to hold community events
   d. Cultural stigma or connotation of CRC screening
3. For each "no" answer in the readiness assessment consider how and where it can be addressed.
4. Review objectives as a group: Do they cover everything? Are they appropriate?
5. Consider how objectives will be measured. How can you collect the information you will need to measure the efficacy of your program?

Characteristics of strong objectives	Program Objectives
Specific **M**easurable **A**chievable **R**ealistic **T**imed - Does not exclude potential strategies or resources - Is aligned with the community's readiness	*Ex: "By January 2014, all community buildings have CRC screening brochures available."*
	By [date], increase/decrease by [quantified amount, % or number] of [who] will [what].
	By_____

Creating Strategies

1. Review the target recipients of the program and include anyone who may be affected by or can affect the program.
2. Review leaders, organizations and health practitioners in your community who can foster change or can help achieve objectives.
3. Work together to determine at least one strategy that addresses each of your defined program objectives.
4. Review the list of strategies. Are strategies comprehensive, varied and appropriate? Does your list of strategies contain multiple approaches? Do the strategies advance the overall program aims? Have you utilized all resources and addressed all barriers to achieving program objectives?

Considerations for strategies	**Strategies by Objective**
1. What are the resources and assets that will help our program? How can we best utilize them? Include financial resources, people, community spaces or community events (e.g. health fairs). 2. What are the obstacles, barriers or limitations that might make it difficult to achieve objectives? How can these be addressed? 3. What are some strategies that might increase protective factors (e.g. community support for CRC screening, access to screening locations)? 4. What are some potential strategies that may affect the whole community (e.g., promote overall health through modifiable risk factors for the community)? 5. Highlight relevant approaches without limiting action to specific skills or tasks 6. Reach the target population and advance the overall program aims	***Objective #1: Ex: "By January 2014, all community buildings have CRC screening brochures available."***
	Ex. Strategy: "Build a community partnership with all relevant organizations in order to promote Colorectal Cancer awareness and screening."
	Objective #1:
	Strategy:

Considerations for Event Scheduling

To reduce the conflicts in scheduling be aware of:

Check on:	☑
Tribal Activities:	
• Pow-wows (local and elsewhere)	
• Canoe Journey	
• Culture Camp	
• Fishing Season	
• Hunting Season	
• Gathering Season	
• Tribal Sports Events (Basketball Tourneys)	
• Treaty/Restoration Days	
• General Council	
• Any other activities?	
Community Activities:	
• Start of School Year	
• End of School Year (Graduation)	
• School sporting events	
• Holidays (School, Federal, Religious and other)	
• Rodeo	
• Cancer Fundraisers (ACS, Komen, others)	
• Any other activities?	

<u>Drafting an Action Plan</u>

1. Review program aims, objectives and strategies.
2. Review changes your program would like to make in separate sectors of the community (clinics, community centers, Tribal Council)
3. Brainstorm action plan factors including timelines, possible tasks, and people who should be involved.
4. Draft an action plan that addresses each objective and the overall program aims using the Action Planning Template (tool 5.7)
5. Review the plan carefully by making sure each task works towards accomplishing the overall goal. Review the plans regularly (maybe monthly) to make sure they are current.
6. Follow through with program plans and follow up with people who were assigned roles and tasks. It may help to give everyone a clear and current copy of action plans. At regular meetings come back to the action plans to discuss what's been done.

Action Plan Brainstorming (Example)

Objective: ***"By January 2014, all community buildings have CRC screening brochures available."***

Strategies:

1. "*Build a community partnership with all relevant organizations in order to promote Colorectal Cancer awareness and screening.*"
2. "*Create or adapt CRC brochures for our community.*"

<u>Brainstorm/list:</u>

Who should be involved? Who could help reach this objective?

Ex: Community health educators

Where can actions take place?

Ex: Community Center, Wellness Center

What is the timeline?

Ex: Create brochures by October 2013

What are intermediary steps to accomplishing these strategies?

Ex: Meet with Community Center Director

Action Plan

Objective

Action Steps	Accountability		Schedule		Resources		Feedback Mechanism
	Primary	Others	Start	Complete	Dollars	Time (hrs)	
					$		
					$		
					$		
					$		
					$		
					$		
					$		
					$		
					$		
					$		
					$		
					$		
Total					$		