Working better together: What it really takes!

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I have no relevant financial interests to disclose
Learning Objectives

• Understand key principles needed to work together in partnerships

• Identify challenges that need to be addressed when working in partnerships

• Learn practical strategies that helped Kentucky significantly increase CRC screening rates
The Logo Wars
Identify a Neutral Convener
Challenges to Overcome

• Funding for infrastructure – staff to do it
• No one wants to do it
• Everyone wants to do it
• Perception is reality
Neutral Convener

• Facilitates meetings
• Provides follow-up
• Supports action
• Encourages ongoing consistent and clear communication
Neutral Convener

• Brings out ALL voices
• Makes connections
• Addresses conflict or competition positively and productively
• Funded staff
Be Willing to Focus
Challenges to Overcome

• Too many options
• Leaving someone out
• Resource limitations
Criteria used to focus

- Data
- Champions
- Evidence
- Political Will
Criteria used to focus

• Funding

• Passionate and committed leadership

• Organizational interest to work in this area

• Addresses a health disparity
<table>
<thead>
<tr>
<th>Data Risk factor/screening</th>
<th>Cancer incidence, mortality</th>
<th>Evidence-based intervention(s) available</th>
<th>Champions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political Will</td>
<td>Passionate and committed leadership</td>
<td>Funding available</td>
<td></td>
</tr>
<tr>
<td>Gap/need for collective work in the area</td>
<td>Staff expertise</td>
<td>Addresses a health disparity</td>
<td></td>
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</table>
Develop Clear Roles and Responsibilities
Challenges to Overcome

• Competition
• Gaining clarity
• Communication
• Coordination
• Staff turnover
Examples of Roles

- Neutral Convener
- Data and Epidemiology/Monitoring
- Evaluation
Examples of Roles

• Communication
• Funding
• Policy
• Health Systems Changes
• Health Professional Education
Examples of Roles

• Public Awareness
• Education and Outreach
• Navigation
• Research
<table>
<thead>
<tr>
<th>Data Organizations (Cancer Registry and State Behavioral Risk Factor Surveillance Survey)</th>
<th>Professional Associations (Primary Care Association, Hospital Association)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worksites/Businesses</td>
<td>Health Systems (FQHCs, VA, Hospital systems and more)</td>
</tr>
<tr>
<td>Local and state health departments</td>
<td>Academia (includes Cancer Centers)</td>
</tr>
<tr>
<td>Nonprofits and Foundations</td>
<td>Elected officials (executive and legislative branches)</td>
</tr>
<tr>
<td>Lobbyists/Advocacy organizations</td>
<td>Insurance companies</td>
</tr>
</tbody>
</table>
Questions?
What it really takes...

• Identify a neutral convener
• Be willing to focus
• Develop clear roles and responsibilities
Action Steps

• Who is your neutral convener(s)?

• Where do you want to focus? Hint..use the data, the evidence and the energy behind an area that has a need and funding to support it...

• What roles and responsibilities do you and others play in this focused area? Creating synergy vs. duplication of effort...
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Thank You