

# 2011 OREGON PARTNERSHIP FOR CANCER CONTROL MEMBER SURVEY



2011

Executive Summary

# 2011 Oregon Partnership for Cancer Control Member Survey

## EXECUTIVE SUMMARY

### PROJECT BACKGROUND

#### Introduction

The Oregon Partnership for Cancer Control (OPCC) conducts a membership survey every two years. This evaluation process helped the Partnership's leadership gain new insights and ideas for the future direction of the coalition. This report is intended to be used as a tool to assist the OPCC leadership in setting new priorities and measurable goals for future success.

There were a variety of resources that assisted in making this evaluation a success. The state's comprehensive cancer grant allowed for adequate financial resources. Further, the Partnership conducted previous member satisfaction surveys (2006 and 2008) and these surveys were helpful in the creation of the new evaluation plan to discover lessons learned. Resources such as the National Center for Chronic Disease Prevention and Health Promotion's Comprehensive Cancer Control Branch Program Evaluation Toolkit and the Northwest Health Foundation Evaluation Manual were used throughout this project.

#### Goals of Evaluation

It was clear that committee members wanted to learn more about the demographics of the Partnership's members. This included information about the organizations that respondents represent, their organization's area of cancer control (i.e. prevention, early detection, treatment, survivorship), geographic areas of service, and what ways members actively participate in the coalition or would like to in the future. Another key component of this evaluation was to determine which organization, entities, and individuals are missing from the Partnership that can contribute in the future. Further, there was a desire among key informants to know what members, or potential members, are willing to contribute to the Partnership as it attempts to accomplish goals together.

Active members within the OPCC expressed their desire for the evaluation to provide useful information that can be measured and generate evidence for the Partnership's next steps. Through use of this evaluation's formative evaluation design it became possible to observe results that can be analyzed and addressed for the Partnership to determine a set of priorities.

## METHODS

### Key Informant Interviews

The project began by evaluation staff engaging stakeholders through conducting key informant interviews in order to collect evidence and establish Partnership needs. These interviews were completed using a structured set of questions during a one-on-one meeting. Based on the key informant interviews, opinions were synthesized based on key themes and needs of the majority of informants in order to craft the 2011 OPCC Member Survey.

### Member Survey

An online survey was conducted using Survey Monkey software from August 29<sup>th</sup> to October 3<sup>rd</sup>, 2011. A key element of this evaluation plan was to use the survey as an outreach tool. As part of the introduction to the member survey there was a “snowball effect”, where respondents were asked to forward the survey on to colleagues who may be interested in learning or participating in the OPCC. This helped address the majority of member’s desire to effectively outreach and recruit for the Partnership. In addition, because this survey did not address any private or confidential information it was possible for the survey to collect contact information from responders. This allowed the coordinating committee to follow-up with individuals or organizations that provided insightful information or wanted to join the Partnership.

### Group Discussion

Group discussions were conducted with the OPCC Coordinating Committee to analyze survey results and strategies are being developed to help the Partnership moves towards future success. Survey respondents who provided the Partnership with their e-mail will be followed-up with by the Coordinating Committee to discuss key findings and future opportunities for involvement. Based on these findings, priorities will be created for the Partnership and action steps will be initiated.

## SURVEY RESPONSE

The 2011 OPCC Member Survey’s e-mail was sent over the OPCC All Members, Breast and Colorectal Health Task Forces and Coordinating Committee list servs. The survey was also sent to a variety of key stakeholders including a list of Susan B. Komen grantees, contacts from cancer centers throughout the state and a variety of organizations within the cancer community. As a result, the committee did not find it necessary to determine the number of potential respondents. There were a total of 94 respondents.

## KEY FINDINGS

This section of the executive summary intended to give a brief overview of key findings from the member survey divided into sections.

### Awareness of the OPCC

The vast majority (80.9%) of survey respondents were aware of the OPCC. Almost half of respondents agree that the OPCC assists in reducing the burden of cancer throughout the state, however, a quarter of respondents do not have an opinion. This makes sense due to 67.4% of respondents not considering themselves to be active members of the Partnership. In addition, the majority of members that consider themselves to be active members of the Partnership only believe that they are moderately, or minimally, involved.

Many were interested in becoming involved (46.3%) or had participated in the past (51.2%). There was a desire from non-active members to learn more about the OPCC before deciding to officially join. Many respondents were aware of the Cancer Plan (77.8%) and most had received, read, referenced (61.8%) or shared (41.2%) the Plan at some point since it was published.

### OPCC Relevance: Making the Partnership Valuable for your organization

There were a variety of statements that would strongly motivate responders to actively join the Partnership, especially statements that focused on reaching goals, collaborating with other organizations and making a stronger impact than a respondent's organizations could on its own. There were less significant barriers than expected. Some of the highest rated barrier statements included issues such as having insufficient time and the Partnership lacks funding to support its activities.

Some of the key feedback we received from respondents in order to make the OPCC more rewarding and relevant are to:

- create a more direct and clear plan to lower disparities;
- outreach, actively recruit and present at organizations about the importance of the OPCC;
- add a cost value to the Partnership to help receive buy-in from senior leadership of organizations;
- connect organizations to helpful cancer control related resources;
- keep regular communication on activities;
- find more effective ways to communicate to rural organizations;

- organize key partners to identify a small number of high-priority core objectives that are currently most relevant and achievable;
- an annual event to clarify the Partnership's message, objectives and intended accomplishments; and
- networking meetings at different regions throughout the state

### Strategies Moving Forward

The majority of individuals that completed this survey stated that their organization focuses on prevention, early detection or advocacy. Around half of respondent's organizations focus on treatment and survivorship. Most (65.6%) of respondents ranked prevention as the area of cancer control the OPCC should focus its efforts on to make the biggest impact in Oregon. Early detection was ranked second and end of life services was ranked last. Some of the key feedback received from respondents regarding how the OPCC should accomplish each focus includes:

- **Prevention:** provide accurate data for the public and policy-makers, create evidence-based education services state-wide, combine the influence of member organizations to focus on systems changes, have clearer communication and messaging from the state on how their work relates to partners, keep members informed on large initiatives and simple ways to get involved, support efforts to raise the tobacco tax and develop stronger relationships with providers
- **Early Detection:** work to increase screening rates in underserved populations, identify funding to support detection, allow more opportunities for mobile screening programs throughout the state, network to increase awareness of colorectal cancer screening and create clearer messages about guidelines
- **Advocacy:** craft clear policy goals to get legislation passed, take advantage of more grant opportunities, engage with partners to effect policy change and continue to focus efforts on the medically underserved

Survey responders would prefer to receive communication from the OPCC via progress reports, educational webinars, the OPCC website and annual coalition meetings. There was less interest in blogs, social media, teleconferences and archived videos of meetings. The majority of respondents would prefer to participate in the OPCC through webinars and trainings, as well as be able to attend OPCC activities and events.

## RECOMMENDATIONS AND CONCLUSIONS

This evaluation provided a new set of information regarding the future direction of the Partnership. It will be the responsibility of the OPCC's Coordinating Committee and members to use the results of this evaluation when determining short and long-term goals for the future success of the coalition.

One of the most critical pieces of information that can be gleaned from this survey is to consider the ways in which the OPCC crafts its message to outside audiences. Potential members are unclear about what the Partnership is working towards and have a desire to learn the true accomplishments of the OPCC. As a starting point, one way that the Partnership can address this concern is to have a strong understanding of the true resources of the coalition. This can be achieved by learning what members are able to provide in order to enhance the OPCC. This could be through revisiting and revising the roles and responsibilities of partnership members. By members sharing what they can provide, it allows for there to be transparency, recognition of the coalition's scope, assessment of the need for other partners, and it helps to show non-member organizations that the Partnership has credibility and clarity in its structure. Committees and task forces should go through a similar process.

With a focus, the OPCC leadership should be candid and honest about what are considered to be the Partnership's accomplishments, as compared to what are solely the accomplishments of organizations that are part of the OPCC. This will help the Partnership articulate their message as the OPCC attracts new members.

As the OPCC moves forward it will be important for the organization to use its member's influence effectively, attempt to eliminate duplication of work and prioritize on a focused set of measurable goals. It will also be highly beneficial to have a clear organizational structure in place with unity of member organizations behind a few common goals that are assessed on a regular basis.

It is important to note that this evaluation process was created as a tool to give the leadership of the Oregon Partnership for Cancer Control some relevant data to begin discussing needed improvements. This evaluation report is only as useful as its intention to be effectively utilized by members. The hope is that this report will assist in dynamic discussions of the future direction of the coalition.