

What is the value of the Ohio Partners for Cancer Control (OPCC) coalition to individuals and organizations?

At the March 14, 2019 OPCC meeting, attending members were asked to reflect on their perceived value of participating in the OPCC by answering the questions: 1) What can you or your organization **give** to the OPCC? and 2) What do you or your organization **get** from being part of the OPCC? The answers to these questions are summarized below.

The purpose of this activity was to generate a shared understanding of the value of the OPCC to individuals and organizations. Findings from the activity could be used to inform strategies for recruiting new members and supporting engagement in the OPCC.



Collective resources of the OPCC

- Implement strategies in the cancer plan
- Expand reach to target populations
- Connect OPCC members to resources
 - Data
 - Funding opportunities
 - Human resource support (e.g. volunteers)
 - Training and education
- Provide expertise in diverse content areas
- Provide unique perspectives
- Provide programmatic and legislative updates
- Influence policy and systems change
- Provide organizational backing, influence, and credibility
- Connect to organizations that can implement strategies of the cancer plan
- Serve as a thought partner
- Facilitate convening and coordination
- Can give passion, time, and commitment

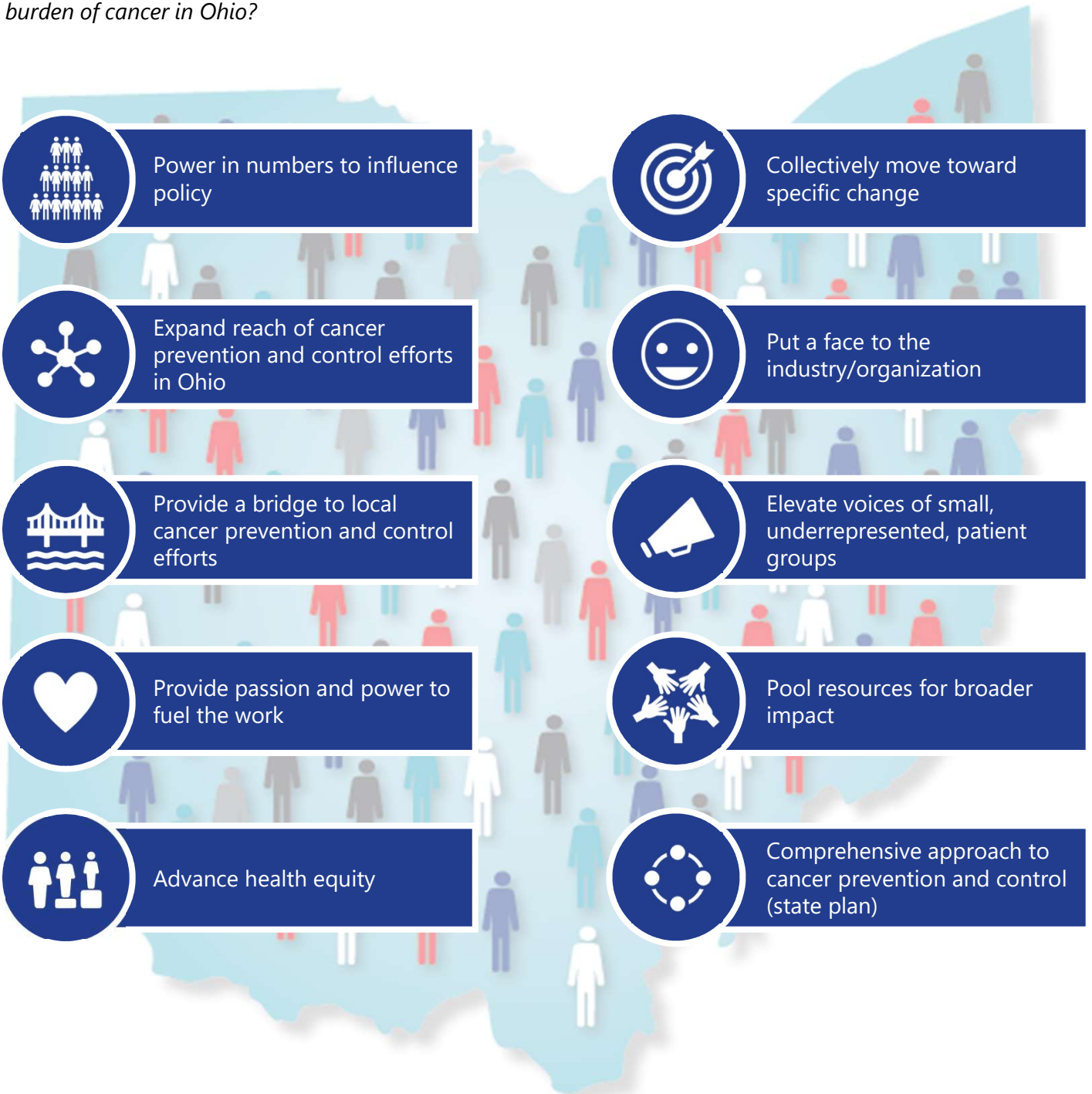
Value of the OPCC to individuals and organizations

- Learning and knowledge exchange
- Opportunities for networking
- Access to resources
- Coordination, streamlined efforts, and shared goals
- New and fresh ideas
- Camaraderie and support
- Recognition
- Dedicated time to reflect on cancer work
- Cancer advocacy
- Social equity
- Advance organizational goals
- Opportunity to share talents and resources
- Organizational representation/voice in statewide cancer efforts

What is the value of working together as a coalition?

A coalition is an “organization of diverse interest groups that combine their human and material resources to effect a specific change the members are unable to bring about independently.”¹ Building on this definition, OPCC members were asked to reflect on why working together as a coalition may be more effective than working independently to prevent, detect, and treat cancer in the state. Below is a summary of member responses to the question:

What can you do as a coalition that you can't do as individuals or individual organizations to reduce the burden of cancer in Ohio?



¹ Brown, C. (1984). The art of coalition building: A guide for community leaders. New York: American Jewish Committee., p. 4.