

# Expand Your Horizons

## CONNECT WITH NEW PARTNERS GUIDE



# Dedication

This guide, *Expand your Horizons: Connect with New Partners*, is in support of the staff and volunteers working tirelessly in public health and health care agencies, community and faith-based organizations, tribal groups and councils, support groups, resource services, survivors, cancer advocates, patient navigators, community health workers, health coaches, outreach workers, health educators, case managers and individuals across our state as they work together to make a difference in the cancer fight in North Carolina.

Thank  
You!

**Your dedication and work are vital in the fight against chronic disease and cancer.**

NC Comprehensive Cancer Control brings groups together to make community-clinical and resource connections. We dedicate our work as a resource and guide for you to help reduce the cancer burden and cancer health disparities in North Carolina.



**Expand your Horizons: Connect with New Partners (Guide)** can help you strengthen your work in cancer prevention and control by expanding your network through new partners.

You are great at what you do! When you bring groups, stakeholders, individuals and communities together you can achieve so much more. Think of partner groups as a Resource Hub for yourself, your organization's programs, services and the ability to sustain your efforts.

The agencies, organizations, businesses and industries in your communities are often linked in different ways with shared interests and issues. Because of this, it is more effective to look at agencies, organizations, businesses and industries in your community that might have shared interests or issues rather than focusing on individuals.

This Guide is a companion piece to the North Carolina Comprehensive Cancer Control ACTION Plan 2020-2025 (NC Cancer ACTION Plan) which is a blueprint for cancer prevention and control programs in North Carolina. The NC Cancer ACTION Plan is available at <https://ncpublichealth.info/cccp/>. The NC Cancer Action Plan will give you facts that tell the story of the cancer burden. It will also share ideas and resources you can adopt to strengthen the work you do. *Expand your Horizons* offers simple, easy steps to help your organization connect to more resources in your community to help address solutions to the barriers you face.

This Guide will help you look at your community in a whole new way! Expand the way you view things right outside your door. You are busy working tirelessly to serve your clients. You don't always have the time to think of what you can do to relieve many of the burdens you face or to just make your job a little easier.

This Guide will walk you through simple steps to identify, contact and establish relationships with groups that may or may not be involved in cancer prevention and control. Such groups can offer services and resources you may need for the populations you serve.

*Note: This Guide is designed so you can add additional pages as you explore your community.*

# Steps to expand your horizons through partnerships!

## Step 1: What areas of your work need strengthening?

- a) Think about your work and services. What are the issues you often face that slow progress or success? What would make your job easier and help you serve better?
  - b) Now, make a short list of your thoughts. Finish this comment. "It would be helpful if..." Could the answer be community outreach, screening programs, survivors and/or caregivers support, stress management, transportation, medication support, etc.
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## Step 2: What resource connections would help encourage solutions?

- a) Look at your list from Step 1. Think about your needs first.
- b) Add to your list in Step 1. Based on your needs, what types of resources would help? Now, what types of groups offer any of those resources? Think of two group types.
  - Traditional groups that offer health or clinical services.
  - Non-traditional groups that offer trusted access to people needing services. They may offer support resources, i.e., transportation, volunteers, food, etc.

**The group types that come to mind can be your partners!**  
They are ready and want to help.

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## Step 3: What groups would be great to work with and share resources as partners?

Go on a treasure hunt for new partners!

- a) Use the table in Step 3 to look at the types of groups in your community. List potential partners in the groups that could offer needed resources.
- b) Is your list small? That is ok. Start where you are. Connect to these resource groups next and go on from there.

Step 1

**Make a list of the areas to strengthen.**

Think about what would strengthen your work and services. As you make your list of areas that need strengthening, finish the statement, "It would be helpful if...".

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Start a list of potential resources that you might explore in Steps 2 and 3.

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# Step 2

## Look at your CURRENT partners.

1. Think about your current partners and list what they do to support your work in the first two columns.
2. Add the types of resources you need in the third column.
3. List the names of the agencies, organizations, community groups, etc. that your current partners work with that might provide the resources you need in the last column. Are you already working with these partners? If not, mark the partners that might have a resource, service, shared interest or issue that you would like to connect with.

<b>List your current partners!</b>	<b>List your current partner's support.</b>	<b>List the types of resources needed.</b>	<b>List their partners that could connect you to resources.</b>



## What's Your Plan?

Think about how you want to prioritize the potentially new partners you identified in Step 2. Look at their resources, interests and issues. Try to identify any barriers that they might have in working with you on your agency/organization's interests and issues. How can you address these barriers? Think about what you and your organization have to offer them. Remember, the magic about partnership is networking, sharing and connecting.

### Do your homework checklist!

1. You may want to classify the potential partner as “must know” or “nice to know.” This will help you set priorities for contacting them.
2. Look up the potential partner to learn who they are and what they do.



- ✓ What are their focus, products or activities?
- ✓ Who does this potential partner work with? Are you familiar with them or do you know anyone who partners with them?
- ✓ Do you know someone who works in the potential partner's organization? Are you comfortable with talking to them about any shared interests?
- ✓ How does this potential partner's focus and/or activities relate to what your agency/organization is interested in?
- ✓ Who are the leaders (staff, board members) in the potential partner organization? Do you know any of them? Who do you know that might know one of them? They could help.
- ✓ Is the partner locally owned or part of a larger group?



## Get Ready to Connect!

1. Select your contact person and make an appointment.
2. Meet them at their space, if possible. Be on time. Their time is valuable.
3. Bring a small token of kindness, if possible.
4. Provide some type of example/sample of your agency/organization's work or products.
5. Do not be in a rush! Mind the meeting time. But also, make them feel you are there for them as well. Show them you are excited to know all about them.
6. Explain who you are and what you do in your agency/organization. Explain your connection with the partner you listed in Step 2.
7. Explain what your agency/organization does. If there is a specific health problem or disease that your agency/organization addresses, explain that.
8. Explain how your agency/organization carries out its work and interests.
9. Ask them to explain what their agency/organization does and produces. If there is a specific health problem, disease or different type of service that their group addresses.
10. Ask them to share what their needs and interests are, and possible solutions hoped for.
11. See if they have any questions about you or what your agency/organization does and produces.
12. Invite them to find ways to partner, share resources and work together. Invite them to connect and be a partner with your agency/organization.
13. Discuss and share with each other the outcome both groups would like to see with a partnership. Discuss why the partnership is needed to accomplish this outcome. Review how the need was determined.
14. Offer suggestions on how your agency/organization could support this new partner with their interests and issues.
15. Be sure to provide the full name of your agency/organization, where it is located and how to get in touch with you or someone else in the agency/organization sometime during the meeting.



## Step 3

# Expand your search and build your partner network!

The grid on the next two pages will help you develop an in-depth picture of your area of focus whether it is your community, neighborhood, county, region or state. It can help identify key community leaders, groups, agencies and organizations that you may not be familiar with.

Take a moment to review your notes:

1. Think about your needs, issues and interests.
2. Based on your needs, issues and interests, what types of resources would help?
3. What types of groups offer any of those resources? Think of two group types:
  - Traditional groups offer health or clinical services.
  - Non-traditional groups offer trusted access to people needing services, or they offer support resources directly like food, transportation, volunteers, physical activity, etc.

You may find some interesting non-traditional partners who share your interest in health and cancer prevention and control or who have the same issues that your organization has. These non-traditional partners may not be working in the same field as you are, but they may have a connection with what you do. Some of these groups may be able to directly support cancer patients and survivors.

Once you identify an organization or agency, research them to see what they are interested in and how that connects with your agency/organization. Repeat Step 2 to contact these new partners.

# Expand Your Horizons! New Partners Search

NON-HEALTH RELATED GOVERNMENTAL ORGANIZATIONS	List New Groups
<p><b>Housing</b> <b>Public Safety</b> <b>Recreation/Parks</b> <b>Senior Adult and Youth Programs</b> <b>Real Estate</b> <b>Public Housing</b> <b>Transportation System</b> <b>Indian Tribes/Council</b></p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<ul style="list-style-type: none"><li>• Can these organizations partner with you to promote cancer prevention and control programs/services?</li><li>• Can they offer services like screening clinics, facilities for meetings and transportation for cancer patients?</li></ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

EDUCATIONAL OPPORTUNITIES	List New Groups
<p><b>Schools</b> <b>Day Cares</b> <b>Libraries</b> <b>Adult Education Programs</b> <b>Museums</b> <b>Community Colleges</b> <b>PTA</b></p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<ul style="list-style-type: none"><li>• Can these organizations/programs get cancer prevention and screening information to their participants?</li><li>• Do they have space for programs and screening clinics?</li><li>• Do they need a speaker for a program?</li></ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

**FAITH BASED ORGANIZATIONS**

**List New Groups**

- Is there an organized group of faith-based leaders who meet regularly?
- Can they support cancer prevention and control programs/services through their places of worship?
- Do some of them have health ministries, clinics, parish nurses, first aid ministries, outreach ministries, food pantries, etc.?
- Do they need a speaker for a program?

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**SPECIAL ORGANIZATIONS/GROUPS**

**List New Groups**

- Sororities**
- Fraternities**
- Civic Clubs**
- Book Clubs**
- Senior Centers**
- Meals on Wheels**
- Boy Scouts**
- Girl Scouts**
- Food Banks/Pantries**
- Boys and Girls Clubs**
- YMCA**
- Shelters**
- Veterans Services**

- Are any of these special groups looking for services projects? If so, they could sponsor a screening clinic, set up a ride program, etc.
- Do they need a speaker for a program?

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**BUSINESS AND INDUSTRY**

**List New Groups**

- Manufacturing**
- Retail Establishments**
- Lodging**
- Professional Offices**
- Transportation**
- Real Estate**

- What is the basic economy of the area?
- How does the workplace environment affect the health of their workers and the community?
- Do they have workplace wellness programs and/or support prevention and screening activities?
- Do they need a program/services for their workers?

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**UNIQUE CLUSTERS OF PEOPLE**

**List New Groups**

- Neighborhood groups**
- Indian Tribes**
- Social and Civic Clubs**
- Military/Veterans**

- What makes your community special?
- Are there informal groups gathered around their ethnic background, neighborhood, age, occupation? These clusters of people might have unique health problems that offer opportunities to provide programs and screening clinics.

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## TIPS

- ✓ Organize the information about your community. Set up a spreadsheet which includes the name of the organization, their leader(s) and an alternate person, their contact information and core function/purpose. Study the information collected in the grid above, looking for patterns, reoccurring names of people/groups.
- ✓ As you meet with new partners, both traditional and non-traditional, develop a “networking” list with detailed information about the organizations. This will help you establish a local community network that can help you be ready to better address chronic disease and cancer prevention and control.
- ✓ Become familiar with NCCARE360 at <https://nccare360.org/>. This is the first statewide coordinated care network that connects those with identified needs to community resources. It includes a feedback loop on the outcome of that connection. The agencies and organizations you are meeting with may not be familiar with NCCARE360. Is your organization listed on NCCARE360 so groups can learn about your organization and your services?
- ✓ Join the NC Community Cancer Network Partners (CCN) hosted by the NC Comprehensive Cancer Control Program. This group includes traditional and non-traditional cancer partners by regions. Some organizations in your community might already be members of a CCN. This network helps groups like yours make resource connections that encourage solutions. For more information, contact the NC Comprehensive Cancer Control Program, NC Division of Public Health, NC Cancer Prevention and Control Branch, NC Department of Health and Human Services at <https://ncpublichealth.info/cccp/> or call 919-707-5300.
- ✓ Be prepared to serve as a consultant, resource person or trainer, if requested.

Expand your Horizons, Make Partnership Connections Work!

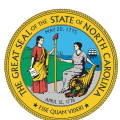
# Together we can achieve so much more!



## CANCER INFORMATION

NC Department of Health and Human Services  
Division of Public Health • Chronic Disease and Injury Section  
Cancer Prevention and Control Branch • Comprehensive Cancer Control Program

Location: 5505 Six Forks Road, Raleigh, NC 27609  
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Office: 919-707-5300 • Fax: 919-870-4812 • <https://nccancer.dph.ncdhhs.gov/>



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**



 **Comprehensive  
Cancer Control**  
*Collaborating to Conquer Cancer*  
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