



# VISION: A VIRGINIA WITHOUT CANCER

STRATEGIC PLAN  
2024–2027

# CANCER ACTION COALITION OF VIRGINIA

**MISSION:** The mission of the Cancer Action Coalition of Virginia (CACV) is to reduce the burden of cancer for all persons living in Virginia utilizing the [Virginia Cancer Plan](#) to provide a forum for collaboration, education, and advocacy.

## VISION: A VIRGINIA WITHOUT CANCER STRATEGIC PLAN 2024–2027

<b>GOAL 1   CANCER PLAN PRIORITIZATION</b> CACV has demonstrated measurable progress on Virginia Cancer Plan (VCP) goals and identified opportunities for improvement.	
<b>GOAL 1 STRATEGIES</b>	
1. Enhance our access to and use of reputable data to help with prioritization.	2. Obtain information on relevant work pertaining to the VCP to eliminate duplication and foster alignment.
3. Use data and information to prioritize initiatives to meet goals and objectives of the VCP.	4. Regularly measure and evaluate outcomes from the work.

<b>GOAL 2   MEMBERSHIP</b> CACV has a growing, diverse, engaged member population from all stakeholder categories and the entire region.	
<b>GOAL 2 STRATEGIES</b>	
1. Empower existing members to grow membership with nontraditional members (e.g., churches, non-cancer medical organizations, businesses) at the community level.	2. Recognize and address specific goals and objectives within the VCP that align with non-traditional partner values.
3. Monitor current membership tiers to maximize member reach.	4. Require membership in CACV to enable service on task forces and committees.

<b>GOAL 3   OPERATIONS</b> CACV has a clear, consistent infrastructure that allows for productivity, supports continuity and delivers volunteer satisfaction.	
<b>GOAL 3 STRATEGIES</b>	
1. Consider how to define our departments (roundtables, task forces, etc) which lead to membership and activation.	2. Consider the staffing needs, both volunteer and paid, of VCP implementation teams, utilizing internal and external data.
3. Create consistency and clarity in the direction and organization of all work groups.	

<b>GOAL 4   MEETINGS/CONFERENCES/EVENTS</b> CACV informs and mobilizes a diverse audience with impactful content and generates growth through its meetings, conferences, and events.	
<b>GOAL 4 STRATEGIES</b>	
1. Continue to extend access to diverse audiences to our meetings, conferences, and events.	2. Continually seek ways to add capacity and increase impact of meetings and events.
3. Continue development of impactful meetings, conferences, and events.	4. Include one meeting per year that includes pediatrics or includes speakers who speak to pediatrics, regardless of the meeting theme.
5. Define and reinforce CACV’s positioning as a driver of the VCP in all events and meetings.	6. Continue to enhance networking activities at all CACV events.

<b>GOAL 5   MARKETING &amp; COMMUNICATIONS</b> CACV has a clear value equation that is communicated effectively to all its stakeholders and audiences.	
<b>GOAL 5 STRATEGIES</b>	
1. Develop clear and consistent messaging, including talking points.	2. Identify key audiences and develop tailored communication plans for each audience.
3. Develop the infrastructure (staff, vendors, etc) to execute communications to each targeted audience.	4. Integrate health equity as an underlying theme of all communication and programs.
5. Move forward with the concept of CACV as an empowering driver and convener of all those interested in making Virginia cancer free.	

<b>GOAL 6   RESOURCES: HUMAN &amp; FINANCIAL</b> CACV has strong leadership, diverse revenue sources and sufficient human resources to execute its goals.	
<b>GOAL 6 STRATEGIES</b>	
1. Attract diverse, knowledgeable, and committed members to CACV.	2. Mentor potential leaders.
3. Empower the nominating committee to enhance processes for recruiting strong and diverse leaders from the membership.	4. Maintain existing funding.
5. Identify new and diverse funding sources.	6. Secure funding to be able to hire and maintain staff, build reserves and meet the obligations of the organization.



[cancercoalitionofvirginia.org](http://cancercoalitionofvirginia.org)