



VISION

A Commonwealth without colorectal cancer.

3-YEAR STRATEGIC FOCUS

Over 2023-226 we will focus on the unscreened.

- Never screened with average risk between the ages of 45-70
- Any person from the appropriate age group (based on guidelines) that is due for screening
- Align VCCRT activities to the Virginia Cancer plan

MISSION

The VCCRT, a priority workgroup of the Cancer Action Coalition of Virginia, is a volunteer organization focusing on colorectal cancer prevention and control. Together, members work to reduce the burden of colorectal cancer and achieve 80% screening rates in every Virginia community.

| GOALS | MEASURABLE OBJECTIVES | STRATEGIES |
|--|--|--|
| <p>GOAL 1</p> <p>Facilitator: Bridge communities to promote best practice and evidence exchange, resource sharing and education.</p> | <ol style="list-style-type: none"> 1. Increase # active members annually. (currently 60) 2. Increase # 80% in every community pledges annually. 3. Increase # CRC-focused projects addressing screening annually. 4. Achieve X performance score as a facilitator bridging communities annually. <p>We will track all objectives in Y1. Set targets in 2024.</p> | <ol style="list-style-type: none"> A. Assess current relationships and proactively find and build relationships with community representatives across VA. Identify how to group communities. B. Connect community members to each other and drive new CRC focused projects through regional and specific topic-related meetings. C. Share evidence-based tools and resources with members and community representatives. D. Create and share a CRC burden in VA report. E. Realign current education, advocacy and clinical committees to our facilitator role, and redesign meetings to promote bridging communities. F. Develop a process for measuring, tracking and reporting all of our objectives. |
| <p>GOAL 2</p> <p>Sustainability: Acquire the resources needed to sustain the VCCRT over time.</p> | <ol style="list-style-type: none"> 1. Obtain sufficient people resources, paid or volunteer, to enable strategies to be successfully completed. 2. Enact an MOA with the Cancer Action Coalition of Virginia. 3. Increase funds to support our mission. | <ol style="list-style-type: none"> G. Secure staff resources by querying members to provide volunteer resources and/or create an internship position. H. Empower membership to lead and execute activities/projects. Recruit members to volunteer for specific roles in VCCRT operations I. Secure funding from industry, hospital systems, and other stakeholders to support regional meetings. J. Obtain standing financial support to support VCCRT's mission. K. Define the scope and relationships between VCCRT and CACV both programmatically and fiscally. L. Develop a process for measuring, tracking, and reporting VCCRT's objectives. |