



2020 STRATEGIC PLAN DEVELOPMENT 2020 – 2025

Strategic Planning Tips

Strategies/Actions:

Strategies are actions SFCCC's participating individuals and organizations will plan and support

- Each strategy should be measurable:
 - Number of occurrences, such as number of training sessions
 - Number of participants
- Be creative – the end game is reaching out to our communities
- Think about your organization's goals: Who do you want to reach? What would you like to accomplish with the support of SFCCC?

Work Groups:

- Risk and Reduction is an aspect of each work group and promotes healthy lifestyle, screening, and vaccination
- Synergy is the marketing group and depends on each work group for content
- Membership identifies and notifies Members in Good Standing annually, handles special communications
- Disparities focuses on promotional and educational outreach to groups with high incidences of cancers by increasing awareness for screening and vaccination
- Survivorship & Quality of Life supports activities to support survivors and their care givers to have high quality lives.

Start Date & End Date

This is a FIVE (5) year plan: 7/1/2020 – 6/30/2025

- Space out strategies/activities to be achievable and reasonable.
- Dates include everything necessary to complete the action: planning, marketing, event, follow-up



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Collaboration

Goal 1: Maximize cancer control resources by increasing collaboration among Florida cancer control stakeholders.

Objective 1.1			
Strategies/Actions	Workgroup(s)	Start Date	End Date
1.1 By 2021, create a list of cancer control stakeholder organizations and regional cancer collaboratives in Florida to aid in better sharing about plan implementation activities.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2021

Collaboration

Goal 1: Maximize cancer control resources by increasing collaboration among Florida cancer control stakeholders.

Objective 1.2			
Strategies/Actions	Workgroup(s)	Start Date	End Date



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<p>1.2 By 2025, conduct two (2) collaborative campaigns shared among Florida’s cancer control stakeholder organizations and Regional Cancer Collaboratives.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
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<p align="center"><u>Prevention and Risk Reduction</u></p>			
<p>Goal 3: Reduce the incidence and mortality from tobacco-related cancers in all Floridians. (Tobacco Cessation)</p>			
<p>Objective 3.3:</p>			
<p>Strategies/Actions</p>	<p>Workgroup(s)</p>	<p>Start Date</p>	<p>End Date</p>
<p>3.3 By 2025, decrease the percentage of Florida youths (ages 11-17) who currently use cigarettes, cigars, or smokeless tobacco from 3.8% (Baseline, 2019 FYTS) to 1% or less.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>



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Prevention and Risk Reduction

Goal 3: Reduce the incidence and mortality from tobacco-related cancers in all Floridians. (Tobacco Cessation)

Objective 3.4

Strategies/Actions	Workgroup(s)	Start Date	End Date
3.4 By 2025, decrease the percentage of Florida youths (ages 11-17) who currently use electronic cigarettes or vaping from 16.6% (Baseline, 2019 FYTS) to 10% or less.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025



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Prevention and Risk Reduction

Goal 3: Reduce the incidence and mortality from tobacco-related cancers in all Floridians. (Tobacco Cessation)

Objective 3.5

Strategies/Actions	Workgroup(s)	Start Date	End Date
3.5 By 2025, decrease the percentage of adult Floridians (18 years or older) who are current smokers from 14.5% (Baseline, 2018: Behavioral Risk Factor Surveillance System [BRFSS]) to 13% or less.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025

Prevention and Risk Reduction

Goal 3: Reduce the incidence and mortality from tobacco-related cancers in all Floridians. (Tobacco Cessation)

Objective 3.6

Strategies/Actions	Workgroup(s)	Start Date	End Date



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<p>3.6 By 2025, increase the percentage of current and former adult smokers aged 18 years or older in Florida who reported a past-year quit attempt from 67.6% (Baseline, 2017 BRFSS) to 73% or greater.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
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Prevention and Risk Reduction

Goal 4- Eliminate cervical cancer as a public health problem in Florida by increasing vaccination against human papillomavirus and increasing cervical cancer screening.

<p>Objective: 4.1</p>			
<p>Strategies/Actions</p>	<p>Workgroup(s)</p>	<p>Start Date</p>	<p>End Date</p>
<p>4.1 By 2025, increase the percentage of youth (aged 13-17-year-old, female and male) who are up to date (UTD) with the HPV vaccination series from 46.5% (Baseline, 2018 NIS-Teen) to 80%.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>



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Prevention and Risk Reduction

Goal 4- Eliminate cervical cancer as a public health problem in Florida by increasing vaccination against human papillomavirus and increasing cervical cancer screening.

Objective: 4.2

Strategies/Actions

Workgroup(s)

Start Date

End Date

4.2. By 2025, increase the percentage of women aged 21 to 65 years old in every community who have had a Pap cytology test and/or HPV test in the past 3 years from 79.4% (Baseline, 2018 BRFSS) to 93% or higher.

Synergy (Networking & Marketing)
Disparities (Outreach to high-risk populations)
Risk Reduction
Survivorship & Quality of Life

July 1, 2020

June 30, 2025

Notes: Risk Reduction is an integral aspect of the focus of each SFCCC Workgroup.



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Prevention and Risk Reduction

Goal 4- Eliminate cervical cancer as a public health problem in Florida by increasing vaccination against human papillomavirus and increasing cervical cancer screening.

Objective 4.3

Strategies/Actions	Workgroup(s)	Start Date	End Date
4.3 By 2025, identify or develop a surveillance method that measures the percentage of Florida women who receive appropriate follow up after an abnormal cervical cancer screening test result.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025

Notes: Risk Reduction is an integral aspect of the focus of each SFCCC Workgroup.



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Goal 5: Decrease the incidence of skin cancer in all Floridians by reducing exposure to natural and artificial sources of ultraviolet (UV) light.

Objective 5.1: Educate providers and the general public through two activities on the importance of provider vaccine recommendation to age appropriate persons, series completion and reminder systems

Strategies/Actions	Workgroup(s)	Start Date	End Date
5.1. By 2025, decrease the percentage of youth (aged 11 to 17 years old) reporting sunburns from the sun or indoor tanning in the past twelve months from 57.2% (Baseline, 2017 YRBS) to 50% or less.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025
5.2: By 2025, decrease the percentage of youth (aged 11 to 17 years old) using an indoor tanning device, such as a sunlamp, sunbed, or tanning booth, one or more times in the last twelve months from 5.6% (Baseline, 2017 YRBS) to 1% or less.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025



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<p>5.3. By 2025, enact a ban on the use of artificial or indoor UV tanning devices by all minors under the age of 18.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
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Goal 8: Reduce the risk of cancer in all Floridians through maintenance of healthy body weights, physical activity, and healthful diets.

Objectives 8.1-8.4

Strategies/Actions	Workgroup(s)	Start Date	End Date
<p>8.1. By 2025, decrease the percentage of Florida adults (aged 18 years or older) who are obese (BMI ≥ 30) from 30.7% (Baseline, 2018 BRFSS) to 25% or lower.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>



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<p>8.2. By 2025, decrease the percentage of Florida youth (aged 13-17) who are obese (BMI \geq 95th percentile based on sex- and age-specific reference data from the CDC growth charts) from 10.9% (Baseline, 2017: YRBS) to 9% or lower.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
<p>8.3. By 2025, increase the percentage of Florida adults (aged 18 years or older) who participate in 150 minutes or more of aerobic physical activity per week from 49.5% (Baseline, 2017 BRFSS) to 52% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>



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<p>8.4. By 2025, increase the percentage of Florida youth (aged 13-17) who were physically active at least 60 minutes per day on 5 or more days from 39.3% (Baseline, 2017 BRFSS) to 44% or higher</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
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Screening and Early Detection

Goal 10: Reduce lung cancer mortality through early detection of lung cancer in Floridians.

Objectives 10.1-10.2

Strategies/Actions	Workgroup(s)	Start Date	End Date
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<p>10.1. By 2025, within the population of Floridians newly diagnosed with lung cancer, increase the percentage of those with limited stage disease (Stage 1 and 2) from 34.5% (Baseline, 2016 FCDS) to 40% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
<p>10.2. By 2025, within the population of Floridians newly diagnosed with lung cancer, increase the percentage of those with limited stage disease (Stage 1 and 2) from 34.5% (Baseline, 2016 FCDS) to 40% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>

Screening and Early Detection

Goal 11: Reduce breast cancer mortality through early detection of breast cancer in Floridians.

Objectives 11.1-11.2

Strategies/Actions	Workgroup(s)	Start Date	End Date
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<p>11.1. By 2025, among Floridians newly diagnosed with breast cancer, increase the percentage of those with limited stage disease (Stage 1 and 2) from 67.4% (Baseline, 2016 FCDS) to 75% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
<p>11.2. By 2025, increase the percentage of Florida women aged 50 to 74 years old in every Florida community who undergo mammogram.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>

Screening and Early Detection

Goal 12: Reduce colorectal cancer mortality through early detection of colorectal cancer in Floridians.

Objectives 12.1-12.3

Strategies/Actions	Workgroup(s)	Start Date	End Date
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<p>12.1. By 2025, among Floridians newly diagnosed with colorectal cancer, increase the percentage of those with limited stage disease (Stage 1 and 2) from 42.5% (Baseline, 2016 FCDS) to 50% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
<p>12.2. By 2025, increase the percentage of Floridians aged 50 to 75 years old who have fully met the US Preventive Services Task Force (USPSTF) recommendation for colorectal cancer screening from 70.4% (Baseline, 2018 BRFSS) to 80% or higher.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>
<p>12.3. By 2025, draft legislation that builds upon the Florida Colorectal Cancer Control Program that supports both systems change to increase clinic screening rates and colorectal screening costs of uninsured and underinsured Floridians similar to the Mary Brogan Florida Breast and Cervical Cancer Early Detection Program.</p>	<p>Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life</p>	<p>July 1, 2020</p>	<p>June 30, 2025</p>



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Screening and Early Detection

Goal 13: Reduce prostate cancer mortality in Florida men through early detection of advanced disease.

Objectives 13.1-13.2

Strategies/Actions	Workgroup(s)	Start Date	End Date
13.1. By 2025, increase the percentage of Florida men aged 40 to 85 years old who have ever discussed the advantages and disadvantages of the PSA blood test with a healthcare provider from 17.2% (Baseline, 2018 BRFSS, PCPSADI1 and PCPSAAD3) to 25% or higher.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025
13.2. By 2025, identify or develop a surveillance method that measures the percentage of Florida men who are at above-average risk for prostate cancer and who have undergone prostate cancer screenings.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025



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Quality of Life, Survivorship, and End of Life Care

Goal 17: Achieve high-quality survival of all Floridians with history of cancer.

Objectives 17.1

Strategies/Actions	Workgroup(s)	Start Date	End Date
17.1. By 2025, identify or develop a surveillance method that measures the percentage of Floridians with history of cancer who have ever received a written cancer treatment summary and survivorship care plan.	Synergy (Networking & Marketing) Disparities (Outreach to high-risk populations) Risk Reduction Survivorship & Quality of Life	July 1, 2020	June 30, 2025