



Maryland Colorectal Cancer Control Program (MCRCCP) FY22 Partnerships to Increase Colorectal Cancer Screening in Clinical Settings in Maryland

Peer to Peer Meeting: Sustainability

**Prevention and Health Promotion Administration
Center for Cancer Prevention and Control**

June 28, 2022

MISSION AND VISION

MISSION

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

VISION

The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.

Agenda

- Welcome and Introductions
- Annual Clinic Data
 - July 15, 2022
- End of Year Progress Report
- PDSA Updates
 - CHC
 - BMS
 - CBHS
- Sustainability Presentation and Documents
 - Work Book
 - Sustaining Improved Outcomes Article
 - Sustaining Template

Sustainability

BRINGING THE FUTURE INTO FOCUS:

A Step-by-Step Sustainability Planning Workbook

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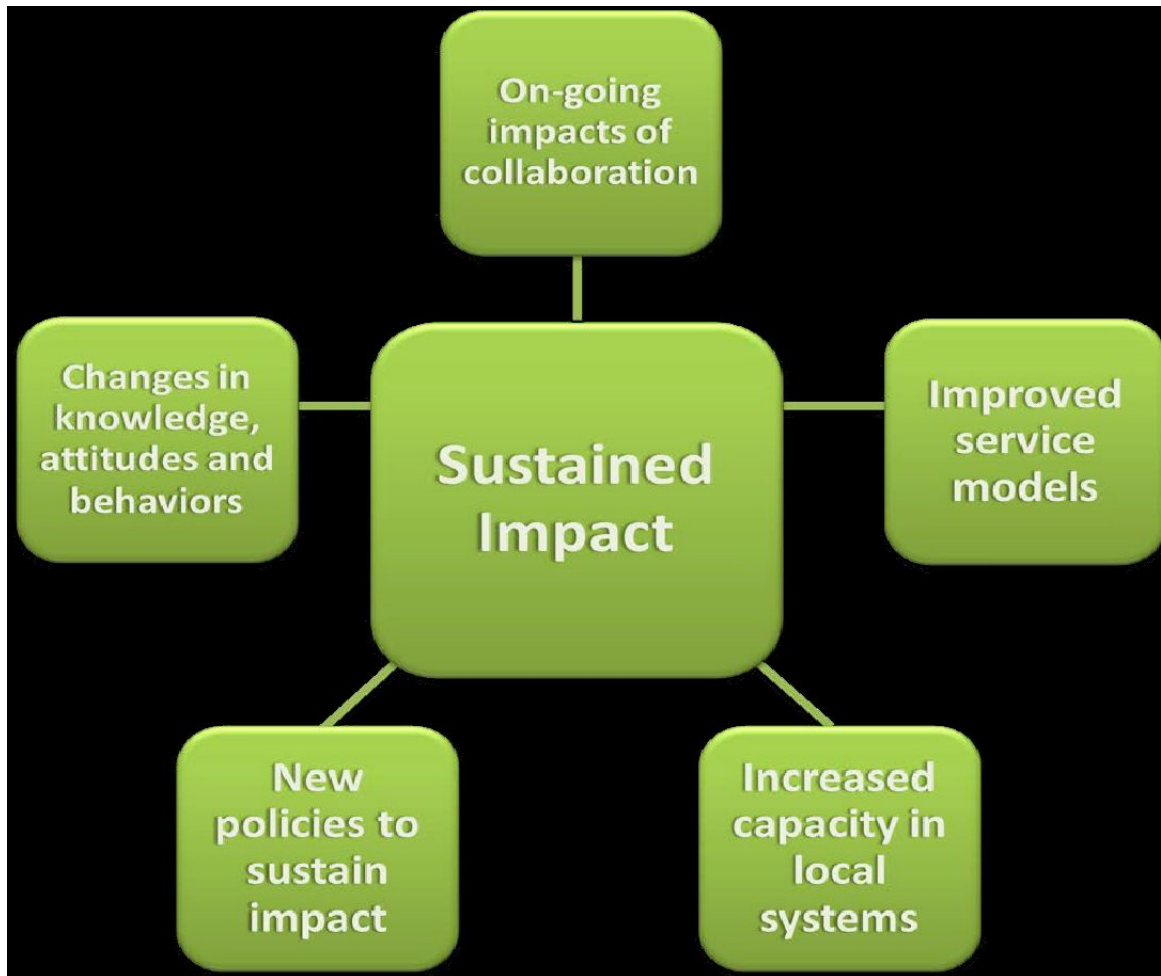
Sustainability: Definition

- Sustainability is defined as: *programs or services that continue because they are valued and draw support and resources.*
- Sustainability does not necessarily mean that the activities or program continue in the same form as originally conceived, funded or implemented. Programs often evolve over time to adjust to the changing levels of support and needs of the community. Organizations may start with one approach, but end up sustaining a different model of service provision after testing it in the community.

Sustainability: Why is it important?

- Increasingly, sustainability has become the focus for many government agencies and foundations that fund community-based programs and non-profit organizations.
- Funders want to know how organizations and collaborations plan to sustain programs or services beyond the grant period.
- Those receiving services become skeptical when services disappear.

The Sustained Impact of Programs



The Sustained Impact of Programs

- **Ongoing impacts of collaboration:** Through the implementation of a new project, agencies can develop a new way of working together to serve community members; new lines of communications are established, interagency referral mechanisms are built and the culture of collaboration in communities may be changed.
- **Improved service models:** Agencies may develop and implement new practice standards that are institutionalized following the end of a grant period. For example, new programs may result in a new model for caring for those with chronic diseases, or training and employing community health workers to help patients better navigate services and effectively manage their illnesses.
- **Increased capacity in local systems:** Grant funds can be used to build the capacity of the local health and human service infrastructure (e.g., establishing an HIT infrastructure), develop curricula (e.g., a diabetes self-management training program that can be used by nurses or community health workers, or a physical activity program that can be used by math and science teachers in the classroom), and purchase medical and screening equipment. These resources, once created or purchased, remain in the community and have lasting impact.

The Sustained Impact of Programs

- **New policies to sustain impact:** An organization or collaboration may engage in local- or state-level advocacy to effect change in a policy that supports the services provided through their programs. Those policy changes (e.g., a change in Medicaid reimbursement or the establishment of a hospital taxing district) have an enduring impact on the way services are delivered and financed.
- **Changes in knowledge, attitudes and behaviors:** A community may see impacts that are beyond services and infrastructure. As a result of an outreach program, public awareness of a health issue may increase, and cultural attitudes about certain health behaviors or illnesses may shift. For example, a program to integrate mental health services into the primary care setting may help reduce the stigma associated with accessing mental health-related services.

Getting Ready

Assess the Continuing Need

- *What led us to develop our program? What factors indicated a need for our work?*
- *Has that need changed? Are the circumstances in the community different now than when we began? Is the need less or more intense?*
- *Are there new programs/organizations – other than ours – that are trying to address the need?*
- *Based on our current understanding of the need, is there a reason for us to continue our current program as is?*

Getting Ready

Review Your Program Outcomes

- *Were we able to accomplish what we planned to do?*
- *Were we able to implement the work plan as we envisioned? If yes, what has contributed to our success? If not, why not?*
- *Are we having positive outcomes? If yes, what has contributed to our success? If not, why not?*
- *What makes us most proud about what we have done?*
- *What lessons have we learned?*

Getting Ready

New ways of serving

- ✓ Are service providers working together in a new way? Are there new working relationships among organizations that will sustain beyond the grant?
- ✓ Are there new procedures in place for coordinating services among providers and/or social service agencies?
- ✓ Have health care providers changed their practice standards as a result of your program?

New capacity created

- ✓ Have people been trained to do something they could not do prior to the grant?
- ✓ Did you purchase resources that will remain available to the community, such as a training curriculum, physical activity equipment, computer programs or telemedicine equipment?

Policy changes to support sustained impact

- ✓ Have any institutional, local or state policy changes occurred resulting from your efforts?

SUSTAINABILITY PLANNING:

STEP 1: WHAT WILL WE CONTINUE TO DO?

- Organize and review data needed for decision making
- Establish criteria to determine which program activities should continue and gather a group to rank the criteria.
- ***Potential Criteria to Consider***
 - A positive impact on individuals
 - A positive impact on the community
 - Cost effectiveness
 - A positive return on investment
 - Sufficient community support
 - Available resources for continuation

SUSTAINABILITY PLANNING:

STEP 2: WHO DO WE NEED TO MOVE FORWARD?

During this step you will determine:

- How effectively your program has been managed
- How efficiently your program has been staffed
- How well your consortium has collaborated in

implementing the program

**Management/
Coordination:**
The method you have
utilized to oversee the
various components of your
program.

Staffing Structure:
The number and function of
current staff.

**Collaboration Among
Partners:**
Scope of partnerships, role
of partners, communication
among partners.

SUSTAINABILITY PLANNING:

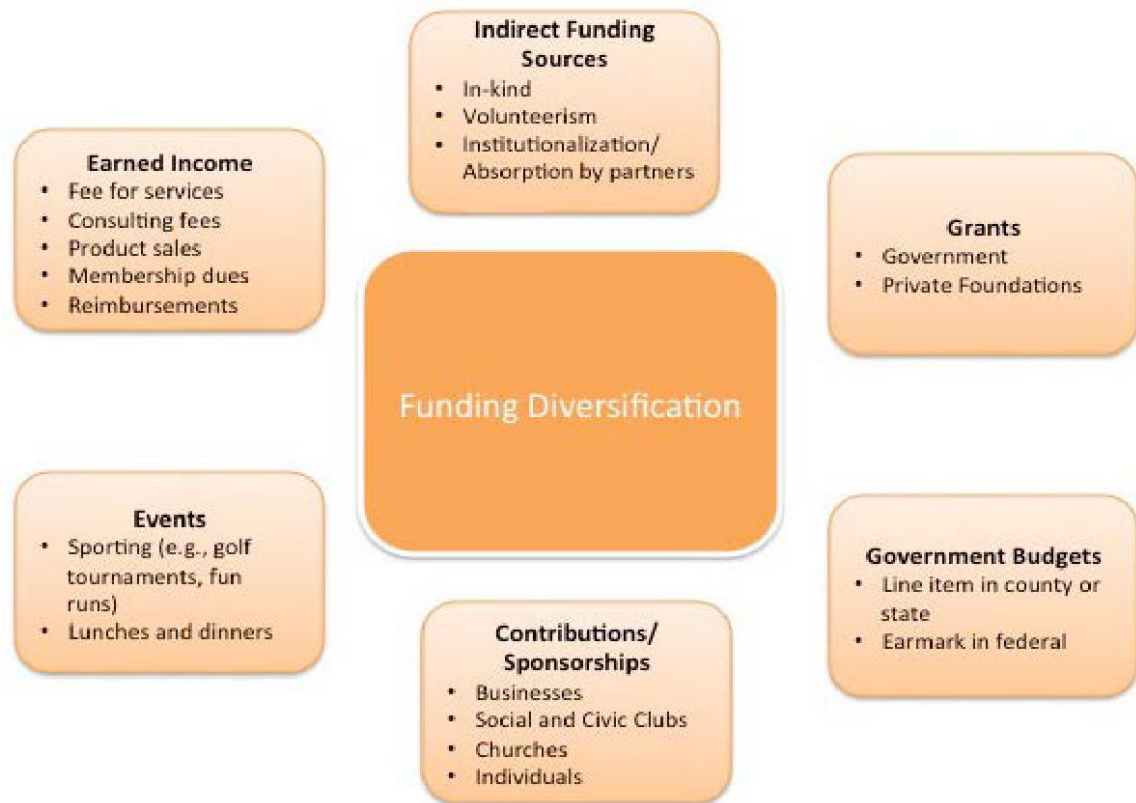
STEP 3: WHAT IS THE COST?

- The line item budget for each of your prioritized activities
- The overall cost to continue your program
- *Based on our projected three-year budget, is it possible to successfully generate the revenue/support needed to sustain all of our prioritized activities?*
- *If it is not financially feasible to continue all of our desired activities, which ones have the greatest priority?*

SUSTAINABILITY PLANNING:

STEP 4: WHAT ARE OUR FUNDING STRATEGIES?

- Determine your funding strategies
- Identify potential funding sources



Next Steps

Next Steps...

Creating Your Plan

I. History/Background *(Draw from your work in the Getting Ready section.)*

- Describe the community need that led to the initiation of this organization/program.
- Provide a brief summary of your program and the outcomes you have achieved.
- Discuss the sustained impacts of your efforts.

II. Moving Forward *(Draw from your work in Step 1.)*

- Describe program activities you will continue.
- Provide justification for their continuation.

III. Program Structure *(Draw from your work in Step 2.)*

- Describe the partnerships, staffing and oversight that will be needed to support the continuation of the identified activities.

IV. Continuation Budget *(Draw from your work in Step 3.)*

- Include a three-year budget for each activity.

V. Funding Strategies *(Draw from your work in Step 4.)*

- Describe the strategies you will use to sustain each activity.
- Identify potential sources of support.



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