



How to Leverage Local Partnerships to Gain Community Support For See, Test & Treat

Rebecca Osgood, MD, FCAP
Communities of Practice Chair



COLLEGE of AMERICAN
PATHOLOGISTS
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FOUNDATION

Please Mute Your Microphones

foundation.cap.org

Rebecca Osgood, MD, FCAP

- Communities of Practice Chair
- Cambridge Health Alliance (Cambridge, MA)
- Clinical Pathology
- Pathologist lead for two See, Test & Treat[®] programs.

Communities of Practice (CoP)

- Offers program organizers and coordinators an opportunity to network with other program leads and coordinators, discuss and hear how other programs have faced program challenges and best practices for how to enhance or improve programs.
- Members:
 - Have access to CoP List-serve
 - Participate in CoP discussions/webinars
 - Contribute to development of See, Test & Treat through feedback during discussions and surveys

Agenda: How to Leverage Local Partnerships to Gain Community Support

- Benefits of leveraging local partnerships
- Identify the types of community support available to you
- Best practices for pursuing this support
- Resources offered by the CAP Foundation
- Discussion: What are some ways that you have obtained community support for your programs?

Benefits of Leveraging Local Support

- **PROMOTION/OUTREACH**

Allows your program to “branch out” and reach wider audiences, ensuring that more individuals who can benefit from your program will access it

- **FINANCIAL/ IN KIND SUPPORT**

Helps your program grow “roots” in your community, which can increase the chance of the program taking on a more long-term presence in your community

- **SERVICES/ RESOURCES**

Strengthens the impact of your program by increasing awareness regarding resources that can benefit your patient population

Maya Ogden Carraway, JD



- Types of Local Support
- Best Practices While Pursuing Local Support

**College of American Pathologists Senior Manager
Alliances and Grant Administration**

- mogden@cap.org

Types of Local Support Available



Commercial Businesses

Local businesses that are not franchises and are unique to your community



Corporations

Franchises, nationwide companies that support their communities through volunteer engagement, corporate giving



Community Organizations

Charitable organizations and local governmental organizations

Commercial Businesses

- Examples
 - ✓ Car dealerships, salons, local pizzeria, local news organizations
- Identification
 - ✓ Contact local Chamber of Commerce for list of businesses
- Approaches
 - ✓ Speak at a Chamber of Commerce meeting and/or
 - ✓ Contact local manager (in person or personal letter)
 - ✓ Ask for Sponsorships and smaller donations
 - ✓ Have a specific ask
 - ✓ Outline benefits to the community

Corporations

- Examples
 - ✓ Walmart, Kroger, Qdoba, Panera, Panda Express, Trader Joe's, Whole Foods, Potbelly's, Corner Bakery
- Identification
 - ✓ Think creatively, search for companies and products that are popular in your area
- Approach
 - ✓ Complete on-line donation forms
 - ✓ Walmart gift cards, water, Qdoba food platters, Corner Bakery breakfast items, school items
 - ✓ Offer services at health fair
 - ✓ Acknowledge them where you can

Community Organizations

- Examples
 - ✓ Churches, Rotary Club, Community Foundations, Local Government, Sororities, Federally Qualified Health Centers
- Identification
 - ✓ Survey coworkers to see what organizations they are members of
- Approach
 - ✓ Compose a letter requesting support: address to personal contact
 - ✓ Include number of women targeted, impact of the program, need of the program, catchment area
 - ✓ Request volunteers, promotion of program, and how participation aligns with the organization's mission

Tools Available in SOP Manual and Toolkit (See attached documents)

- Guide for determining volunteer need
- Flyer
- Donation request letter template
- Other Best Practices

CAP Foundation Staff is Here to Help



Articulate your budget



Identify Volunteer Needs



Identify In Kind Donations
needed

Discussion

- What are some ways that you have leveraged community support to obtain donations, promotion and volunteers?
 - Jimmie Wells
University of Mississippi Medical Center
 - Jennifer Snowdon
Loyola University Medical Center
 - Melissa Richards
Liberty Dayton



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Thank You

2020 See, Test & Treat Program

[*HEALTHIER*]
BECAUSE OF YOU

White Plains Hospital (NY)
University of Mississippi Medical Center (MI)

UT Southwestern- Moncrief (TX)
Loyola University Medical Center (IL)

Montefiore Medical Center (NY)

Charles Drew Health Center (NE)

Indiana University School of Medicine (IN)

North Country HealthCare (AZ)

Liberty Dayton Regional Medical Center (TX)

Rutgers New Jersey Medical School (NJ)

Robert Wood Johnson University Hospital (RWJ)

Cambridge Health Alliance (MA)