



Breast Health Collaborative of Texas

Highlights & Happenings

Amazing Beginning

- 2005 Summit co-hosted by Susan G. Komen Houston Affiliate and The Rose
- 2006 Summit co-hosted by Susan G. Komen Houston Affiliate and The Rose
- Call to Action

*2nd Annual Greater
Houston Breast Health
Summit-2006*

Breast Health Summit

Michele Ostrander, Komen Houston

Affiliate

Debra Johnson, Y-ME Texas Gulf

Coast Affiliate

History

1st Summit was held in May 2005

- Summit Feedback
 - Lack of funding for services
 - Increased need for multi-cultural education
 - Easier access to screening & diagnostics
 - Increased collaboration

Greater Houston Breast Health Collaboration

Mission

To unite breast health advocates and providers to educate, advocate and leverage resources in the greater Houston area.

Greater Houston Breast Health Collaborative

- Advocate for positive legislative action in breast health
- Promote collaboration among breast health providers
- Maximize new and existing resources

2007: Building Strength—Impact

- 2007 Summit co-hosted by Susan G. Komen Houston Affiliate and The Rose
- The Rose becomes its fiscal Agent.
- With Komen, formed the largest Breast Cancer advocacy group to visit Texas Legislature.
- Changed and registered its name (and scope) to Breast Health Collaborative of Texas.

Results of 1st Austin Visit

- Increased state's contribution to the BCCS program
- Increased screening from 20,000 to 28,000
- Altered restrictive options to MBCCS treatment funding which increased women in treatment from 490 to 960 *EACH* month

2008: National Recognition

- 2008 Summit co-hosted by Susan G. Komen Houston Affiliate and The Rose
- Promoted Proposition 15 passage
- Offered Training Workshops for Evidenced Based Programs
- Collaborative Received the ***Best Practices in Breast Cancer Advocacy \$50,000 Award*** for collaboration with St. Luke's Episcopal Health Charities in developing the Breast Health Portal



Proposition 15 Passes

- Cancer Prevention & Research Institute of Texas formed
- Bill Gimson appointed Executive Director

2009 Collaborative

- Collaborative hosts 5th Annual Breast Health Summit
- *FIRST* Two Day Event!
- *Bill Gimson and author Thomas Moore featured speakers*
- 121 Collaborative member organizations strong
- Obtains two-year funding for part-time administrative support – *thank you Houston Endowment*
- Holds three-year Strategic Planning Meeting

2009: Collaborative, cont.

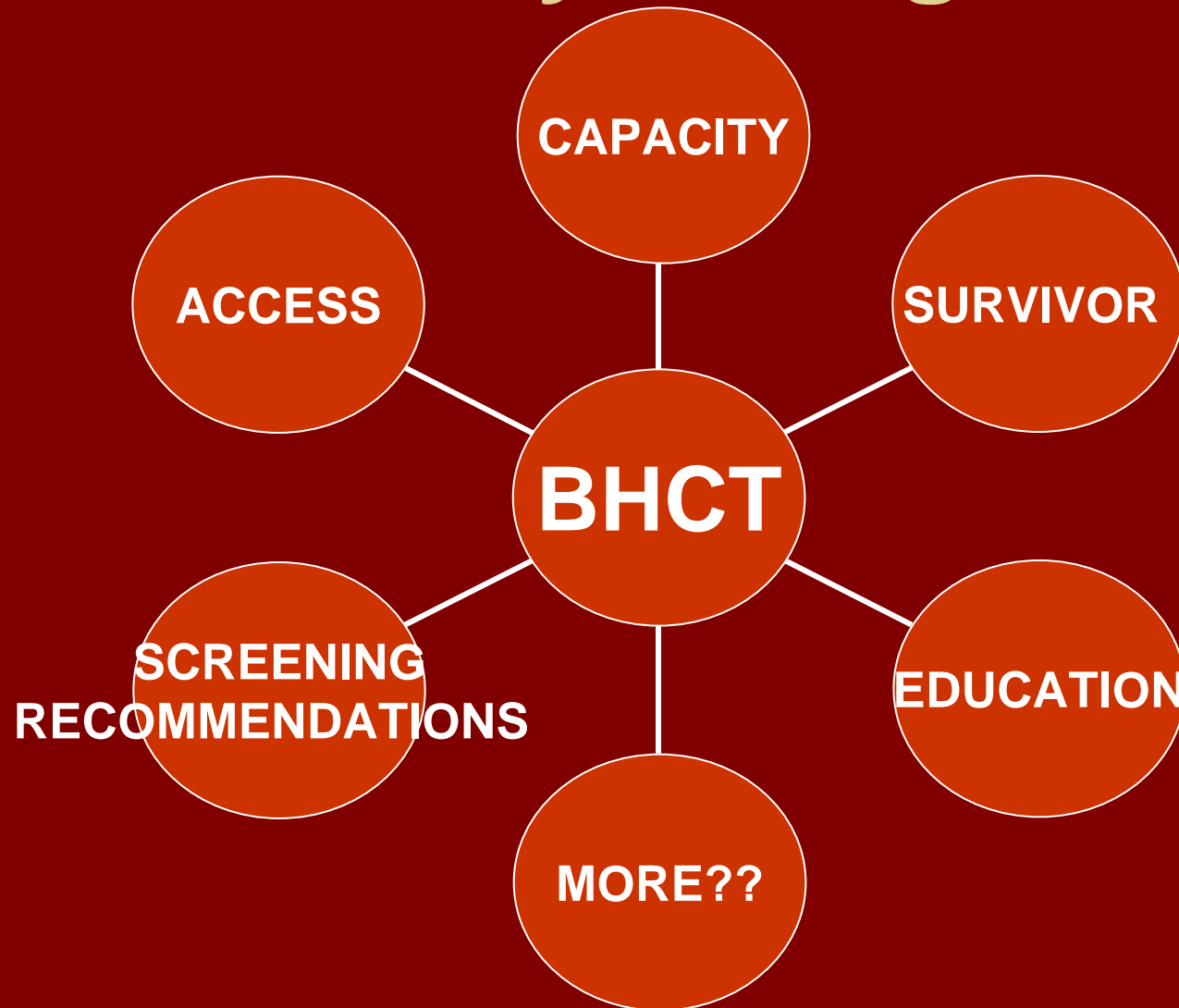
- Obtains two-year funding for part-time administrative support – *thank you Houston Endowment*
- Holds three-year Strategic Planning Meeting
- Planning of its own website preparing for transition for Breast Health Portal

Breast Health Collaborative of Texas

Results of Strategic Planning Committee

September 17, 2009

Potential Issues for Policy Change



SWOT Analysis

Strengths:

- **Summit (5 years)**
- *Commitment to Cause*
- Networking
- Members - quality and quantity
- Loyalty
- **Breaks down turf issues**
- Leadership throughout state
- Diversity of membership
- Executive & Committee Leadership
- Length & how it is formed
- **Clarity of purpose (how we communicate clarity of purpose)**
- Immediate wins
- Synergy
- Focus - realistic goals
- Workshops

Areas for Growth:

Weaknesses

- Entity known in the community
- Educating members at many levels
- Marketing (website, social media, etc.)
- Inform vs. educate
- No dedicated people to do jobs (all volunteer organization)
- Membership committee
- Reaching beyond Houston
- Formalized structure and communications
- Technology
- Funding

Opportunities

- Public Policy
- Building Capacity
- Serve as coordinated body - State of Texas influencing funding, education, and policy
- Education and career opportunities (ex. Patient Navigation Programs)
- Experts in issues/Data/Knowledge
- Resource for issues/services
- Providers + Patients + Legislators
- Improving access to care

Plans for the Future:

Parking Lot Ideas

- Go to Austin as a Collaborative
- Self Help Orientation for Members
- Adobe Connect Technology
- Membership on web with links
- Textbooks-impact information
- Incentives to use Website

Goals and Objectives

- *2010 Year One—Transition*
- Hire first Executive Director to oversee and lead program development and implementation.
- Begin application process to become a 501(c)(3).
- Identify specific programs that will enhance access to breast healthcare statewide
- Obtain multi-year funding support

Goals and Objectives

- *2011 Year Two—Approval 501(c)(3) Status*
- Assume fiscal responsibilities now held by The Rose
- Evaluate/Determine/Provide services and programs that promote and align with the mission
- Continue strengthening membership
- Continue strengthening the staff, including designated grant writing and administrative support
- Advocacy programs implemented
- **Extend Breast Health Portal throughout the state**

Goals and Objectives

- *2012 Year Three—Organization*

Attain overarching goal of:

- *The Breast Health Collaborative of Texas is the coordinating body influencing education, funding, and policy by serving as a resource for breast health issues and services.*

About Funding

- 2010 Applied for Avon Safety Net Grant
- 2009 Applied for CPRIT Collaborative Grant
- 2005, 06, 07, 08, 09, 10 Applied for Agency On Healthcare Grant CDC



More on Funding

- In Past 6 years, 48 grants submitted for the Annual Summit: 22 approved, 26 denied
- In Past 3 years, 8 grants submitted for Collaborative: 3 approved, 2 denied, 2 pending

How did we do?

- ***2010 Year One—Transition***
- Hire first Executive Director to oversee and lead program development and implementation.
- Obtained funding for Executive Director

Thank you

St. Luke's Episcopal Health Charities

Conducted search and hired New E.D:

Lyn Widlaski

How did we do?

- *2010 Year One—Transition*
- Obtain multi-year funding support

*Thank you AVON Care for Women &
PINK RIBBON PARADE*

Left for Year One

- Begin application process to become a 501(c)(3)
- Identify specific programs that will enhance access to breast healthcare statewide

Going forward: Why the Collaborative Matters

- **The Collaborative's Role in the Future Health of the Nation**

Collaborative's Role in the Future

- Affordable Care Act depends on Community Collaborations convening major players.
- Lead in definition of Patient Navigation and services mentioned throughout Act.
- Ensuring Primary Care includes Breast Health for Women.

Collaborative's Role in the Future

- If Affordable Care Act enacted today, what happens to those between 133%-200%??
- Millions of newly insured don't have experience in navigating health systems.
- Millions of newly insured will discover services are already at maximum capacity.

Want to Know More?

- Who in attendance is already a member?
- Who in attendance would like to become a member?
- We are not just the sponsor of this event
- As many in this room are as many members as we have
- Learn how you can become a part of this!