

**A Case Study in Partnership: A  
Qualitative Review of the CIS  
Collaboration with the Special Populations  
Networks**

**SPN Cancer Health Disparities Summit  
July 13-15, 2003**



# CIS/SPN Case Study

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- Describe methodology and key components
- Share objectives
- Discuss preliminary results and next steps



# Why examine CIS/SPN relationship?

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- SPNs and CIS have compatible mission, regional structure and connection to NCI
- Shared goals of working with special populations in cancer control
- Unique opportunity to characterize involvement with a variety of relationships
- Provide insight into key indicators of successful partnerships that reach specific populations



# How do we examine CIS/SPN relationship?

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*Create an opportunity that would:*

- Build on CIS evaluation plan for Partnership Program
- Gather both quantitative and qualitative data
- Highlight the breadth and depth of various relationships
- Offer insight into future collaboration both with SPNs and other partners that reach specific populations



# Selection of Case Study Method

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- Allows for holistic view and can capture meaningful characteristics within real-life context
- Offers insight into organizations' processes and change, maturation of program/relationship
- Illuminates the how and why
- Can examine many variables of interest
- Use of triangulation – multiple measures of same phenomenon

# SPN Case Study Work Group

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- Establish a formal work group from CIS Network
- Define objectives
- Define and create qualitative and quantitative data collection methods
- Establish timeline (2001-2003)



# Objectives

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*From a national perspective:*

- ✓ Characterize the extent of CIS involvement with SPNs
- ✓ Document and describe CIS role and contribution to SPNs
- ✓ Identify challenges and opportunities
- ✓ Identify key indicators of successful collaboration
- ✓ Assess the value of CIS collaboration with SPNs



# Components of Case Study Design

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- ✓ Periodic Survey of Partnership Program staff at all CIS regional offices (Dec 2000-Jan 2002)
- ✓ In-depth interviews with selected CIS PPM's (July – Sept. 2002)
- ✓ In-depth interviews with selected SPN Principal Investigators or key staff (Nov 2002- Feb 2003)
- ✓ Review of CIS Partnership Program Portfolio - database of current Partnership projects



# Preliminary Findings

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## Periodic Survey Results:

*(Four surveys completed by CIS offices Dec. 2000-Jan. 2002)*

- Demonstrate an increase in activity between CIS and SPN over time including expansion into research
- Define specific and common CIS assistance to SPNs
- Identify challenges relating to clarification of roles and priorities on behalf of both CIS and SPN
- Point to increased opportunities due to collaborative work



# Preliminary Findings

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## Challenges:

- Role definition/clarification of expectations
- Communication
- Misunderstanding of the scope of CIS service
- Local versus regional focus



# Preliminary Findings

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## Opportunities:

- Increased access into specific communities; better understanding of needs
- New and expanded partnerships; networking
- Increased cancer control activity – collaborative program planning, training programs, clinical trials education
- Enhanced research capacity-pilot research development, networking partners, joint applications
- Shared resources – staff
- Increased promotion



# *In-depth Interviews*

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- Four SPN projects selected
- Conducted with both CIS staff and key contact at SPN
- Selected SPN/CIS collaboration based on a variety of factors:
  - ✓ Variety of audiences and geographic distribution
  - ✓ Mix of multi-site SPNs versus single city SPNs
  - ✓ Involvement of several CIS program components
- Confidentiality of responses maintained



# Preliminary Findings

## *In-depth interviews*

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Success and effectiveness of partnership attributed to program commonalities

- ✓ Common information and education and mission
- ✓ Common special population audiences
- ✓ Common focus on NCI priorities (e.g. clinical trials)
- ✓ Common NCI funding and program support



# Preliminary Findings

## *In-depth interviews*

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Benefits to both CIS and SPNs:

*With limited resources and challenging goals, collaboration was seen as critical to effectiveness of both programs*

- Increased capacity for their programs and for their audiences
- Increased access and linkage to partners
- Maintenance of partnerships



# Preliminary Findings

## *In-depth interviews*

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### SPN Benefits

CIS provided assistance not available elsewhere including:

- ✓ Provision of up-to-date cancer information and NCI materials
- ✓ Technical assistance in strategic planning, training, material review and evaluation
- ✓ Educational tools such as CHP
- ✓ Research expertise and training



# Preliminary Findings

## *In-depth interviews*

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### CIS Benefits:

- ✓ Increased access to target populations
- ✓ Access to additional resources for minorities and underserved
- ✓ Knowledge of special populations
- ✓ Promotion of CIS



# Lessons Learned

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- ✓ “Communication” and “more communication”
- ✓ Stronger connection at onset -- collaborative planning
- ✓ Funding – expansion of staff resources yields results



# Discussion

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- Relationships have become richer over time
- Movement from resource and advisory role to true collaboration
- Formalization of roles and work scope is valuable and necessary
- True collaboration yields an “amplification” effect that each organization experiences
- Strategic collaboration reduces health disparities

