SUSAN G. KOMEN® CHICAGO
STRATEGIC PLAN
EXECUTIVE SUMMARY
2019-2022
Dear Komen Chicago Supporter,

It is with excitement and pride that we present the Komen Chicago 2019 Strategic Plan: Advancing Health Equity for All Across Chicagoland. The Plan spans efforts over a 12-month period with contributors inclusive of Komen Chicago staff, Board of Directors, Associate Board and community stakeholders. We examined trends in the breast health field locally and nationally, while hosting engaging and thoughtful conversations with strategic partners to ensure that the final plan was reflective of current needs, but also forward thinking in positioning the organization to serve as a thought leader capable of doing the work to close the mortality gap here in Chicago.

The development of the Strategic Plan is very timely; Susan G. Komen has set a Big BOLD goal to reduce U.S. breast cancer deaths by 50% by 2026 and Chicago leads the nation in closing the breast cancer mortality disparities gap. While advancements have been made locally, today in Chicago, 15 women will be diagnosed with breast cancer and 3 women will die. Specifically, African American women have a 40% higher breast cancer mortality rate than white women, are between 40-70% more likely to have a late stage diagnosis and be diagnosed with triple negative breast cancer at a younger age (NCI, 2019). To combat this unacceptable truth, Komen Chicago is collaborating with Federally Qualified Health Centers and major hospital systems in Cook County to form the Chicago Health Equity Initiative. The Initiative will work to address socio-economic barriers to care and health system fragmentation across the continuum of care, thus enabling our partners to become more patient-centric, deliver high quality breast cancer education and medical services and create a responsive safety net infrastructure reflective of community needs.

We would like to thank everyone that provided support in making the strategic plan possible. The Plan reflects the hard work, dedication, and commitment of all involved. As we move from planning to implementation, we look forward to building an even stronger Komen Chicago, staff and community.

Sincerely,

Dr. Tiosha Bailey
Executive Director

Dr. Suzet McKinney
Board President
KOMEN CHICAGO
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Sean Tenner
Policy and Advocacy Advisor
WHO IS SUSAN G. KOMEN®?

MISSION
To save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

VISION
A world without breast cancer.

BIG BOLD GOAL
To reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.

KOMEN CHICAGO

HISTORY
The Chicagoland Area Affiliate of Susan G. Komen was established in 1997 and held the first Susan G. Komen Chicago Race for the Cure®. Since its inception, the Komen Chicago Affiliate has invested over $6 million in research and awarded over $18.2 million in community grants—bringing lifesaving breast health services to those who need it most.

KOMEN CHICAGO 2.0

VISION
To become a trusted Chicagoland thought leader that has evolved from exclusively funding breast health services to working collaboratively with a broad spectrum of partners to implement measurable and sustainable solutions that improve care and decrease costs.
STRATEGIC PLAN PROCESS

June - December 2018
- Formation of Strategic Planning Committee
- Environmental Scan/SWOT Analysis
- Development and Soft Launch of Strategic Priorities

January - June 2019
- Strategic Planning Committee Retreat
- Strategic Priorities Operationalization Exercise
- Plan Development

July 2019
- Inclusive and Comprehensive 3-year Strategic Plan (2019-2022)
Strategic Priority #1
Boast a laser focus on serving the metastatic breast cancer patient population through the provision of patient and clinician education and removal of barriers impacting access to clinical trials and essential healthcare services.

- Host focus groups with the Metastatic Community to better understand their needs and the role Komen Chicago can play in the areas of education, research, policy, advocacy and direct services.
- Reach out and build strategic partnerships with organizations that serve the Metastatic Community.
- Increase funding for the Metastatic Breast Cancer Initiative.
- Expand and maximize impact for the Annual Metastatic Breast Cancer Conference.
- Keep a metastatic lens in everything we do—develop a plan for tighter engagement with the Metastatic Community and ensure presence of the patient voice in decision making efforts.
Strategic Priority #2
Bridge the gap between the community at large and research to better inform key stakeholders of advancements made in the field and increase access to lifesaving interventions.

- Routinely scan existing research efforts locally-develop and disseminate a quarterly newsletter.
- Develop a stronger narrative that highlights how research impacts disparities and supports achieving health equity.
- Build and launch a Medical Advisory Committee (MAC) comprised of local physicians, researchers Principal Investigators and medical directors. The MAC will provide strategic input for Komen Chicago’s mission activities and contribute to the research focused newsletter.
- Increase research presence at Komen Chicago events and across social media platforms.
**Strategic Priority #3**

Achieve health equity through strategic investment of resources in communities of greatest need.

- Work collectively with the Mission Committee to assess the existing RFA process, develop recommendations and implement system improvements.
- Develop grantee performance metrics that measure outcomes and process impact.
- Hire an Evaluation and Outcomes Data Manager to oversee the Community Profile process and data management for the Affiliate.
- Grow our community grants annual investment to $1M to address heat map findings and unmet needs identified in the Community Profile.
- Increase accessibility to culturally relevant educational resources for disenfranchised communities that include, but not limited to Arab, Asian, Black, Latino and LGBTQ.
- Conduct an analysis of existing coverage gaps, develop a heat map reflecting existing Komen Chicago resources and areas of focus.
- Conduct info sessions and capacity building trainings for prospective community grant applicants.
Strategic Priority #4
Expand our footprint in policy and advocacy by setting the stakeholder table and driving action to remove structural barriers impacting health outcomes.

- Leverage HQ expertise and capacity to host webinars that will aid in connecting with organizations and building a story bank of testimonials.

- Be more formally engaged with locally elected officials.

- Maximize impact by banding with other affiliates to drive the national agenda.

- Grow a cohort of advocacy volunteers - ensure diverse representation across members, host trainings, and build internal capacity to support this group.
**Strategic Priority #5**  
Influence systems transformation by leveraging partnerships and resources to address systemic gaps along the breast health care continuum.

- **Hire Community Engagement Manager and Health Systems Process Improvement Specialist.**
- **Convene an Executive Committee and working groups with stakeholders to both develop an implementation plan and lead its execution.**
- **Secure funding to support the formal launch and implementation of the Chicago Health Equity Initiative.**
- **Collect data across health care systems and evaluate outcomes.**
OUR WHY

Nationally, 1 in 8 women will be diagnosed with breast cancer in their lifetime. In Chicago, 15 women are diagnosed every day and 3 will die.

OUR IMPACT

100% of net proceeds are invested back into local community grant making and research initiatives.

OUR REACH

McHENRY
LAKE
KANE
DuPAGE
COOK

OUR INVESTMENT

since 1997 we’ve invested...

OVER $18.2 MILLION
in breast cancer research

OVER $6 MILLION
in community grants