

Appendix 2: Applicant Resources

Project Design Resources:

- **Handbook for Enhancing Community Health Worker Programs** – this comprehensive two part handbook provides guidance for developing/enhancing community health worker programs, with information specific to breast and cervical cancer screening promotion programs: www.cdc.gov/cancer/nbccedp/training/community.htm
- **2011 Komen Southeast Wisconsin Community Profile** – The 2011 Community Profile is a local needs assessment conducted every two years by every Komen Affiliate. The goal of the Community Profile is to identify gaps in services, improve breast health services and be more aware of populations most in need of breast health services. Upon completion of an in-depth data analysis of our eight-county service area, target areas based on incidence and mortality rates, screening rates, key informant interviews, provider surveys, survivor survey, and an African American focus group were identified. While we understand the need is greater than ever before, the Southeast Wisconsin Affiliate has limited resources. Therefore, it was necessary to determine where the biggest impact (increased screening rates leading to an overall decrease in mortality) can be made with the financial and human resources currently available. Milwaukee, Racine and Waukesha counties were identified as key target areas. The 2011 Community Profile is available at: www.komensoutheastwi.org/understanding-breast-cancer/local-resources/our-community-need.html
- **Wisconsin Cancer Control Plan** - The Wisconsin Comprehensive Cancer Control Plan 2010-2015 serves as a common framework for action in cancer prevention and control over the next several years. It will provide program leaders, policy makers and researchers with a carefully crafted vision of what needs to be done and the resources needed to reduce the burden of cancer on the people of Wisconsin. www.wicancer.org
- **Wisconsin Well Woman Program** - Applicants are required to work with their local Wisconsin Well Woman Program Coordinator to ensure that qualifying women are referred and enrolled appropriately and that Komen funds are not used to serve women who qualify for this program. Contact information for Program Coordinators can be found at: www.dhs.wisconsin.gov/womenshealth/wwwp
- **W.K. Kellogg Foundation Evaluation Handbook** - This handbook provides a framework for thinking about evaluation as a relevant and useful program tool: www.wkkf.org/knowledge-center/resources/2010/W-K-Kellogg-Foundation-Evaluation-Handbook.aspx

Resources for Evidence-based Strategies/Emerging Best Practices:

Consider the following websites when searching for evidence to support your project/strategies:

- **Cancer Control P.L.A.N.E.T.** - A free online resource for finding/adapting evidenced-based strategies and program development related to breast cancer: http://cancercontrolplanet.cancer.gov/breast_cancer.html
- **The Guide to Community Preventive Services: What Works to Promote Health** - A free online resource to help you choose programs to improve health and prevent disease in your community. Explores:
 - Which programs have been proven effective?
 - Are there effective interventions that are right for my community?
 - What might effective interventions cost; what is the likely return on investment?

- **National Library of Medicine PubMed** – A free, searchable online database of academic/medical journal articles and research. Many are available in full text online: www.pubmed.gov

Educational Resources/Materials:

- Komen for the Cure® grantees are eligible to receive preferred pricing for Susan G. Komen for the Cure® educational materials. Komen for the Cure® materials should be used and displayed whenever possible. To view our educational materials, visit www.shopkomen.org

Application Resources:

- **Proposal-writing Basics** – There are many resources available online to help you write effective proposals. A good basic course is available for free at Foundation Center: foundationcenter.org/getstarted/tutorials/shortcourse/index.html
- **Notice of Intent to Apply** – We are asking prospective applicants to submit a Notice of Intent to Apply. This document will allow the Komen Southeast Wisconsin to evaluate your project idea and provide feedback in advance of your full application submission. It will also allow us to identify potential opportunities for collaboration between applicants and to provide suggestions to strengthen your project design/application.
- **Questions?** – If you have questions regarding the application process/forms, please ask. Komen Southeast Wisconsin staff will be happy to receive questions and provide feedback up to the application deadline, but would appreciate as much advance notice as possible to adequately address your concerns.

Jennifer Frahm
Mission Manager
414-389-4882

jenniferfrahm@komensoutheastwi.org