

ASSESSING PARTNERSHIPS



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Definition

A partnership is a formal or informal agreement between two parties having mutually beneficial goals. The effectiveness of the partnership can be enhanced by ensuring the following:

- Bring in diverse partners
- Maximize the potential of partners
- Instill a sense of ownership among partners
- Establish clear shared responsibilities and benefits
- Establish a structure of accountability
- Be flexible and open to all ideas
- Build effective communication into all activities and processes
- Establish who will lead the partnership - partner organization, government health agency or both.
- Determine partner satisfaction - calling members who do not attend meetings, sending evaluation forms to partners
- Do not allow partnership to grow static - as the planning progresses or plan moves towards implementation, need for new members may arise to obtain specific guidance or inputs

Why is the assessment needed?

The following tool can help to assess the current partnership:

- What are their motivations to be involved in cancer control efforts?
- What is their level of involvement?
- Are all identified stakeholders included? Is anyone missing?

Who will do the assessment and when?

The assessment of the current partnerships should be done early in planning step 1, as mentioned in the *Planning* module. The manager of the cancer control planning team can undertake this assessment or may assign one of his key team members.

How can you use this tool?

Assessment can be done by completing the matrix given below.

Matrix for Assessing the Current Partnerships

Instructions: Fill in the table below, including information about your **current partners**, identifying the benefits to each group, and then look for gaps.

Name of the organization or individual	Area of work *	Goal or priority this group can help in plan	Benefits for them to be involved	Contact person in the partner group	Focal person from your team	Population served (number)	Geographical location served (rural/urban etc)	Role played by the partners**

Area of work (Examples)* business, governmental agency, nongovernmental organization, legislators/elected officials, cancer survivors, cancer patient caregivers, professional bodies, physicians, medical insurance agency, comprehensive cancer centers, medical schools, school of public health, retired experts, media, religious groups etc.

Role played by the partners** for example active in developing the plan, providing data and information, writing the plan, reviewing the plan, advocacy, public education.

Desired characteristics of individuals/leaders to recruit to your cancer control partnership

- **Visionary:** Able to see the big picture of cancer control and not just their area of expertise.
- **Group participant:** Able to work well within a group and not dominate the group's discussion or process.
- **Willing to Work:** Able to "roll up their sleeves" and take on assignments when needed.
- **Expert:** Able to respond to questions and perspectives on their areas of expertise and experience.
- **Passionate:** Has a passion for addressing the burden of cancer in the country of origin.
- **Committed:** Is committed to the comprehensive cancer control planning/ implementation process and a willingness to participate fully.
- **Influential:** Is an influential part of the organization, community, or in the state.
- **Active Participant:** Actively contributes perspectives to the group.
- **Advocate:** Carries the comprehensive cancer control message back to organizations and constituents and become an advocate for implementation of the plan.

Additional Resources:

1. CDC (2002). *Guidance for Comprehensive Cancer Control Planning*. Atlanta, GA, Department of Health and Human Services.
2. WHO (2002). *National cancer control programmes: policies and material guidelines*. Geneva, World Health Organization.
3. www.cancerplan.org
4. <http://cancercontrolplanet.cancer.gov>
5. Special Issue on Comprehensive Approaches to Cancer. *Cancer causes and control*, 16, Issue 0, Oct 2005.