

MCC STRATEGIC COMMUNICATION PLANNING ROADMAP 2025-2026

Update: 26 June 2025

REF	CURRENT STATE	TRANSITION ACTIONS	TARGET STATE
1	Membership does not reflect the diversity of Missouri's population, especially non-health groups and subpopulations experiencing health	a. Establish a Membership Work Group to develop recruitment and retention strategies. b. Create a new member welcome packet and a targeted social media outreach plan.	Difficulty retaining members and encouraging active participation in Work Group initiatives.
2	Members are difficult to retain and keep actively involved in Work Group projects.	a. Survey current members and include expectation questions in the membership application. b. Recognize contributions through MCC Award Certificates, social media shout-outs, and in meeting acknowledgments.	Members feel valued and recognize the direct benefits of participation.
3	Communication is primarily through email; the MCC and the State Cancer Plan are largely unknown to the general public and healthcare professionals.	a. Regularly update the MCC website with benefits, resources, meeting summaries, and the State Cancer Plan. b. Develop a PowerPoint presentation that highlights MCC activities and encourages members to share it during public engagements. c. Create a media kit and issue press releases promoting MCC and the State Cancer Plan. d. Strengthen partnerships with local Health Departments to improve outreach and stakeholder engagement.	MCC is widely known, respected, and trusted throughout the state by residents, stakeholders, and the healthcare community.

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4	Limited public communication about cancer prevention, statistics, available services, new programs, and the benefits of healthy behaviors.	<p>a. Enhance MCC’s website and social media platforms (Facebook, Twitter, etc.) to increase accessibility to cancer-related information.</p> <p>b. Partner with cancer organizations and academic institutions to offer evidence-based workshops tailored to local cancer trends.</p>	The public is well-informed, with easy access to the Missouri Cancer Plan, and understands how lifestyle choices affect cancer risk and outcomes.
5	Some counties are not represented in DHSS Cancer Coalitions.	<p>a. Collaborate with DHSS to form new Cancer Coalitions in underrepresented counties.</p> <p>b. Use BRFSS regional data to tailor communication efforts to specific geographic needs.</p>	Every county is engaged in an active, functional Cancer Coalition and is aware of grant opportunities to address local cancer needs.
6	The State Cancer Plan is posted on the MCC website, and MCC is beginning collaboration on implementation.	<p>a. Increase promotion and stakeholder engagement through social media, media appearances, health fairs, and professional conferences.</p> <p>b. Track progress using Cancer Action Plan worksheets to monitor goals and strategy execution.</p>	The State Cancer Plan is actively supported and utilized by health professionals, hospitals, and stakeholders to shape their cancer control goals.