

2017 Annual Report
Presented May 2018



**Finding
SOLUTIONS**

**Through
TRUSTED
Partnerships**



COMMON TABLE™
Health Alliance

Our Mission:

Achieving Health Equity

THROUGH TRUSTED COLLABORATIONS, DIRECT SERVICES AND PARTNERSHIPS



It is with great pride and pleasure to share the 2017 Annual Report of the Common Table Health Alliance. This represents the 18th year of the organization, and this report provides a summary of the continued efforts of the Board, staff and volunteers to ensure the work we do is shared with our many partners, supporters and friends.

Our theme for this report is “Finding Solutions through Trusted Partnerships.” The theme follows the mission of the Common Table: To achieve health equity through trusted collaborations, direct services and partnerships.

Our report provides a summary of the work done in 2017 in three major categories: programs, publications and events. Our programs leveraged the ability to engage community-wide partnerships and address overlapping issues of disparities. Our publications connected individuals to needed resources, knowledge and health literacy. Our community events provided effective means of driving community engagement in education and awareness.

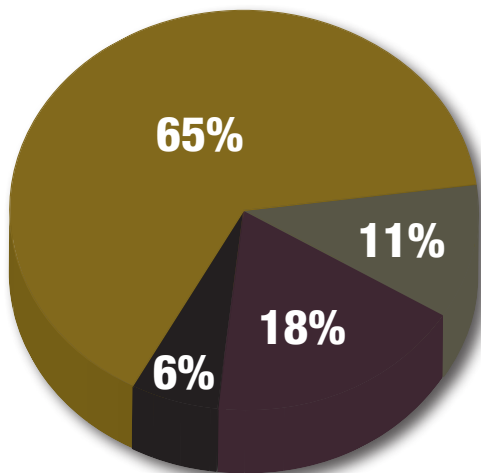
On behalf of the Board, staff and our awesome partners and sponsors, I am happy to share this year’s Annual Report and hope you enjoy reading about the work done to address opportunities to achieve health equity by finding solutions through trusted collaborations, direct services and partnerships.

Sincerely,

Reggie Crenshaw, MBA
Chair, Board of Directors, Common Table Health Alliance

2017 Financials

2017 FUNDING SOURCES



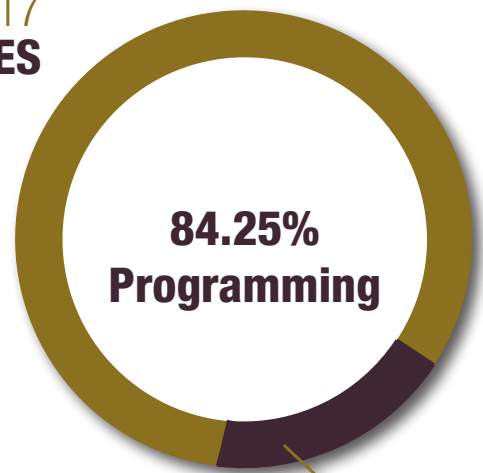
65% Grants

11% Contract Revenue

18% Sponsorships

6% Individual Contributions

2017 EXPENSES



15.75%
Administrative
Overhead

CTHA BOARD OFFICERS

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CTHA former and current Team Members reflect on 2017 during their annual holiday lunch.

Solution #1:

Building Community Programs **THAT ENGAGE PARTNERS**

Memphis Breast Cancer Consortium



In 2017, Common Table Health Alliance's (CTHA) efforts centered on the work of the effective operation of the Memphis Breast Cancer Consortium (MBCC), which was first funded by the AVON Breast Cancer Crusade in 2016. Thirty-one partner organizations initially formed MBCC, and that number rose to 36 in 2017. The organizations make up a cross-community representation of survivor groups, health systems, consumer advocacy groups, universities, health plans and the Shelby County Health Department.

MBCC's primary focus is to reduce breast cancer disparity mortality rates from the 2:1 disparity rate reported in 2014. Previous disparity data documented that **Black women were dying at twice the rate of White women, and Memphis was noted as the worst of 50 major cities in the U.S.** A priority of MBCC members is to ensure that 80 percent of all women receive their recommended annual mammogram screening. The most current behavior risk factor survey for Memphis and Shelby County states that of more than 210,000 women between the ages of 40-64 who are recommended to get an annual mammogram, only 60 percent have received one. The MBCC membership is designed to create an alignment of all parties involved in offering health care services to women who are impacted by breast cancer and live in high-risk ZIP codes. **MBCC members average more than 30 community outreach events each month and reach an average of 1,500 women in very high-risk ZIP codes.**



These outreach efforts have already garnered much success as a result of a community-wide campaign known as the "Sister Pact." This was a comprehensive effort that was initiated by three national partners, AVON Breast Cancer Crusade, Genentech and The Patient Advocate Foundation, to support women in underserved, high-risk ZIP codes in the focus areas of early detection and treatment. This campaign has effectively leveraged the support of the MBCC members to create a community awareness campaign that produced the following results: **more than 500,000 copies of "Sister Pact" educational material distributed during the 2016-17 outreach campaign** and **5.6 million media impressions per month**, including more than **1.5 million digital impressions during the 18-month campaign.**





MBCC also focused on the education of mammogram technologists in 2017. CTHA organized a community-wide education and training session designed to reach 30 percent of the certified technologists in the Memphis region. As a result of the training, **more than 325 required continuing education units (CEU) were awarded.** CTHA is committed to implementing such programs to ensure that every woman receives an appropriate and quality mammogram, which will increase the opportunity for early detection and ultimately reduce breast cancer disparities within the region.

As the administrative home of MBCC, CTHA tracks MBCC's impact in the community and ensures its partners' efforts to reduce disparities are intentional, measurable and focused.



Let's Change

In 2017, Common Table Health Alliance continued its commitment to promote healthy eating and active living among our youth. CTHA convened executive leaders of 15 after school nonprofit entities to discuss ways to align their health and wellness efforts. **In addition, CTHA and the Let's CHANGE work group B-5-2-1-0 aligned partners to create an educational curriculum for children and a campaign that focuses on healthy eating and active living.**

The B-5-2-1-0 effort is associated with the Let's CHANGE Coalition that was co-founded by CTHA and the Shelby County Health Department in 2010 to address the ongoing challenges of childhood obesity. This new collaboration allows CTHA to work with various area partners to conduct five interactive sessions with parents and their children in low-income areas with documented high obesity rates, increasing incidence of diabetes, and poor access to healthy affordable foods. The program activities for 2017 included finding sites to participate, establishing funding partnerships and designing the program. **The educational sessions will launch in the fall of 2018 in a middle school that will offer 10 interactive sessions to 20 low-income families.**

Throughout 2017, CTHA program development efforts have focused on providing direct services to address breast cancer disparities and mortality rates, furthering healthy eating and active living education for children, and increasing access to affordable healthy foods. Finding solutions through partnerships is key to how the work of CTHA continues to evolve and achieve successful outcomes. These areas illustrate strategic imperatives that were approved by the CTHA Board in 2017 to increase focus on activities that have the ability to reduce gaps in our community and to address the need for health equity.



Solution #2:

Creating Publications

THAT EDUCATE AND EMPOWER



Publications are another solution used by CTHA to create a voice for issues that face underserved communities, promote key knowledge on a local and national level, and share relevant information in formats that can be easily accessed by stakeholders.

CTHA's community awareness Take Charge Reports have profiled community partners that focus on healthy eating and active living for children. In addition, CTHA created community resource directories for primary care services and diabetes care, to improve access and knowledge of available resources for patients in need, reduce emergency room overuse and increase health equity.

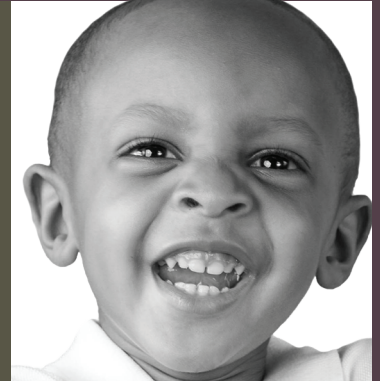
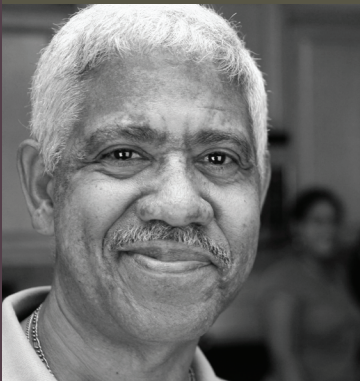
In 2017, CTHA introduced the **Leveling the Playing Field Policy Issue Brief** to promote the adoption of policies that impact health equity. The first brief centered on the importance of breast cancer screening and encouraged two changes:

Recommendation #1: For employers to offer four hours of yearly PTO time for women to seek and receive their annual breast cancer screening

Recommendation #2: For health care providers to enhance availability of their screening times to include at least four hours each week before or after normal business hours

The goal of all Common Table Health Alliance publications is to elevate an issue towards a meaningful discussion and the creation of solutions. In 2017, CTHA's publications were distributed throughout the Memphis Metropolitan region, and the launch of the new policy issue brief had a media reach of 4.1 million impressions.

Plans are in progress to increase our visibility through relevant publications and reports. This will expand our reach in the Mid-South. In October 2018, MBCC will release the first Breast Cancer Quality and Capacity Community-Wide Report targeting Shelby County's Metropolitan area and North Mississippi.



Solution #3:

Organizing Community Events **THAT ALIGN PARTNERS WITH INDIVIDUALS TO BUILD TRUST AND ENGAGEMENT**

CTHA events are one of the most effective means of creating community engagement and excitement about our work, while also connecting partners in a unique manner that promotes trust and collaboration.

The Memphis Breast Cancer Consortium hosted three key events in 2017:

- **LIVE Memphis Breast Cancer Equity Summit: Reached an estimated 600 women from more than 30 ZIP codes**
- **Mammogram Technologists Training: Reached 50 of the 150 certified technologists within the region, while also providing 325 CEUs**
- **The First Policy Forum for Breast Cancer Disparities: Reached more than 75 community advocates and garnered significant media attention**

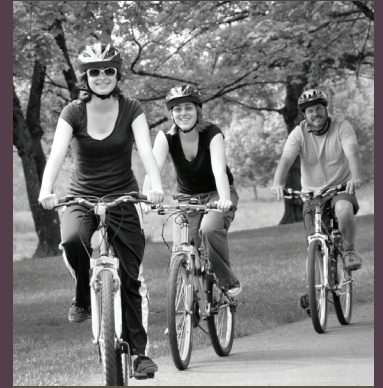
One of the key outcomes of CTHA events is to create an environment of engagement and unified purpose. We accomplish this by ensuring there is partnership alignment and community input among all parties involved.

The results of these events are noted as follows:

- CTHA registered 700+ people for the LIVE Memphis Breast Cancer Equity Summit
- 600+ people attended the LIVE Memphis Breast Cancer Equity Summit
- 54 percent of attendees were first-time participants. 82 percent were age 41 or older
- CTHA screened 60+ women to determine their eligibility for an annual mammogram and directed those without insurance to grant-funded services
- The LIVE Memphis Breast Cancer Equity Summit provided mammograms for 30 women, which was 60 percent of capacity for screening in partnership with the local mobile unit providers (Baptist Memorial Health Care and West Cancer Center mobile vans)
- 97 percent of women who attended the Summit scored their experience as an excellent educational, networking and wellness opportunity
- MBCC received 3.2 million Summit-related media impressions
- The attendance of 30 percent of all certified mammography technologists within the area to the first community-wide training resulted in a 50 percent knowledge increase
- The Leveling the Playing Field Issue Brief launch garnered 4.1 million impressions

Summary

CTHA strongly believes the work done in health equity will continue to require an intentional effort to address solutions that effectively engages collaborations, aligns agendas, promotes trust and supports the needs of the people we must effectively serve. CTHA's work in 2017 was aligned with a strategy that engaged stakeholders to work together toward a common agenda, common goals and at a common table, with the over arching focus on **finding solutions through trusted partnerships.**



Providing Support

THAT PRODUCES EFFECTIVE SOLUTIONS

CTHA is thankful for the many corporations, foundations, partners and individuals whose gifts and in-kind support enable us to work to achieve health equity in our community.

The following contributors expressed support for CTHA between Jan. 1 and Dec. 31, 2017.

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