

CIS Strategic Plan
(Region name)
2002-2003

Mission

The National Cancer Institute's Cancer Information Service is the Nation's foremost source for the latest and most accurate cancer information for patients, their families, the public, as well as health professionals.

Vision

The Cancer Information Service helps people become active participants in their own health care by providing the latest scientific information in understandable language. The CIS strives to reach as many people as possible by interacting with people one-on-one, developing partnerships with organizations, participating in health communications research, and providing access to NCI information over the Internet.

CIS Core Values (refer to *CISnet* for full text)

- Responsibility to the Public
- Leadership
- Valuing our Staff
- Partnership Development
- Continuous Learning and Improvement
- Commitment

Global Program Objectives (refer to *CISnet* for specific program objectives)

- 1) Provide access to and disseminate the latest and most accurate cancer information to the public.
- 2) Tailor cancer information and education in response to the needs and expectations of the audience.
- 3) Increase awareness of the programs, products, and services of NCI.
- 4) Increase the public's knowledge about cancer and encourage positive attitudes, self-efficacy, and behavioral changes related to cancer.
- 5) Promote performance excellence to meet the needs and expectations of the public for cancer information.
- 6) Incorporate health communication research findings into the delivery of cancer information and education.

National Key Indicators of Performance

Strategically Managed Program: Regionally appropriate programs that meet population needs, leverage NCI/CIS resources, and complement NCI/CIS mission.

- Indicates regionally specific partnership portfolios and efficient use of program resources, including budget, workforce allocation, partners, and technology.

Satisfaction: CIS products and services receive high satisfaction rating by the public, stakeholders, and staff.

- Indicates training that reflects staff's needs; appropriateness and availability of CIS products and services that address NCI priorities and the public's needs, and overall quality of service as judged by the public, stakeholders, and staff.

Usage of CIS Services: Volume and diversity of users increase significantly.

- Indicates awareness and visibility of CIS products and services (for all access points) by the public, stakeholders, and other Government agencies.

Relevant Research Agenda and Portfolio: National research agenda that results in an increased use of evidence-based research outcomes in delivery of service.

- Indicates strategic partnerships both nationally and regionally
- Indicates total program involvement in relevant health communications and behavioral research.

***Congruence of CIS Policies and Priorities with DHHS/NIH/NCI:** CIS congruent with DHHS/NIH/NCI program components, priorities, strategic plans, and policies.

- Indicates CISB staff involvement in planning, decision-making, and priority setting within its broader organizational environment.

Note: *Please confine plan to 10 pages or less.*

*CIS Project Office Specific

Summary of Strategic Issues

Provide a brief summary of significant trends, challenges, or opportunities that emerged as a result of your PEST and SWOT analyses. Please focus on issues that directly affect your regional office or that may have an indirect but important impact on regional planning.

Strategically Managed Program

| Key Indicator of Performance | Strategy for Attainment | Measures of Performance Indicators | Annual Target | Progress/Status |
|------------------------------|-------------------------|------------------------------------|---------------|-----------------|
| | | | | |

Satisfaction

| Key Indicator of Performance | Strategy for Attainment | Measures of Performance Indicators | Annual Target | Progress/Status |
|------------------------------|-------------------------|------------------------------------|---------------|-----------------|
| | | | | |

Usage of CIS Services

| Key Indicator of Performance | Strategy for Attainment | Measures of Performance Indicators | Annual Target | Progress/Status |
|------------------------------|-------------------------|------------------------------------|---------------|-----------------|
| | | | | |

Relevant Research Agenda and Portfolio

| Key Indicator of Performance | Strategy for Attainment | Measures of Performance Indicators | Annual Target | Progress/Status |
|------------------------------|-------------------------|------------------------------------|---------------|-----------------|
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