Environmental Scans:
Conducting a Landscape Analysis to Inform Your Interventions in Cancer Control

American Cancer Society® | **COMPREHENSIVE CANCER CONTROL**

Begin with an assessment. In order to take effective action on an issue, you need to gather relevant data. What does your coalition already know about the issue? Who has already taken action on the issue and what did they learn? Where are there gaps that no one is addressing? Answers to these questions will inform how your coalition should approach the issue. Environmental scans provide an opportunity to investigate issues by 1) reviewing existing data, 2) collecting new information, and 3) engaging key partners. They support decision making and inform project and/or policy work.

Use this worksheet On page one of this resource, you will find the three phases of an environmental scan process and their corresponding steps. Pages 2-3 contain a worksheet to support your planning, implementation, and analysis/reporting efforts.

Environmental Scan Phases & Steps

1

Planning

Implementation

3

Analysis & Results

2
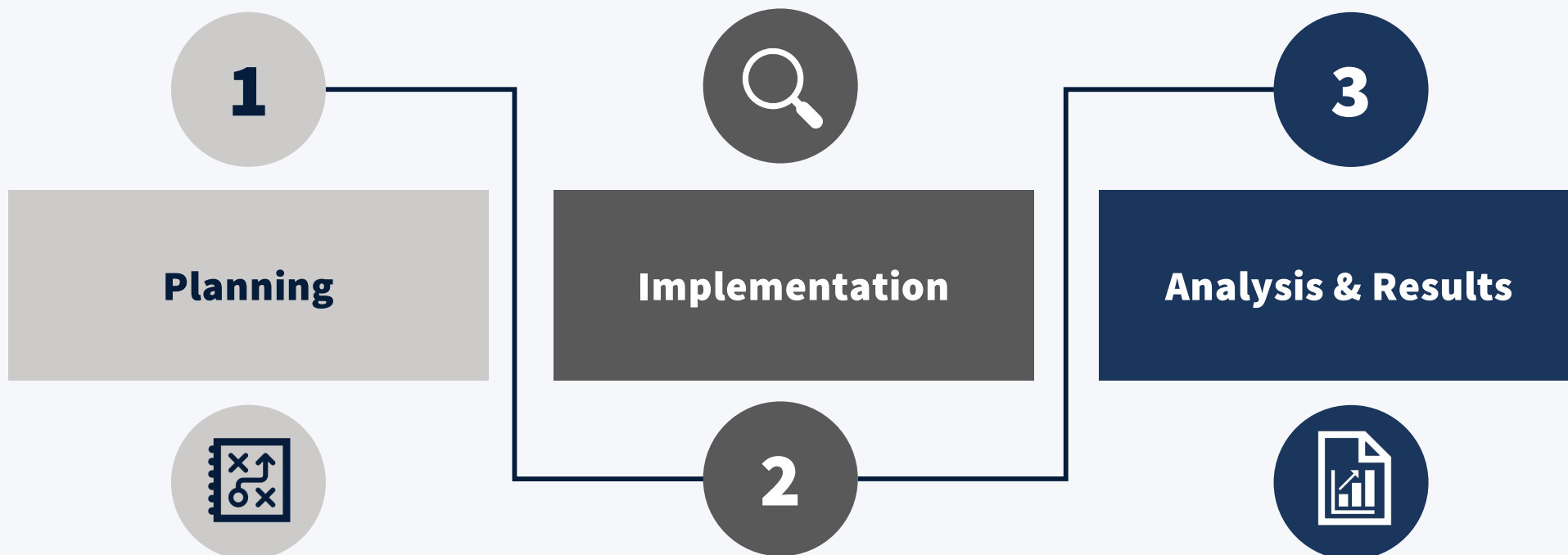
1. Identify the purpose/why.
2. Identify a project leader and champions.
3. Develop your timeline and incremental goals.

4. Determine what data you need to collect.
5. Identify and engage partners.
6. Gather information.

7. Analyze data.
8. Summarize results.
9. Present and share results.

Model adapted from: Shahid, Maaz & Turin, Tanvir. (2018). Conducting Comprehensive Environmental Scans in Health Research: A Process for Assessing the Subject Matter Landscape. *Journal of Biomedical Analytics.* 1. 71-81. 10.30577/jba.2018.v1n2.13.

Environmental Scan Worksheet

Phase 1: Planning

1 **What is the purpose of your scan?**

Our scan is designed to …

2 **Who will lead the completion of your scan?**

Project Champion List:

_____

_____

3 **When will you complete these key steps by?**

Data We Need to Collect Identified	Data Sources Identified	Partner Orgs. Identified	Data Collection Completed	Data Analysis Completed	Reporting Completed
Complete By:	Complete By:	Complete By:	Complete By:	Complete By:	Complete By:

Phase 2: Implementation

4 **Identify the data you need to achieve your purpose:**

Information needed: (e.g., breast cancer screening rates)	How will you gather it? (e.g., will pull from HEDIS)

Phase 2: Implementation

5 & 6 — Identify the partners you need to engage/engagement plan:

Partner Name: (e.g., The ACS)	Contact Name: (e.g., Dr. Knudsen)	Contact Email: (e.g., First.Last@cancer.org)	Engagement Purpose: (e.g., Identify breast cancer screening priority areas)

Phase 3: Analysis & Reporting

7 & 8 — Analysis/reporting considerations:

- Revisit your research questions, what did you want to know?
- Keep it actionable.
- Based on how you plan to use the information determine how to group your findings.
- In many cases you can plan on using descriptive statistics to summarize your data.
- Keep it visual, use graphs and tables to display your data.

Need support as you conduct your analysis? Here are two resources from the CDC that can provide more information:

[Quantitative Analysis Resource] [Qualitative Analysis Resource]

9 — Presenting findings:

Frame your presentation around your key takeaways:

Our audience needs to know ...

_____

_____

_____

Consider your audience:

- What do they already know?
- What will they need explained to understand your key takeaway?
- Why does this information matter to them?
- What do you want them to do with this information?