Traditional and Non-Traditional Partners: Real World Examples

Comprehensive Cancer Control
Collaborating to Conquer Cancer

The key distinction between traditional and non-traditional partners? Traditional partners have a long-standing role in public health, while non-traditional partners bring new perspectives, resources, and expertise to address public health challenges.

Traditional Partners

- Healthcare systems
- State and Local Health Departments and Tribal Health Centers
- Hospitals/Clinics/FQHCs
- Mental/Behavioral Health Centers
- Physicians
- Schools/School Districts and Daycares
- Academic Institutions: Universities and Research Institutes
- Tribal Organizations
- Faith-based organizations
- Community-based organizations
- Primary care associations
- Not-for-profit organizations (e.g., the American Cancer Society)/ Non-Governmental Organizations (NGOs)
- Emergency Services (e.g., fire and police departments and emergency medical services)
- Pharmacies/Pharmaceutical Companies
- National Association of Community Health Centers
- Health Center Controlled Networks
- Community advocates

Public Health Coalitions

Non-Traditional Partners

- Dentists (associations, offices)
- Advocacy Groups – NAACP, LGBT Cancer Network, National Urban League, NIWRC, AMIGAS
- State Agencies: Department of Transportation, Departing of Housing and Urban Development, Department of Labor, Bureau of Prisons
- Fitness Centers/YMCAs
- Grocery Stores
- Car Dealerships
- Local Businesses
- For-profit organizations (e.g., restaurants, retail stores (Wal-Mart/Amazon), airlines, banks)
- Sororities/Fraternities
- Technology companies
- Philanthropic Foundations
- Military
- National Guard
- Uber Health
- Lyft
- Agricultural workers (environ. exposure)
- Casino works (2nd-hand smoke)
- Firefighters
- Sports teams: major leagues, minor leagues, college level

Visit the Comprehensive Cancer Control National Partnership at https://cccnationalpartners.org/