



ACCELERATING RESEARCH

IMPROVING ACCESS

***SUPPORTING STATE, TRIBE, AND
TERRITORY CANCER EFFORTS***

**A Summary of C-Change's Accomplishments and Actions
2007 Accomplishments Report
2008 Next Steps**

October 2007

2007 Accomplishments Report 2008 Next Steps

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Summary of Accomplishments and Actions

Accelerating Research

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- Clinical Trials Policy and Practice Guidance Documents
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Improving Access

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- Making the Business Case for Prevention & Early Detection
- Raising Public Awareness about Cancer Prevention & Early Detection
- Increasing Access to Cancer Care
- Cancer Surveillance and Information Summit II
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- Careers in Cancer Speaker's Kit
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Supporting State, Tribe, and Territory Cancer Efforts

- Promoting Resource Development to Fund Comprehensive State Cancer & Tobacco Control Plans
- State, Tribe, and Territory Comprehensive Cancer Control

SUMMARY OF ACCOMPLISHMENTS AND ACTIONS

ACCELERATING RESEARCH

Expanding access to research tissue and information

Developed a national standard for tissue acquisition, storage, and data abstraction, detailed in “National Biospecimen Network Blueprint”

Arming advocates with tools to strengthen the national clinical trials infrastructure

Published “Enhancing Cancer Treatment through the Improved Understanding of the Critical Components, Economics, and Barriers of Cancer Clinical Trials” for clinical trial leaders to use in their policy advocacy efforts to improve nation’s clinical research enterprise

Equipping researchers and oncologists with tools to host clinical trials more effectively

Detailed and published the regulatory, operational, and financial requirements for becoming a clinical trial site

Removing barriers to investment in chemoprevention drug development

Addressing policy issues related to the limitations in patent law, the uncertainty of reimbursement, and the uncharted process for chemoprevention drug and vaccine approval

IMPROVING ACCESS

Fostering better access to cancer services through cancer patient navigation programs

Developed a promotional toolkit for use by national and state stakeholders outlining the benefits and opportunities for the development of community-based patient navigation services

Motivating employers to invest in cancer prevention

Providing private and public sector human resource and benefits managers with the business case for covering evidence-based cancer prevention and early detection services for their employees and promoting adoption of the CEO Roundtable Cancer Gold Standard

Motivating the public to reduce their cancer risks

Providing consistent messages related to diet, exercise, tobacco, and early detection for use by all members and state cancer coalitions in their public education efforts

Inspiring students to pursue careers in cancer

Increasing the cancer workforce through an internship program and dissemination of a cancer career promotion speaker’s kit and Collegiate Cancer Council start-up kit

Improving cancer knowledge and skills among non-oncology health professionals

Defined competency standards for cancer knowledge and skills for non-oncology health professionals and created tools for universities, healthcare institutions, and state cancer coalitions to provide training and education

SUPPORTING STATE, TRIBE AND TERRITORY CANCER EFFORTS

Fostering implementation of comprehensive cancer control plans in all 50 states, tribes, and territories

Provided national leadership that contributed to the development of comprehensive cancer control plans in all states and continue to support skill and resource building efforts to fuel implementation

Assisting states to secure resources for cancer and tobacco control efforts

Linking cancer and tobacco coalitions in states to collaboratively seek funding for implementing their comprehensive cancer and tobacco control plans

Improving skills to address access to care, cancer workforce, clinical trials, colorectal cancer care, palliative care, survivorship, and tobacco control

Provided workshops offering leadership skills, technical expertise, and tools for cancer coalitions in all 50 states and a number of tribes and territories to address these high priority issues

Cancer Chemoprevention Research

The Cancer Chemoprevention Research initiative focuses on the resolution of barriers posed by patent and intellectual property law, reimbursement, clinical trial design, and regulatory approval that need to be addressed to accelerate a national investment in chemoprevention and vaccine research. Three workgroups have formed to address these issues and an advisory group is overseeing and integrating the work product development and dissemination.

2007 Accomplishments

- Publish "Cancer Chemoprevention and Cancer Preventive Vaccines - A Call for Action: Leaders of the Diverse Stakeholder Groups Present Strategies for Overcoming Multiple Barriers to Meet Urgent Need" in Cancer Research 66(24) December 15, 2006 summarizing the proceedings from the June 2006 Cancer Chemoprevention Research Summit
- Commission a paper on patent law reform with Henry Grabowski and Jeffrey Moe of Duke University due to be completed by fall 2007
- Author a paper in collaboration with national experts on chemoprevention reimbursement issues due to be completed by fall 2007
- Form a working group to define improvements in prevention clinical trial design, explore the role of biomarkers, and identify opportunities to enhance the regulatory approval process for chemopreventive agents and vaccines. Complete paper by early 2008
- Begin disseminating of initial work products to build multi-sector support in 2007
- Develop a strategic dissemination plan for 2008 in collaboration with the Chemoprevention Advisory Committee

Proposed 2008 Actions

Implement a strategic dissemination plan with the intention of educating key constituents and influencing policy decisions that would increase investment in research through activities that might include the following:

- A "Call to Action" to the C-Change membership
- A series of presentations at conferences hosted by national health organizations
- A series of meetings with key constituents from industry and academia
- A series of individual meeting to engage policymakers
- A Hill briefing on the promise of chemoprevention and priorities for barrier resolution
- Publication of work products through professional journals

CHEMOPREVENTION ADVISORY COMMITTEE	
Ron Herberman, Chair	University of Pittsburgh Medical Center
Carolyn Aldige	Cancer Research and Prevention Foundation
Gregory Curt	Astrazeneca
Anna Barker	National Cancer Institute
Marge Foti	American Association of Cancer Research
Gary Gordon	Abbott
Mark Mendenhall	American Association for Cancer Research
Homer Pearce	Eli Lilly, retired
Eddie Reed	Centers For Disease Control And Prevention
Ellen Sigal	Friends of Cancer Research
Robert Young	Fox Chase Cancer Center
Janet Woodcock	Food & Drug Administration

CHEMOPREVENTION PATENT LAW ADVISORY COMMITTEE	
Catherine Bennett, Chair	Venable LLP
Daniel Kracov	Arnold and Porter LLP
Mark Mendenhall	American Association of Cancer Research
Homer Pearce	Eli Lilly and Company (retired)
Caroline Sigman	CCS Associates
Mark Smith	King & Spalding LLP
Gavin Zealey	Sanofi Pasteur

CHEMOPREVENTION REIMBURSEMENT WORKGROUP	
Bruce Pyenson, Chair	Milliman, Inc
Karen Peterson	Cancer Research and Prevention Foundation
Kathryn Phillips-Campbell	National Business Group on Health
Scott Ramsey	Fred Hutchinson Cancer Research Center
Mark Roberts	University of Pittsburgh School of Medicine
Jayson Slotnik	Biotechnology Industry Organization
Robin Zon	American Society for Clinical Oncology

Bold indicates C-Change membership or member-represented organization

<i>Proposed</i> CHEMOPREVENTION CLINICAL TRIALS & BIOMARKERS WORKGROUP	
Greg Curt, Co-Chair	AstraZeneca
Frank Meyskens, Co -Chair	University of California - Irvine
Gary Gordon	Abbott
Dave Parkinson	Amgen
Joe Purvis	Astra Zeneca
Colleen Mockbee	Eli Lilly
Lou Weiner	Fox Chase
Bob Young	Fox Chase
Scott Emerson	Fred Hutchinson
Clet Niyikiza	GlaxoSmithKline
Jack Cusik	Cancer Research UK
Scott Lippman	MD Anderson
Bob Coyle	National Cancer Institute
James Crowell	National Cancer Institute
Ernie Hawk	National Cancer Institute
Eva Szabo	National Cancer Institute
Samir Khlif	National Cancer Institute
Gary Kelloff	National Cancer Institute
Claude L'Enfant	National Institute of Health, retired
Neil Gibson	OSI Pharmaceuticals
Craig Eagle	Pfizer
Brenda Edwards	SEER
Bob Dorr	University of Arizona
Dean Brenner	University of Michigan
David Ransohoff	University of North Carolina
Olivera Finn	University of Pittsburgh
Victor Vogel	University of Pittsburgh, NSABP

Bold indicates C-Change membership or member-represented organization

Clinical Trials Policy and Practice Guidance Documents

Description

In conjunction with the Coalition of Cancer Cooperative Groups and The Lewin Group, C-Change developed two cancer clinical trials guidance documents. The first, "Enhancing Cancer Treatment through the Improved Understanding of the Critical Components, Economics, and Barriers of Cancer Clinical Trials" is designed to provide policymakers with guidance on issues that need to be addressed to further advance this nation's clinical research enterprise. The second, "The Elements of Success for Conducting Cancer Clinical Trials" was developed to provide cancer researchers and clinical trial sites with a comprehensive overview of the regulatory and functional requirements and costs associated with conducting phase I and II cancer clinical trials.

2007 Accomplishments

- Post the guidance documents on the C-Change web site to allow access by C-Change members and other stakeholder organizations
- Reference the availability of the guidance documents in the C-Change newsletter
- Disseminate the guidance documents to state, tribe, and territory participants of the Phase III Comprehensive Cancer Control Leadership Institute's, "Clinical Trials Module" as well as program directors and coalition chairs
- Disseminate the guidance documents to this nation's clinical trials network through a comprehensive mailing list provided by the Coalition of Cancer Cooperative Groups
- Reference and disseminate the guidance documents in Congressional and other stakeholder organization (e.g. Cancer Leadership Council) briefings conducted by the Coalition of Cancer Cooperative

Proposed 2008 Actions

- Respond to requests for more information from C-Change member and other stakeholder organizations
- Continue to disseminate printed versions of guidance documents

Behavioral Science & Practice Summit

Description

The purpose of the Behavioral Science and Practice Summit is to convince key decision makers of the untapped potential of behavioral science and practice to significantly reduce the burden of cancer; identify areas to effect public, professional, and institutional behavior with respect to diet and exercise, tobacco use, and cancer screening and early detection; and define priorities for C-Change and other organizations to improve science base, develop social strategies, and cultivate political will to effect change

2007 Accomplishments

- Form planning committee
- Host a planning session to define the scope and purpose
- Develop a working agenda
- Refine plans for speakers and break-out group agendas
- Build key multi-sector relationships outside of C-Change for conference leadership and participation
- Extend Summit invitations by the end of 2007

Proposed 2008 Actions

- Host Summit in January 2008
- Develop final summit report and recommendations for consideration by the MSI committee and the Board of Directors for review and approval
- Disseminate the report and an associated “Call to Action” to C-Change members and state, tribe, and territory CCC coalitions as well as other stakeholder organizations.
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BEHAVIORAL HEALTH & PRACTICE SUMMIT PLANNING COMMITTEE	
David B. Abrams	National Institutes of Health
Tim Byers	University of Colorado/Denver & Health Sciences Center
Janet Collins	Centers for Disease Control and Prevention
Robert Croyle	National Cancer Institute
Ellen Gritz	MD Anderson
Kara Hall	National Cancer Institute
Jacqueline Dunbar-Jacob	University of Pittsburgh
Jon Kerner	National Cancer Institute
Tracy Orleans	Robert Wood Johnson Foundation
Electra Paskett	Ohio State University School of Public Health
Michael Stefanek	American Cancer Society
Randy Schwartz	American Cancer Society, New England Div.
Vicky Taylor	Fred Hutchinson Cancer Research Center
Beti Thompson	Fred Hutchinson Cancer Research Center

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Cancer Patient Navigation Promotional Toolkit

Description

In conjunction with the National Association of Social Workers, this toolkit initiative is designed for national and state stakeholder organizations to encourage their respective members to promote the development of community-based cancer patient navigation services.

2007 Accomplishments

- Convene Project Advisory Committee
- Finalize the development of collateral materials (e.g. promotional DVD, brochure, and fact sheet) and the packaging of the Cancer Patient Navigation Promotional Toolkit. This includes an amended “Frequently Asked Questions (FAQ)” that includes the cost of programs, potential funding sources, efficacy and available resources
- Create a shorter version (5-7 minute) of the Cancer Patient Navigation DVD to be used during cancer patient navigation promotional presentations
- Develop and facilitate a formal patient navigation promotional toolkit “Call to Action” for presentation to C-Change membership at the annual meeting on October 11-12, 2007
- Prepare a formal presentation for C-Change’s Cancer Patient Navigation Promotional Toolkit
- Utilizing the Toolkit, develop and conduct a “Leadership Dialogue on Cancer Patient Navigation” for 10-15 senior national organization executives to promote and advance the concept of cancer patient navigation and the importance of promoting the development of these community based programs among its member organizations
- Develop a 2008 strategic dissemination plan targeted to state, tribe, and territory CCC coalitions and national organizations

Proposed 2008 Actions

Based upon the principles and materials in the Cancer Patient Navigation Promotional Toolkit:

- Conduct a series of presentations to national health organizations
- Disseminate to state, tribe, and territory comprehensive cancer control program directors and coalition chairs through a leadership summit convened in conjunction with the National Partnership for Comprehensive Cancer Control
- Conduct a series of Congressional briefings
- Facilitate the national PBS airing of the DVD
- Convene a C-Change sponsored invitational symposium on the “State of the Science in Cancer Patient Navigation”
- Integrate the initiative into C-Change’s Access to Care Policy strategy

CANCER PATIENT NAVIGATION ADVISORY COMMITTEE	
Angelina Esparza	American Cancer Society
Armin Weinberg	Baylor College of Medicine/Intercultural Cancer Center
Elizabeth Clark	National Association of Social Workers
Glenn Hildebrand	American Cancer Society
Kathryn Smolinski	Association of Oncology Social Workers
Marie Lauria	Association of Oncology Social Workers
Roland Garcia	National Institutes of Health
Sharon Greene	Northwestern University Comprehensive Cancer Control Institute

Bold indicates C-Change membership or member-represented organization

Making the Business Case for Cancer Prevention and Early Detection

Description

In conjunction with the Ad Council and Edelman, this targeted communication initiative is designed to encourage private and public sector employers to include evidence-based cancer prevention and early detection services in their employee/dependent health insurance policies. These services include smoking cessation and breast, cervical and colorectal cancer screening. This is a communication focused initiative targeting benefits managers, human resource directors, chief financial officers, and chief executive officers.

2007 Accomplishments

- Convene Project Advisory Committee
- Develop a "Making the Business Case" white paper as an extrapolation of the current body of evidence supporting the business case for cancer prevention and early detection that includes the demonstrated return on investment
- Develop collateral materials for the "Making the Business Case" toolkit to include a one-page background document, questions and answers, fact sheet and white paper. These materials will include a linkage and reference that encourages employers to become a CEO Cancer Gold Standard organization
- Select and train C-Change members and other stakeholders to serve as spokespeople to promote the "Making the Business Case" principles through trade conferences
- Conduct a survey of C-Change member/partner organizations to determine the extent of employee health insurance coverage with evidence-based cancer prevention and early detection services
- Develop a dissemination plan that includes strategic media outreach and interviews, the scheduling of speakers at target audience conferences and the distribution of the "Making the Case" toolkit and an associated action plan to C-Change member represented organizations and CCC coalitions

Proposed 2008 Actions

- Disseminate the Making the Business Case dissemination plan to the target audiences
- Issue a "Call to Action" C-Change members
- Disseminate to state, tribe, and territory CCC Program Directors and Coalition Chairs through a Leadership Summit convened in conjunction with the National Partnership for Comprehensive Cancer Control
- Plan and host a Making the Business Case roundtable among key influencers and constituents

MAKING THE BUSINESS CASE ADVISORY COMMITTEE	
Alan Balch	American Cancer Society , American Diabetes Association, American Heart Association
Bruce Pyenson*	Milliman, Inc.
Efrem Dlugacz	Johnson & Johnson
Elizabeth Majestic	CDC, Office of Disease Prevention and Health Promotion
Garry M Lindsay	Partnership for Prevention
Jeff McKenna	Centers for Disease Control
Jennifer Mallory	Edelman PR
Joe Martyak	American Legacy Foundation
John Kerner	National Cancer Institute
Kathryn Fitch	Milliman, Inc.*
Kathryn Phillips Campbell	National Business Group on Health
Lloyd Everson	US Oncology, Inc.
Margaret Maruschak	Bristol-Myers Squibb Company
Philip Huang	Texas Department of State Health Services, Health Promotions Unit
Steven Teutsch	Merck & Co., Inc.

Bold indicates C-Change membership or member-represented organization

Raising Public Awareness about Cancer Prevention and Early Detection

Description

In conjunction with the Ad Council and Edelman, this public communication initiative will result in the development and dissemination of public tested and uniform cancer prevention and early detection messages for use by C-Change and state, tribe, and territory cancer control coalition member organizations in their ongoing media and health promotion efforts. Message platforms include reducing your risk for cancer by quitting smoking, improving diet, increasing physical activity, and adhering to evidence-based cancer screening schedules.

2007 Accomplishments

- Convene Project Advisory Committee
- Conduct consumer focused group test messaging research in 3-4 major cities and through an online evaluation
- Conduct baseline tracking study to pre-wave test the adoption of messages by the public for future evaluation of this messaging initiative
- Finalize "Communications Tool Kit" and dissemination strategy
- Update C-Change website to include messaging and dissemination strategy

Proposed 2008 Actions

- Disseminate the communications tool kit to targeted C-Change member organizations
- Disseminate to state, tribe, and territory CCC program directors and coalition chairs through a leadership summit convened in conjunction with the National Partnership for Comprehensive Cancer Control
- Assess the adoption of the messages by C-Change member organizations and CCC coalition member organizations and report findings in C-Change newsletter

RAISING PUBLIC AWARENESS ADVISORY COMMITTEE	
Al Lazar	Agency for Healthcare Research and Quality
Alan Balch	American Cancer Society , American Diabetes Association, American Heart Association
Cathy McDermott	Food and Drug Administration
Cheryl Healton	American Legacy Foundation
Elizabeth Majestic	CDC, Office of Disease Prevention & Health Promotion
Jeff McKenna	Centers for Disease Control
Jennifer Mallory	Edelman PR
Jill Bartholomew	National Cancer Institute
Julia Cartwright	American Legacy Foundation
Kristy Miller	Environmental Protection Agency
Lenora Johnson	National Cancer Institute
Margaret Maruschak	Bristol-Myers Squibb Company
Gary Reedy	Johnson & Johnson
Pamela Bennett	Purdue Pharma
Philip Huang	Texas Department of State Health Services
Stephanie Kenyon	Cancer Research & Prevention Foundation
William Foster	Johnson & Johnson

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Increasing Access to Care Guidance Document

Description

In conjunction with Strategic Health Concepts, this guidance document will be developed and disseminated to aid state, tribe, and territory CCC coalitions in addressing policy and programmatic issues related to assuring the timely access to cancer prevention, early detection, treatment, and survivorship services.

2007 Accomplishments

- Convene Project Advisory Committee
- Collect data, published studies, and solicit information from CCC coalitions across the nation on their efforts towards improving access to cancer care
- Host a focus group with CCC Program Directors and Coalition chairs at a Phase III Comprehensive Cancer Control Leadership Institute for Western and Mid-Western States to solicit input on the planned content and dissemination of the guidance document
- Complete the final product in the fall 2007

Proposed 2008 Actions

- Disseminate to state, tribe, and territory CCC Program Directors and Coalition Chairs through a leadership summit convened in conjunction with the National Partnership for Comprehensive Cancer Control
- Disseminate with a specific “Call to Action” to C-Change members and partners
- Monitor the progress of state, tribe, and territory CCC coalition efforts in addressing access to care issues
- Integrate the initiative and associated efforts of the CCC coalitions into C-Change’s Access to Care Policy Strategy

ACCESS TO CARE ADVISORY COMMITTEE	
Holly Howe	North American Association of Central Cancer Registries
Pam Bennett	Purdue Pharma, L.P.
Shinobu Watanabe-Galloway	Northern Plains Comprehensive Cancer Control Program
Patricia Schoonmaker	Oregon Partnership for Cancer Control
Armin Weinberg	Baylor College of Medicine/Intercultural Cancer Center
Steve Taplin	National Cancer Institute
Maureen Williams	Health Services and Services Administration
Dan Cohen	US Oncology
Charlton Wilson	Phoenix Indian Medical Center, Centers for Excellence
Philip Huang	Texas Dept. of State Health Services

Bold indicates C-Change membership or member-represented organization

Cancer Surveillance and Information Summit II

Description

This stakeholder-driven summit will identify opportunities to link emerging electronic medical records information with existing cancer surveillance systems. It will focus on identifying a series of recommendations that would help assure that pertinent medical information moves from the medical care system (i.e. pathology report, electronic medical records) to the public health surveillance system in a timelier manner. This would enhance the utility of data generated by public health surveillance systems, such as cancer registries. The recommendations generated through the summit would be designed to be addressed by key stakeholder organizations and C-Change.

2007 Initiatives

- Convene planning committee
- Develop summit agenda and invitation list
- Secure summit date, times location, and speakers
- Invite participants

Proposed 2008 Actions

- Host the Cancer Surveillance and Information Summit II in February 2008
- Submit final report on summit findings and recommendations for consideration by the MSI Committee and the C-Change Board of Directors
- Disseminate the report and associated “Call to Action” to C-Change members and state, tribe, and territory CCC coalitions as well as other stakeholder organizations

CANCER SURVEILLANCE & INFORMATION SUMMIT II PLANNING COMMITTEE	
Clement Bezold	Institute for Alternative Futures
Ken Gerlach	Centers for Disease Control and Prevention
Holly Howe	North American Association of Central Cancer Registries
Ahmed Calvo	HRSA Health Disparities Collaboratives
David Winchester	American College of Surgeons – Commission on Cancer
Marsha Reichman	National Institutes for Health
Betsy Kohler	New Jersey State Department of Health
Andrew Stewart	American College of Surgeons
Peter Schad	NCI Division of Cancer Control & Population Science

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Cancer Core Competency

Description

The Cancer Core Competency Initiative aims to build the knowledge and skills of the general health workforce in academic institutions, healthcare institutions, professional societies, and comprehensive cancer coalitions to meet needs specific to their local population, the student or professional community, and healthcare organizations.

2007 Accomplishments

- Published "A Competency-Based Approach to Expanding the Cancer Care Workforce" in MEDSURG Nursing, 2007, Volume 16, Number 2, pp. 109-118
- Develop and disseminated a request for grant proposals from schools for health professionals, professional societies, healthcare institutions, and comprehensive cancer control (CCC) coalitions to host a pilot site
- Award grants and host an orientation and training program for pilot sites:
 - The University of Pittsburg Medical Center will conduct two cancer survivorship workshops and a web cast targeting healthcare professionals working in primary care clinics in rural western Pennsylvania
 - The Marshall University School of Medicine will conduct a women's health cancer competency fair targeting second year medical students including clinical knowledge and hands on experience in cancer risk assessment and diagnosis
 - The California University of Pennsylvania will integrate cancer care coordination and communication competencies into the curriculum for Master of Social Work students and into clinical field faculty workshops
 - Audrain Medical Center will host regional skin care prevention and early detection workshops and hands-on learning experiences for public health nurses working in rural counties and medical-surgical nurses working in acute care settings
- Develop logic models, mapping competency to curriculum, and creating evaluation measures to assess the impact of the program on the knowledge, skills, and attitudes of participants
- Conduct pilot projects and analyze findings
- Begin development of key relationships with schools of training, healthcare institutions, professional societies, and comprehensive cancer coalitions
- Develop a strategic dissemination plan for 2008

Proposed 2008 Actions

Implement a strategic dissemination plan that may include the following:

- A series of presentations at conferences hosted by national health organizations
- A "Call to Action" to the C-Change membership and CCC coalitions
- A second round of co-sponsored grant funding in collaboration with organizations driving curriculum standards, continuing education opportunities, and innovative care delivery methods
- A national "train the trainer" workshop through Phase IV CCC workshops
- Publication of methods, tools, and findings through professional journals
- Development of website resources for interactive access to program tools

CORE COMPETENCY ADVISORY COMMITTEE	
Maureen Lichtveld, Chair	Tulane Univ. School of Public Health & Tropical Medicine
Michael Caldwell	National Association of County and City Health Officials
Betsy Clark	National Association of Social Workers
Linda Filipczak	21st Century Oncology
Leslie Given	Strategic Health Concepts
Cecilia Gatson Grindel	American Society for Medical-Surgical Nursing
Rika Maeshiro	Association of American Medical Colleges
Alice Reichenberger	OSI Pharmaceuticals
Kathryn Smolinski	Association of Oncology Social Work
Armin Weinberg	Baylor College of Medicine/Intercultural Cancer Center

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MedSurg Nursing Journal Column

Description

This initiative involves the sponsorship of a bi-monthly column in MedSurg Nursing, the official journal of the Academy of Medical-Surgical Nurses. The column is written by a doctorate-prepared oncology certified nurse and other qualified guest authors on clinical cancer topics in nursing care. Readers have the opportunity to earn CEU credit for each article.

2007 Accomplishments

- Publish columns on prevention and early detection, the cancer core competency initiative, stem cell transplantation, colorectal cancer, and ovarian cancer
- Review journal circulation statistics, volume of CEU credits awarded, and evaluation data
- Receive “Spirit Award” from MedSurg Editorial Board at Annual AMSN Conference recognizing C-Change’s contribution to medical-surgical nursing education

Proposed 2008 Actions

- Co-sponsor or transition sponsorship with another C-Change member organization and/or key constituent

Careers in Cancer Speaker’s Kit

Description

This toolkit is designed to inspire high school and college students to consider working within the field of cancer by describing the breadth and depth of career opportunities and gain the tools to pursue additional information about potential educational and career paths.

2007 Accomplishments

- Update contents of the kit including a video presentation component
- Continue dissemination to state, tribe, and territory CCC coalitions
- Disseminate kit to high school guidance and career counselors

Proposed 2008 Actions

- Continue dissemination as requested

C-Change Summer Internship Program

Description

This initiative encourages member organizations to host summer interns, provides the students with the opportunity to gain educational and work experience in cancer, creates a multi-sector peer group through C-Change, and provides exposure to leaders within C-Change.

2007 Accomplishments

- Host Orientation and Leadership Summit in May 2007
- Host 3 monthly conference calls with educational presentations and discussion
- Convene interns at October Annual meeting for poster session
- Facilitate completion of a collaborative intern project

Proposed 2008 Actions

- Restructure program to consist of 15 Annual Meeting attendance scholarships for member-hosted interns

Careers in Cancer Web Portal

Description

This initiative aims to develop an internet web portal that links potential interns (undergraduate, graduate, doctoral) with organizations in the cancer community. Employers can post internship opportunities and students post can resumes on the site.

2007 Accomplishments

- Finalize beta version of the website
- Test functionality of website features
- Begin dissemination phase to market the resource to employers and students

Proposed 2008 Actions

- Launch site in early 2008 with continued marketing to potential employers and interns.
- Consider transitioning management of web site to C-Change member organization and/or key constituents

Promoting Resource Development to Fund Comprehensive State Cancer & Tobacco Control Plans

Description

In conjunction with Campaign for Tobacco-Free Kids (TFK) and American Cancer Society's (ACS) National and State Government Relations Office, this initiative links state, tribe, and territory cancer and tobacco control stakeholders to collectively seek state resources (i.e. tobacco taxes and other appropriated revenue) for implementing comprehensive cancer and tobacco control plans.

2007 Accomplishments

- Awarded Wyoming, New Hampshire, and Iowa with mini-grants and technical assistance support from TFK and ACS
- Secured allocations from tobacco tax or other state revenue sources to fund portions of comprehensive cancer and tobacco control programs in all three states
- Continued the development of comprehensive cancer control plan budgeting guidance document in conjunction with the Centers for Disease Control and Prevention

Proposed 2008 Actions

- Development of an action plan including materials and services that is designed to replicate successful efforts in other states
- Implement in 2-3 additional target states
- Finalize the development and facilitate the dissemination of the CCC plan budgeting guidance document to state, tribe, and territory coalitions through a leadership summit convened in conjunction with the National Partnership for Comprehensive Cancer Control

PROMOTING RESOURCE DEVELOPMENT TO FUND COMPREHENSIVE CANCER AND TOBACCO CONTROL PLANS ADVISORY COMMITTEE	
Matthew Myers	Campaign for Tobacco-Free Kids
Jerold Mande	Yale University
Carter Steger	American Cancer Society
Pete Fisher	Campaign for Tobacco-Free Kids

Bold indicates C-Change membership or member-represented organization

Capacity Building for State, Tribe, and Territory Comprehensive Cancer Control Programs

Description

In conjunction with the National Partnership for Comprehensive Cancer Control, this initiative will foster the ongoing development and implementation of state, tribe, and territory CCC Plans. These plans strive to address the full continuum of cancer care issues. They are driven by pertinent epidemiological data and multi-disciplinary coalitions. The coalitions also serve as dissemination vehicles for many C-Change products.

2007 Accomplishments

- Convene final Phase III CCC Leadership Institute for selected western and mid-western states
- Convene CCC Leadership Institute for Pacific Island Jurisdictions (PIJ)
- Award mini-grants to ten PIJs for implementation of their respective CCC plans
- Award a grant to the Cancer Research and Prevention Foundation to convene an “American Indian/Alaskan Native Dialogue for Action on Colorectal Cancer”
- Present the Exemplary State CCC Implementation and Elected Official Awards at the October 2007 C-Change Annual Meeting
- Serve on National Partnership for Comprehensive Cancer Control Workgroups to plan ongoing and future initiatives designed to foster the ongoing development and implementation of state, tribe, and territory CCC Plans

Proposed 2008 Actions

- Convene a series of leadership summits for state, tribe, and territory CCC program directors and Coalition Chairs to identify pertinent federal and state policy issues that need to be addressed to further advance CCC plan development and implementation efforts
- Disseminate key C-Change products (e.g. Making the Business Case for Cancer Prevention and Early Detection and Public Messaging Toolkits, Cancer Patient Navigation Promotional Toolkit, Non-Oncology Health Professionals Core Competencies, Clinical Trial Documents)
- Provide grant to Cancer Research and Prevention Foundation to assist tribes in implementing their respective “Dialogue for Action Plans on Colorectal Cancer”
- Convene a PIJ CCC Leadership Summit as follow-up to the 2007 Summit
- Award mini-grants to PIJ for the implementation of their respective CCC plans
- Expand the exemplary State CCC Implementation and Elected Officials Awards to include tribes and territories
- Continue to serve on National Partnership for Comprehensive Cancer Control Workgroups

NATIONAL PARTNERHIP FOR COMPREHENSIVE CANCER CONTROL	
Phyllis Rochester	Centers For Disease Control And Prevention
Sarah Ziegler	Centers For Disease Control And Prevention
Jon Kerner	National Cancer Institute
Cindy Vincent	National Cancer Institute
Madeline LaPorta	National Cancer Institute
Lori Bell-Isle	American Cancer Society
Bruce Black	American Cancer Society
Andy Miller	Lance Armstrong Foundation
Armin Weinberg	Intercultural Cancer Council
Pam Jackson	Intercultural Cancer Council
Pam Brown	Intercultural Cancer Council
Holly Howe	North American Association of Central Cancer Registries
Connie Bura	American College of Surgeons – Commission on Cancer
Kate Phair	American College of Surgeons – Commission on Cancer
Michael Caldwell	National Association of County and City Health Officials
Tom Kean	C-Change
Gary Gurian	C-Change

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