

e-collaborating

collaborating (and communicating) to conquer cancer

April/May/June, 2008



Dear C-Change Members, Partners, and Friends,

You will see from the content of this newsletter that our second quarter has been every bit as busy as was our first. Our members, partners, and staff have been working hard to bring to fruition many of the initiatives introduced over the past several years - and we are starting to see some of the payoff we all hoped would be there. Our third quarter promises to be just as busy. Over the next three months we will be issuing summaries of our Behavioral Science and Cancer Surveillance and Information Summits, convening our Advisory Workgroup to look at the potential, unique roles C-Change should consider in addressing cancer health disparities, continuing to promote our common messaging and patient navigation tools, formally launching our Making The Business Case initiative, and convening our Mission & Strategy Committee to begin defining our program of work for 2009. As the quarter progresses, members and partners will begin receiving a series of electronic surveys to help define a consensus agenda on access to quality cancer care. You will hear much more detail on this in the coming weeks. We will be talking about this extensively during our annual meeting of the members and partners in November. Thanks to all of you who have been so active in our collective work and to those of you who take the time to encourage us and to share with us your ideas about where we are and where we are going.

Best wishes,

Tom Kean
Executive Director

Upcoming Events

Annual Member and Partner Meeting and 10th Anniversary

Celebration - Formal invitations will be issued soon for this meeting. In the meantime, please mark your calendars to join us at the George Bush Presidential Library and Museum and the Hilton Hotel in College Station, TX for the following events:



Thursday, November 13th

12:00pm - 1:30pm Welcome Luncheon

1:30pm - 4:00pm Plenary Session - Part I

5:30pm - 7:00pm Reception and self-guided Presidential Museum Tour

7:00pm - 9:00pm Celebration Dinner and performance by the Singing Cadets

Friday, November 14th

6:30am - 8:00am Breakfast

8:30am - 1:00pm Plenary Session - Part II

1:30pm - 3:00pm Barbecue Luncheon and performance by the Aggie Wranglers

More information about the two part Plenary Session, Houston airport shuttle arrangements, and College Station accommodations will be available in July.

C-Change Happenings

New Staff Members - C-Change is pleased to announce the addition of two new staff members to our team, Tara Dwyer, Director of Development and Goli Amiri, Administrative Assistant. The addition brings the total staff to ten.

Tara comes to C-Change with more than nine years of development experience. As a former director with CCS Fund Raising, she managed capital campaigns, established development operations, and raised more than \$22 million for a variety of clients. Most recently, Tara comes to us from Georgetown University where she worked with their alumni population securing major gifts in honor of celebrated reunions. As our Director of Development and Major Gifts, Tara will be responsible for cultivating and soliciting major gifts to support our key initiatives as well as develop strategic relationships that will compliment and advance the work of C-Change and the stewardship of our donors. She holds a bachelors degree in Nonprofit Management from Baruch College at the City University of New York. Tara can be reached at tdwyer@c-changetogether.org or at 202-756-1310.

Goli comes to C-Change from Merrill Lynch where she worked in the Private Client Group for over three years. She holds a BS degree in Exercise Science from the George Washington University under the School of Public Health and Health Services. After many years in the financial services arena she decided to return to her academic roots. Goli also serves as a volunteer at the UN World Food Programme and plans on attaining her MPH in the Fall. Goli can be reached at gamiri@c-changetogether.org or at 202-756-1600.

C-Change in conjunction with the Comprehensive Cancer Control [CCC] National Partnership convened a CCC Policy and Practice Summit on May 20-21 in Chicago. CCC Coalition Chairs and leaders from 45 states and 4 tribal organizations attended the Summit. This

was the first time in the 10-year history of the CCC movement that coalition chairs have been convened as a group to talk about common interests. Delaware Governor Ruth-Ann Minner presented the keynote address and C-Change Board member Governor Bob Wise provided the closing remarks. As a result of a pre-summit survey of coalition chairs, strategic policy discussions focused on access to quality cancer care, colorectal cancer screening and the future resourcing of CCC plans. In addition, a series of three practice panels were convened at the Summit that were designed to introduce State and Tribe CCC Coalition Leaders to products and tools that could aid in the implementation their respective CCC Plan priority strategies. Summit attendees were introduced to a series of C-Change developed products and the CEO Roundtable's Cancer Gold Standard as well as products from the other national partners. Evaluation feedback from summit participants was extremely positive. C-Change would like to thank The American Cancer Society and the American College of Surgeons for sponsoring the receptions during this conference and all of the National Partners for their help in planning and organizing the summit. A copy of the National Partner product presentations can be found in the New Content section of our home page www.c-changetogether.org.

C-Change participated in the ICC's 11th Biennial Symposium on Minorities, the Medically Underserved & Cancer. Tom Kean and Gary Gurian moderated several sessions and fellow staff members, Tasha Tilghman-Bryant and Sabrina Tyus, participated in the Marketplace of Ideas promoting the [Careers in Cancer Speakers Kit](#) and the [Patient Navigation Toolkit](#).

New Partnership - C-Change has recently become a member of the [National Coalition on Health Care \(NCHC\)](#). The NCHC is the nation's largest and most broadly representative alliance working to improve America's health care. We look forward to working with the NCHC.

Cancer Chemoprevention Initiative: Patent & Intellectual Property Law Publication - Professors Henry G. Grabowski and Jeffrey L. Moe of Duke University published, "[Impact of Economic, Regulatory, and Patent Policies on Innovation in Cancer Chemoprevention](#)," in AACR's Cancer Prevention Research (April 2008). The publication is based upon a scholarly manuscript commissioned by C-Change available on the Duke University website at <http://www.econ.duke.edu/Papers/PDF/BarrierWorkingPaper.pdf>. C-Change has also been in contact with Senator Edward Kennedy's staff regarding recommendations derived from these papers and the C-Change Advisory Workgroup overseeing this project. For more information about this initiative, please contact Alison Smith at asmith@c-changetogether.org.

MEDSURG Nursing Publication - [Improving Cross-Cultural Awareness and Skills to Reduce Health Disparities in Cancer](#)," was published (April 2007 Vol 17 No 2) by Marcos Pesquera, Linda Yoder, and Marilyn Lynk in the C-Change-sponsored cancer column. The article discusses strategies for improving professional and organizational competence in cross-cultural cancer care.

C-Change in conjunction with the National Association of Social Workers convened the first two in a planned series of three Cancer Patient Navigation [CPN] Dialogue Meetings. Ten national healthcare stakeholder organizations [e.g. American Hospital Association, Catholic Hospital Association, Veterans Administration, etc.] attended the May 8th meeting. The second meeting was held on June 13 and attended by organizations representing national service organizations. These CPN Leadership Dialogue Meetings are designed as a first step to engage national organizations to actively encourage their respective members to promote the development of community based cancer patient navigation services. C-Change's [Cancer Patient Navigation Promotional Toolkits](#) are disseminated at these meetings.

C-Change's Cancer Prevention and Early Detection Communication Initiative was introduced to the nation through a media rollout on June 10th. The objective of this initiative is to encourage the use of a series of uniform and consumer tested messages by C-Change member and other stakeholder organizations in their respective public education efforts. More than 23 million people

were reached during a morning rollout that included live and taped radio and TV interviews. Thanks very much to the following C-Change members and partners who graciously provided interviews to many radio and TV outlets across the country: *Carolyn (Bo) Aldige, Prevent Cancer Foundation; Peggy Conlon, Ad Council; Senator Dianne Feinstein, U.S. Senate; Brad Hesse, National Cancer Institute; John Seffrin, American Cancer Society; and Doug Ulman, Lance Armstrong Foundation.* We also want to acknowledge the major contributions of the Ad Council and Edelman for their hard work in bringing this project to fruition. To learn more about this initiative go to www.c-changeprojects.org.

Calls for Engagement

Calls to Action - Please visit our Website to view and consider responding to any of C-Change's "[Calls To Action](#)"

To learn more about or become involved in C-Change activities please contact us at info@c-changetogether.org or contact one of our staff members listed below.

News from the Cancer Community

The American Legacy Foundation created the EX® Campaign which was launched April 14th. The EX is a comprehensive national campaign presented by the National Alliance for Tobacco Cessation, a collaborative partnership of organizations at the national and state levels designed to present a unified voice to reverse the stalled decline in adult smoking rates. The campaign provides free resources designed to help smokers create their own plan to quit smoking. It encourages smokers to approach quitting smoking as "relearning life without cigarettes". This is the first time in 40 years that so many public health groups have aligned to present a national mass marketing campaign promoting a single public health message.

C-Change Board Member Dileep Bal received the LASALLE D. LEFFALL, JR. CANCER PREVENTION AND CONTROL AWARD during the 11th Biennial Symposium on Minorities, the Medically Underserved & Cancer. This award is presented to an individual who through a lifetime of work has improved cancer prevention and control programs which have benefited large numbers of people.

C-Change member Maureen Lichtveld was selected as the HERBERT W. NICKENS MEMORIAL LECTURESHIP HONOREE during the 11th Biennial Symposium on Minorities, the Medically Underserved & Cancer. The award is presented to an individual who demonstrates leadership to effect change.

C-Change would like to congratulate these two outstanding members and leaders in the cancer community for their much deserved awards.

Women in Government received a grant for critical health and education programs thanks in part to the Lumina Foundation for Higher Education and the federal Agency for Healthcare Research & Quality (AHRQ). Women in Government will continue a focus on access to higher education and family economic success and begin work on rural healthcare. Click [here](#) to read the full press release.

The Intercultural Cancer Council held the 11th Biennial Symposium on Minorities the Medically Underserved & Cancer on April 3 - 6 in Washington, DC. The program for the meeting of over 1,000 attendees was designed to enhance interaction between national organizations and agencies and community-based organizations and students to further each of their goals. To read more about the symposium visit [the Voice](#), the ICC's quarterly newsletter.

The American Society of Clinical Oncology (ASCO) has changed the name and URL of its patient information website: People Living With Cancer (www.plwc.org) is now www.cancer.net/patient.

The Prevent Cancer Foundation would like to call your attention to legislation that could have a major impact in reducing colorectal cancer incidence and mortality in the United States. Representative Albert Wynn (MD-4th), Kay Granger (TX-12th), and Patrick Kennedy (RI-1st) have introduced legislation to help the number of Americans who suffer from colorectal cancer every year. HR1738 the Colorectal Cancer Prevention, Early Detection and Treatment Act would authorize a program at the Centers for Disease Control and Prevention to provide screenings for colorectal cancer.

New Tobacco Guidelines - The U.S. Public Health Service 2008 Clinical Practice Guideline Update: Treating Tobacco Use and Dependence was released on May 7, 2008. Links for information related to the guidelines include:

[Guidelines](#)

[American Journal of Preventive Medicine article](#)

[Journal of the American Medical Association article](#)

[AHRQ press release](#)

[Robert Wood Johnson Foundation webcast](#)

The Institute of Medicine (IOM) has produced the report *Improving the Quality of Cancer Clinical Trials - Workshop Summary*. This report summarizes the proceedings of the National Cancer Policy Forum workshop which was held in October 2007. The full text of this report is available free online at [Improving the Quality of Cancer Clinical Trials - Workshop Summary](#) or you may purchase the report from the National Academy Press (800-624-6242, www.nap.edu).

C-Change Contacts

To learn more about or become involved in C-Change activities please contact us at info@c-changetogether.org or contact one of our staff members below.

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