

e-collaborating

collaborating [and communicating] to conquer cancer

January/February/March, 2008



Dear C-Change Members, Partners, and Friends,

This year has seen an incredibly fast start for C-Change. Among multiple committee and workgroup activities, you will see below that we have already held two member-driven forums and participated in an excellent forum on colorectal cancer screening held by an organization of which we are a member. Our Board-approved [strategic initiatives for 2008](#) are online and can be accessed through our website. From these, you will see that the fast pace we have started with will likely continue for much of the year. Next up, we will be activating our advisory group on policy related to access to quality cancer care. This group will guide our member engagement activities over the coming months as we address this important initiative.

Please also mark your calendars for our annual meeting which will be held November 13-14. More details on this exciting meeting will be forthcoming from the Annual Meeting Committee.

Please feel free to contact us at anytime if you have an questions or ideas we should consider.

Best wishes,

Tom Kean
Executive Director

Upcoming Events



PLEASE MARK YOUR CALENDARS FOR OUR ANNUAL MEETING, NOVEMBER 13-14, 2008. A FORMAL INVITATION AND ADDITIONAL DETAILS WILL BE PROVIDED IN THE NEAR FUTURE. WE LOOK FORWARD TO SEEING OUR MEMBERS AND PARTNERS THERE.

C-Change Happenings

C-Change's 10th Anniversary - This year represents the 10th Anniversary of C-Change (known initially as the **National Dialogue on Cancer**). As part of our annual meeting, November 13-14, a number of celebratory activities are being planned. Gov. Bob Wise, Alliance for Excellent Education, is chairing the **Annual Meeting Committee** which is planning this event. Armin Weinberg, Intercultural Cancer Council and Baylor College of Medicine, has ably chaired the Committee for many years and we want to thank him for his dedicated service, a job well-done, and his continued willingness to share his experiences with Gov. Wise and the Committee.

Cancer Chemoprevention Research - Clinical Trial Design & Regulatory Issues Project - On January 8, the Cancer Chemoprevention Clinical Trial Design & Regulatory Approval Committee convened in Chicago to outline a new guidance document with solutions to specific scientific and regulatory barriers hampering the development of chemoprevention agents. The committee is being co-chaired by Greg Curt, AstraZeneca and Frank Meyskens, University of California - Irvine. Committee members include: Dean Brenner, University of Michigan; Powell Brown, Baylor College of Medicine; James Crowell, National Cancer Institute; Jack Cusick, Cancer Research UK; Robert Dorr, Arizona Cancer Center; Craig Eagle, Pfizer; Scott Emerson, University of Washington; Ann Farrell, Food and Drug Administration; Olivera Finn, University of Pittsburgh; Neil Gibson, OSI Pharmaceuticals; Ernest Hawk, National Cancer Institute; Gary Kelloff, National Cancer Institute; Samir Khleif, National Cancer Institute; Scott Lippman, M. D. Anderson Cancer Center; Christine McLaren, University of California, Irvine; Colleen Mockbee, Eli Lilly; Clet Niyikiza, GlaxoSmithKline; David Parkinson, Nodality; Joseph Purvis, AstraZeneca; Caroline Sigman, CCS Associates; Eva Szabo, National Cancer Institute; Louis Weiner, Georgetown University Medical Center; Victor Vogel, University of Pittsburgh; and Robert Young, Fox Chase Cancer Center. For more information about this initiative, please contact Alison Smith at asmith@c-changetogether.org

Cancer Chemoprevention Research - Patent Law Project - In March 2007, C-Change commissioned Professors Henry Grabowski and Jeffery Moe from Duke University to author a scholarly paper on enhancing chemoprevention research through changes to patent, intellectual property, and liability law. While the formal publication is pending, the completed paper can be found at [Impact of Economic, Regulatory and Patent Policies on Innovation in Cancer Chemoprevention](#). The Patent Law Advisory Committee, chaired by Catherine Bennett, is developing an executive summary and call to action based upon this work which will be disseminated through a multi-pronged communication strategy targeting key policy makers and

constituents. For more information about this initiative, please contact Alison Smith at asmith@c-changetogether.org.

Cancer Core Competency Project - The leaders from the core competency pilot site projects and the C-Change advisory committee members met together in Washington, DC, on January 10, 2008, to analyze recently collected data and cross cutting findings from their implementation efforts. Maureen Lichtveld, Tulane University and Kathleen Miner, Emory University, continue to lead the validation phase of the project. The group also began planning for the upcoming dissemination phase of the project. Representatives from the following pilot sites attended: Audrain Medical Center; California University of Pennsylvania; Marshall University School of Medicine; and University of Pittsburgh Medical Center. The following advisory committee members attended: Betsy Clark, National Association of Social Workers; Linda A. Filipczak, American Society for Therapeutic and Clinical Oncology; Leslie Given, Strategic Health Concepts; Rika Maeshiro, Association of American Medical Colleges, and Kathryn Smolinski, Association of Oncology Social Work.

C-Change convened a Summit, "**Behavior Change in Cancer - Science, Policy, and Practice**," on January 28- 29, 2008 in Washington, DC in response to an opportunity identified by our membership - that the findings of behavioral research are dramatically underutilized in policy, and practice. The goal of this summit was to identify near-term opportunities for strengthening the behavioral science base, developing social strategies for timely use, and inspiring political will to improve the nation's health. The scope of the summit addressed aspects of tobacco, diet and physical activity, and cancer screening and early detection, with special consideration given to health disparities in each of these areas. Discussions on these topics were facilitated by David Abrams, National Institutes of Health; Tim Byers, University of Colorado; Robert Croyle, National Cancer Institute; Sue Curry, University of Illinois; Ellen Gritz, MD Anderson; Jon Kerner, National Cancer Institute; and Michael Stephanek, American Cancer Society. Participants included 60+ multi-sector leaders from academia, industry, and practice. Along with more specific recommendations was an overarching call for more coordinated efforts to apply proven approaches in practice through multi-sector collaboration. Specific recommendations will be reviewed and evaluated by Planning Committee. A report on the will be posted on the C-Change website when complete.

The Cancer Surveillance and Information Summit II (CSIS) was held on February 11-13, 2008. Forty-six C-Change member and other stakeholder organization representatives participated. The summit resulted in a series of nine recommendations designed to help facilitate the linkage between medical and public health record systems. The recommendations are currently being reviewed and evaluated by the CSIS Planning Committee, chaired by C-Change member Holly Howe. A report on the CSIS II proceedings will be posted on the C-Change Website.

Three "**Public Communication**" webinars were conducted in conjunction with the Ad Council on 1/31/08, 2/5/08, and 2/14/08. Over 50 participants representing 31 C-Change members and other stakeholder organizations participated in these webinars. The webinars provided an interactive forum to introduce stakeholder organizations to a series of consumer tested, effective, and consistent cancer prevention and early detection messages, for use in their respective public communication efforts. The message platform centers on "Reducing Your Risk of Cancer" messages that focus on the four modifiable risk factors of smoking/tobacco use, nutrition, exercise and screening. These webinars are being followed-up with technical assistance meetings with stakeholder organizations interested in integrating the "Reducing Your Risk of Cancer" messages in their public communication efforts. The complete webinar presentation can be reviewed on the C-Change website at www.c-changetogether.org.

The Nominating Committee of the Board met February 29th to begin identifying nominees for the 2008 Board election. Four members of the Board will complete their second (and final) terms this year and their seats will be filled in the forthcoming election. In addition, two other Board members will complete their first terms. The Committee also considered several other important issues related to the makeup of C-Change membership that will be further addressed as the

Committee meets throughout the year. The Nominating Committee Chair, Marty Murphy, CEO Roundtable on Cancer, was joined at this meeting by Helen Brown, UCLA, Zora Brown, Integris Health, Phil Huang, Texas Department of State Health Services, Tom Kean, C-Change, Gabe Leung, OSI Pharmaceuticals, and Gary Reedy, Johnson & Johnson. Kinga Bartoszek staffs the committee and also attended. New member, Norm Coleman, National Cancer Institute, will join the committee at its next meeting.

The National Cancer Policy Forum, of which C-Change is a member, hosted an excellent workshop on colorectal cancer screening on February 25-26, 2008 in Washington, DC. This conference included presentations by a wide variety of experts on topics related to the science and practice of colorectal cancer screening and a wide ranging discussion of ideas on how best to significantly increase colorectal cancer screening rates. A report on the workshop will be made available by the Institute of Medicine later this year and C-Change will be involved in disseminating and using the results. C-Change participated on the planning committee for the workshop.

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 Melanoma International Foundation has launched their new forum website, www.melanomaforum.org. The site provides a forum where you can ask questions, get answers, find support, or share your feelings in a safe, moderated environment.

The American Legacy Foundation launched their latest truth® campaign, Sunny Side of the truth®. It was launched on January 22, 2008 and will run through October 2008. The campaign aims to shine a light on tobacco industry's activities and satirically points out some of the "hidden positives" associated with tobacco. Visit www.thetruth.com to view the first ad and other online components of the campaign. Click [here](#) to read the press release announcing the Sunny Side of the truth®.

CEO Roundtable on Cancer chair Bill Weldon, Johnson & Johnson's CEO, highlighted the company's efforts in workplace cancer prevention in an article in the *Chief Executive*. Mr. Weldon wrote about the importance and benefits of Gold Standard accreditation. Click [here](#) to read the full article. C-Change is very proud of its accreditation and urges all its members, partners, and friends to look into accrediting the organizations they serve.

The Lance Armstrong Foundation (LAF) is excited to announce two new opportunities to unite and fight cancer. Please consider participating in one or both of these events. Click on the name of the event to find out more detailed information:

- [LIVESTRONG Day](#) on May 13 is a one-day initiative to raise awareness and funds for the cancer fight through community events across the country.
- The [2008 LIVESTRONG Summit](#) will inspire, empower and train 1,000 delegates to lead community-centered efforts to fight cancer.

The National Cancer Institute announces the Biospecimen Research Network (BRN) Symposium, "Advancing Cancer Research through Biospecimen Science," to be held March 13-

14, 2008, Washington, DC. The symposium will feature expert presentations and interactive discussions of topics in biospecimen science including HER2/neu: Lessons Learned; Access to Existing Knowledge in Biospecimen Science; Research Advances in Biospecimen Science; Assessing and Qualifying Biospecimen Quality; Patient Perspectives; and Incorporating Biospecimen Science into Research and Clinical Practice. Key presenters include: Patrick Brown, Carolyn Compton, Angelo DeMarzo, Steve Gutman, Elizabeth Hammond, Daniel Hayes, Scott Jewell, Paula Kim; Chris Logothetis, David Ransohoff, Gerry Thomas, and others. The symposium is free and open to the public and is expected to be of particular value to research investigators, clinicians, industry representatives, hospital administrators, and patient advocates. For more information please visit www.brnsymposium.com.

The American College of Surgeons/Commission on Cancer will host a "National Forum on Cancer in the United States", on July 14-15, 2008, in Baltimore, Maryland. The forum will help raise awareness of legislation and regulatory initiatives taking place in Washington and around the country that will affect how you care and advocate for cancer patients. Online registration begins March 17, 2008. To learn more about the forum visit [A National Forum on Cancer in the United States](#).

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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