



Dear C-Change Members, Partners, and Friends,

Our annual meeting is fast approaching. A record number of C-Change members, partners, and friends have registered for the meeting.

At this meeting, we will begin a conversation related to health policy that will carry over the next six months to identify C-Change's role in the important national discussions that are unfolding. We are excited about this kickoff discussion and to work with our members on these important issues.

I look forward to seeing many of you again soon.

Tom Kean
Executive Director

C-Change Upcoming Events

C-Change Annual Meeting October 11- 12 2007 - C-Change will host its Annual Meeting at the Marriott at Metro Center in Washington, DC. The preliminary agenda of events includes:

The Group Room® Cancer Talk Radio

Thursday, October 11 - 1:00 - 5:00pm

For more information about scheduling an interview, please see below.

Networking Reception

5:30 pm - 7:30 pm

Featuring a musical presentation by Matthew Zachary, I'm Too Young for This!

Plenary Session

Friday, October 12 - 8:30 am - 1:00 pm

Health and Cancer policy for 2008 and beyond

Keynote remarks by:

Henry Simmons, National Coalition for Health Care
Carolyn Clancy, Agency for Healthcare Research and Quality
Humphrey Taylor, The Harris Poll

Panel and membership discussion moderated by Paula Zahn

For an updated agenda or more meetings information go to [C-Change Annual Meeting](#).

C-Change Happenings



Mission, Strategy, and Implementation Committee - The newly formed board sub-committee, Mission, Strategy, and Implementation, met in Washington, DC on August 22, 2007. Chaired by Jim Marks, Robert Wood Johnson Foundation, the Committee was tasked by the board to assess progress on the 2007 initiatives and make recommendations for 2008 programmatic activities. The committee reviewed the results of the member survey and staff assessment on current and possible future C-Change initiatives during their deliberations. The committee will make recommendations to the full Board in October.

Committee members include: Carolyn Aldige, Prevent Cancer Foundation; Anna Barker, National Cancer Institute; Gregory Curt, AstraZeneca; Leslie Given, Strategic Health Concepts; Ronald Herberman, University of Pittsburgh Medical Center; Holly Howe, North American Association of Central Cancer Registries; Phillip Huang, Texas Department of State Health Services; Maureen Lichtveld, Tulane University; Matthew Myers, Campaign for Tobacco-Free Kids; Nancy Lins, American Cancer Society; Gary Reedy, Johnson and Johnson; Paula Rieger, Oncology Nursing Society; Eddie Reed, Centers for Disease Control and Prevention; and Robert Young, Fox Chase Cancer Center.

C-Change Cultivation Event - President and Mrs. George H.W. Bush hosted sixty guests for a C-Change cultivation event at their home in Kennebunkport on Labor Day. The next morning, senior leaders from the three sectors had the opportunity to hear from C-Change Board members and leaders and become acquainted with C-Change. They were asked to consider becoming involved with C-Change in the future.

We remain deeply grateful to President and Mrs. Bush for their sustained leadership and commitment to assuring that C-Change makes a difference in the fight against cancer. Jean Becker, Kristan King, and Ariel De Guzman of the President's staff all worked hard to help make this event a great success. We sincerely appreciate their incredible support of our efforts. We would also like to thank the C-Change members who participated in making this such a success: Peggy Conlon, Ad Council; Betty Duke, Health Resources and Services Administration; Greg Curt, AstraZeneca; Julie Gerberding, Centers for Disease Control and Prevention; Bob Ingram, GlaxoSmithKline; LaSalle Leffall, Howard University; Jim Marks, Robert Wood Johnson Foundation; Bill Mayer, Bronson Healthcare Group; Marty Murphy, CEO Roundtable on Cancer; Gary Reedy, Johnson & Johnson; John Seffrin, American Cancer Society; Armin Weinberg, Intercultural Cancer Council; Bill Winkenwerder, formerly Department of Defense; Bob Wise, Alliance for Excellent Education; and Bob Young, Fox Chase Cancer Center.

Membership Task Force of the Nominating Committee - At the request of the Nominating Committee, Chair Marty Murphy (CEO Roundtable on Cancer) appointed a Task Force to undertake a thorough review of current C-Change members and partners and to make recommendations regarding future membership and sector balance. On August 29, Zora Brown, Breast Cancer Resource Committee, Chair; Gerald Kennealey, Pharmaceutical Medical Consultant; and Phil Huang, Texas Department of State Health Services convened in Washington, DC to conduct their review and formulate recommendations to be presented at the Nominating Committee on October 11.

Sound Booth Recording for The Group Room® Cancer Talk Radio - The invitation to the C-Change Annual Meeting noted an opportunity to record an interview with Selma Schimmel of Vital Options International for The Group Room® Cancer Talk Radio Show on the afternoon of Thursday, October 11, 2007. The purpose of this opportunity is to connect leaders from the C-Change community to a national audience of radio listeners who are individuals at risk for, living

with, or surviving cancer. The C-Change Annual Meeting offers a unique opportunity to leverage the expertise of our membership - in this case bringing cancer and media experts together - to reach the public with valuable information.

On Thursday, October 11, 2007 from 1:00 pm to 5:00 pm, Ms. Schimmel will be conducting brief recorded interviews to be broadcast on a future program of The Group Room, and archived on the Vital Options' website at www.vitaloptions.org. Please consider taking advantage of this opportunity to put forth issues and ideas that are important to you and your organization to benefit this public audience. For more information about scheduling an interview, please contact Sabrina Tyus at styus@c-changetogether.org or (202) 756-1345.

C-Change Community @ Work

C-Change Highlights from CDC Conference - At the 2007 CDC Cancer Conference, "Meeting Future Challenges," C-Change members presented several initiatives and distributed various materials at the exhibit booth. There were 944 participants and 19 countries represented. Click [here](#) to access materials from the conference including material presented by C-Change members and staff.

On August 14, 2007 Tom Kean moderated a panel with presentations by Betsy Clark, National Association of Social Workers (Patient Navigation Promotional Toolkit); Diane Colazzi, Coalition of Cancer Cooperative Groups (Policy and Practice focused Clinical Trials Guidance Documents); Leslie Given, Strategic Health Concepts (Access to Care Guidance Document); Phillip Huang, Texas Department of State Health Services (Making the Business Case for Cancer Prevention and Early Detection); Jerry Mande, Yale University (Promoting Resource Development for Comprehensive Cancer and Tobacco Control Plans); and Anthony



Signorelli, The Advertising Council, Inc. (Prevention and Early Detection Public Messaging). The panel highlighted progress in these C-Change strategic initiatives related to cancer prevention and early detection.

On August 15, 2007, a day dedicated to workforce and policy issues, Maureen Lichtveld, Tulane University, delivered a key note address on workforce challenges and development efforts including the Cancer Core Competency initiative. Christine Gebbie, Columbia University, and Kathy Miner, Emory University, presented more detailed aspects from the Cancer Core Competency initiative based upon their role as expert consultants.

Calls for Engagement

Calls to Action - Please visit our Website to view and consider responding to any of C-Change's "[Calls To Action](#)" (e.g. Smoke-Free Cities Resolution).

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

US Department of Health and Human Services has issued the first Department-wide report on personalized health care. The report, [Personalized Healthcare: Opportunities, Pathways, Resources](#), was produced as part of Secretary Mike Leavitt's priority initiative on this important issue.

Women in Government issued new state policy recommendations on September 18, 2007 on cervical cancer prevention. The policy recommendations are part of their "Challenge to Eliminate Cervical Cancer Campaign" Please visit [new state policy recommendations](#) on the Women in Government website to read the press release and view the recommendations in more detail.

The Texas Pain Initiative released the Report of The Texas Pain Summit entitled [The Politics of Pain: Balancing Vigilance and Compassion](#). The published report and select other documents supporting the Texas Action Plan to Relieve Pain are now posted on the website of the Alliance of State Pain Initiatives at <http://www.aspi.wisc.edu/acstxpi/>. This report is being shared with other state, tribe and territory CCC Coalitions as a model to consider in addressing pain management policy and practice issues.

The Cancer Research and Prevention Foundation has changed its name to the **Prevent Cancer Foundation**. (www.preventcancer.org) According to the renamed Foundation, "Even though we have taken this step to better communicate our groundbreaking work in cancer prevention, our mission is the same as it has been for 22 years: Cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved. Our vision is more attainable with each passing year - we can clearly see a future where cancer is transformed into a manageable disease, or best of all, completely eradicated."

The Prevent Cancer Foundation is holding it's 10th Annual *Dialogue for Action*TM Conference which will be April 8-10, 2008 at the Renaissance Baltimore Harborplace Hotel in Baltimore, MD. The conference is entitled *A Dialogue for Action*TM in Colorectal Cancer Screening: Moving Forward Despite a Broken Health Care System.

The Lance Armstrong Foundation sponsored the [LIVESTRONG Presidential Cancer Forum on August 27 and 28](#) in Cedar Rapids, IA. This event was designed to help make cancer a national priority and to hear the views of presidential candidates including Senators Hillary Clinton, John Edwards, and Sam Brownback, Governors Bill Richardson and Mike Huckabee, and Congressman Dennis Kucinich. Click [here](#) to read about the forum as well as watch videos from this first of a kind event.

Partnership for Prevention released a report entitled [Preventive Care: A National Profile on Use, Disparities, and Health Benefits](#). The report demonstrates the significant underuse of effective preventative care in the United States and concludes that increasing the use of just five preventative services would save more than 100,000 lives every year. Click [here](#) to review the report.

The American Cancer Society (ACS) presented it's National Distinguished Advocacy Award for 2007 to State Senator Charles Scott for his work on the ["Wyoming Cancer Control Act"](#).

The National Cancer Institute (NCI) invites you to participate in the Fall 2007 Understanding NCI: Toll-Free Teleconference Series hosted by NCI's Office of Liaison Activities (OLA). The series began September 12, 2007 and the next scheduled call is Wednesday October 31, 2007. Click [here](#) to view a schedule of this series.

The National Cancer Institute (NCI) is also holding a series of public Forums about the *NCI Best Practices for Biospecimen Resources*, which offer technical, operational, ethical, legal and policy principles for biospecimen resources. The purpose of these Forums is to educate and obtain feedback about the *NCI Best Practices* from a broad range of perspectives, including those of: investigators, physicians, industry representatives, hospital administrators, survivors, patient advocates, and the general public. These Forums will be held on November 5, 2007 in Boston, Massachusetts and December 3, 2007 in Chicago, Illinois, and will feature expert presentations and interactive discussions. These Forums are free and open to the public. For more information, visit <http://biospecimens.cancer.gov/>.

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.

Tom Kean, MPH, Executive Director - (202) 756-1392
tkean@c-changetogether.org

Brian Alexander, Manager, Marketing & Information Systems - (202) 756-1337
baalexander@c-changetogether.org

Kinga Bartoszek, Director, Finance & Operations - (202) 756-1349
kbartoszek@c-changetogether.org

Gary Gurian, Director - (202) 756-1343
ggurian@c-changetogether.org

Alison Smith, BA, BSN, RN, Director - (847) 432- 6301
asmith@c-changetogether.org

Brandi Stevenson, Administrative/Meetings Coordinator - (202) 756-1383
bstevenson@c-changetogether.org

Tasha Tilghman-Bryant, MPA, Project Associate - (202) 756-1431
tbryant@c-changetogether.org

Sabrina Tyus, MPH, Project Associate - (202) 756- 1345
styus@c-changetogether.org

email: info@c-changetogether.org
phone: 202-756-1600
web: <http://www.c-changetogether.org>