

# e-collaborating

collaborating (and communicating) to conquer cancer

June/July 2007



Dear C-Change Members, Partners, and Friends,

There are two important upcoming C-Change activities we would like to call your attention to: Our annual meeting is quickly approaching. Please mark your calendars for the October 11 and 12 meeting in Washington, DC. Consistent with the flurry of recent attention and activity around health care policy generally, the meeting will focus on cancer as part of this larger national discussion. This will be an exciting meeting and we look forward to some interesting presentations and great discussion among C-Change's members and partners. We are also launching our planning for the next generation of C-Change strategic initiatives. We have accomplished much with the initiatives launched in 2005. Now is the time to look closely at the opportunities for building on those accomplishments as we move into 2008 and what else we should be doing to work collaboratively given the unique and broad nature of our membership. In the next week, you will be getting an email request to submit your thoughts (via electronic survey) about where our strategic attention should be focused next. When you get this request, please respond to this short survey as soon as possible. Thank you in advance for participating in the survey. It has been a very hot summer! Please stay cool and enjoy what's left of it.

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 Metro Center in Washington, DC. The preliminary agenda of events includes:

### **Networking Reception**

Thursday, October 11 - 6:00 pm - 8:00 pm

### **Plenary Session**

Friday, October 12 - 8:30 am - 1:00 pm  
Health policy discussion for 2008 and beyond  
C-Change actions, results and plans  
Upcoming collaborative opportunities

## C-Change Happenings

**2007 C-Change Summer Interns** - Interns from around the country convened on May 31st and June 1st in Washington, DC for the C-Change Summer Internship Orientation & Leadership Training. Interns networked among their multidisciplinary peer group and with leaders from the cancer community. The leadership training was facilitated by C-Change Workforce Chair, *Maureen Lichtveld*. *Ahmed Al-Kalla*, Intercultural Cancer Council; *Kelly Waldron*, C-Change; and *Makeda Williams*, National Cancer Institute participated in the alumni panel.



As part of the ongoing education and networking opportunities in the C-Change Summer Internship Program, interns participated in the first of three monthly conference calls. Leslie Given, MPA, from Strategic Health Concepts led an informational session on Comprehensive Cancer Control. Interns discussed the importance of state, tribe, and territory-specific efforts and pathways to become involved in coalition initiatives.

**2007 Comprehensive Cancer Control, of which C-Change is an active member, Leadership Institute** - The National Partners for Comprehensive Cancer Control hosted the final Phase III Comprehensive Cancer Control Leadership Institute (CCCLI) June 5-8, 2007 in Los Angeles, California. The CCCLI provided Comprehensive Cancer Control (CCC) Coalitions with the opportunity to build relationships and share information within and among states, tribes and tribal organizations. In total, 287 representatives from Arizona, California, Colorado, Hawaii, Illinois, Indiana, Kentucky, Michigan, Missouri, Nevada, New Mexico, Texas, Utah, Wisconsin and coordinators from the Pacific Island Jurisdictions attended the CCCLI. C-Change would like to acknowledge the following members who served as faculty for the modules:  
Tobacco Control - *Matthew Myers*, Campaign for Tobacco-Free Kids and *Phil Huang*, Texas Department of Health/Association of State and Territorial Chronic Disease Directors  
Workforce Development - *Maureen Lichtveld*, Tulane University School of Public Health and C-Change Director *Alison Smith*.  
Palliative Care- *Pamela Bennett*, Purdue Pharma, LLP

**Comprehensive Cancer Control Awards** - To further the development and implementation of quality Comprehensive Cancer Control (CCC) plans, C-Change will present at least one award, in the following categories: (1) Exemplary Implementation: Recognition of state CCC plan implementation strategies; this award will recognize effective state CCC plan implementation

efforts; (2) Exemplary CCC Leadership by State Level Elected Officials: This award will recognize state level elected officials that have been instrumental in advancing projects or interventions consistent with priorities in their respective state's CCC plan or their active leadership and involvement in the state CCC coalition. Award recipients will be honored at C-Change's October 11-12, 2007 Annual Meeting, in Washington, DC. All members are encouraged to consider nominating a State CCC Program or an Elected Official. Nomination forms can be found on the C-Change website or accessed directly at [CCC Award Application and Nomination Form](#). Nomination forms are due August 3, 2007.

**IOM National Cancer Policy Forum Cancer Workforce Issues** - At the June meeting of the IOM National Cancer Policy Forum, ASCO, ONS, and C-Change were invited to present their current cancer workforce initiatives. *Maureen Lichtveld* and *Alison Smith* presented a progress report on the Cancer Core Competency Initiative. Forum members will explore authoring a collaborative paper reflecting the breadth and depth of the workforce challenges faced by all disciplines involved in cancer care as well as describing current and future actions needed to resolve these issues.

**C-Change Publications** - All C-Change reports and newsletters can be accessed through the Website at [C-Change News and Reports](#).

## C-Change Community @ Work

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**Behavioral Research and Practice Summit Planning Committee** - On June 18, the Planning Committee for the Summit met in Chicago, IL to begin planning a summit designed to accelerate research and translation of evidence-based behavioral interventions into practice. Meeting participants included: David Abrams, National Institutes of Health; Tim Byers, University of Colorado; Janet Collins, Centers for Disease Control and Prevention; Susan Curry, University of Illinois at Chicago; Jacqueline Dunbar-Jacob, University of Pittsburgh; Ellen Gritz, MD Anderson; Kara Hall, National Cancer Institute; Tracy Orleans, Robert Wood Johnson Foundation; Electra Paskett, Ohio State University; Michael Stefanek, American Cancer Society; Beti Thompson, Fred Hutchinson Cancer Research Center; and Randy Schwartz, American Cancer Society.

## Calls for Engagement

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**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](mailto:info@c-changetogether.org) or contact one of our staff members listed below.

## News from the Cancer Community

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**In memoriam of Joel Siegel** - Many of you will recall the inspiring presentation Joel Siegel (ABC's Good Morning America) made at C-Change's meeting on May 21, 2005 at the Renaissance Hotel in Washington, DC in which he described his experience with advanced colon cancer and challenged all of us to greater efforts to address cancer as a major national problem. Since then, Joel continued in his efforts to share his story and perspectives and to call attention to the importance of cancer screening. Most recently, he presented at the May 10th meeting of the CEO

Roundtable on Cancer. We note with great sadness Joel's death on June 29, 2007. C-Change has expressed its condolences to Joel's family. His ability to articulate the issues around cancer screening and the needs of cancer patients will be greatly missed. His inspirational challenge for all of us to greater effort will certainly endure.

**Candlelighters Childhood Cancer Foundation** encourages cancer families to sign the petition to Congress to preserve innovation and support H.R. 1956, [The Patient Protection and Innovative Biologic Medicines Act of 2007](#). In addition, Candlelighters Executive Director and C-Change Member, Ruth Hoffman, was asked to testify in front of the Health Subcommittee of the House Committee on Energy and Commerce. Click [here](#) to read her testimony.

**Vital Options** is an international cancer communications, support and advocacy organization. Founded in 1983, Vital Options was the first national organization to singularly focus on young adults with cancer before expanding to serve people of all ages with the launch of The Group Room® cancer talk radio show in the mid-1990s. The Group Room airs live on Sundays from 4-6pm ET on select radio stations throughout the US, simulcast on XM Satellite Radio Channel 165, online at [www.vitaloptions.org](http://www.vitaloptions.org), where past shows are also archived, and podcast on iTunes and iRadioNow. The program features discussions with oncology opinion leaders from throughout the US and Europe. Listeners are invited to call into the program toll free at 1-800-GRP-ROOM or e-mails questions and comments to [info@vitaloptions.org](mailto:info@vitaloptions.org). Headquartered in Southern California, Vital Options International has a European division based in Paris, France.

**Centers for Disease Control and Prevention (CDC) Division of Cancer Control and Prevention** announced their new newsletter INSIGHT. The newsletter will be circulated quarterly and will include news and views from the Division of Cancer Prevention and Control, national partners, schools of public health, Prevention Research Centers/Cancer Prevention and Control Research Networks, and from CDC's funded state, tribal, and territorial programs.

**The International Cancer Council Caucus** invites your organization to be included on the Consensus Statement in Support of the National Pain Care Policy Act of 2007. For more information on the act please visit [Bill Summary and Fact Sheet](#).

**The American College of Surgeons Committee on Patient Education** is pleased to announce the availability of [Patient Education Partners in Surgical Care](#). This is a new Web site for surgical patients and their significant others which provides them with educational information they need to fully participate in their surgical care. It is also a reference for professionals.

**The Ralph Lauren Center for Cancer Care and Prevention** and the Amgen Foundation announced the launch of [The Harold P. Freeman Patient Navigation Institute](#) established in honor of C-Change member Dr. Harold P. Freeman. This was made possible by a generous leadership grant from Amgen of \$2.5 million. Dr. Freeman, pioneer of the Patient Navigation concept, has been a surgeon in the Harlem community for over 40 years and is a nationally recognized expert on the interrelationship of race, poverty, and cancer. The institute was established to provide training to institutions and other facilities developing Patient Navigation programs throughout the country and across the world.

**CEO Round Table on Cancer** was recently featured in a story in [Fast Company](#). The article focuses on the "CEO Gold Standard" that the group is working hard to help companies to adopt and outlines some of the benefits of the CEO Gold Standard. Click [here](#) to read the full article.

**The Centers for Medicare and Medicaid Services (CMS)** revised the clinical trial policy national coverage determination (NCD) after public comments were made which expressed the concern of where the proposed NCD was heading. The change to the draft proposal was influenced by public input. Click [here](#) to read full details of the policy.

**US Oncology Physician Network** submitted additional comments to CMS as a response to the NCD. Senior Vice President of US Oncology, Dan Cohen spoke on behalf of the US Oncology Physician Network stating that "the Network agrees with CMS about the need for robust evidence to support coverage however what appears to be CMS's selective review of the available evidence undermines the integrity and potential support of the draft NCD." Click [here](#) to read the full letter from US Oncology Physician Network.

## C-Change Contacts

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

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