



Dear C-Change Members and Partners,

Welcome to the 2nd installment of our monthly newsletter. This issue relates progress made on a number of our 2007 strategic initiatives, refers you to some important new publications and position papers, and once again illustrates how our members/partners are collaborating to make progress against cancer. Thanks again to all of you who actively participate in our initiatives. And thanks also to the many of you who have taken time to meet with us or talk on the phone about your ideas for C-Change's future. C-Change is its members/partners – please let us know how you would like to be more involved in any of our initiatives.

Tom Kean  
Executive Director

## C-Change Upcoming Events



**C-Change Annual Meeting October 11-12, 2007** By now, you should have received a postcard with save-the-date information regarding the fall meeting. Please update us with your mailing information if this did not reach you. The meeting will be held at the Marriott® at Metro Center in the *smoke-free* jurisdiction of Washington, DC. Stay tuned for more information about other C-Change meetings and forums that are being planned throughout the year.

## C-Change Happenings

**New Staff Members** – C-Change is pleased to announce the addition of two new staff members to our team, bringing the total staff to eight.

*Sabrina Tyus, MPH* – Sabrina comes to C-Change with experiences ranging from management of health and micro-finance programs in developing nations to healthcare consulting in emerging markets issues. She holds a bachelors degree from Muskingum College and a Masters in Public Health from George Washington University. Sabrina will be working on strategic initiatives and team projects with Alison Smith. Sabrina can be reached directly at [styus@c-changetogether.org](mailto:styus@c-changetogether.org) or at 202-756-1345.

*Tasha Tilghman-Bryant, MPA* – Tasha brings a variety of hospital and community health center experience where she managed health care and education programs. She holds a bachelors degree from Northeastern University and a Master's Degree in Public Administration, Health Policy, and Management from New York University. Similarly, Tasha will be working on strategic initiatives and team projects with Gary Gurian. Tasha can be reached directly at [tbryant@c-changetogether.org](mailto:tbryant@c-changetogether.org) or at 202-756-1431.

**Cancer Core Competency Pilot Grants** – C-Change received 12 grant applications from across

the country for pilot sites to implement the Cancer Core Competency Initiative. Academic institutions, health care delivery organizations, and cancer coalitions were among the mix of applicants. A multidisciplinary, multi-sector Advisory Committee will be reviewing the applications to identify a diverse mix of pilot sites. For more information, see the C-Change website and/or contact Alison Smith at [asmith@c-changetogether.org](mailto:asmith@c-changetogether.org).

**Cancer Chemoprevention Research Request for Proposal – Patent Law** C-Change has received 2 proposals in response to an RFP for the development of a scholarly paper on solutions to the barriers to chemoprevention research posed by patent, intellectual property, and liability law. An Advisory Committee chaired by Catherine Bennett will review and commission the work in April 2007. For more information about this initiative, please contact Alison Smith at [asmith@c-changetogether.org](mailto:asmith@c-changetogether.org).

**MEDSURG Nursing** (Feb 2007 Vol 16, Number 1) focuses on [Colorectal Cancer: An Overview of the Epidemiology, Risk Factors, Symptoms, and Screening Guidelines](#). The article provides a review of risk factors and screening guidelines related to colorectal cancer as well as web-based resources for professionals and patients. This bi-monthly C-Change sponsored column offers a continuing education activity with [CNE credit](#) targeting medical-surgical staff nurses.

**Advocates from two states** had great success for comprehensive cancer and tobacco control during their recent legislative sessions. We congratulate all the people in both states who worked incredibly hard on these initiatives for their extraordinary and exciting success!

- On the morning of March 15th, Iowa Governor Chet Culver signed into law a \$1.00 tobacco tax that is expected to generate \$138 million dollars next year. The money goes into a health trust fund. The existence of comprehensive cancer control and tobacco control budgets will help in advocating for support of tobacco and cancer control priorities through the fund. [Click here to view the Iowa bill.](#)
- On the evening of the same day, Governor Dave Freudenthal of Wyoming signed two separate cancer control bills totaling \$2.175 million dollars for state cancer control plan priorities including funds for breast, cervical and colon cancer screening programs, pain management and a pilot community patient education and navigation system. [Click here to view the Wyoming bill.](#)

**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

*President and Mrs. George H.W. Bush* hosted the C-Change Executive Committee in Houston on February 2, 2007. *LaSalle Leffall*, Chair (*Howard University and the President's Cancer Panel*); *James Marks*, Vice-Chair (*Robert Wood Johnson Foundation*); *Cheryl Heulton*, Secretary (*American Legacy*); *John Seffrin*, Treasurer (*American Cancer Society*), *Jean Becker*, Chief of Staff (*Office of President Bush*); and *Tom Kean*, Executive Director (*C-Change*) met to discuss strategic directions and operations and to brief President and Mrs. Bush on C-Change's strategic initiatives and progress being made.



C-Change greatly appreciates the continued engagement and support of President and Mrs. Bush and the advice and input of Jean Becker in our efforts.

*Bruce Pyenson*, Milliman, Inc. convened the first session of the Cancer Chemoprevention Research Workgroup on Reimbursement issues in February. Workgroup members, *Karen Peterson*, Cancer Research and Prevention Foundation; *Catherine Philips Campbell*, National Business Group on Health; *Scott Ramsey*, Fred Hutchinson Cancer Research Center; *Mark Roberts*, University of Pittsburgh; *Jayson Slotnik*, Biotechnology Industry Organization; and *Robin Zon*, American Society of Clinical Oncology defined the content for a paper making the business case for cancer chemoprevention reimbursement and will draft the initial document this spring.

*Betsy Clark*, *Laura Gertz*, *Rebecca Myers*, *Alison Nadelhaft*, and *Jennifer Watt* of the National Association of Social Workers; *Marie Lauria* and *Kathryn Smolinski* of the Association of Oncology Social Workers; *Roland Garcia* of the National Cancer Institute; *Tisha Fowler* of the Intercultural

*Cancer Council; and Angelina Esparza and Glenn Hildenbrand of the American Cancer Society* convened Friday, February 23, 2007 at the headquarters of the National Association of Social Workers to review C-Change's Cancer Patient Navigation Program Promotional toolkit and discuss dissemination options. The toolkit was designed for national and state stakeholder organizations to encourage their respective member organizations and communities to develop cancer patient navigation programs. A formal dissemination plan will be finalized this spring.

*Connie Bura, American College of Surgeons Commission on Cancer*, hosted the Access to Care Guidance Document Project Advisory Committee Meeting on March 6 and 7, 2007 at their facilities in Chicago, IL. The Access to Care Guidance Document will assist Comprehensive Cancer Control (CCC) coalitions in states, tribes and territories in gaining a better understanding of and addressing access to cancer care issues. It will also serve as a guide for CCC coalitions when designing and implementing data-driven policy and programmatic solutions to address their priority access to care problems. In attendance were *Pamela Bennett, Purdue Pharma; Dan Cohen, US Oncology; Leslie Given, Strategic Health Concepts; Patricia Schoonmaker, Oregon Comprehensive Cancer Control Coalition; Stephen Taplin, National Cancer Institute; Armin Weinberg, Intercultural Cancer Council; and Marueen Williams, Health Resources and Services Administration.*

*Jerry Mande, Yale University and Rebecca Perl* worked with advocates in Iowa and Wyoming as they developed cancer control and tobacco budgets and plans for the two successful campaigns noted earlier.

## Calls for Engagement

---

**Call for Nominations – 2007 Summer Internship Program** – Applications for the C-Change Summer Internship program are now available on the C-Change web site along with our new Summer Internship Web page. To access this information please visit [C-Change Summer Internship Program](#). For more information, please contact Sabrina Tyus at [styus@c-changetogether.org](mailto:styus@c-changetogether.org).

**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 C-Change Community

---



**The Centers for Disease Control and Prevention (CDC)** has added 100 new items for users to subscribe to content updates by email. Since launching two months ago, more than 25,000 CDC.gov Email Update subscribers have signed up for a total of more than 260,000 topic subscriptions. The new health-related topics include Cancer Prevention and Control, Occupational Safety & Health, Programs & Grants, Public Health Information Network, HIV/AIDS, STDs, Public Health Genomics, Environmental Health, Vaccines and Immunizations. To

subscribe to these updates please visit [CDC.gov Email Updates](#) today.

*Dr. Charles Kupchella*, President of the University of North Dakota and C-Change Member has put a plan together to ban smoking everywhere on the UND campus. To help with this transition, he has the full support of staff and faculty groups as well as the university's student government. A full article on the trend of more colleges banning smoking can be found in [USA Today](#).

*Dr. Harold Freeman*, President and Medical Director of the Ralph Lauren Center for Cancer Care and Prevention was featured on the CBS Evening News with Katie Couric on a series called "The American Spirit". The report focused on Dr. Freeman's dedicated work and positive impact on the cancer community specifically the Patient Navigation Program he pioneered in Harlem. The series aired on March 12th and can be viewed online at [CBS News](#).

**Friends of Cancer Research** released a report on drug safety titled "Drug Safety and Drug Efficacy: Two Sides of the Same Coin." Authored by a group of leading clinicians and advocates chaired by *Robert Young, MD, President of the Fox Chase Cancer Center*, the report gives recommendations on strengthening drug safety and FDA paying simultaneous attention to safety

and efficacy. See [www.focr.org/drugsafetyreport.htm](http://www.focr.org/drugsafetyreport.htm) for the report.

**The Association of American Cancer Institute's (AACI) [Public Policy Toolkit](#)** is available online. The AACI provides resources to assist in cancer center communication with Members of Congress including talking points, fact sheets, links to Congressional websites, issue briefs, and testimony prepared by AACI. This information is available at [AACI's website](#) for use by the nation's cancer centers (both AACI member and non-member institutions) and related organizations to advocate on behalf of the centers. AACI reviews and updates this information on a regular basis and in response to important issues of interest to the cancer centers. AACI is a non-profit membership organization that brings together the nation's academic and free-standing cancer centers to promote the widespread recognition of the cancer center network as the number-one advocate for patients with cancer. For more information, visit [www.aaci-cancer.org](http://www.aaci-cancer.org).

**The American Society of Clinical Oncology (ASCO) [Journal of Oncology Practice](#)** reports on a current study that estimates a shortage in our oncology workforce as well as the potential increase in patient population. The report focuses on the potential additional burden that oncologists may face and the overwhelming demand for their services by the year 2020.

**The American Legacy Foundation** has a new report [Covering Smoking Cessation as a Health Benefit: A Case for Employers](#). The report provides information so employers can make informed choices based on costs and benefits of smoking cessation programs - and compare these to other routinely provided benefits.

## C-Change Contacts

---

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.

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

Brian Alexander, Manager, Marketing & Information Systems - (202) 756-1337  
[balexander@c-changetogether.org](mailto:balexander@c-changetogether.org)

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

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

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

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

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

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

email: [info@c-changetogether.org](mailto:info@c-changetogether.org)  
phone: 202-756-1600  
web: <http://www.c-changetogether.org>

