



Dear C-Change Members, Partners, and Friends,

As 2007 draws to a close I am reminded of all of the wonderful C-Change members and supporters who made our work and progress possible this year. At the annual meeting in October, I noted that the number of people actively engaged in our strategic initiatives has substantially increased from what it was a little over a year ago. To each of you I want to say a heartfelt 'thanks' for your incredible commitment to ending the burden of cancer.

On December 18, the Board of Directors approved the 2008 budget to support the recommendations of the Mission, Strategy, and Implementation Committee. Shortly after the New Year begins, you will receive a summary of the C-Change 2008 strategic initiatives. Once again, these initiatives will be member-driven and we will need your active involvement in each of them to achieve the collaborative goals we have set. It is my hope that each member and partner will become engaged in at least one of the strategic initiatives this coming year.

We received a very great honor as the year closed when the CEO Roundtable on Cancer™ awarded us its Gold Standard Accreditation - making C-Change the 17th such organization to be so recognized. I am very proud of the fact that we achieved this accreditation and soon we will formally encourage all members and partners to work towards having their organization's so recognized as well.

This has been a year of much change and progress for us. Yet, as we all know, so much more remains to be done. I look forward to working with you in 2008 to take our collaborative endeavors to even greater heights.

The staff and I wish each of you a Happy New Year and extend our best wishes for peace and joy in your personal life and for great success in the work you do on behalf of those at-risk for and with cancer.

Tom Kean
Executive Director

Upcoming Events



Behavioral Science Summit - On January 28- 29, 2008, C-Change will host a summit entitled, "Behavior Change in Cancer - Science, Policy, and Practice" at the Park Hyatt in Washington, D.C. With the leadership of executives, policymakers, and scientific experts, the goal of this summit is to identify near-term breakthroughs in the war on cancer by strengthening the science base, developing social strategies, and inspiring political will to improve the nation's health. The scope of the summit will address tobacco, diet and physical activity, and cancer screening and early detection, with special consideration given to health disparities in each of these areas. For more information, please contact Sabrina Tyus at styus@c-changetogether.org.

C-Change Happenings

Cancer Column Authors Honored with MEDSURG Nursing Spirit Award

The Academy of Medical- Surgical Nurses (AMSN) official journal, *MEDSURG Nursing: The Journal of Adult Health*, honored *Alison P. Smith*, C-Change, and *Linda H. Yoder*, with the first Spirit of MEDSURG Nursing Award. The award recognizes the group's and authors' dedication to medical-surgical nursing education and patient care through their involvement in developing and writing the "Cancer: Conquering and Caring" column. The column, sponsored by an educational grant from C-Change, debuted in February 2005 and reports the latest information on cancer screening, prevention, smoking cessation, clinical trials, treatment, and provides resources for nurses and patients. For more information about *MEDSURG Nursing* journal, visit www.medsurnursing.net.



C-Change receives CEO Cancer Gold Standard Accreditation on December 6, 2007. In adopting the requirements of the Gold Standard, C-Change further renews the call of former President and C-Change Honorary Chair, George H.W. Bush for organizations to come together to eliminate cancer as a public health threat. The forty-first President of the United States co-founded and is honorary chair of both the [CEO Roundtable on Cancer™](http://www.ceoroundtableoncancer.com) and C-Change. The CEO Cancer Gold Standard was created in response to his challenge to business leaders to be "bold and venturesome" in their battle against cancer.

Cancer Patient Navigation Promotional Toolkit Dissemination - On November 1, 2007, C-Change, in conjunction with the National Association of Social Workers (NASW), convened the first in a planned series of meetings with clusters of national and state stakeholder organizations to introduce them to our cancer patient navigation promotional toolkit. The objective of these "Dialogue on Cancer Patient Navigation: an Opportunity for Leadership" meetings is to solicit the assistance of stakeholder organizations in encouraging their respective members to promote the development of community based patient navigation services. This first meeting was lead by C-Change members *Betsy Clark*, Executive Director of NASW and *Marie Lauria*, Past President of the Association of Oncology Social Work. Participating stakeholder organizations included the American Academy of Nurse Practitioners, American Academy of Physician Assistants, American Association on Aging, American Association of Homecare, American Public Health Association, Case Management Society of America, Leukemia and Lymphoma Society, National Association of Professional Geriatric Case Managers, National Association of Chronic Disease Directors, National Hospice and Palliative Care Organization, New York Academy of Medicine/Social Work Leadership Institute, The Oncology Nursing Society and the Rural Social Work Caucus. The toolkit was well received and promotional strategies were discussed and will be followed-up with interested participating organizations.

Cancer Core Competency Pilot Site Programs - Two of the pilot site grant recipients for the

Cancer Core Competency Program recently completed the implementation of their programs to better equip non-oncology health professionals with cancer knowledge and skills. On November 3rd, Marshall University School of Medicine, Huntington, WV, conducted a breast cancer competency fair for second year medical students. On November 13th, California University of Pennsylvania hosted C-Change staff who observed Master of Social Work students learning to apply the cancer core competencies and identify anxiety and depression in cancer patients and their families. The publication of findings from the pilot site experiences and dissemination of implementation tools will occur in early 2008.

C-Change Members on The Group Room - On November 11th, C-Change members were again featured on The Group Room, a cancer talk radio program hosted by C-Change Member *Selma Schimmel*. Interviews with *Pamela Bennett, Purdue Pharma; Marcia DeSonier and Kathryn Smolinski, Association of Oncology Social Work; Georgia Decker and Paula Rieger, Oncology Nursing Society; and Paul Barnes, Navitas Cancer Rehabilitation Centers* were featured on the second of three broadcasts.

On December 9th the program featured interviews with *Robert Young, Fox Chase Cancer Center; Ron Herberman, University of Pittsburg Cancer Center; Clet Niyikiza, GlaxoSmithKline; Jim Marks, Robert Wood Johnson Foundation; Marty Murphy, CEO Roundtable on Cancer; George Wiener, Holden Comprehensive Cancer Center; and Maureen Lichtveld, Tulane University.*

All the programs and interviews are archived on the Vital Options International website at www.vitaloptions.org. For those who are interested in participating in another future program but did not have the opportunity to participate in a recorded interview at the C-Change Annual Meeting, please contact info@vitaloptions.com.

Change Summer Interns Participate in AACR Public Forum: As a part of an ongoing group project, several C-Change interns developed fact sheets regarding chemoprevention research and clinical trials for the general public. On December 8, 2007, C-Change Interns distributed nearly 200 chemoprevention fact sheets at the American Association for Cancer Research's "Frontiers in Cancer Prevention Research Public Forum" in Philadelphia, PA. Interns included: Jennifer Sponsler (National Cancer Institute); Leigh Boghossian (American Cancer Society); Jennifer Evans (American Association for Cancer Research); Lauren Gase (C-Change/Rollins School of Public Health, Emory University); Maggie Iverson (Friends of Cancer Research); Candace Marshall (Morehouse School of Medicine/National Cancer Institute); Gabriela Pena (Intercultural Cancer Center/Baylor College of Medicine); and Veronica Wright (National Cancer Institute).

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

The National Cancer Institute (NCI) is holding a series of public forums about the NCI Best Practices for Biospecimen Resources, which outlines 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, cancer survivors, patient advocates, and the general public. The first forum was held on December 3, 2007, in Chicago, Illinois, and the second one will be January 28, 2008, in Seattle, Washington, and will feature expert presentations and interactive discussions. Attendance is free and open to the public. For more information, visit www.nci-bestpractices-forum.com.

Women in Government hosted the third annual HPV & Cervical Cancer Summit. The summit was the latest step in their fight against cervical cancer which began in 2004 when the organization launched the *Challenge to Eliminate Cervical Cancer Campaign*. Read the press release [here](#).

The Centers for Disease Control (CDC) Division of Cancer Prevention and Control's (DCPC)

Dr. Eddie Reed announced his departure as director and his plans to return to academia. During Dr. Reed's tenure DCPC continued to grow and excel in providing scientific and public health leadership in cancer control. Dr. Barbara Bowman, Associate Director for Science, National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), has been appointed acting Director.

A LION IN THE HOUSE, the PBS documentary on child and young adult cancer survivorship, won an Emmy Award for Exceptional Merit in Non Fiction Filmmaking. A LION IN THE HOUSE is a co-production of Steven Bognar and Julia Reichert, who spoke at the October 2005 C-Change Semi-Annual Meeting, and the Independent Television Service (ITVS) with support from CDC, The Lance Armstrong Foundation, The National Endowment for the Arts, and others.

American Cancer Society's (ACS) newest edition to their family of Facts and Figures reports is the [Global Cancer Facts and Figures 2007](#). The report, based on data compiled by the International Agency for Research on Cancer (IARC), reveals disparities in how cancer affects the developed and developing world. Click [here](#) to view the report.

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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