C·Change
Collaborating to Conquer Cancer

2013 STRATEGIC INITIATIVES OVERVIEW

Founded in 1998, C-Change is the only organization that assembles cancer leaders from the three sectors – private, public, and not-for-profit – and from across the cancer continuum – prevention, early detection, treatment, and quality of life. Our mission is to eliminate cancer as a major public health problem at the earliest possible time by leveraging the expertise and resources of our members.

Accelerating Research

#1 Increasing Privacy Protection and Reducing Research Impediments

Challenge: In 2009, an Institute of Medicine (IOM) report concluded that the HIPAA Privacy Rule does not adequately protect patient privacy and that it significantly impedes research.

Goal: Change the HIPAA Privacy Rule and related research and health data policies to strengthen patient privacy protection and accelerate cancer research through advocacy and education efforts.

Transforming the Health System

#2 Promoting a National Shift to Cancer Risk Reduction (Prevention and Early Detection)

Challenge: The acute care centered health care delivery system does not have the resources or incentives to foster the optimal utilization of evidence based cancer prevention and early detection services. Despite the fact that about half of all cancer cases are preventable by changes in tobacco use, nutrition, exercise, and screening, the country's energy and attention is focused largely on the treatment of disease and injuries rather than a more balanced focus that includes adherence to well proven prevention and early detection measures.

Goal: Cut cancer cases in half by implementing a long term and sustained national strategy that motivates U.S leaders and the public to take the steps necessary to prioritize and implement cancer prevention strategies.

#3 Implementing a National Cancer Health Disparities Strategy

Challenge: Cancer health disparities remain a persistent and challenging issue that has not resonated with policymakers and the general public to inspire action for change.

Goal: As part of a long term, collaborative strategy to eliminate cancer health disparities, 1) stimulate action from policy makers and the public to prioritize and implement cancer health disparities strategies and 2) intervene in communities experiencing a significant cancer burden using a multi-sector approach.

#4 Sustaining a Strong National Cancer Workforce

Challenge: The demand for cancer services is projected to exceed the supply of cancer health professionals threatening access and quality across the continuum of research and care.

Goal: Define and pursue a coordinated national strategy for ensuring the capacity and skills of the cancer workforce.

#5 Assuring Value in Cancer Care

Challenge: A 2009 IOM National Cancer Policy Forum workshop defined challenges and opportunities for improving value in cancer care. Persistent economic pressure in the health sector, debate regarding health reform, and differing opinions about defining 'value' and means for achieving it add to the challenge.

Goal: Improve the quality of life of cancer patients through fully informed, patient/family decisions resulting in significantly increased use of palliative care services and increased length of stay in which patients are enrolled in hospice care.

Supporting State, Tribe, and Territory Comprehensive Cancer Control Efforts

#6 Comprehensive Cancer Control (CCC)

Challenge: To continually support progress and improvement in the implementation of state, tribe, and territory comprehensive cancer control plans.

Goal: (1) Actively engage coalitions in the local implementation of C-Change strategies related to research and health system transformation, (2) Facilitate the engagement of C-Change members in CCC Coalitions, and (3) Support the collaborative efforts of the CCC National Partners in providing training and technical assistance to coalitions.

Ongoing Dissemination and Advocacy: Fulfill the potential impact of completed work initiatives by leveraging our collective messaging power through advocacy efforts and by promoting dissemination and adoption by the membership and other relevant stakeholders.