

The mission of C-Change is to leverage the expertise and resources of its members to eliminate cancer as a major public health problem at the earliest possible time. C-Change is the *only* organization that assembles cancer leaders from the three sectors – private, public, and not-for-profit – from across the cancer continuum – prevention, early detection, treatment and quality of life. C-Change’s priorities for 2008 consist of member-driven, collaborative initiatives spanning aspects of research, access, and support for state, tribe, and territorial cancer control efforts. These endeavors are listed below and then briefly described. For more information or to become involved in these efforts, please contact us at [communications@c-changetogether.org](mailto:communications@c-changetogether.org).

### *Accelerating Research*

- Removing barriers to a larger national investment in chemoprevention drug development
- Strengthening behavioral science, policy, and practice for cancer prevention and early detection

### *Improving Access*

- Developing consensus on policy issues in access to quality healthcare
- Accelerating efforts to eliminate health disparities
- Identifying opportunities to improve quality and efficiency in cancer care
- Fostering better access to cancer services through cancer patient navigation programs
- Motivating employers to invest in cancer prevention and early detection
- Motivating the public to reduce their cancer risks
- Strengthening public health surveillance for timely identification of new cancer control opportunities
- Improving cancer knowledge and skills among non-oncology health professionals
- Inspiring students to pursue careers in cancer

### *Supporting State, Tribe, and Territory Cancer Efforts*

- Strengthening the implementation of comprehensive cancer control plans in all 50 states, tribes, and territories through improvements in policy and practice
- Assisting states to secure resources for cancer and tobacco control efforts
- Supporting leadership and planning efforts for Pacific Island Jurisdictions
- Recognizing and promoting excellence among CCC leaders

## Accelerating Research

### **Removing barriers to a larger national investment in chemoprevention drug development**

C-Change’s Cancer Chemoprevention Research initiative aims to resolve barriers posed by patent and intellectual property law, reimbursement, clinical trial design, and regulatory approval to stimulate an increased national investment in chemoprevention and vaccine research.

### **Strengthening behavioral science, policy, and practice for cancer prevention and early detection**

C-Change’s Behavioral Science Summit, “*Behavior Change in Cancer - Science, Policy, and Practice*” will identify breakthrough opportunities to effect public, professional, and institutional behavior with respect to diet and exercise, tobacco use, and cancer screening and early detection.

## Improving Access

### **Developing consensus on policy issues in access to quality healthcare**

C-Change will host a series of engagement activities to identify areas of high consensus among members on access to quality cancer care policy and collaborative opportunities to educate and advocate for them.

### **Accelerating efforts to eliminate health disparities**

C-Change will host a Health Disparities Forum to identify opportunities to uniquely complement or accelerate other national efforts to eliminate cancer-related health disparities.

## Improving Access (continued)

### **Identifying opportunities to improve quality and efficiency in cancer care**

C-Change will publish an actuarial analysis of regional quality, outcomes, and efficiency trends in cancer care.

### **Fostering better access to cancer services through cancer patient navigation programs**

C-Change's Patient Navigation Promotional Toolkit will be disseminated to national stakeholders and state cancer coalitions to encourage community dialogue on the development patient navigation services.

### **Motivating employers to invest in cancer prevention and early detection**

C-Change's "Making the Business Case" summarizes the business case for covering evidence-based cancer prevention and early detection services for employees and promotes adoption of the CEO Roundtable on Cancer™ Gold Standard to private and public sector human resource and benefits managers.

### **Motivating the public to reduce their cancer risks**

C-Change's Prevention and Early Detection Messaging platforms will be disseminated to its members and state cancer coalitions for their use in providing consistent messages related to diet, exercise, tobacco, and early detection in their public education efforts.

### **Strengthening public health surveillance for timely identification of new cancer control opportunities**

C-Change will host the Cancer Surveillance and Information Summit II to identify opportunities to link electronic medical records and public health surveillance systems so as to identify new cancer control opportunities in a more timely manner.

### **Improving cancer knowledge and skills among non-oncology health professionals**

C-Change will disseminate tested, core competency standards and implementation tools regarding cancer knowledge and skills for non-oncology health professionals to universities, healthcare institutions, and state cancer coalitions as well as sponsor a column in the official journal of the Academy for Medical-Surgical Nursing.

### **Inspiring students to pursue careers in cancer**

C-Change will provide scholarships for student interns to participate in and present a poster at the C-Change Annual meeting.

## Supporting State, Tribe, and Territory Cancer Efforts

### **Strengthening implementation of comprehensive cancer control plans in all 50 states, tribes, and territories through improvements in policy and practice**

Along with the National Partners for Comprehensive Cancer Control (CCC), C-Change will host a CCC Policy and Practice Summit for coalition chairs and other leaders to further advance their implementation efforts.

### **Assisting states to secure resources for cancer and tobacco control efforts**

C-Change will continue to link cancer and tobacco coalitions in states to collaboratively seek funding for implementing their comprehensive cancer and tobacco control plans.

### **Supporting leadership and planning efforts for Pacific Island Jurisdictions**

C-Change will provide leadership training and grant funding to coalition leaders in the USA-associated Pacific Island jurisdictions to accelerate their cancer control efforts.

### **Recognizing and promoting excellence among CCC leaders**

C-Change will award exemplary coalitions and policymakers for their measurable achievements in comprehensive cancer control.



**C-Change**

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