
Accelerating Research**#1 Increasing Privacy Protection and Reducing Research Impediments**

Challenge: In 2009, an Institute of Medicine report concluded that the HIPAA Privacy Rule does not adequately protect patient privacy and that it significantly impedes research, making critical information more difficult, more costly, and, in some cases, impossible to obtain.

Goal: Strengthen patient privacy protection, accelerate cancer research, and better support practice by pursuing advocacy and education efforts related to changing the HIPAA Privacy Rule and related research and health data policies.

Transforming the Health System**#2 Promoting a National Shift to 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. In addition, the public'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: Develop and implement a long term and sustained national strategy that integrates selected cancer prevention and early detection policy and practice objectives/ recommendations from related national plans published since 2003, Congressional proposals or mandates as well as current C-Change prevention and early detection focused projects.

#3 Implementing a National Cancer Health Disparities Strategy

Challenge: As documented by numerous national reports the prevalence of cancer health disparities remains a challenging issue confronting this country that has not resonated with policymakers and the general public.

Goal: Develop a case statement and associated messages that describes the societal and economic cost of cancer health disparities to create significant traction among the general public and policymakers, for use by C-Change member represented and other stakeholder organizations in their advocacy efforts and develop a long term strategy to achieve sustained action to eliminate cancer health disparities.

#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 focused on a wide range of issues related to achieving optimal value in cancer care. It is clear from the workshop that this issue is timely and of great relevance given the current focus on health reform and persistent economic pressures. It is also clear that there remains a wide range of opinions about what 'value' means in the cancer context and means for achieving it through collaborative actions.

Goal: Reach consensus on the scope of what defines value in oncology care and identify strategies to optimize those outcomes that can be economically sustained.

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 state, tribe, and territory comprehensive cancer coalitions in the local implementation of C-Change strategies related to research and health system transformation, and (2) Support the collaborative efforts of the CCC National Partners in providing training and technical assistance to State, Tribe, and Territory Comprehensive Cancer Coalitions.

Ongoing Dissemination and Advocacy

To 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.