



TOOLKIT
**Engaging Businesses in Comprehensive
Cancer Control Coalitions:**
The Value Proposition for Comprehensive Cancer Control





ENGAGING BUSINESSES IN COMPREHENSIVE CANCER CONTROL COALITIONS

TABLE OF CONTENTS

INTRODUCTION

- Why This Toolkit 5
- CCC: The Value Proposition - Reflections by a Coalition Leader 7

BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESSES

- Engaging Businesses – Why, on What and Who? 9
- Keys to Building Successful Partnerships with Businesses 13
- Steps to Building Successful Partnerships with Businesses 15
 - Step 1 - Assessing Your Needs 15
 - Step 2 - Identifying Contacts and Approaching Businesses 16
 - Step 3 - Getting Started with Businesses 19
 - Step 4 - Sustaining Involvement of Businesses21

ADAPTABLE TOOLS

- Tool: Identifying Unmet Needs and Partners to Help Meet
Those Needs23
- Template: Business Leader Engagement/Invitation Letter 24
- Template: CCC Coalition Highlights 25
- Sample Talking Points for Engaging Business Partners 26

RESOURCES

- Links to Online Resources 31
- CCC National Partnership Summary Document 33
- Call-to-Action Examples (from the Ohio and Tennessee Cancer Plans) 35

C-CHANGE

The mission of C-Change is to eliminate cancer as a major public health problem at the earliest possible time by leveraging the expertise and resources of our members. A 501(c)(3), C-Change is comprised of approximately 150 of the Nation's cancer leaders from the private, public, and non-profit sectors. These leaders collaborate on issues spanning the continuum of research, prevention, and care - *that cannot be solved by one organization or even one sector alone.*

Supporting State, Tribe/Tribal Organization, and Territory Comprehensive Cancer Control (CCC) efforts remains one of C-Change's six strategic priorities. C-Change aims to 1) actively engage CCC 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 by providing training and technical assistance to CCC coalitions.

ACKNOWLEDGMENT

C-Change would like to acknowledge the leadership and collaboration of its members who serve on the CCC Advisory Committee, the field review by CCC program and coalition leaders, the consultative services of Strategic Health Concepts, and the efforts by staff who all contributed to the development of this toolkit.

ADVISORY COMMITTEE MEMBERS

William Todd, Chair	Georgia Cancer Coalition
Lori Belle-Isle, MPH.....	American Cancer Society
Jimmy Boyd	Men’s Health Network
Kym Cravatt, MPH, CHES.....	Cherokee Nation Health Services
John N. Dornan, Jr.....	CEO Roundtable on Cancer, Inc.
Shelley Fuld Nasso	Susan G. Komen for the Cure
Leslie S. Given, MPA.....	Strategic Health Concepts
Ronald B. Herberman, MD.....	Intrexon Corporation
Bradford W. Hesse, PhD	National Cancer Institute
Karin Hohman, RN, MBA.....	Strategic Health Concepts
Philip Huang, MD, MPH.....	Austin/Travis County Health and Human Services Department
Rebecca Johnson	National Association of City and County Health Officials
Charles E. Kupchella, PhD.....	University of North Dakota
Nancy E. Lins.....	N. E. Lins & Associates
Andy Miller, MHSE, CHES.....	LIVESTRONG Foundation
Marion Morra.....	Morra Communications
Neal A. Palafox, MD, MPH	University of Hawaii-John A. Burns School of Medicine
Marcus Plescia, MD, MPH	Centers for Disease Control and Prevention
Laura Seeff, MD	Centers for Disease Control and Prevention
Cathy Trzaskawka	Endo Pharmaceuticals
Armin D. Weinberg, PhD	Intercultural Cancer Council/ Life Beyond Cancer Foundation
Geoff Werth	US Oncology

CCC FIELD REVIEW

National Comprehensive Cancer Control Program staff and coalition leaders from the Arkansas Cancer Coalition, Georgia Cancer Coalition, and the Indiana Cancer Consortium

STRATEGIC HEALTH CONCEPTS

Karin Hohman, RN, MBA and Leslie Given, MPA

C-CHANGE STAFF

Brian Alexander, Alison P. Smith, BA, BSN, RN, and Tasha Tilghman-Bryant, MPA

INTRODUCTION

- Why This Toolkit
- CCC: The Value Proposition – Reflections by a Coalition Leader

INTRODUCTION

WHY THIS TOOLKIT

Leaders from all sectors can play an important role in comprehensive cancer control. Business leaders with untapped expertise and resources are often underrepresented in comprehensive cancer control (CCC) coalitions. This Toolkit is designed to support coalitions in analyzing their current membership and identifying and engaging new members from the business (for-profit) community.

State, tribe/tribal organization, territories and Pacific Island Jurisdiction (PIJ) CCC coalitions can use this toolkit to:

- Better understand potential business leaders' motivations for getting involved in CCC coalition efforts
- Formulate an approach to inviting businesses to become engaged in CCC coalition efforts
- Identify potential roles for businesses that have proven successful in other coalition efforts
- Better understand how to sustain business involvement in the CCC coalition over time

Ideally, comprehensive cancer control coalitions are comprised of diverse stakeholders that come together to implement CCC plans in an effort to address and reduce the burden of cancer in their communities.¹

¹ CDC Website: <http://www.cdc.gov/cancer/ncccp/state.htm>

While coalitions engage stakeholders to reflect the communities they serve the majority of coalition members often hail from the health sector, leaving the private sector, or businesses, underrepresented.

For-profit organizations are motivated to become involved in endeavors such as implementation of CCC plans if doing so meets a clear business goal or need. This Toolkit provides CCC coalitions with language that articulates a “value proposition” or a clear statement of the tangible benefits of CCC that can be used to motivate businesses to get involved in CCC coalition efforts. Moving beyond the value proposition, the Toolkit also provides strategies and examples of building “shared value” with business partners that will help CCC coalitions build lasting relationships with those partners to support common goals.

“The concept of shared value can be defined as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connections between societal and economic progress. The concept rests on the premise that both economic and social progress must be addressed using value principles. Value is defined as benefits relative to costs, not just benefits alone.”

–Harvard Business Review Magazine, The Big Idea: Creating Shared Value. Accessed at: <http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1> on April 19, 2011

COMPREHENSIVE CANCER CONTROL: THE VALUE PROPOSITION

Reflections by William J. Todd, CEO, Georgia Cancer Coalition

How Comprehensive Cancer Control Works

Comprehensive cancer control (CCC) is a process that brings together all of the stakeholders to craft and implement plans based on scientific evidence, working in an effort to reduce the cancer burden. The cancer “industry” is highly fragmented with hundreds of groups, organizations, agencies, and initiatives that share a common enemy but have an uncoordinated approach. Comprehensive cancer control is a tool to bring all with a stake under a big tent to coordinate actions and eliminate redundancy. Business has a legitimate stake in the outcome.

Each of the fifty states, along with several tribes and tribal organizations, territories, and PIJs has created a CCC plan to guide public-private partnerships in seeking to reduce the burden of cancer. In Georgia, 120 people joined in the effort to update the previous five-year plan. There were patient advocates, public health officials, hospital executives, health professionals, researchers, managed care representatives, representatives from FORTUNE 500 companies, educators, and cancer survivors.²

The national strategy to fight cancer, along with these 69 local CCC coalitions, is working – fewer Americans are dying from cancer each year. While progress is occurring in the cancer research laboratories across the nation, in our communities, education and risk factor reduction are being achieved through coordinated efforts of public health and volunteer-driven organizations.³

² For more information about the Georgia Cancer Coalition: http://www.georgiacancer.org/pdfs/publications/GCC_Fact-Sheet-5-08.pdf

³ Rochester P, Townsend JS, Given L, Krebill H, Balderrama S, Vinson C. Comprehensive cancer control: progress and accomplishments. *Cancer Causes and Control* (2010) 21:1967-1977.

Role of the Business Community

An underrepresented sector in the CCC process nationally is the business community. Although Corporate America has a stake in comprehensive cancer control there is not always active involvement of businesses in CCC coalitions. This is a missed opportunity, for in many communities it is the business leadership that is largely responsible for significant social change such as in education reform, housing reform, homelessness eradication, land conservation, and childhood obesity reduction. There is a strong tie between the business and civic leadership and progressive foundations, since the body of a foundation is typically derived from business success.

Corporate America will benefit from well-executed CCC plan implementation. One and a half million Americans were diagnosed with cancer last year, many of them employees of America's businesses. The burden of cancer suffering and death is heavy on these businesses and companies are hit hard each year through the impairment and death of employees.

Businesses can benefit through their involvement in the CCC process from both a financial and humanitarian perspective. Financially, business loss through employee sick leave as well as premature death due to cancer can be minimized through evidence-based interventions. For example, 60 percent of cancers are preventable by minimizing risk factors such as tobacco and obesity. Moreover, cancer is increasingly becoming a survivable disease due to earlier detection and more effective treatment options. It is in the best interest of American business to see the positive trends in prevention, early detection, treatment and survivorship accelerated and to become actively involved in CCC efforts.

This is the value proposition for Corporate America, and its return on investment – the reduction of suffering and death due to cancer – is promising.

PARTNERSHIPS WITH BUSINESSES

- Engaging Businesses – Why, on What and Who?
- Keys to Building Successful Partnerships with Businesses
- Steps to Building Successful Partnerships with Businesses
 - Step 1 - Assessing Your Needs
 - Step 2 - Identifying Contacts and Approaching Businesses
 - Step 3 - Getting Started with Businesses
 - Step 4 - Sustaining Involvement of Businesses

BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESSES

The following concepts lay a foundation for engaging in partnerships with businesses:

ENGAGING BUSINESSES – WHY?

Partners become involved in CCC coalition efforts for a myriad of reasons. They play a variety of roles and get different benefits from participating in the CCC coalition. Understanding the impact each partner wants to make, what they are willing to give, and what they expect to get out of involvement in the CCC coalition is essential. The following table outlines some possible motivators for involvement, both in terms of contributions and benefits, and contrasts business partners with others:

Building the Case for Involvement in CCC – The “Give and Get” Matrix					
	Large Corporations & Small Businesses	Policymakers	Public Agencies	Non-profits & Foundations	Individuals
WHY Want to have an impact on:	<ul style="list-style-type: none"> • Community • Employees • Customers 	<ul style="list-style-type: none"> • Community • Constituents • Health status • Economic status • Business developers 	<ul style="list-style-type: none"> • Community • Beneficiaries • Funders 	<ul style="list-style-type: none"> • Mission 	<ul style="list-style-type: none"> • Family/Friends • Neighbors • Community
GIVE Contribution to CCC coalition	<ul style="list-style-type: none"> • Provide leadership • Provide expertise • Provide influence/ access to decision makers • Provide funding/ resources for CCC plan implementation • Contribute to shared projects that achieve business goals 	<ul style="list-style-type: none"> • Educate constituents on health policy issues • Lead/support cancer and public health policy priorities 	<ul style="list-style-type: none"> • Provide expertise • Provide access to population • Make connections with other public programs 	<ul style="list-style-type: none"> • Provide expertise • Provide access to audience • Make connections with other organizations • Give grants to support cancer initiatives 	<ul style="list-style-type: none"> • Volunteer • Advocate • Donate
GET Benefit of involvement in CCC coalition	<ul style="list-style-type: none"> • Enhance achievement of business goals • Increase employee wellness resources • Increase customer wellness resources • Manage healthcare cost • Increase productivity • Increase community presence 	<ul style="list-style-type: none"> • Access to health and cancer experts • Access to grass-roots advocates • Increase/improve constituent relations 	<ul style="list-style-type: none"> • Awareness of services to beneficiaries • Support for programs from other leaders and organizations 	<ul style="list-style-type: none"> • Awareness and support for CCC coalition mission 	<ul style="list-style-type: none"> • Awareness • Community network

Many business leaders are beginning to see how employee health can affect a company's bottom line. In the past, some companies may have sought to minimize the cost of "expensive" employee health care coverage or even eliminate health coverage altogether. Today however, leading companies have learned that investing time and resources in supporting employee health is beneficial. They have come to understand that because of the impact of lost workdays and diminished employee productivity, poor health costs them more than health benefits do.

For example, because leaders at Johnson & Johnson began supporting assistance to help employees stop smoking (a two-thirds reduction in the past 15 years) and implementing numerous other wellness programs, the company has saved \$250 million on health care costs, a return of \$2.71 for every dollar spent on wellness from 2002 to 2008. Moreover, Johnson & Johnson has benefited from a more present and productive workforce.⁴

ENGAGING BUSINESSES – ON WHAT?

As identified in the table above, businesses can engage in many different types of CCC plan implementation efforts. They include:

Overall support for CCC plan implementation:

- Forging relationships with key decision - and policy-makers that can influence successful implementation of the CCC plan
- Providing specific expertise about how to incorporate CCC plan implementation into business goals
- Providing resources for CCC plan implementation

⁴ Harvard Business Review Magazine, The Big Idea: Creating Shared Value. Accessed at: <http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1> on April 19, 2011.

Worksite-based interventions⁵:

- Program interventions – incorporate cancer risk reduction, cancer screening and quality cancer care programs into worksite health or wellness programs, including:
 - Communicating with and educating employees about cancer
 - Hosting onsite screening events
 - Incorporating cancer risk reduction and screening reminders into regular personal communication with employees (e.g. pay check stubs, birthday cards, etc.)
 - Offering incentives to employees for participating in cancer risk reduction and screening programs
- Policy interventions – institute business policies that support cancer control activities and eliminate structural barriers to taking advantage of cancer risk reduction and screening programs, including:
 - Allow time for cancer risk reduction activities, such as physical activity
 - Allowing flexible times for beginning and ending each work day to assist employees in scheduling cancer screening and follow-up appointments
 - Establish a smoke-free workplace policy
- Health benefits interventions – ensure that employee health benefits packages include recommended cancer control interventions, such as:
 - Coverage of U.S. Preventive Service Task Force recommended cancer screening
 - Using patient reminder systems to increase cancer screening and incorporating screening quality standards and feedback on provider screening performance into service delivery sites utilized through employee health benefit plans
 - Identifying the health plans that serve particular employers and encouraging them to offer cancer prevention and screening in the benefits package
- Environmental support interventions – decreasing structural barriers to cancer screening, diagnosis and treatment
 - Removing or eliminating financial barriers to accessing risk reduction, cancer screening and quality care delivery (e.g. co-pays, time off for screening appointments)
 - Working with providers to increase early morning and evening clinic hours or to add weekend clinic hours to allow more flexibility for employee appointment scheduling

For additional information about what businesses can do to support cancer risk reduction and early detection at their worksites see the online resources listed in the Resources section of this Toolkit.

⁵ See the Community Guide to Preventive Services for more information about these interventions: <http://www.thecommunityguide.org/cancer/index.html>

ENGAGING BUSINESSES – WHO?

CCC coalitions can collaborate directly with businesses as well as indirectly, through a “broker” or association of businesses, such as the Chamber of Commerce.

Types of businesses to consider working with include:

- For-profit businesses (manufacturers, health systems, service industry, etc.) that include small, medium and large businesses operating within the state, tribe, territory or Pacific Island Jurisdictions. The size of the business may influence your choice about how to work with that business. For example, a small business with 5 – 50 employees who joins the CCC coalition can focus on supporting local or regional promotion of cancer education resources. Larger businesses with 500 or more employees who join the coalition may be able to support statewide policy changes that could significantly increase the quality of cancer-related services for a large percentage of the population.
- National companies with regional offices in your area
- CEO Roundtable on Cancer’s – CEO Cancer Gold Standard™ Accredited companies with ties to your area⁶
- Local business groups and associations, such as the Chamber of Commerce
- Employee unions

Non-profit employers, such as governments and non-profit organizations, may also make excellent partners for CCC coalitions. See lists in the Resource section of this Toolkit for additional ideas about potential business partners.

⁶ The CEO Cancer Gold Standard™ is a series of cancer-related recommendations, developed by the CEO Roundtable on Cancer, to fight cancer in workplaces in the United States. For more information see: <http://www.cancergoldstandard.org/>

KEYS TO BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESSES

The following are key concepts to keep in mind as you build collaborative relationships with the business community:

BE CLEAR ABOUT YOUR NEEDS AS A CCC COALITION

Before you begin contacting businesses to ask them to join your CCC coalition you must first define your needs for the business and their involvement in your CCC efforts. Your needs should be based on a specific CCC plan priority and the implementation activities associated with a priority. Businesses, and all partners, want a reason to be involved in your efforts that are clear and specific.

UNDERSTAND DIFFERENCES

While partners from different sectors often bring unique assets to your CCC efforts, they also can bring their own set of values, language, and culture.⁷ It is critical to understand these potential differences so that you and your business partners can manage expectations about your work together. For example:

- Businesses enter into collaborative partnerships to advance a business goal; non-profits enter into collaborative partnerships to advance their organizational mission
- Businesses tend to value efficiency, stream-lined processes and making timely decisions; non-profits tend to value joint decision-making and consensus
- Business leaders can be put off by acronyms used by non-profits, the “alphabet soup,” while non-profits can be put off by businesses’ direct language that might sound abrupt.

⁷ The Art of Effective Business & Non-Profit Partnerships: Finding the Intersection of Business Need and Social Good at <http://www.workingfamilyresourcecenter.org/wfrc/docs/Non-ProfitandBusinessPartnerships.pdf>

SET PARAMETERS FOR WORKING TOGETHER

While the objectives of collaborative work can be mutually embraced by business and non-profit partners, the language and process used to plan and carry out work may be quite different. When explored openly, these differences can be strategically aligned to create a powerful force. Being clear about these differences from the outset and throughout the partnership development process will help ensure success.

Discussing and setting parameters for how and what you will work on together before you begin working is important. Clarity about these parameters will help you manage expectations on both sides and better deal with issues as they arise. Parameters include:

- Roles, responsibilities
- Timing, including a clear beginning and end to the work you do together and shared understanding of the time it will take to get the work off the ground and to begin to see results
- Clear understanding of the capacity on both sides to do the work including who will dedicate what resources such as staff, funding, and in-kind resources

BUILD IN SUSTAINABILITY

Building in strategies to sustain a collaborative effort over time often seems difficult. However, the mechanisms for sustaining a partnership are easily identified; they include many of the keys listed above – understanding needs and differences, setting expectations, clearly defining roles and responsibilities and understanding each others capacity. Attending to these parameters or ways of working together up-front and then continuing to use them throughout the project planning and implementation process will strengthen the partnership.

In addition, successful business and non-profit leaders identify the following concepts as essential to sustaining collaborative work over time⁸:

- ask hard questions up front
- start small with short-term, time-limited goals
- build on success
- be flexible
- be realistic about capacity
- be realistic about imbalance in financial resources and its impact
- plan for changes in leadership or staff by crafting collaboration that meets business needs instead of hinging on a person's commitment (institutional commitment vs. single champion)

⁸ The Art of Effective Business & Non-Profit Partnerships: Finding the Intersection of Business Need and Social Good at <http://www.workingfamilyresourcecenter.org/wfrc/docs/Non-ProfitandBusinessPartnerships.pdf>

STEPS TO BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESSES

This section of the Toolkit includes essential steps for building partnerships with businesses. The steps are based on the following questions⁹ for your CCC coalition:

- What do you have? (Successes to build on, priorities identified, etc.)
- What do you need? Why do you need it?
- What will the CCC coalition get out of the partnership?
- Why should a business partner with you? What will they get out of the partnership?
- How long do you want to work together?
- How will you sustain business partner involvement?

STEP 1: ASSESSING YOUR NEEDS

Before you begin reaching out to potential business partners it is critical to understand what your specific unmet needs are related to implementation of your CCC plan and if/how businesses can help meet those needs. Utilize the following assessment template to clarify and record your needs (a blank version of this tool is included in the Adaptable Tools section):

Tool: Identifying Unmet Needs and Partners to Help Meet Those Needs			
CCC Plan Priority Objective and Strategy:	Unmet need related to this priority:	Organization(s) that can help us best meet our need:	Benefits to new partners:
<i>Priority 1: Increase the percentage of adults age 50 and older who are screened for colorectal cancer by 20%, through employee wellness initiatives</i>	<i>Linkages with large employers in our state and their current efforts to increase CRC screening</i>	<i>The two largest employers in the state can help make an impact:</i> <ul style="list-style-type: none"> • Metal manufacturing company • Software development company 	<i>Employees see that business owners care about their health/wellness. Businesses gain access to expertise and resources to provide education to employees.</i>

⁹ Adapted from: McKinnon, Robert. A Case for Public-Private Partnerships in Health: Lessons from an Honest Broker. Prev Chronic Dis 2009;6(2). http://www.cdc.gov/pcd/issues/2009/apr/08_0204.htm . Accessed on April 19, 2011.

STEP 2: IDENTIFYING CONTACTS AND APPROACHING BUSINESSES

The following are steps in approaching a business to make the case for their involvement in the CCC coalition efforts:

- A. Identify a representative within the business to approach and who from the CCC coalition will make contact. Research readily available information on businesses to understand their mission, priorities and key staff so you can tailor your approach to their potential business need/goals. If at all possible, identify a specific person within the business to approach. This person should be someone who is accessible, knowledgeable about the businesses' external partnership processes and can gain access to company leaders to make a decision about being involved in the CCC coalition. Keep in mind that larger corporations often have an associated foundation that manages their community relations and philanthropic efforts. Next, identify who the best person is within the coalition to make the contact. Think about leveraging existing coalition member connections to initiate contact.
- B. Prepare outreach materials. Refer to the "Give and Get" matrix above to help identify potential benefits that involvement in the CCC coalition will bring to businesses. Identify information you want to convey and what will be your "ask" and gather/tailor information about your coalition to use when contacting the business. Materials should include a letter of invitation to join the CCC coalition (which can be used both as a letter and "script" if making the contact by phone) and a 1-page summary of coalition highlights – basic information about CCC, the coalition's work and past coalition successes. Consider key talking points that would resonate with specific individuals and audiences. Templates for a letter, a coalition highlights summary and sample key talking points are included in the Adaptable Tools section.
- C. Solicit involvement. One-on-one personal contact is the best way to ask for a potential partner's involvement in your CCC coalition efforts. Make every effort to meet in person. If a meeting is not possible, plan on making a phone call first before sending an e-mail or letter. Utilize the materials developed in step B above to articulate your needs and how you envision the business being involved in the CCC coalition's efforts.

- D. Follow-up promptly. Following the personal contact, initiate follow-up with the representative of the potential partner via telephone regarding the “ask”. Follow up within 24 hours to thank them for their time. A formal letter on coalition letterhead should be sent within a week following the meeting to reiterate the “ask” with the specific actions discussed during the initial contact. The letter should include:
- Formal request for participation in coalition
 - Recap of key conversation points from the initial meeting, including specific ways the business can be involved in the coalition – what they can expect to get out of participation and what they could contribute
 - Brief overview of the CCC coalition and its past successes, highlighting strengths that would appeal to the business
 - Timeframe for response back
 - Contact information for CCC coalition representative for questions and answers

Examples of Businesses Taking Action to Share with Potential Partners

The following are just a few examples of what employers have done to contribute to achieving cancer control priorities that are shared between public and private partners. Sharing these and other examples in this Toolkit and in the Resources section will help give potential business partners ideas about what they can do.

Establishing a worksite culture that supports cancer risk reduction, early detection and delivery of quality cancer care for employees - CEO Cancer Gold Standard™ is an accreditation goal developed by the CEO Roundtable on Cancer to address cancer in workplaces. The goal of the Gold Standard is to improve risk reduction, early detection and quality of cancer care. The Gold Standard has Five Pillars.

The first three pillars, related to Risk Reduction through Lifestyle Change, are Tobacco Use, Diet & Nutrition and Physical Activity. The fourth pillar, which supports the objective of Early Detection, is Prevention, Screening and Early Detection. The fifth pillar, Access to Quality Treatment and Clinical Trials, supports the third goal of the CEO Cancer Gold Standard™, Quality Care. Some of the nearly 80 companies that have achieved the CEO Cancer Gold Standard include State Farm Insurance, Johnson & Johnson, Pfizer, Lowes, and Dell. More information about the Gold Standard, including a toolkit and stories from accredited organizations can be found online at: <http://www.cancergoldstandard.org>.

Caring for the world, one person at a time inspires and unites the people of Johnson & Johnson - Employees of the Johnson & Johnson Family of Companies work with partners in health care to touch the lives of over a billion people every day, throughout the world. Our Family of Companies comprises: consumer health, pharmaceuticals, medical devices and diagnostics and biologics. We have more than 250 operating companies in 57 countries employing 119,400 people. Our worldwide headquarters is in New Brunswick, New Jersey.

Johnson & Johnson (J&J) strives to provide an optimal environment for employee health, which includes high quality nutrition. Reducing risk through diet and nutrition by sustaining a culture that supports healthy food choices is the second pillar within the Gold Standard's five areas of focus. J&J's health eating initiative, eatcomplete, seeks to provide at least 80% Nutritionally Dense Whole Foods (NDWF) at all eating opportunities within the organization, and to educate employees on the benefits of this pattern of eating. NDWF are foods that provide us with a significant amount of nutrients per calorie and are close to their natural form (e.g., not overly sweetened and adulterated).

For eatcomplete to be a success, we collaborate across multiple disciplines including Wellness, Contract Procurement, Human Resources, J&J Affiliates, Facilities, and most importantly, Food Service. To date the eatcomplete initiative has launched at 85% of the J&J US Operating Company locations. Recently eatcomplete plan guideline language has been added as an addendum to one of Johnson & Johnson's preferred Food Service Providers contract. We are working to have eatcomplete guidelines established as a standard part of all J&J Food Service Contracts for 2010, regardless of vendor.

– From <http://www.cancergoldstandard.org>

Implementing evidence-based worksite screening programs to increase quality CRC screening – Next Step is a workplace program that aims to increase colorectal cancer screening and promote healthy dietary behaviors. The screening promotion component consists of an invitation flyer and a personalized educational booklet. The booklet explains screening procedures, presents cancer statistics, and includes a personalized screening schedule. The dietary component consists of five nutrition education classes delivered in the workplace, with mailed self-help materials. In the second year of the program, employees receive personalized feedback to encourage maintenance of first-year gains. Worksite cafeterias also display posters and brochures relaying simple messages about low fat, high-fiber eating. This evidence-based program could be replicated in similar settings and is available on the Research Tested Intervention Programs Web site at: <http://rtips.cancer.gov/rtips/>.

STEP 3: GETTING STARTED WITH BUSINESSES

As you begin to work with business partners who have agreed to join the CCC coalition and work on specific initiatives, make sure you clarify the following parameters and key actions:

Understand Business Partners' Needs

- Be clear about potential business partners' motivations for being involved in the CCC coalition's efforts. Motivations may range from purely philanthropic to fulfilling a specific business goal. Regardless, businesses value timely, cost-effective use of resources and for-profit companies must keep an eye on the bottom line. Understanding what businesses need to get out of being involved in your CCC efforts will enable the optimal match with coalition needs as outlined above (overall support for the CCC coalition and specific worksite-based initiatives). You will need to be clear about the financial benefits businesses can expect if they incorporate cancer control priorities into their worksite health programs or employee benefits. The cost benefit of finding cancer early versus treatment of the disease is well established. One resource is a report commissioned by the American Cancer Society and C-Change which can be found at: http://c-changetogether.org/Websites/cchange/Images/Publications%20and%20Reports/Milliman_Report.pdf
- Cancer isn't the only health issue of concern to businesses. Any proposed cancer control initiative will likely need to fit into the overall worksite health program, which includes health care benefits, education programs, policies supporting health seeking behaviors, etc. Be sure to highlight for the business that cancer shares risk factors with many other chronic diseases, thus focusing on these risk factors can be an efficient approach.
- A combination of types of worksite-based interventions (program, policy, benefits) is more effective than one intervention alone and one-time events focused on a single issue are not likely to yield long-term results.

Build Relationships with Key Leaders in the Business – It may not be the CEO

- Business leaders report that collaborations are generally more effective when they are forged by a manager with authority and credibility within the company who can carry commitments and needs to business leaders. One way to keep this in mind is to seek “commitment from the top/capacity from the middle”.¹⁰
- Not all employers have staff dedicated to health or wellness initiatives and there may be few resources within the company to put towards cancer control efforts. It is important to assess what types of interventions would be most effective and to do one or two things well, especially at the outset of your partnership with the business.

¹⁰ The Art of Effective Business & Non-Profit Partnerships: Finding the Intersection of Business Need and Social Good at <http://www.workingfamilyresourcecenter.org/wfrc/docs/Non-ProfitandBusinessPartnerships.pdf>

Clarify Roles, Responsibilities and Expectations for How to Work Together

Defining how you will work with businesses is critical to getting and sustaining their involvement in your CCC coalition efforts. Some specific actions to take as you begin setting these parameters are:

- Make sure all those who will be involved in communicating and working with the business partner (such as CCC coalition workgroup leaders and members that will help facilitate the business partners' involvement) understand how the business expects to be involved – what they are willing to put into the effort and what they need to get out of it.
- Ensure that specific tasks, timelines and responsibilities for the work of the business partner are written in as a part of the group's action plan and shared with all those involved in the specific effort.
- Be clear about what you are asking for in terms of what the business is expected to contribute in terms of time commitments, resources, etc.
- Incorporate feedback and evaluation mechanisms into the work processes and ensure that the results are used to assess progress and deal with issues as they arise. Successful collaboration will be data driven, clearly linked to defined outcomes, well connected to the goals of all stakeholders, and tracked with clear metrics.¹¹

¹¹ Harvard Business Review Magazine, The Big Idea: Creating Shared Value. Accessed at: <http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1> on April 19, 2011.

STEP 4: SUSTAINING INVOLVEMENT OF BUSINESSES

Henry Ford said, “Coming together is a beginning. Keeping together is progress. Working together is success.” If you follow the steps outlined above at the outset of working with partners and fall back on the parameters and processes you agreed on together when issues arise, you will find success. The following are some tips for sustaining partner involvement:

Tips for Getting and Sustaining Partner Involvement	
Building partnership support	<ul style="list-style-type: none"> • Identify something specific you need that a potential or current partner can do/provide • Establish and/or build on personal relationships • Ask what the partner needs in return for supporting your program and try to meet those needs • Communicate, communicate, communicate
Nurturing partnership support	<ul style="list-style-type: none"> • Ask what is working/what is not working • Give recognition where it is due • Communicate results • Model commitment to get commitment
Leveraging partner contributions	<ul style="list-style-type: none"> • Clearly communicate the cancer problem, the effort needed and the outcomes expected. Many individuals and organizations will not do this on their own. • Be transparent about what partners are contributing so that others can build on it • Ask for something specific to complement the resources/support you do have • Provide opportunities for discussing how partners can work together

BUILDING A COMMUNITY OF PRACTICE: CCC COALITION AND BUSINESS PARTNERSHIPS

To help provide ongoing support for collaboration between CCC coalitions and businesses C-Change will create an online “community of practice” site where CCC coalitions and their businesses partners can:

- Share information about what they are doing together, including success stories that describe tangible outcomes as a result of working together
- Learn from other CCC coalitions and businesses about how they have created successful partnerships

In addition to building a success story library about CCC coalitions and businesses working together, C-Change will provide access to helpful resources and tools as they become available to support CCC coalition involvement with businesses. These resources will be available in late 2011 on the C-Change website: www.c-changetogether.org.

ADAPTABLE TOOLS

- Tool: Identifying Unmet Needs and Partners to Help Meet Those Needs
- Template: Business Leader Engagement/Invitation Letter
- Template: CCC Coalition Highlights
- Sample Talking Points for Engaging Business Partners

ADAPTABLE TOOLS

The following tools are referenced in the Toolkit and can be downloaded or accessed at on the C-Change website by late 2011 as adaptable tools (Word format):

- Identifying Unmet Needs and Partners to Help Meet Those Needs Tool
- Business Leader Engagement/Invitation Letter Template
- CCC Coalition Highlights Template
- Sample Talking Points for Engaging Business Partners

Tool: Identifying Unmet Needs and Partners to Help Meet Those Needs			
CCC Plan Priority Objective and Strategy:	Unmet need related to this priority:	Organization(s) that can help us best meet our need:	Benefits to new partners:
<i>Priority 1: Increase the percentage of adults age 50 and older who are screened for colorectal cancer by 20%, through employee wellness initiatives</i>	<i>Linkages with large employers in our state and their current efforts to increase CRC screening</i>	<i>The two largest employers in the state can help make an impact:</i> <ul style="list-style-type: none"> • Metal manufacturing company • Software development company 	<i>Employees see that business owners care about their health/wellness. Businesses gain access to expertise and resources to provide education to employees.</i>
Priority 2			
Priority 3			
Priority 4			
Priority 5			

TEMPLATE: BUSINESS LEADER ENGAGEMENT/INVITATION LETTER

[insert coalition logo]

Date

Street

City, State

Dear XXX,

As a business leader in our [community/state] who has been recognized (with the CEO Roundtable on Cancer Gold Standard Accreditation – or – as a Top 100 Best Employer, or through other means), I am contacting you on behalf of [XX Coalition] with an invitation to join in our efforts to help people at risk for and living with cancer. The health of a community is determined by more than the quality of its healthcare system and health professionals. Leaders and members of the community play a critical role in shaping our health through the places where we live, learn, work, play, and worship.

Cancer touches nearly everyone – possibly you, your employees and their dependents, your clients, and your fellow citizens. More than one and a half million Americans were diagnosed with cancer last year. Yet 60 percent of cancer deaths are preventable by minimizing risk factors such as tobacco and obesity. In addition, cancer is increasingly becoming a survivable disease, due to earlier detection and more effective treatment options. While progress has been made in the fight against cancer, much more could be done to reduce the suffering, economic burden, and death from cancer.

Your involvement in and support for the [insert name of CCC coalition] is needed. Some potential actions you and your business could take are:

[insert specific CCC plan priority that you identified as an unmet need]

- Disseminating health promotion information to employees, dependents, and clients
- Participating and helping to shape coalition priorities and programs
- Lending business expertise for budgeting, communications, or graphic design
- Leveraging relationships with other leaders, policymakers, and organizations
- Providing in-kind contributions for events, mailings, event catering, event volunteer staff
- Awarding grants or donating financial resources to support coalition priorities.

You will be joining a group of knowledgeable cancer experts and community leaders who have the know-how to achieve change that has the potential to make a significant difference in the lives of people at risk for and living with cancer.

We would like the opportunity to meet with you to talk further about this invitation. We will contact you to assess your interest and hope to schedule a meeting. We have attached a fact sheet of information about our coalition. You can also find more information about [coalition], on our website [link].

Thank you for your consideration of this important issue and we look forward to discussing this opportunity further with you.

Sincerely,

[XXX]

Enclosure [CCC Coalition Highlights]

TEMPLATE: CCC COALITION HIGHLIGHTS

[INSERT COALITION LOGO]

CANCER CHALLENGE - [list 3-5 statistics comparing state/tribe/territory to national average – e.g. incidence, mortality, disparities]

- []
- []
- []

XXX COALITION - [briefly describe the coalition mission, definition of CCC, and coalition composition]

- [insert mission / vision statement]
- [include definition of CCC unless it is duplicative of mission statement] Comprehensive Cancer Control (CCC) is a collaborative process through which community pools resources to reduce the burden of cancer, resulting in reduced cancer risk, earlier detection of cancer, better treatment, and increased quality of life.
- [Briefly describe composition of coalition - # of members, leadership team, prominent organizational members](insert link to CCC plan online)

RECENT ACCOMPLISHMENTS - [In a phrase or sentence, describe 3-5 recent actions and/or longitudinal results – should be linked to CCC plan priorities.]

- []
- []
- []

20XX STRATEGIC PRIORITIES - [In a phrase or sentence, describe the top 3-5 priorities for the coming year]

- []
- []
- []

POWER OF COLLABORATION - [List examples of organizations that have made in-kind or financial contributions]

- []
- []
- []

BENEFITS OF INVOLVEMENT - [List a few benefits that are likely to resonate with target audience]

- Association with an important societal concern
- Contribution to improving the lives of people at risk for and living with cancer
- Recognition of the productivity and financial burdens of cancer to individual and businesses
- Strengthening of employee, client, and community image

OPPORTUNITIES FOR INVOLVEMENT – [List 3-5 ways target audience can get involved with coalition]

- Disseminate health promotion information to employees, dependents, and clients
- Participate and help to shape coalition priorities and programs as members and/or leaders
- Leverage relationships with other leaders, policymakers, and organizations
- Advocate for specific policy changes
- Provide in-kind expertise or resources for meetings, mailings, event catering, or event volunteer staff
- Award grants or donate financial support to support coalition priorities

FOR MORE INFORMATION

- [insert contact information for program director, chair, website]

SAMPLE TALKING POINTS FOR ENGAGING BUSINESS PARTNERS

What is the purpose and value of the Comprehensive Cancer Control?

- Health and cancer care is highly fragmented. Experts and services from research, prevention, treatment, survivorship, and advocacy are not optimally connected.
- Comprehensive cancer control coalitions are a coordinated vehicle for bringing together cancer experts and community leaders to reduce the risk of cancer, improve access and quality of treatment, and maximize quality of life.
- Today, all states and several tribe/tribal organizations, territories and Pacific Island Jurisdictions have developed comprehensive cancer control plans to address the needs of people at risk for and living with cancer.

Why should individuals and organizations engage in CCC efforts?

Toll of Cancer is significant

- Suffering and death
 - 1.5 million people will be newly diagnosed with cancer in 2010
 - An estimated 11.4 million Americans are currently living with cancer
 - 1,500 people die of cancer every day, accounting for nearly 1 of every 4 deaths
- Productivity
 - Lower productivity due to physical and emotional challenges of disease for patients and families
 - Work days lost due to illness, treatment, or care in support of family members
 - Loss of experienced employees and leaders due to illness and death
 - Prevention and early detection of cancer lead to positive productivity outcomes
- Financial impact
 - The estimated overall costs of cancer in 2010 were \$263.8 billion
 - Factoring in lost productivity due to illness (\$17.9 billion) and premature death (\$110.2 billion) and direct medical care costs (\$78.2 billion), the overall cost for cancer total \$206.3 billion
 - People with cancer represent 1% of the commercial insurance population, and generate around 10% of an employer's annual medical claims
 - Companies spend on average \$16,000 in direct annual medical costs for patients with cancer as compared to \$3,000 for those persons without cancer
 - Cancer is the leading cause of death for people ages 35 to 65, the largest segment of corporate employees

Association with an important societal concern and great potential for improvement

- Cancer touches nearly everyone – possibly you, your employees and their dependents, your clients, and your fellow citizens.
- One in two men and one in three women will face cancer in his/her lifetime. However, two-thirds of cancer deaths are preventable and two-thirds of adults survive cancer.
- While progress has been made in the fight against cancer, much more could be done to reduce suffering and death as well as economic burden and lost productivity from cancer.

Unique role of community leaders and organizations

- The health of a community is determined by more than the quality of its healthcare system and health professionals.
- Leaders and members of the community play a critical role in shaping our health through the places where we live, learn, work, play, and worship.

How can businesses, individuals, and organizations get involved in CCC efforts?

- Disseminate health promotion information with employees, dependents, and clients
- Participate and help to shape coalition priorities and programs as members and/or leaders
- Offer use of facilities for coalition meetings or health education events
- Lend expertise
 - Budgeting, contracting
 - Marketing, communications
 - Graphic design
 - Web development
- Leverage relationships with other business leaders, policymakers, and organizations
- Advocate for specific policy changes, such as
 - Increases in tobacco taxes to deter price-sensitive teen smokers from initiating smoking and creating funding stream for health/cancer programs
 - Insurance coverage and access to prevention and early detection services
- Provide in-kind contributions
 - Mailings
 - Event catering
 - Event volunteer staff
- Award grants or donate financial support to support coalition priorities

What can be accomplished through CCC coalitions? (Success Stories)

- Louisiana ranks number one in the nation for deaths from colorectal cancer, largely due to cancers not being found early and high numbers of uninsured and underinsured residents. The Louisiana Comprehensive Cancer Control Program worked with state partners to establish the Louisiana FIT Colon Program (FITCo), a 2-year colorectal cancer (CRC) screening pilot program to help understand how to build a sustainable program. Data for fiscal years 2008–2009 showed a high return rate (71%) of the take-home fecal immunochemical test (FIT), a simplified test for colorectal cancer that was chosen for the pilot program because it would be easier for the patient to complete. FITCo attributes the high return rate to the simplified screening test chosen for the program and the patient navigation provided to help patients understand how to complete and send in the test kit.
- The Michigan Cancer Consortium identified reduced youth smoking as one of ten priorities in their CCC plan in 1999– they set a goal of reducing the rate from 35% to 21% by 2010. By working with partners like the tobacco control program, they found they had largely met their goal early. In 2003, the youth smoking rate had dropped to 22.6%. This was done through collaborative efforts of the Consortium and their tobacco control partners, including increasing smoke-free regulations and ordinances and focusing on reducing sales of cigarettes to minors. Building on this progress and strong collaboration the Consortium has forged among tobacco control organizations they have revised their goals and set a new target of reducing the youth smoking rate from 22.6% to 16% by 2010.
- The Northern Plains Comprehensive Cancer Coalition, in partnership with the Native American Cancer Research program, developed a cultural competency program for the state health departments for Nebraska, Iowa, and North Dakota.
- The Delaware Cancer Consortium was instrumental in creating the Delaware Cancer Treatment Program which uses state funds to pay cancer treatment costs for those who are uninsured or not eligible for Medicaid. The Treatment Program provides two years of free, comprehensive care to any resident diagnosed after July 2004 who has no insurance and has an annual income of less than 6.5 times the FPL. Between July 2004 and February 2010 the Treatment Program paid for cancer treatment for over 650 cancer patients.
- The Alaska Native Tribal Health Consortium Comprehensive Cancer Program devel-

oped and implemented Camp Coho, a one-day camp to help Alaska Native children better understand and share their feelings of loss and grief. The Camp provides activities based on nationally accepted standards adapted to honor Alaska Native cultures and values. Pairing culture and values, standardized education programs, and innovative partnerships to develop programs like Camp Coho brings programs to children who do not have access to standard cancer support resources. Since the pilot of Camp Coho, an instructor “how-to” manual has been developed for use in other Alaska Native communities. The manual helps make the camp transportable. Other individuals and organizations can learn how to implement the Camp Coho model.

- The Arkansas Cancer Coalition provide transportation vouchers for uninsured/underinsured low income patients, mobile mammography services in rural areas, and a K-12th grade skin cancer education. They also helped to fund Arkansas’ Central Cancer Registry (a measure of vital cancer statistics).
- The Guam Comprehensive Cancer Control Program advocated for the passage of a 200% tax increase on tobacco products, trained nearly 200 professionals on Guam and neighboring islands in Brief Tobacco Intervention (BTI), and certified 21 professionals from Guam and neighboring islands as Tobacco Dependence Treatment Specialists.
- [insert others, including your own]

RESOURCES

- [Links to Online Resources](#)
- [CCC National Partnership Summary Document](#)
- [Call-to-Action Examples](#)
(from the Ohio and Tennessee Cancer Plans)

RESOURCES

ONLINE RESOURCES

[Links to Online Guides, Tools and Other Publications about Working with Businesses:](#)

CEO Roundtable on Cancer's CEO Cancer Gold Standard™ website and links to resources:

<http://www.cancergoldstandard.org>

CDC Workplace Health Promotion Website with links to various resources:

<http://www.cdc.gov/workplacehealthpromotion/index.htm>

Partnership for Prevention's Worksite Health Resources:

<http://www.prevent.org/Topics/Worksite-Health.aspx>

The following downloadable publications from PFP are featured on the site:

- *Healthy Workforce 2010 and Beyond*
- *Investing in a Tobacco Free Future*
- *Investing in Health*
- *Leading by Example*
- *Smoke Free Policies*
- *Why Invest*

The Art of Effective Business & Non-Profit Partnerships: Finding the Intersection of Business Need and Social Good:

<http://www.workingfamilyresourcecenter.org/wfrc/docs/Non-ProfitandBusinessPartnerships.pdf>

ACS Workplace Solutions

<http://www.acsworkplacesolutions.com>

Making the Business Case for Cancer Prevention and Early Detection

http://c-change.together.org/Websites/cchange/Images/Publications%20and%20Reports/Miliman_Report.pdf

[Links to Online Lists of Companies to Consider/Search:](#)

From Fortune Magazine, a list of companies that are leaders in creating good work environments for their employees:

http://money.cnn.com/magazines/fortune/bestcompanies/2011/full_list/

A list of organizations which are accredited as CEO Cancer Gold Standard™ employers:

<http://www.cancergoldstandard.org/Accreditation/Companies.aspx>

CCC National Partnership fact sheet
to share with businesses



Comprehensive Cancer Control National Partnership: Collaborating to Conquer Cancer

What CCC is

Comprehensive cancer control (CCC) is a collaborative process through which a community pools resources to reduce the burden of cancer, resulting in:

- Reduced cancer risk
- Earlier detection of cancer
- Better treatment
- Increased quality of life

The CCC National Partnership

- For the first time in history, the fifteen leading cancer organizations have joined together to facilitate CCC coalitions to develop and sustain implementation of CCC plans at the state, tribe, territory, U.S. Pacific Island Jurisdiction and local levels.
- CCC National Partners have leveraged resources and coordinated cancer expertise to collectively support CCC, as no one organization could do alone.
- The Partnership is an influential group of organizations that utilize their strengths among the cancer community to change the trajectory of the cancer burden in the US.

Major National Partnership Initiatives

- **CCC Learning and Networking Opportunities** – *In-person and online forums to learn, share and expand CCC efforts*
- **Technical Assistance Visits** – *Tailored on-site assistance for CCC coalitions*
- **Implementation of a Comprehensive Cancer Control Policy Agenda** – *Based on input from CCC coalitions, the Partnership is focusing on key issues for CCC coalitions and corresponding policy solutions*
- **Cancer Control P.L.A.N.E.T. (Plan, Link, Network with Evidence Based Tools)** (<http://cancercontrolplanet.cancer.gov>) – *An online data and planning tool*

CCC National Partners Link with CCC Coalitions Across the Nation

- CCC coalitions represent an engine of change in the US for cancer issues. The National Partnership has used their power to convene these state, tribe, territory, U.S. Pacific Island Jurisdiction, and local leaders and is committed to continue to work with CCC coalitions across the nation to effectively address cancer issues. Currently across the nation and in the US territories and Pacific Island Jurisdictions thousands of organizations and individuals are involved in CCC coalitions.
- Through feedback and communication, CCC coalition priorities are aligned with national priorities.
- As CCC coalitions implement CCC plan strategies, they affect change such as:
 - Increased cancer screening rates
 - Increased access to treatment
 - Enhanced collaboration among cancer organizations

Moving Forward

- To continue the CCC movement, the CCC National Partnership has established the following 2008 – 2013 strategic goals:
 1. Provide technical assistance and training to CCC coalitions on implementing their CCC plan priority strategies
 2. Increase resources for implementation of CCC plans
 3. Communicate with CCC coalitions about national CCC initiatives
 4. Facilitate the exchange of information between CCC coalitions
 5. Summarize and report on progress made through the CCC movement
 6. Sustain the CCC National Partnership as a model for collaboration

American Cancer Society

American Cancer Society Cancer Action Network

American College of Surgeons Commission on Cancer

Association of State and Territorial Health Officials

C-Change

Centers for Disease Control and Prevention

Health Resources Services Administration

Intercultural Cancer Council

LIVESTRONG

Leukemia and Lymphoma Society

National Association of Chronic Disease Directors

National Association of County and City Health Officials

North American Association of Central Cancer Registries

National Cancer Institute

Susan G. Komen for the Cure

Examples of Tennessee and Ohio CCC plans about how partners can be involved

T E N N E S S E E C A N C E R P L A N 2 0 0 9 - 2 0 1 2

WHAT CAN YOU DO?

The Tennessee Cancer Plan: 2009-2012, lays out 16 broad goals that will make significant progress in reducing the burden of cancer among all Tennesseans. To accomplish these goals, everyone needs to be involved in the effort. The Tennessee Cancer Coalition and their constituent groups will work to achieve these goals, and there are things that each of us can begin to do right now to help work toward the mission of making cancer history for all Tennesseans.

Below are a few examples of what you can do to help work toward the goals presented here. Use these examples, and think of other actions you can take to reduce the burden of cancer throughout Tennessee. Fill in the blank spaces with your own ideas. Share your ideas by sending them to Tennessee Office of Cancer Surveillance, 425 5th Ave. North, 6th Floor, Nashville, TN 37243 Attention: Trudy Stein-Hart.

If you are a hospital

- Ensure that your cancer cases are reported in a timely way.
- Provide meeting space for cancer support groups.
- Collaborate to sponsor community screening programs.
- Acquire or maintain American College of Surgeons membership.

OR _____

If you are a local health department

- Provide cancer awareness information to citizens.
- Collaborate in community walking campaigns.
- Work with physicians to promote screening programs and case reporting.
- Provide space for survivor support groups.

OR _____

If you are a community-based organization

- Provide cancer awareness information to constituents.
- Promote cancer screening among clients.
- Encourage participation in clinical trials.
- Collaborate to provide community prevention programs.

OR _____

If you are a professional organization

- Provide cancer awareness information to constituents.
- Promote cancer screening among clients.
- Encourage participation in clinical trials.
- Collaborate to provide community prevention programs.

OR _____

If you are an employer

- Provide healthy foods in vending machines and cafeterias.
- Encourage employees to increase physical activity.
- Collaborate with hospitals to host screening events.

OR _____

WHAT CAN YOU DO?

If you are a school/university

- Include cancer prevention messages in health classes.
- Provide healthy foods in vending machines and cafeterias.
- Increase physical education requirements.
- Make your entire campus a smoke-free environment.

OR _____

If you are a faith-based organization

- Provide cancer prevention information to members.
- Learn how to provide healthy potlucks and meeting meals.
- Open your building for walking clubs in cold weather.
- Encourage members to get cancer screening tests on time.

OR _____

If you are a physician

- Make sure patients get appropriate cancer screening tests.
- Refer patients to smoking cessation classes and nutrition programs.
- Be sure your cancer cases are reported in a timely fashion.
- Find out how to enroll patients in clinical trials.
- Make earlier referrals to hospice for end-of-life care.

OR _____

If you are a legislator

- Appropriate funding for comprehensive cancer control.
- Raise constituents' awareness about cancer prevention and control programs in your district or help establish new programs where needed.
- Sponsor or support legislation that promotes cancer prevention and control.
- Ensure that all Tennesseans have access to health care and to cancer early detection screening services.
- Ensure that tobacco settlement funds are used for tobacco and cancer control purposes.

OR _____

If you are a Tennessean

- Stop smoking or never start.
- Eat more fruits and vegetables and maintain a healthy weight.
- Increase your daily physical activity.
- Know when to be screened and do it on schedule.
- Support smoke-free environment legislation.
- If diagnosed, consider enrolling in a clinical trial.
- Show your support and care for those who are diagnosed.
- Volunteer with your hospital, health department, faith community, or local American Cancer Society.

OR _____



Collaborating to Conquer Cancer

1776 Eye Street, NW, 9th Floor, Washington, DC 20006

PHONE: 202-756-1600 FAX: 202-756-1512

www.c-changetogether.org