C-Change Cancer Career Promotion Grants
Grant Criteria & Application

Executive Summary

As part of a National Strategy to Strengthen the Cancer Workforce, C-Change aims to increase the quantity of cancer care professionals by encouraging stakeholders to recruit, retain, and support re-entry of individuals in these careers. Starting as early as grade school, cancer professions need to be aggressively promoted as rewarding, stable, important, and attractive career choices.

The C-Change Cancer Career Promotion Grants will be awarded to organizations to help develop new, unique programs that aim to draw individuals into careers in cancer. Programs may focus on areas such as: oncology specialization among any/all disciplines, engagement of underrepresented students, patient navigation, cancer prevention, cancer surveillance, palliative care, and end of life care. Funding is not intended to sustain existing programs. Based on the tools and findings from these grant-funded sites, C-Change will work with grantees to disseminate tools, findings, and best practices to inspire broader career promotion efforts. Grant applications are invited from academic, health care, and professional institutions, comprehensive cancer control coalitions, community organizations, trade organizations, and other associations interested in promoting careers in cancer. Program grants will be awarded up to $25,000 per site including all fees and expenses.

Background

C-Change

C-Change is the only organization that assembles the nation’s cancer leaders from the private, public, and not-for-profit sectors and from across the cancer continuum—prevention, early detection, treatment, to palliative care and survivorship. The mission of C-Change is to eliminate cancer at the earliest time possible by leveraging the expertise and resources of its members. The cancer workforce shortage is one challenge that C-Change’s members identified as an important priority for collaborative action. For more information about C-Change visit www.c-changetogether.org.

C-Change has made many contributions to increase and strengthen the cancer care workforce through programs such as the Careers in Cancer Care initiative, Internship Program, and most recently through the Cancer Core Competency Initiative. See Transforming the Health System for more detailed information, final reports, and related tools and resources.

Rationale for the Cancer Career Promotion Grants

The demand for cancer services is projected to exceed the supply of cancer professionals threatening access to care for people at risk for and living with cancer. Increasing the quantity of cancer care
professionals through increased recruitment, retention efforts, and supporting re-entry of cancer professionals will help to expand the capacity of the workforce.

Definition of the Cancer Workforce

Broader than just oncologists and related specialists, the cancer workforce includes an extensive team of health professionals, reflecting the complexity of the disease and the life-long duration of treatment and surveillance that can last from weeks to decades. This team includes many professional disciplines (e.g. physicians, nurses, social workers, pharmacists, researchers, public health workers, cancer registrars) who are oncology specialists, and primary care providers. The team also includes non-traditional caregivers (e.g. lay patient navigators, family caregivers, volunteers). Together, they all play a role in cancer through research, prevention, early detection, treatment, survivorship, surveillance, and end of life care.

Cancer Workforce Shortages

Because the cancer workforce is broader than a single discipline or specialty, no single statistic defines the challenge – a gap in the supply of professionals to meet the demand for care. However, viewed in aggregate, the statistics below illustrate a significant and worsening challenge driven by an aging population and increased access to care.

- The current physician shortage is approximately 8% and is projected to be greater than 20% in 2025
- The supply of oncologists is predicted to increase by only 14% by 2020, creating a shortage of 2,500 to 4,080 oncologists
- More than 20% of the US population lives in areas deemed by the federal government as health professional shortage areas without access to adequate medical care
- 1/3 of critical access hospitals lack a surgeon living in the county
- Currently, the U.S. has approximately 4,400 hospice and palliative medicine physicians, but 6,000 to 18,000 are needed to meet the gap between supply and demand
- By 2020, the shortage of registered nurses will be greater than 1 million
- Only 33,000 of 120,000 registered nurses who specialize in oncology are certified
- The social work labor force is older than most professions, with nearly 30% of licensed social workers over the age of 55
- Eighty-five percent of all healthcare practice social workers work in metropolitan areas, while only two percent practice in rural areas
- 250,000 more public health workers will be needed by 2020
- By 2015, 81,000 additional clinical laboratory technologists will be needed to replace retiring staff and another 68,000 to fill newly created positions
- While 25% of the U.S. population is comprised of African Americans, Hispanics, and Native Americans, medical training programs are comprised of fewer than 7% of underrepresented minorities, and only 16.8% of registered nurses identify as Non-White or Hispanic

Impact of Cancer Workforce Shortages

With existing and projected shortages, the current and worsening impact to individuals at risk for and living with cancer is significant:

- Delays in diagnosis, possibly at later stages of disease
- Longer wait times to be seen by a professional
- Delays in treatment
- Care provided by less experienced or expert professionals
- Fragmentation of services
- Less frequent interaction of clinical and supportive services
- Delays in the evaluation and management of symptoms
- Worsening health disparities
- Decreased clinical trial enrollment

**Background for the Cancer Career Promotion Grants**

Opportunities to expand and grow the cancer workforce “pipeline” are endless. The recruitment, education, training, and retention of professionals across various disciplines along the continuum of care is crucial. We believe that cancer professions need to be aggressively promoted from elementary school and beyond as rewarding, stable, and important careers, and students and professionals need to be retained by supporting their success and satisfaction.

To help expand the quantity of the cancer care workforce, C-Change will award Career Promotion Grants to organizations (not individuals) to promote careers in cancer for all levels of learners. Grantees will be funded to develop new, unique programs that are suitable to their organization, environment, specialty, or population to draw individuals into careers in cancer. Funding is not intended to sustain existing programs. Programs may focus on, but are not limited to, areas such as: oncology specialization among any/all disciplines, engagement of underrepresented students, patient navigation, cancer prevention, cancer surveillance, palliative care, and end of life and hospice care.

Innovative and creative programs are encouraged. Sample programs would: promote oncology specialization among physicians, social workers, or nurses; engage underrepresented students in cancer careers through mentoring programs; engage survivors and family members of survivors in cancer careers; or attract young people to careers in cancer by hosting a health career summer camp at a hospital, research institute, or community health center. C-Change encourages the use of breakthrough technologies and innovative methods that increase exposure to and expand the capacity of the workforce. More examples to promote careers in cancer can be found in [C-Change’s National Strategy to Strengthen the Cancer Workforce](#).

**Objectives of the Cancer Career Promotion Grant Program**

Objectives of the Cancer Career Promotion Grant Program include:

- Increase awareness of cancer careers (Awareness)
- Increase number of individuals pursuing cancer careers (Choice)
- Increase number of individuals functioning in cancer careers (Realization)
- Develop creative programs that can be replicated and/or adapted for different audiences (Reproducibility)
- Develop sustainable programs that have a lasting impact (Sustainability)
- Measure the impact of the cancer career promotion program (Impact)
- Disseminate the results including tools and lessons learned
- Contribute to the online public repository of cancer career promotion programs ideas and resources
Cancer Career Promotion Grant Program Site Expectations

Selected grant sites will be expected to:

- Form a planning committee with the expertise to support program development, implementation, and evaluation
- Identify a target population
- Complete a needs assessment with the target population
- Identify and engage key stakeholders and partners as needed
- Implement program plan with the target population
- Evaluate program impact on Awareness, Choice, and/or Realization of cancer career
- Record and share all project data, methods, teaching and communication tools
- Work in collaboration with C-Change staff in preparation, implementation, and dissemination phases
- Submit findings to national publications and/or at conferences
- Assure a minimum level of participant accrual based upon target population and program plans
- Fulfill the Institutional Review Board (IRB) requirements of participating institution
- Participate in conference calls with C-Change and other grant sites as needed (approximately once per quarter)
- Serve as a program reference for other implementation sites
- Host a brief site visit during the course of the grant period

Grant Project Timeline

All grant applicants and awardees must adhere to the following schedule:

- **February 9, 2012**  C-Change releases grant application
- **March 23, 2012**  Applicants submit grant proposals
- **April 16, 2012**  C-Change notifies applicants of grant award

While all grant applications will be submitted and reviewed at the same time, grant awards and subsequent steps might have staggered timelines depending upon the volume of applications and availability of grant funding.

- **Month 3**  Grant recipients complete planning phase
- **Month 9**  Grant recipients complete project implementation and submit grant report (C-Change to provide report outline)
- **Month 12**  Grant recipients finalize report and share all materials
- **Month 12**  Grant submit article for publication and/or conference presentation

Grant Funding

Program grants will be awarded up to $25,000 per site including all fees and expenses. Grant disbursements will be made as program-specific milestones are achieved, including a final payment once all Site Expectations are met. Payment of grant monies will be tied to achievement of program development
milestones, fulfillment of all site expectations, and successful participant accrual. Following submission and acceptance of a project budget, sites will not be expected to submit any additional financial reports.

**Grant Proposal Content Requirements**

Proposals for Cancer Career Promotion Grant Program should include:

I. Explanation of the state of the cancer workforce in the applicants area/field/discipline
II. Definition of the target population
III. Description of program intervention
IV. Program evaluation method
V. Proposed use of grant funds
VI. Description of host and/or partnering organizations
VII. CVs/resumes for all program staff

Grant proposals should not exceed 10 pages, double spaced, 12 point font (excluding CVs/resumes).

**Resources for Developing Proposal Submissions**

- [C-Change’s National Strategy to Strengthen the Cancer Workforce](#)
- [Ensuring Quality Cancer Care Through the Oncology Workforce: Sustaining Care in the 21st Century: Workshop Summary](#)
- [Ensuring Quality Cancer Care Through the Oncology Workforce](#)

**Grant Proposal Submission Process**

Please direct questions and applications to Kristen Cox. Responses to the request for proposal should be brief and are due in paper and electronic format by March 23, 2012 to:

Kristen Cox, MS  
Manager, Strategic Initiatives  
C-Change  
1776 Eye St, NW, Suite 900  
Washington, DC 20006  
kcox@c-changetogether.org  
202-756-1345

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Association of American Medical Colleges: Forecasting the supply of and demand for Oncologists: A report to the American Society of Clinical Oncology from the AAMC Center for Workforce Studies. [http://www.asco.org/ASCO/Downloads/Cancer%20Research/Oncology%20Workforce%20Report%20FINAL.pdf]

“Shortage Designation: HPSAs, MUPs,” available at [http://bhpr.hrsa.gov/shortage/]

Sheldon, GF. The surgeon shortage: Constructive participation during health reform. American College of Surgeons, 2010


December 5, 2011 personal communication with Mary Wozny (Oncology Nurse Certification Corporation, Director of Operations)


Hilborne L: The other big workforce shortage: As laboratory technology wanes as a career choice, a staffing crisis grows. Modern Healthcare 38:23, 2008

Derksen, D., & Whelan, E. Closing the health care workforce gap, reforming federal health care workforce policies to meet the needs of the 21st century. Center for American Progress, 2009.

Health Resources and Services Administration. 2010. The registered nurse population: Findings from the 2008 National Sample Survey of Registered Nurses. HRSA.