Welcome & Overview

Alison P. Smith, BA, BSN, RN
Vice-President, Strategic Initiatives
C-Change
Strategic Initiatives

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2011 Strategic Initiatives

1. Increasing Privacy Protection and Reducing Research Impediments (HIPAA)
2. Promoting a National Shift to Cancer Risk Reduction (Prevention & Early Detection)
3. Implementing a National Cancer Health Disparities Strategy (Disparities)
4. Sustaining a Strong National Cancer Workforce (Workforce)
5. Assuring Value in Cancer Care (Value)
6. Comprehensive Cancer Control (CCC)
Engaging Businesses in CCC Coalitions: 
The Value Proposition for CCC

Leslie Given, MPA
Strategic Health Concepts
The Value Proposition for CCC

- Aim to strengthen coalitions
- Recognize the unique expertise and resources of businesses
- Engage untapped potential
Purpose of Toolkit

• 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
Resources in Toolkit

• Steps to Building Successful Partnerships
• Templates/Tools:
  – Engagement letter
  – Coalition highlights
  – Talking points
• Resources:
  – Literature on business partnerships
  – References to workplace thought leaders
  – Lists of potential partners
  – Sample call-to-action documents
Coming Soon!

Web-based toolkit
- Downloadable templates
- Additional resources
- Library of your success stories

Future communication
- Request for feedback on toolkit - Nov 2011
- Evaluation of impact – quarterly in 2012
Comprehensive Cancer Control Awards

Tasha Tilghman-Bryant, MPA
Strategic Initiatives Manager
C-Change
CCC Awards

1. CCC Coalition Impact
   • State
   • Tribe/Tribal Organization
   • Pacific Island Jurisdiction

2. CCC Champion

3. Exemplary CCC Leadership by an Elected Official
Nomination Process

Nominated by:
- CCC Coalition Chair
- CCC Program Director
- CCC Coalition Member
- C-Change member represented organization
- CCC National Partnership Organization

On-line nomination form due by
Friday, August 26, 2011
The Societal & Economic Impact of Cancer Health Disparities

Armin Weinberg, PhD
Co-Chair, C-Change Disparities Advisory Committee
Case Statement Highlights

• The annual costs of racial/ethnic disparities are almost $197 billion:
  – $193 billion for premature death
  – $2.3 billion for direct medical costs
  – $471.5 million for lost productivity

• Because whites have higher cancer incidence and mortality rates than Asians and Hispanics, they bear 80% of the costs of cancer disparities. African Americans bear 17% of the costs of cancer disparities.

• The costs of socioeconomic cancer disparities are almost $37 billion.
Next Steps

• Increase consciousness of the general public and policymakers
  – Develop messages from case statement and other resources

• Engage opinion leaders and cancer community in using messages

• Consider geographically-focused demonstration of multi-sector interventions
The Value of Collaboration: CCC Programs & Coalitions

Pamela Protzel Berman, MPH
Centers for Disease Control and Prevention

Tom Kean, MPH
C-Change
Role of CCC Coalitions in Health Reform: Advocacy & Action

Kelley Daniel, PhD
Senior Specialist
American Cancer Society Cancer Action Network
Role of CCC Coalitions in Health Reform: Advocacy and Action

August 25, 2011

Kelley Daniel, PhD, Senior Representative
State and Local Campaigns (202-560-9884)
Today’s Objectives

- Importance of policy work
- Managing Opportunities
- Coalition work in general
- Coalition activities
- Coalition dynamics
- Take action
Why Policy?

Many People Benefit:
- Passage of law or ordinance impacts a whole group of people all at once
- If we aren’t “in the game” others will be
- Government controls allocation of huge amount of resources
- Government sets societal priorities through budgeting and regulatory policies

It Often Benefits Those Who Can’t Work for It Themselves:
- Many of those who we want to help simply cannot advocate for themselves for any number of reasons
  - Lack of time
  - Lack of personal efficacy

Ancillary Benefits (Empowers advocates, media awareness, builds coalition visibility and expertise)
Lobbying

- **Direct lobbying:** Any attempt to influence any legislation through communication with:
  - Any member or employee of a legislative body
  - Any Governmental official or employee who may participate in the formulation of the legislation, only if the principal purpose is to influence legislation
- A communication with a legislator or governmental official is considered lobbying if and only if:
  - Refers to specific legislation and
  - Reflects a view on such legislation
- **Grassroots Lobbying:** Refers to the many types of indirect attempts to communicate with and influence legislators, such as communication aimed at legislators' constituents

Not Lobbying

- Meeting with a legislator to discuss social problem, without mentioning a specific proposal
- Providing a legislator with educational materials about a specific piece of legislation, without calling for specific action on the legislation
- Responding to a request from a legislative committee for information about a specific piece of legislation
- Tracking activities of legislators, including votes, positions taken, contributions accepted, etc.
- Talking to the media
- Advocating for better enforcement of existing laws
- Conducting public education campaigns
- Producing and disseminating research reports or studies that provide nonpartisan analysis on policy issues, including specific legislative issues
- Advocating the enactment and enforcement of private or voluntary policies, (e.g. alcohol purchase restrictions in stadiums)
- A newsletter to your own members providing info about a specific piece of legislation, but NOT a specific call to action (e.g. a request to call or write to legislators)

Managing Opportunities

• Education
• Legislation
• Direct Involvement
  – Testimony
  – Communication with officials
• Realign CCC plan priorities
Power

• The ability to get someone to do something they otherwise would not do

• Why is power important?
• How do we know we have “power”?
• What are some sources of power?
• How can we expand our “power”?
Working in Coalition: Pros, Cons

• What is a coalition?
  – Role for individuals and organizations?

• Why build a coalition?
  – Positives?
  – Negatives?
Coalition Activities: Planning

- **Recognize it** – See that a problem exists
- **Analyze it** – Begin to understand the problem, how to fix it, make it an issue
- **Legitimize it** – Get others to understand it, educate and build momentum to fix it
- **Prioritize it** – Get it on the agenda of decision makers
- **Humanize it** – How we sell our solution to decision makers
Coalition Planning Activities: Prioritizing

- Problems
- Issues: Recognizing Solutions
- Prioritizing Among Solutions
Will the issue:

• Result in real improvement in people’s lives?
• Give people a sense of their own power?
• Be worthwhile?
• Be winnable?
• Be widely felt?
• Be deeply felt?
Planning and Prioritizing Issues: Midwest Academy concepts (cont)

Will the issue:
• Be easy to understand?
• Have a clear target?
• Have a clear, workable timeframe?
• Be non-divisive for the coalition?
• Build leadership for the coalition and member organizations?
• Prepare coalition for next campaign?
• Be Consistent with your values and vision?
Coalition Planning Activities: Understand the Context

- Analyze the situation
  - What are your policy priorities?
  - Should you Legislate or Educate?
- Analyzing factors and variables for each potential issue area of work:
  - Economic conditions?
  - Governmental context (Executive, Legislative support)
    - Champions?
  - Competing priorities?
  - Do you have any momentum from previous campaigns?
Coalition Dynamics: Structure Matters

The Nuts and Bolts of Coalition Operation in any Legislative Effort

- Group dynamics
- Tactics
- Decision-making
- Remember that contributions vary by group
- Stable and senior representation
- Distribute credit fairly
- Coalition staff should be neutral
Coalition Dynamics: Building the Coalition as an Organization

- New coalition partners?
- $ / in-kind for organization and priorities
- **ROLES**
- Benefits for other efforts
  - Build Expertise; become “go-to” group on the issue
  - Build Media Relationships
  - Build and Leverage Additional Legislative and Executive Branch Relationships
Coalition Activities: Formulating the Campaign Plan

• Midwest Academy Strategy Chart
• Set goals (long, medium, short-term)
• How to build the organization(s)?
  – What resources are available?
    • $, staff time, grassroots capacity, etc
  – How will organizations expand capacity?
• Know your allies and opponents
• Who can give you what you want?
  – Targets? (Always a person)
• Implement the plan -- Tactics
Coalition Activities: Education

• Know your important audience(s)
• EDUCATE them appropriately
  – Coalition Partners
  – Public
  – Media
  – Legislators
    • Rank and file
    • Committee chairs
    • Leadership
  – Executive branch
    • Governor
    • Executive branch staff
Coalition Activities: Actually Moving the Issue

- Consider Power of Coalition and Utilize the Coalition Appropriately
  - What resources do various members bring?
  - What needs do various members have?
  - What roles can members best play?
- Grassroots Tactics?
- Media Tactics?
- Other Tactics? (Remember “Comfort Level” of partners)
Coalition Activities: Campaign Follow-up

- Consider Power
- Be Realistic about building Power
  - Time consuming process
  - Requires planning
  - Note that opponents have power as well
  - Be prepared to be flexible
- “Long Haul” view may be necessary (particularly for bigger goals)
- A series of small victories will encourage supporters to carry on and build organizational capacity
Coalition Activities: Campaign Follow-up and Vigilance

• Celebrate your victory / goal being achieved

• Policy rarely implements itself
  – Follow up on enforcement issues or implementation processes

• Keep your ear to the ground for threats from the other side
  – Policy work involves an ongoing series of battles, one victory does not end the war

• Look to the next issue
Action and the Nitty Gritty: Hard Work that must be Done

- Prioritization
- Contextual Analysis
- Strategy Chart
- Coalition Building / Maintenance
Policy Work: ACS CAN Resources

- ACS CAN State and Local Campaigns Team
  - Carter Steger (Team lead)
  - Katie Ryan (Special projects, HDYMU)
  - Kelley Daniel (Tobacco taxes, Program funding, Comp Cancer)
  - Cathy Callaway (Smoke free, Nutrition and Obesity)
  - David Woodmansee (Health Care Reform, Colorectal Cancer)
  - Citseko Staples (Medicaid, NBCCEDP, prevention generally)

- Campaign Assistance Available
  - Policy positions
  - Model legislation available in some issue areas
  - Issue fact sheets
  - Talking points for testimony, LTEs, etc
  - Ads developed for some issue areas
  - Training of volunteers/coalitions in Midwest Academy process available in some cases
Policy Work: National Partners

National Partners and Policy Support:

- ACS CAN
- C – Change
- Susan G. Komen for the Cure
- Livestrong
- American College of Surgeons Commission on Cancer
- Intercultural Cancer Council
- Leukemia and Lymphoma Society
Act Now – Many are Depending on Us

- Diagnosed in US in 2011 -- 1,596,670
- Anticipated Deaths in US in 2011 -- 571,950
- Bottom line -- More than 1500 deaths per day

- With careful planning, adequate education and well designed advocacy activities our coalitions have made and will continue to make significant progress
Thank You!
Panel Discussion: Taking Action

Moderator:
Alison P. Smith, BA, BSN, RN

Panelists:
The Honorable Rosalyn H. Baker
Judy Stewart, BA
Kelley Daniel, PhD
Affordable Care Act Hawai`i style

Senator Roz Baker
Past Chair
Hawaii Comprehensive Cancer Control Coalition

tenbaker@capitol.hawaii.gov
Hawaii’s Healthcare Policy Framework and HCCCC

• **Policy Framework**
  • 1974 Prepaid Health Care Act sets minimum benefit standards for workers; establishes employer mandate to provide health insurance
  • 2010 passed mandate coverage for colonoscopy; other screening tools for early detection already in law
  • 2011 Act 205 establishes the Hawaii Health Connector

• **Coalition’s operational policies**
  • Cancer control plan frames our strategies
  • Inform members of legislation on policy initiatives that have an impact on our state cancer plan to take action
  • Be actively engaged; be a resource to policy makers/regulators

• **Educate ourselves so we can educate others**
Hawaii’s Health Connector – Health Ins. Exchange

• **Coalition Engagement**
  • Participate in Health Insurance Exchange working groups
  • Volunteer to be appointed to the Exchange board
  • Network with Exchange board; attend meetings and get to know the exchange board members
  • Participate in meetings – share information

• **Find a champion at the Legislature and in the Executive branch**
  • Be their go-to resource on cancer policy

• **Inform coalition networks of ACA (and Prepaid Health) provisions**
  • So patients and survivors know their rights of coverage for cancer care

• **Update patient navigators’ training with latest information on ACA cancer care provisions**
Our Challenge

- Blend the provisions of Hawaii’s Prepaid Health Care law with Affordable Care provisions
- Be vigilant on cancer care provisions
- Continue conversion from a treatment model to a wellness model
- Engage all members of HCCCC

Wish us Luck!

MAHALO!
Michigan Cancer Consortium

American Cancer Society

Michigan Consumers for Healthcare Advancement

Working Together To Make Affordable, Quality Healthcare a Reality for All in Michigan
Judy Stewart

- Director, State Government Relations, American Cancer Society, Great Lakes Division
- Chair, Michigan Cancer Consortium Advocacy Committee
- Leadership Team member, Michigan Consumers for Healthcare
- Participant, Michigan Exchange Planning Workgroup
Education preparing for Action

- Advocacy Committee
- Board Meetings
- Website
- Calendar of Events
- Enewsletter
- email
Expert Presenters

- American Cancer Society
- American Cancer Society Cancer Action Network
- Michigan Consumers for Healthcare
- Public Sector Consultants
Overview of Working Sessions

See reverse side of name badge for DAY 1 group

- Group A - Great Lakes Room 4
- Group B - Great Lakes Rooms 2-3
- Group C - Great Lakes Room 1
- Group D - Salons G-H

- 10:20 am – 11:30 am – Working Session
- 11:45 am – 12:00 pm – Closing Remarks
Closing Remarks

Tom Kean, MPH
Executive Director
C-Change
Final Logistics

- Please leave evaluations on your table – or – give to the C-Change staff at the workshop registration desk
- Luggage – pick up from ‘Salon E’
- Shuttle pick up times are located on the back of your name badge.

Thank You!
Safe Travels!