

Founded in 1998, C-Change is comprised of the nation's key cancer leaders from the three sectors – private, public, and not-for-profit – and from across the cancer continuum – prevention, early detection, treatment and quality of life. C-Change focuses on:

- Changing the most persistent and intransigent problems facing the cancer community
- Defining unique roles for C-Change in the most important issues of our time
- Catalyzing action in the best interest of cancer patients, survivors and those at risk of cancer



RESEARCH

Accelerate Cancer Research

Goal: Reduce research impediments through advocacy and education efforts while continuing to protect privacy

RISK REDUCTION

Promoting a National Shift to Cancer Risk Reduction (Prevention and Early Detection)

Goal: Cut cancer cases in half through eliminating preventable cancers by 1) building and implementing a bold, powerful, sustained, and consistent education and advocacy campaign to reach the public and policy makers for the purpose of driving science based changes that will reduce the risk of cancer in the Nation and 2) engaging the Nation's public opinion leaders to support and advocate for policies and programs leading to major national improvements in reducing the risk of cancer in the Nation.

ASSURING QUALITY CANCER CARE

Implementing a National Cancer Health Disparities Strategy

Goal: Coordinate a collaborative strategy to eliminate cancer health disparities by 1) promoting the adoption of messages that describe the societal and economic cost of cancer health disparities that resonate with the public and policymakers to stimulate action and 2) intervening in communities experiencing a significant cancer burden using a multi-sector, multi-organization approach.

Sustaining a Strong National Cancer Workforce

Goal: Pursue a coordinated national strategy for ensuring the capacity and skills of the cancer workforce and Careforce.

Assuring Value in Cancer Care

Goal: Improve the quality of life of cancer patients through fully informed, patient/family decisions resulting in significantly increased use of palliative care services and increased length of stay in which patients are enrolled in hospice care.

COMPREHENSIVE CANCER CONTROL (CCC)

Supporting State, Tribe, and Territory Comprehensive Cancer Control Efforts

Goals: 1) Actively engage coalitions in the local implementation of C-Change strategies, 2) Facilitate the engagement of C-Change members in CCC Coalitions, and 3) Support the collaborative efforts of the CCC National Partners in providing training and technical assistance to coalitions.