

CALL TO ACTION

Promoting the Development of Cancer Patient Navigation Programs

Description

Promoting the development of cancer patient navigation programs in communities across the country is a strategic priority of C-Change. To aid in this promotion effort, C-Change's Access to Quality Care Team and a special advisory committee spearheaded the development of the *Cancer Patient Navigation Promotional Toolkit*, in conjunction with the National Association of Social Workers (NASW). The *Toolkit* is designed to create a dialogue in communities across the country about the importance of providing cancer patient navigation services to help assure timely access to quality medical and psychosocial care.

The *Toolkit* does not detail "how to" create a program. Rather, it is a marketing tool for promoting the concept and development of community based patient navigation programs. It is targeted to national and state stakeholder organizations and their respective member organizations. Other toolkits address the details of the creating a navigation program. The *Toolkit* includes a 28 minute promotional video, a 7 minute trigger video, and additional materials that demonstrate the importance of community based patient navigation programs. C-Change members can access the toolkit through our website at www.c-changetogether.org or by calling 202-756-1343.

Call to Action Goals

- Educate providers and advocates within the cancer community about the importance of Cancer Patient Navigation programs.
- Increase the number of community based Cancer Patient Navigation programs throughout the nation.

Suggestions for Action

1. Provide the name of a person within your organization that can help C-Change promote the development of community based cancer patient navigation programs;
2. Provide access to one of your organization's meetings for a C-Change representative to make a presentation on this important topic;
3. Provide a link from your web site to C-Change's website at www.c-changetogether.org , to access the Cancer Patient Navigation Toolkit. The *Toolkit* information housed on the C-Change site will prove valuable information to help your organization facilitate the development of cancer patient navigation programs.

A "Call to Action" interest form is included in your program book. Please note your interest in the various options for this "Call to Action".



Cancer Patient Navigation Promotional Toolkit Call to Action

Please help C-Change promote Cancer Patient Navigation and become an important part of this Call to Action. Please indicate your interest in one or more areas of action. C-Change will follow up with you to ensure your support.

Call to Action Options	I agree to take this action	Contact Person in my organization (name, email, phone)	Additional Information that you are able to provide about action item
Provide a point person at your organization to help promote the development of community based patient navigation			
Provide access for C-Change to present to key health and cancer stakeholder meetings			
Create a link on your Web site to CPN information			
Other suggestions			

Name _____
 Email _____
 Signature _____

Organization _____
 Phone _____
 Date _____