

NYS Cancer Consortium Chronicle

New York State Cancer Consortium

Special Edition

Inside this issue:

WNY Skis Its Way to Success!	2
NYS CC Member Satisfaction Survey June 2008	2
Upcoming Events	3
Goodbye from Kristen Admiraal	3

Year End Website Update!

June 20th marked the one year anniversary of the NYSCC website launch. So how are we doing? Are we reaching the audience that we want? Are we providing useful information and data to our constituents? Here is a snapshot of our efforts.

- There have been 3,402 visitors with 8,583 visits!
- Over 92,000 pages have been viewed with an average of 250 pages per day!
- We have had international visitors from Sweden, Japan, Germany, and Western Europe (countries un-

specified)!

- There have been over 120,000 hits for our site from search engines.
- 42 states other than NY have visited the site, with top visitor numbers from California, Virginia, Washington, Georgia, and Texas. We have also had over 500 visits from residents of Washington, D.C.
- Almost 3,000 files have been downloaded from the site while over 90,000 files have been accessed!

A new websurvey will be placed on the homepage of the website to query visitors on content and usability. We will also be able to determine what field each of these visitors come from, whether it be students, public health officials, MDs, etc. This should allow for better customization of the site.

Remember, this website was created for the Consortium. If your organization has news or pending events, please inform us and we will be more than happy to include your information on the site!

Meet Your Steering Committee

Craig M. Burridge, MS, CAE

Craig M. Burridge has been the Executive Director of the Pharmacists Society of the State of NY since 1993. He is a graduate with a Bachelor of Science Degree in Political Science from the State University of New York at Buffalo. Craig attended the London School of Economics and Political Science on scholarship and has his Master of Science in Public Service Degree from Russell Sage College. Craig has earned his Certified Association Executive designation in 1998 from the American Society of Association Executives and was re-certified in 2001, 2004 & 2007. From 1983-87, Craig worked as a Senior Legislative Analyst for the New York State Senate Minority Leader's Office. From 1987-93, he

was the Executive Director of the NYS Association of Renewal & Housing Officials, Inc. Craig recently served as President of the National Alliance of State Pharmacy Associations.

Anita Redrick McFarlane, MPH

Partnership Program Manager Cancer Information Service of NY Memorial Sloan-Kettering Cancer Center

Anita Redrick McFarlane joined the staff of Memorial Sloan-Kettering Cancer Center's Cancer Information Service in January 1989. She came to Memorial Sloan-Kettering Cancer Center (MSKCC) from New York University Medical Center where she worked as a senior project

coordinator on various cancer research grants including those focused on breast and colon cancers.

As the Partnership Program Manager for the National Cancer Institute's Cancer Information Service, Ms. Redrick McFarlane has the primary responsibility for designing, implementing, and evaluating cancer control and education programs with an emphasis on working with medically underserved populations. To that end, she works with state local and regional and community-based agencies to assist in program planning, implementation and evaluation, training, needs assessment development, networking, and to provide the latest, most accurate information about cancer. Anita is also re-

sponsible for the management of the Partnership Program for the state, supervising four staff located in CIS Partnership offices in Buffalo, Albany, Long Island, and NYC.

Ms. Redrick McFarlane has an undergraduate degree in biology and received her Masters in Public Health from NYU in May 1989. Her involvement in the NYSCC Steering Committee enables her to ensure that NCI's mission of elimination of health disparities is realized in NYS.

Stay tuned for more from your Steering Committee.

WNY Skis Its Way to Success!

On May 2nd, the Western New York Cancer Coalition experienced a wonderful launch set at the majestic Holiday Valley in Ellicottville, NY. The brainchild of Dr. Ashwani Rajput of Roswell Park Cancer Institute, the meeting of the WNYCC attracted doctors, nurses, public health planners, social workers, health insurance providers and representatives of many other fields.

This conference included

the words from noted speakers, such as Dr. Stephen Edge, David Momrow of the Eastern Division of the American Cancer Society (a NYSCC Steering Committee member), Kristen Admiraal of the NYS Department of Health, and Christy Widman of the NCI's Cancer Information Services. Through their presentations, many of the problems facing NYers in general and Western NYers in particular regarding cancer care and the cancer

burden were highlighted.

Presentations were followed by a question and answer period where participants identified issues in cancer care that they have experienced in their line of work. Networking opportunities were provided throughout the conference.

To keep the momentum and interest levels high, an evaluation was provided at the end of the meeting. Many people stated that this was their

first introduction to the NYS Comprehensive Cancer Plan and the NYSCC. Attendees were given the opportunity to state where their areas of interest lie and whether they would like to have a leadership role in the WNYCC.

A follow up conference is expected to occur in October 2008. We are expecting great things of the WNYCC! Congratulations!

Congratulations to Western New York Cancer Coalition (WNYCC) for another coup!

The WNYCC has obtained a \$10,000 grant from the William B. Anderson & Juliet J. Anderson Rosch Foundation from Jamestown, NY. This grant will assist in funding implementation activities in the Western NY region.

NYSCC Member Satisfaction Survey June 2008 Executive Summary

In May 2008, all members of the New York State Cancer Consortium were sent an email with a link to an online member satisfaction survey. The purpose of the survey is to understand and address the strengths and weaknesses in Consortium processes and identify steps we can take to respond to those areas needing improvement. As the first step in communicating with Consortium members regarding this, here is the executive summary of this survey. In the next edition of the Chronicle, there will be an article of the steps we will be taking to address

the weaknesses and needs which you have identified. Ninety-one Consortium members, out of 215, completed the survey.

Key Findings

- 73.3% of respondents rated their general satisfaction with the Consortium as either 'satisfied' or 'very satisfied'.
- 47.8% of respondents indicated that the benefits of participating in the Consortium, compared to the drawbacks either 'greatly exceeded drawbacks' or 'exceeded

drawbacks,' and 40.8% of respondents to this question indicated that benefits and drawbacks are 'about equal'.

- However, while people were, overall, very positive both about the Consortium and about its potential, there were areas for improvement. Frustration or aggravation in the Consortium processes was the drawback which received the highest percentage of responses at 37.7%.
- Issues cited repeatedly were in the areas of communication, impact, and providing orienta-

tion to new members and on-going information in a timely manner, all of which were mentioned both in the questions and in the space set aside to allow respondents to provide more explanation of their responses.

Next Steps

- Suggestions for changes to processes will be reviewed for feasibility and tasks chosen for implementation.

(Continued on page 3)



New York State Cancer Consortium

**"Working together, reducing cancer,
saving lives"**

For membership information, please go to www.nyscancerconsortium.org and click on "Join Now" at the bottom of our homepage.

WE'RE ON THE WEB!

VISIT US AT:

[HTTP://WWW.NYSCANCERCONSORTIUM.ORG](http://www.nyscancerconsortium.org)

"Pack Your Bags: Essentials for the Road to Cultural Competency"

On Wednesday, July 16th, 2008, the NYS Department of Health invites public health and traffic safety professionals to join us at the Central Library of Rochester and Monroe County in Rochester, NY for a free, one-day training on cultural competency.

The training is designed to help you begin your journey down the road towards cultural competency. The information provided will help you to more effectively reach culturally diverse groups in your communities through improved cultural understanding and communication.

There is no charge for this training and lunch is provided. To register electronically, use the following link: <http://www.zoomerang.com/Survey/?p=WEB227JQVPMHXP>.

For a complete invitation letter and agenda, see our website at www.nyscancerconsortium.org and click on Calendar.

Calendar items are listed on our website and are continually updated. To view, go to www.nyscancerconsortium.org and click on Calendar. To have your organization's events listed, email them to nyscccp@cancer.org.

(Continued from page 2)

- The next edition of the Chronicle will include a list of the changes to be undertaken and a timeframe for those changes to occur.

In order to protect the confidentiality of the survey responses, they cannot be made generally available. However, they will be utilized over the course of the coming year as a part of a strategic planning process and as needed to provide possible solutions as concerns are further addressed. This is the first of a planned annual satisfaction survey; if you were unable to participate this year, we hope that you will be able to do so in the future. We would also like to express our thanks to those of you who were able to provide us with your feedback this year to help us better understand what elements of the Consortium processes work well and what can be improved to provide more benefits to our members.

Dear friends,

As many of you know, I will be leaving the Comprehensive Cancer Control Program at the end of July. I have accepted a position as an assistance professor of social work at Calvin College in Grand Rapids, Michigan.

I wanted to take a moment to thank you all for being such wonderful colleagues and friends. I feel privileged to have had the opportunity to work with each of you, gaining many new skills and insights. In the past four years, together we have made great strides in the Comprehensive Cancer Control Program including the development of the New York State Cancer Consortium, the creation of several local Cancer Control efforts, the formation of new partnerships, and the exchange of ideas and best practices.

I wish you all the best as you continue on this important effort to reduce the burden of cancer in New York. I look forward to hearing about the positive impacts you will continue to make as you work together to make New York a healthier place.

Take care,

Kristen Admiraal
Kadmiraal@hotmail.com