

# The Chronicle

*A publication of the New York State Cancer Consortium*

New York State



Cancer Consortium

## New York State Comprehensive Cancer Control Plan Revision Update

In February 2011, Tyler Consulting Inc. was contracted by the New York State Department of Health/Health Research Inc. to assist with the development of the 2011-2018 Comprehensive Cancer Control Plan. Tyler Consulting specializes in strategic planning, leadership and governance, and resource development for health care and non-profit organizations.

Tyler Consulting is working with members of the New York State Cancer Consortium Steering Committee, the Program Committees and others to revise and update the New York State Comprehensive Cancer Control Plan and create a two-year Action Plan. The Action Plan will contain specific action items which the Consortium will use to

begin implementing the Plan. These will be based upon the priorities identified by the Steering Committee and the Program Committees. Once revised, the 2011-2018 Comprehensive Cancer Control Plan will be made available to all Consortium members and relevant partners, who will be encouraged to utilize it as a guide to implementing cancer prevention and control activities in their communities.

Opportunities for comment will be explored as the process moves forward. Additional updates will be posted on the Consortium website.

## NYSCC Steering Committee

This year has seen many changes in the Steering Committee of the Consortium. We would like to thank the following individuals for their dedication to the Consortium and wish them the best as they pursue other interests: Craig Burrridge, Diane Franzman, Dave Morrow, Reid Perkins and Pat Spencer-Cisek.

We would also like to welcome the following new members of the Steering Committee:

### Karen DeMairo

Karen DeMairo is the Senior Patient Services Manager for the Long Island Chapter-New

York Metro area of the Leukemia and Lymphoma Society. In her role with LLS, she administers all patient and community programs provided by the Long Island Chapter. It is her responsibility to inform both the professional and non-professional communities about the Society's services, and to further the society's mission of improving the quality of life of patients and families of those with leukemia, lymphoma, Hodgkin's disease and myeloma. Ms. DeMairo has been with the Society for 12 years. She has been a member of the Suffolk County Cancer Awareness Task Force since 2007, where she is a member of the Access to Care Sub-committee.

Prior to this, Ms. DeMairo worked at Bellevue Hospital Center for nine years as the Associate Director of Administration-Surgical Services. She was responsible for the day-to-day operations of the Operating Suite and inpatient areas for all surgical and sub-surgical specialties departments. She then moved to the Planning Department and developed the implementation plan for the Bell and Gelhorn commissions.

Ms. DeMairo has a master's degree in health services administration and a bachelor's degree in biology and human services.

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## NYSCC Steering Committee, Cont. from Page 1

### Debra Feinberg

Debra B. Feinberg is the Executive Director of the New York State Council of Health-system Pharmacists, an association for hospital and health-system pharmacists. She is also an Assistant Adjunct Professor teaching jurisprudence at Albany College of Pharmacy. She is the author of *Pharmacy Law Textbook and Review*.

Ms. Feinberg is a member of the American Society of Health System Pharmacists, New York State Council of Health-system Pharmacists, and American Society of Association Executives. She was inducted as a Fellow to the American Society of Health-System Pharmacists in June 2010 and was inducted into her high school alumni hall of fame in October 2010.

Ms. Feinberg is a New York Registered Pharmacist who received her bachelor's degree in pharmacy from Albany College of Pharmacy and her Juris Doctor from Albany Law School.

### Corinne Meli

Corinne McGown Meli is the Acting Director of the Cancer Prevention and Control Program at the New York City Department of Health and Mental Hygiene (DOHMH). This program focuses on reducing incidence and mortality of cancer among New Yorkers, with a particular interest in increasing screening for colorectal, breast and cervical cancer and developing programs and policies that address disparities in screening and treatment. She joined the program in February 2009.

Ms. Meli has experience in the non-profit, for-profit and government sectors. Before working for the DOHMH, Corinne was the Research Program Coordinator at the Children's Tumor Foundation (CTF), a non-profit organization that supports neurofibromatosis research and patient support. Earlier, she was a Senior Project Manager at Clinical Advisors LLC (now Guidepoint Global), a boutique healthcare consulting firm. She began her career as a Staff Assistant in the office of Senator Hillary Rodham Clinton in Washington, DC.

Ms. Meli received her master's degree in public health with a concentration in health policy and management from the Mailman School of Public Health at Columbia University, and a bachelor's degree in health policy and management from Cornell University's College of Human Ecology.

### Leslie Moran

Leslie S. Moran is senior vice president of the New York Health Plan Association (HPA) and HPA Council. The association was established to promote development of managed care plans within New York State and work with state lawmakers, regulators and policy makers to help shape public health policy in the state.

In her role, Ms. Moran advocates on behalf of 31 member health plans before the Legislature, regulatory agencies and wide range of groups seeking information on managed care. She also acts as spokesperson for the organization and works closely with the media to help inform reporters and editors about managed care and the role of health plans in New York's health care system. In addition, she is a member of the New York State Ovar-

ian Cancer Information Advisory Council and represents HPA on the Department's advisory group for its CDC Colorectal Cancer Grant.

Before joining HPA in 1992, Ms. Moran spent five years as the deputy press secretary to the New York State Assembly Speaker, and before that was a television news producer at WNYT-TV in Albany.

Ms. Moran received her bachelor's degree from the College of Communications at Boston University.

### Sabina Steiner

Sabina Steiner is the Project Administrative Officer of the Center for Public Health Education at SUNY Stony Brook, where she has been employed for 25 years. She also has worked as a Clinical Nurse Specialist at both St. Vincent's and Montefiore hospitals in New York City.

As a 16-year ovarian cancer survivor, Ms. Steiner is very involved in volunteer activities, including the Stony Brook UMC Cancer Center Community Advisory Board, Ovarian Cancer Hotline Facilitator for SHARE, LI OCEANS (Long Island Ovarian Cancer Education, Advocacy, Networking and Support), the Ovarian Cancer National Alliance 'Survivors Teaching Students' project, and the organizer of a tennis clinic to benefit the West Islip Breast Cancer Coalition.

Ms. Steiner holds master's degrees in nursing and public health.

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## Livestrong Survivor Survey

The following information is provided to the Consortium by the Lance Armstrong Foundation (LAF), a national nonprofit organization devoted to improving the lives of cancer survivors. Information about LAF and LIVESTRONG can be found at [www.livestrong.org](http://www.livestrong.org)

LIVESTRONG is conducting an anonymous survey of all people who have been affected by cancer, including people who have ever been diagnosed with cancer and people who have a loved one who has ever been diagnosed with cancer.

The survey will provide valuable information that will help LIVESTRONG improve programs and resources for people who have been affected by cancer. Survey results will be available in late 2011. If you qualify and would like to do so, take the survey at [www.livestrong.org/survey2010](http://www.livestrong.org/survey2010).

If you have any questions about the survey, please contact Ruth Rechis at [research@livestrong.org](mailto:research@livestrong.org) or (512) 236-8820.

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## NYSDOH Awarded NEW CCC Grant

In September 2010, the NYS Department of Health/Health Research, Inc. was awarded a five-year grant by the U.S. Centers for Disease Control and Prevention under a new initiative titled *Demonstrating the Capacity of Comprehensive Cancer Control Programs to Implement Policy and Environmental Cancer Control Interventions*. Through this grant, the Department is working closely with the NYS Cancer Consortium to develop and implement a cancer-specific policy agenda to define key policies aimed at improving cancer prevention and control in NYS.

To help focus these efforts, three policy interventions were chosen which build on important work under way in NYS. These interventions aim to decrease the risk of high-burden cancers by establishing evidence-based policy interventions that:

- Support increased duration and exclusivity of breastfeeding after mothers are discharged from hospitals;
- Increase intake of fruits and vegetables and reduce rates of obesity by developing food procurement and vending standards and encouraging local and state governments to adopt them for all their contractors; and,
- Increase screening rates for breast, cervical and colorectal cancer in NYS by establishing policies that reduce the barriers to cancer screening, such as eliminating co-payments.

Evidence suggests that interventions which support breastfeeding through policy change are effective at increasing breastfeeding duration, which is closely linked to lower breast cancer incidence and reduced rates of obesity in breastfed children. By increasing the intake of healthy foods, including fruits and vegetables, rates of obesity in NYS should decrease. Obesity is related to a number of cancers, including breast, colorectal and prostate cancers. An increase in screening rates is expected to address the burden of breast, cervical and colorectal cancer.

The newly reconvened policy committee, a sub-committee of the Consortium, will play a key role in this grant by working with the steering committee to develop and implement a policy agenda consistent with the New York State Comprehensive Cancer Control Plan. Co-chairs for the policy committee are Suzanne Kuon, the new Director of Cancer Control Policy Initiatives at the Department, and Kathy McMahon of the Hospice and Palliative Care Association of NYS. More information about grant activities will be provided in future issues of the Chronicle.

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## Update on Cancer-Related Awareness Months and Events

March was National Colorectal Cancer Awareness Month. To raise awareness of the need for regular colorectal cancer screenings, the NYS Cancer Consortium reached out to members to encourage involvement in community events. This year, in neighborhoods across New York State, the New York State Department of Health Cancer Services Program had contractors engaged in 'Main Streets Go Blue' activities. In the 'Main Street' areas of towns and cities, shops were hanging blue lights, restaurants offered 'blue plate' specials and other events took place to highlight the availability of no-cost screenings for un- and under-insured New Yorkers. If you are interested in becoming involved for next year, express your willingness to partner with these programs and become part of the planning effort. You can also become

a partner and share information with your clients or customers about the availability of screenings year-round.

To learn more, please visit the Cancer Services Program website at:

<http://www.health.ny.gov/diseases/cancer/services/>

Or the local partnerships website at:

<http://www.health.ny.gov/diseases/cancer/services/partnerships/>

April was National Minority Health Month. If you are working with underrepresented populations and have resource materials, educational opportunities or would like to

share information about a coming event, please contact the New York State Cancer Consortium at [nyscccp@cancer.org](mailto:nyscccp@cancer.org). Addressing disparities and working to reach underrepresented communities is everyone's concern.

April was also Cancer Control Month, a good time for Consortium partners to share information and educate community decision-makers about the work they are doing to address the burden of cancer in their communities.

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Cancer Consortium

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Saving Lives**

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*The New York State Cancer Consortium is the network of organizations and individuals who have come together to implement the New York State Comprehensive Cancer Control Plan.*

*Our mission is to reduce the human and economic burden of cancer in New York State.*

*Our vision is that people concerned about cancer will work collaboratively to implement the New York State Comprehensive Cancer Control Plan, while respecting and embracing the cultural, demographic and geographic diversity within New York State.*

## Update on Cancer-Related Awareness Months and Events, Cont. from page 3

May is Melanoma/Skin Cancer Detection and Prevention month. This is an opportunity time to check expiration dates on last year's purchases of sunblock and restock for the summer. Remember to make sure there are hats and UVA/UVB ray-blocking sunglasses available for everyone in your family as well. It is estimated that between 65%-90% of melanomas – the deadliest form of skin cancer – are caused by exposure to ultraviolet light. In addition to taking care to avoid the sun's rays, people should also be encouraged to avoid tanning salons. The UV exposure in these environments can also cause cancer.

On May 31, 2011, in observance of World No Tobacco Day, New York's youth will announce that "We've Seen Enough" tobacco marketing in our communities. Over the past year, Reality Check youth and other tobacco control advocates have documented the amount of tobacco marketing that they see in stores across the state. They found that approximately 79% of stores that they observed featured tobacco advertising, and 88% of observed stores displayed cigarettes behind the cash register. With 75% of teens shopping

in a convenience store at least once a week, they are exposed to a tremendous amount of tobacco marketing. Research shows that the more tobacco marketing kids see, the more likely they are to smoke.

In response to this sobering news, on May 31, youth across New York will put on blindfolds to shield themselves from the tobacco signs and displays in their cities and towns, and declare publicly that "We've Seen Enough" tobacco marketing. The events will culminate in press conferences to give local youth and other advocates the chance to discuss the effect that tobacco has had on their friends and loved ones, and to demand a change in the way these deadly products are marketed, to protect the next generation from the cycle of nicotine addiction, disease and death.

Members of the New York State Cancer Consortium can support these efforts by visiting [www.tobaccofreennys.org](http://www.tobaccofreennys.org) to learn more about local tobacco control efforts and how to engage with local partnerships and Reality Check youth programs. Additional information can also be found at [www.realitycheckofny.com](http://www.realitycheckofny.com)

June 5 is National Cancer Survivorship Day. With cancer recognized as a chronic disease, which people live with and through, survivors' long-term quality of life challenges take on added importance. Whether it is the need to develop strong care plans and educate primary care physicians on the long-term effects of treatment, or addressing the emotional repercussions, there are many amazing organizations in the Consortium involved in this lifelong process. Consortium members are encouraged to share information about their resources, trainings they are sponsoring and needs they have through the Consortium website. As a network, the Consortium is meant to be a place where ideas are shared and challenges are met and resolved. Let us know what you are doing and what you need, so we can work together to improve the health outcomes of survivors.

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