



## Western New York Cancer Coalition Hits the Ground Running

The Western New York Cancer Coalition (WNYCC) is a partnership of organizations wanting to provide a grassroots approach to the implementation of the *New York State Comprehensive Cancer Control Plan (NYSCCCP)*. The local goal is to identify and address the specific needs of our residents regarding the burden of cancer, and implement activities at the local level to impact the WNY community at large and help eradicate this disease.

### STEERING COMMITTEE

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**Betty Owens, RN, MS, OCN**

**Darryl Somayaji, RN, MSN, CCRC**

**Neeta Soni, MD**

After a stakeholders meeting May 2, 2008 in Ellicottville, NY, the WNYCC has been moving full steam ahead. A steering committee of fourteen individuals from various affiliations has been established and we have also applied for various grant funding opportunities to act as seed money to begin implementation of local activities; a total of \$12,500 in grant funding has been awarded to the WNYCC to date.

Attendees to the inaugural meeting were surveyed and of the 9 goal areas in the NYSCCCP, we identified 4 four goal areas that represent the "pillars" that local activities will be based upon.

The four goal areas that the WNYCC membership identified as most important to concentrate efforts around are: **Early Detection, Health Promotion, Public Policy, and Research.**

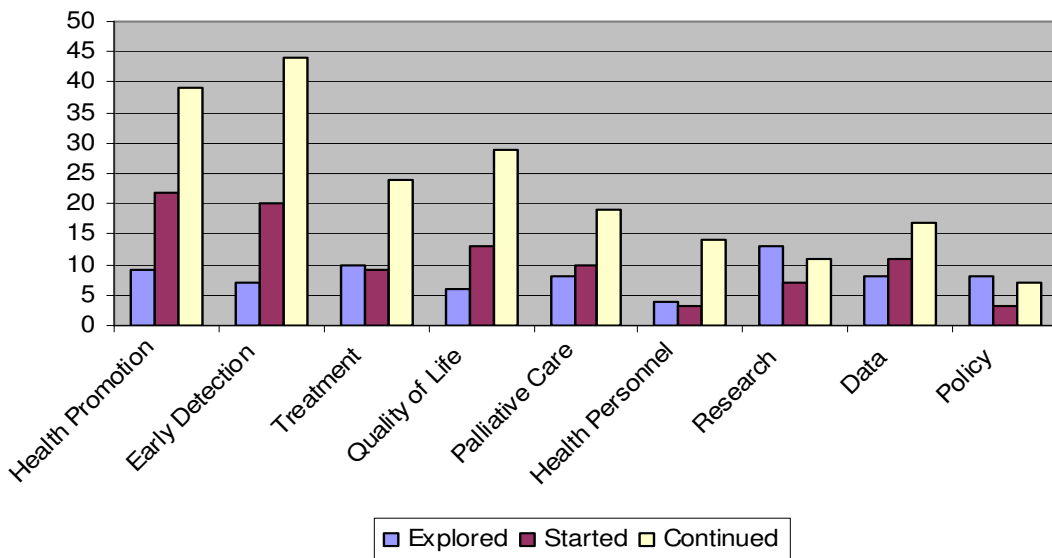
Three projects were determined that would take us to the next level of progress with the WNYCC: a provider CME Conference on uniform cancer screening guidelines, targeted cancer interventions in the Southern Tier region and potential partnership with the P2 Collaborative on cancer related directives.

Updates so far include a variety of presentations at the local and national level on our trailblazing progress and development. A follow up meeting of the large group was held in October, evaluation results are indicated below.

### What is going in WNY?

Survey of invited attendees to May 2008 meeting.

WNY Cancer Coalition Survey, n=91



#### Attendees at 5/2008 meeting:

- 79 individuals, from all 8 WNY counties and the Seneca Nation

#### At the 10/2008 meeting:

- 35% new attendees; (had not attended the 5/2008 meeting)
- 98% of attendees felt the activities of WNYCC should continue

## 4 Pillars?

### **pil·lar – noun**

an upright shaft or structure; any upright, supporting part; post

*-taken from www.dictionary.com*

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After surveying and evaluation of attendees to the initial WNYCC meeting, the steering committee was hard pressed to pick one or two items of priority along the cancer continuum—largely due to the fact

that so many areas overlap and intersect in attempting to lessen the cancer burden. The data indicated four areas that the committee felt would support all key areas of need. Some of these do overlap and provide opportunity for collaborating and sharing best practices.

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**These are our pillars! Basically, they provide the structure for the work of our coalition.**

**Now the work begins...**

**At the conclusion of the last WNYCC meeting, breakout groups met to discuss priority projects/topics established stemming from our pillars.**

**The table below highlights some of the discussion from the groups:**

| Discussion Group                    | Focus                                                                                                                                                                                                                                                                                          | Action Items                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Public Policy/Access to Care</b> | <ul style="list-style-type: none"> <li>✓ Smoke free apartments</li> <li>✓ Funding related to the NYS Tobacco Control Program and the NYS Cancer Services Program</li> </ul>                                                                                                                    | <ul style="list-style-type: none"> <li>✓ Letter to WNY elected officials from WNYCC on funding matters</li> <li>✓ Identify state legislative champions from our delegation</li> <li>✓ Plans for a legislative breakfast highlighting cancer survivor success stories – slated for February</li> </ul>                         |
| <b>Palliative Care</b>              | <ul style="list-style-type: none"> <li>✓ Lack of physician “buy-in” regarding the importance of (acceptance of) palliative care &amp; Hospice care</li> <li>✓ Education lacking on palliative care options</li> <li>✓ How to generate more participation/interest in support groups</li> </ul> | <ul style="list-style-type: none"> <li>✓ Bringing end-of-life education to physician practices and medical students</li> </ul>                                                                                                                                                                                                |
| <b>Southern Tier Initiative</b>     | <ul style="list-style-type: none"> <li>✓ Resources for cancer patients in this region (transportation, funding assistance, support groups)</li> </ul>                                                                                                                                          | <ul style="list-style-type: none"> <li>✓ Partnering with area providers to establish/develop concrete transportation program in the region for cancer patients</li> <li>✓ Implement “I Can Cope” – support based program for patients and families</li> <li>✓ Engage new cancer control partners in this territory</li> </ul> |
| <b>P2 Collaborative</b>             | <ul style="list-style-type: none"> <li>✓ Propose a formative phase of looking at how WNYCC will work with P2</li> <li>✓ Establish WNYCC liaisons to P2</li> <li>✓ Establish data sharing protocol</li> </ul>                                                                                   | <ul style="list-style-type: none"> <li>✓ Meeting slated with leadership of P2 Collaborative</li> <li>✓ Look at diabetes model from P2 for possible translation in to cancer interventions</li> </ul>                                                                                                                          |

Stay Tuned for more developments—[http://nyscancerconsortium.org/cancer/cancer\\_wnycc.aspx](http://nyscancerconsortium.org/cancer/cancer_wnycc.aspx)

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