

# NYS Cancer Consortium Chronicle

*“Working Together, Reducing Cancer, Saving Lives”*

### Did you know:

- Marriott Hotels are going smoke free nationwide in October 2006.
- Dutchess County is funding a countywide plan development regarding cancer control.
- Governor Pataki signed the Colon-Prostate Treatment Act into law. As of April 1, 2007, eligible individuals diagnosed with these cancers through the State’s cancer screening program will have their treatments covered by Medicaid.
- Translational Research Conference on September 15-16 has been postponed. Stay tuned for details.
- All residential facilities operated by and for SUNY will prohibit smoking as of the beginning of the Fall 2007 semester.

## New Governance Structure: Not Just the Name Has Changed!

The New York State Cancer Consortium has greatly evolved in the past few months. Aside from the new name, a clear mission and vision has been established, along with a completely new structure. Working on the mission to “reduce the human and economic burden of cancer for all people in New York State,” the NYSCC recognized the need for change.

The vision states: “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.”

To accomplish the mission of the NYSCC through use of the new vision, membership has



**A Governance AdHoc Committee was formed to create all necessary changes. All alterations were approved by a Steering Committee consensus**

been altered. There are now three levels of membership: general, steering committee and standing committee. Membership is open to any indi-

dual or organization that ascribes to the mission and vision.

Standing committees will consist of Communications, Evaluation, Implementation, Membership, and Policy. Ad hoc committees can be formed on an as needed basis by the Steering Committee. Advisory committees, including the Cancer Center Directors and Resource Teams, will also participate as experts in their specific field.

Membership applications will be available in paper form and online. Current members are asked to fill out applications to make all information uniform. For more information email: [nyscccp@cancer.org](mailto:nyscccp@cancer.org).

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## CCCLI-3 Makes a Splash in Quincy

Despite the pouring rain and floods along the East Coast, the National Sponsors conducted their third annual Comprehensive Cancer Control Leadership Institute in Quincy, MA, June 6-9.

Hosting cancer control profes-

sionals from different states, the Institute focused on six main topics: tobacco control, palliative care, workforce development, colorectal cancer screening, cancer survivorship, and clinical trials.

Fourteen New Yorkers took part

in the Institute. Attending daily five-hour topic sessions, the group then worked tirelessly to focus on specific action items from each topic session to take on in our state.

(Continued on page 3)

# September 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11 NYS ARHC	12	13 NYS ARHC	14	15	16
17	18	19	20 Cancer Services An- nual Meeting	21 Dutchess County	22 Upstate Cancer Sym- posium	23
24	25	26	27	28	29 3rd Annual AAHC	30

## Schedule of Events

- **September 11-13– Annual NYS Association for Rural Health Conference at the Chautauqua Institute ([www.nysarh.org](http://www.nysarh.org))**
- **September 20-21 Cancer Services Program Annual Contractors Meeting in Albany**
- **September 21– Introduction to county level cancer control initiative in Dutchess County**
- **September 22–Upstate Cancer Symposium held by SUNY Upstate Medical University**
- **September 29-30–3rd Annual Asian American Health Conference in Manhattan**

## Second Annual NYS Cancer Control Summit

The Second Annual NYS Cancer Control Summit was held May 23 and 24 at the Crowne Plaza Hotel in Albany. Approximately 75 stakeholders from across the state attended the Summit.

The year's theme was "Celebrating Diversity, Recognizing Disparities." Dr. Gloria Boseman acted as the dinner

speaker, describing cultural beliefs, and mores that may act as barriers to care. She pointed out that we all have beliefs based upon our culture and we need to respect those

found in others. "If you don't think you're superstitious, go break a mirror", she said.

Updates on NYSCC progress were given, including an explanation of the new governance structure and news from the Cancer Center Directors Advisory Group. Information on upcoming events, such as the Translational Research Conference and Local Implementation collaboratives, was also presented.

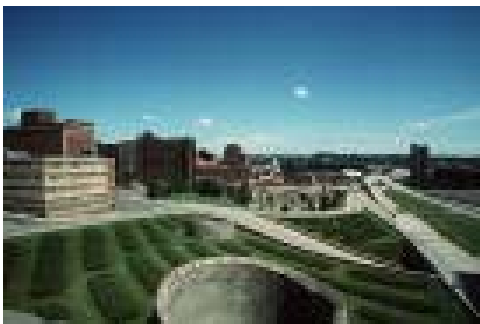
Introductions were given to important tools and resources that are offered to NYSCC stakeholders. American Cancer Society data and tools, the Cancer Registry, Cancer Information Services of NY and Cancer Control Planet were all showcased.

A PowerPoint presentation on researching and writing grants was also provided.

Presentations were given that focused on access to care in relation to urban, rural, and insurance barriers, as well as on becoming more culturally sensitive.

The Cancer Control Summit offered a great opportunity to network. Scheduled networking time allowed stakeholders from across the entire state to make contact with counterparts and other interested parties.

The Summit was deemed a success by attendees. Comments collected will be used to plan next year's summit.



Downtown Albany played host to the Second Annual NYS Cancer Control Summit focused on diversity and disparities.

## Schedule of Events

- **October 11– Central New York Cancer Coalition (CYNCC) Conference in Cooperstown, NY**

# October 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11 <i>CYNCC Conference</i>	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## CCCLI –3 Makes a Splash in Quincy (cont’d)

(Continued from page 1)

Recommendations were collected ranging from four to six for each topic. Only one to two items listed were chosen as priorities. Each priority had to be short term (1 year), important to the NYSCC efforts in the topic area, have a high chance of success, address disparities and integrate with current priorities listed in the NYS Comprehensive Cancer Control Plan.

Of these priorities, three were chosen to have assigned actions and tasks. The three chosen action item priorities are:

1. Identify and review existing workforce data.
2. Educate healthcare provid-

ers about legal, economic, and insurance barriers that cancer survivors and patients face.

3. Engage major employers to provide employees with no-cost nicotine replacement therapy.

These action items were set to help the NYSCC grow partnerships, support the vision statement, maintain momentum and connect to regional coalitions. Specific tasks were determined for each action item along with due dates to ensure the completion of the item within the year.

Other listed recommendations will be worked on, but did not

meet the qualifications to become an action item. This does not lessen their importance, only the feasibility for a one-year completion date.

A list of potential partners was also compiled to ensure the fulfillment of the NYSCC’s desire to address diversity. These potential partners will be contacted and invited to join the Consortium.

For more information, please email: [nyscccp@cancer.org](mailto:nyscccp@cancer.org).



CCCLI-3 focused on the critical area of moving from planning to implementation of each state’s Comprehensive Cancer Plan.

## Yearly Updates on Skin, Ovarian, Prostate and Colorectal Cancers

The NYSDOH worked on implementation projects in the areas of skin, ovarian, prostate and colorectal cancers.

The Skin Cancer Prevention Project encouraged all elementary schools in the state to engage in sun-safe practices. A mailing was sent to the schools with sample policies, educational resources, and an opportunity to apply for and receive UV color-changing bracelets for all of their students. The project also worked with the New York State Department of Parks, Recreation and Historical Preservation to

distribute educational pamphlets and posters to park visitors.

The Ovarian Cancer Education and Awareness Project focused on three major activities: producing a satellite broadcast discussing issues in ovarian cancer; holding an ovarian cancer symposium with the purpose of bringing together statewide partners to formulate recommendations and action steps; and expanding the Ovarian Cancer National Alliance's "Survivor's

Teaching Students" program to nurse practitioner schools.

The Prostate Cancer Education Project continued its work in the Bedford Stuyvesant neighborhood of Brooklyn by revising and displaying the new materials encouraging men to talk to their doctor about prostate cancer screening. In addition, a toolkit was developed and distributed to community based organizations at a breakfast meeting. The toolkit included brochures, palm cards and posters with

the same message.

The Colorectal Cancer Project continued collaborating with Independent Health Association (IHA) and Roswell Park Cancer Institute (RPCI) to evaluate the effectiveness of utilizing the National Colorectal Cancer Research Alliance (NCCRA) Colorectal Cancer Education CD-ROM for the purpose of promoting shared decision-making between providers and their patients and its use in the practice-based setting.

**NYC Mayor Michael Bloomberg pledges \$125 million from his personal funds to a worldwide anti-smoking campaign.**

### The mayor says:

"There are roughly 5 million people who are killed by tobacco in this world each year, and, unless we take urgent action this century, a billion people will die from smoking. We know how to save millions of lives, and shame on us if we don't do it."

## Dialogue for Action: Like a Bridge Over Troubled Water?

"Through rain and snow and dark of night"...

Despite the detours, evacuations, and ever-rising waters, over 113 participants in the Dialogue for Action Leadership Summit bravely forged on to Albany to take part.

Entitled, "From Barriers to Bridges: A Dialogue for Action to Increase Colorectal Screening in New York" the Summit was focused on fostering consensus, building on strategies and action plans to implement the colorectal screening goals and objectives listed in the NYS Comprehensive Cancer Control Plan.

The state level Dialogue for Ac-

tion project is in its third year acting as a cooperative agreement between the Cancer Research and Prevention Foundation and the CDC. The New York State Department of Health applied for and was selected to participate in this project's 2006 campaign, culminating in the June 29th Summit.

The one-day meeting provided an overview of current colorectal screening barriers in New York State and successful solutions that are applicable to the area. Structured conversations resulted in the development of a prioritized list of recommendations for action and a statewide taskforce was created resulting in a newly formed network across the state.

For more information on the summit, outcomes or colorectal screening in New York State, please email [nyscccp@cancer.org](mailto:nyscccp@cancer.org).



The Dialogue for Action Summit focused on bridging the gaps and barriers associated with colorectal cancer screening in NYS.

## Year End Updates

During 2005-2006, many accomplishments have been made by the New York State Cancer Consortium. The following are some highlights:

-Two American Indian Cultural Competency Trainings in Buffalo and Albany.

-Four Cancer Control Planet trainings in Rochester, Syracuse, Albany and Poughkeepsie.

-NYS Dialogue for Action was

planned and held. (See pg 6)

-2nd Annual Stakeholder's Summit occurred in Albany. (See pg 2)

-Two local initiatives are underway in Central NY and Dutchess County.

-A toolkit for local implementation is in development.

-A PowerPoint presentation and posters have been developed explaining NYSCC and its part in

local implementation.

-Completion markers for the tracking database are being developed.

-The structure of the NYSCC was completely redone to focus on implementation of the Cancer Plan. (See pg 1)

-Additional support was provided for initiatives addressing skin, colorectal, prostate, and ovarian cancers. (See pg 5)

For more information on the updates listed above, please contact: [nyscccp@cancer.org](mailto:nyscccp@cancer.org).

### Grants, Etc. Web Profile: The Independent Sector

According to their website, The Independent Sector ([www.independentsector.org](http://www.independentsector.org)) is "the leadership forum for charities, foundations, and corporate giving programs committed to advancing the common good in America and around the world." As such, it contains a wealth of information for nonprofit organizations, including policy research, accountability and breaking news. Of particular interest to grant seekers is the member profiles section. This area can be searched by state, alphabetical order and category (charities, foundations, corporate foundations or corporate giving programs), as well as organizational name. While this site promotes member organizations only, it does have a fairly long list of organizations at work in New York State, with links to their websites, when available. If you're looking for an overview of potential funders, this is one place to begin your search.

### Cancer Control Planet

Cancer control planners, program staff, and researchers have the same goals: to reduce cancer risk, the number of new cancer cases, and the number of deaths from cancer, as well as enhance the quality of life for cancer survivors. While many share the same goals, all do not have easy access to resources that can facilitate the transfer of evidence-based research findings into practice. The PLANET portal provides access to data and resources that can help planners, program staff, and researchers to design, implement and evaluate evidence-based cancer control programs. Cancer Control Planet (<http://cancercontrolplanet.cancer.gov/about.html>), provides resources to assist in assessing cancer and/or risk factors for cancer in a state, identifying potential partners, understanding current research findings and recommendations, accessing and downloading evidence-based programs and products, and finding guidelines for planning and evaluation. For information on Cancer Control Planet Training, contact us at: [nyscccp@cancer.org](mailto:nyscccp@cancer.org).

## World Cancer Congress

The 13th World Cancer Congress took place in Washington, DC in early July. In connection with the CDC's 2006 Cancer Partners Summit and the World Conference on Tobacco OR Health, the meeting brought together scientists, government agencies, the medical community and public health organizations to work on translating research into health care practices.

The Congress stressed that there is no single, magic bullet to can-

cer control; strategies and approaches need to be comprehensive. The model of care needs to be changed to patient-centered care where the focus is on the needs of the patient.

It was stated at the Congress that it's known what needs to be done to reduce the world wide burden of cancer. If the focus was on addressing tobacco control and vaccines, 50% of all deaths from cancer would be eliminated.

Public health needs to implement what works.

In the closing remarks on July 12, Dr. John Seffrin stressed that action needs to be taken in a coordinated way to bridge the gap between "what we know and what we do." The three critical actions in cancer control to address this issue are as follows. First, there needs to be a better balanced research portfolio. Second, public health needs to promote and elevate prevention in

public policy and practice, even when poorly funded. Finally, there needs to be a better drive delivery of state of the art cancer care and control at the community/local levels.

Cancer is the great paradox; it is one of the most curable diseases and one of the most threatening. The World Cancer Congress attempted to close the gap between what is and what could be with cancer.



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

For more information, please email us at:  
nyscccp@cancer.org

*Editor's Note:*

*With the change in governance structure, the NYSCC has created a membership application for all current and potential members. This form is intended to streamline all member information.*

*To receive a paper copy of the application, please contact:*

*Amy Voelkl*

*Membership Committee, NYSCC*

*585-288-1951 x 127*

*amy.voelkl@cancer.org*

*To submit an application electronically, please go to:*

<http://www.surveymonkey.com/s.asp?u=65852372382>

*Thank you for your cooperation during our time of change.*

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## Upcoming Issues!!

In order to create a newsletter that is both informative and useful, we are looking for your input. We are looking for:

-Any event related to Comprehensive Cancer in New York that can be added to our calendar.

-Any event related to Comprehensive Cancer in New York that you would like highlighted.

-Any successes in your area related to Comprehensive Cancer in NY

While we cannot guarantee that suggestions will be included in the newsletter, we can guarantee that if you do not suggest it, it will *not* be included.

When sending any information, please be sure to include any nec-

essary contact information to ensure that the writers can verify any information. Calendar items, article ideas, and topics/happenings of interest can be emailed to:  
nyscccp@cancer.org.

### Legislative Happenings of the year:

-Increased funding for the Tobacco Control Program to \$85 million.

-Increased funding for Breast/Cervical/Colorectal cancer screening to \$25 million.

-Colon and Prostate Treatment Act signed into law. As of 4/1/07, eligible individual diagnosed with colon or prostate cancer through the State's cancer screening program will have their treatments covered by Medicaid.

-Youth limit set for artificial tanning.