



**Meeting Minutes**  
**Thursday, November 18, 2010**  
**12– 2 PM**  
**American Cancer Society, Brooks Building**

**Thank you to the following donors for today's meeting:**

- Lunch was sponsored by the **Colorado Foundation for Public Health & the Environment** and the **Colorado Cancer Coalition**. If you are interested in sponsoring a lunch, please contact Roxanne Johnson at [rjohnson@cfphe.org](mailto:rjohnson@cfphe.org).
- Teleconferencing provided by the **Dept. of Health and Human Services Office on Women's Health**.
- Room/Facility provided by **American Cancer Society**.
- Meeting set-up and note taking provided by Laurie Scott of the **Colorado Department of Public Health and Environment**.

**Welcome/Introductions/Announcements**

Linda Burhansstipanov officially took over as chair of the Coalition today. Kelley Daniel, past chair, was not able to attend to pass the gavel to Linda, but was thanked for his leadership.

Everyone on the phone and in the room introduced themselves.

**Presentation by Roxanne Johnson, Executive Director, Colorado Cancer Coalition: Why Are We Here?**

Roxanne provided some information on her background and thanked members for their work. She expressed that individually and collectively we are doing critical work. There are 220 to 250 Coalition member organizations and she would like to see that grow. Families across Colorado are depending on us and the bottom line is that we are saving lives.

Roxanne has been meeting with Executive Committee members and participating in Task Force meetings. She has been hearing that:

- The Coalition is important but we need to focus and redefine our purpose
- Important – issues management/policy and advocacy
- Task Forces – great info to be shared
- Need to engage membership and leadership. Are we doing the right things?
- Need to include, but be more than networking
- Need better communication vehicle in website – increase ease and usefulness

Roxanne is thinking:

- Using a chamber of commerce model would be beneficial to the Coalition. A chamber of commerce is a form of business network or organization of businesses whose goal is to further the interests of those businesses. The Colorado Cancer Coalition serves as the chamber of commerce for cancer-related organizations that are dedicated to coordinating cancer prevention, early detection, treatment, support services and research to improve the quality of life for all Coloradans.
- Active membership – strength
- Need a strategic plan for the Coalition
- Comprehensive Cancer Plan coordination with the CDPHE and ultimately the CDC priorities
- Increase organizational sustainability
- Recognize in-kind contributions
- Educate, inform, create more awareness
- “Can’t miss” meetings and summits

#### Chamber of Commerce

- Adds Value
- Networking at a different level
- Provides platform for small and large organizations
- CEO breakfasts
- Development and program connection opportunities
- Surface and discuss issues – educate
- Engage with collective Influence – policy and advocacy
- Business focus with heart!

#### Breast Cancer Resource Directory

- Teri Spector is the project director.
- 36 Coalition members participated in the directory evaluation survey. Results have not been fully analyzed, but feedback has been very favorable.
- There were several good suggestions for additions. There is a short timetable for this edition. All suggestions will be considered for the future. Thank you to everyone who responded. A few more volunteers are needed to help update resources. If interested or for more information, contact Teri Spector at [info@breastcancercolorado.org](mailto:info@breastcancercolorado.org).
- The goal is to publish the directory in March 2011.

#### BWRC Tax Check-off Fund

- Thanks to Wendy Newman for serving as project manager
- Advisory Committee, with Lucy Trujillo as chair, has been meeting to determine next steps/grants
- Researching to determine the implications of expanding the fund to all cancers
- Aligning the fund with the Coalition's fiscal year
- Increasing marketing effectiveness
- Benchmarking other successful state programs
- Roxanne Johnson is serving as the point person for the project

#### Thanks to:

- *Cook for the Cause* sponsored by Tony's Market and Invision Sally Jobe
- Staples for binders for the Pediatric Cancer Resource Guides
- Klein Buendel for their current and upcoming work on the Coalition website
- ACS for the meeting room
- DHHS Office on Women's Health
- CFPHE for co-sponsoring lunch
- Each of you for your time

Everyone was asked to write down their answer to the question, "What one thing, one deliverable, one tangible item could the Coalition provide, as a chamber of commerce, that would help you/your organization?" and submit them to Roxanne.

#### **Business Meeting**

- **Colorado Cancer Summit – April 26, 2011 at the Red Lion Hotel Denver Central**  
Keynote Speaker is Tyler Norris, Creating Healthier Communities. As a long time social entrepreneur, Tyler's passion is improving the health of people and the sustained vitality of built and natural environments.
- **Colorado Cancer Plan – Sara Miller, CFPHE**
  - The updates are currently being finalized. The master plan is to have the website finished and ready for approval from the Executive Committee by the second week of January. The plan will then go to the quarterly Coalition meeting in January for review and approval. Two significant changes for this year's cancer plan: 1) Colorado will be the first state in the country to have a pediatric cancer chapter. 2) We are raising policy and advocacy issues to the top of the plan.
  - The Cancer Plan will be online only and will no longer be printed.

➤ **Program Update – Denise Steinbach, CDPHE**

- National Comprehensive Cancer Control Program Priorities 2010
  - Emphasize primary prevention of cancer
  - Coordinate early detection and treatment activities
  - Address public health needs of cancer survivors
  - Use policy, systems, and environmental changes to guide sustainable cancer control
  - Promote health equity as it relates to cancer control
  - Demonstrate outcomes through evaluation

It is expected that NCCCCP grantees will implement the priorities and CDC will evaluate the level to which the priorities are implemented by the national program.

Priorities are meant to be a living document. As CCC environment evolves and changes, the priorities will be modified accordingly.

- CDPHE has received funding for three new areas of emphasis related to cancer:
  - Colorado Central Cancer Registry
    - 34-month funding for two projects
      1. Strengthen electronic reporting capability from non-hospital sources (outpatient treatment facilities, pathology labs) and enhance detailed data collection for breast, CRC, and CML cases needed to participate in effectiveness research studies.
      2. Special project: Use registry data to pre-populate treatment summaries/care plans for cancer survivors.
  - Women’s Wellness Connection: Connect2Care
    - Program will offer breast and cervical cancer patient navigation and case management services to women who are NOT eligible for WWC in the existing network of WWC agencies.
    - Screening services would be paid for or subsidized by partners such as Komen, Colorado Indigent Care Program, Medicaid, family planning, or other private/foundation funds.
  - Cancer Policy Grant
    - Supports a cancer-specific policy agenda.
    - Denise will review the objectives of this grant as part of the Policy and Advocacy Task force presentation.
    - Additional staff will be hired at CDPHE to work on the grant objectives. Position descriptions are currently under review; hiring expected in January.

The CCC newsletter will include detailed summaries of these grants.

➤ **Task Force Updates – Task Force Chairs**

- **Breast Cancer Task Force** – Nancy Beegle reported that the task force is looking for volunteers to help update the Breast Cancer Resource Directory. Contact Teri Spector if you are interested. Grant applications for Breast and Women’s Reproductive Cancer Fund will be available after the first of the year. Watch your e-mails so you can apply. The next meeting is on December 8 from 8:30 to 10:00 a.m. at ACS.
- **Colorectal Cancer Task Force** – Dr. Thomas Told and Andrea Dwyer are the new co-chairs for this task force. Dr. Told reported that the meeting dates for the task force have been changed to the second Tuesday every other month. This summer they had a successful Four Corners meeting at Ft. Lewis College in Durango. They did a survey of their membership. They decided to have two separate initiatives: One professional initiative to address primary care providers on how we could increase screening, and one to explore having colorectal cancer screenings be paid for by Medicaid. Marketing initiatives include the Jo Jo video “Your Colon and You” and a Village Inn coupon for \$5 if you’ve had your colonoscopy.
- **Pediatric Task Force** – Christine Disch reported that they had a big event in September (Childhood Cancer Awareness Month) at the Rockies game with several hundred people in attendance. A few pediatric cancer patients

got to go out onto the field. Another big accomplishment was distributing their resource guides. Their next meeting is Dec. 9.

- **Quality of Life and Survivorship** – Paula Marchionda reported they are doing a descriptive study of Colorado cancer survivors versus “non-cancer controls,” which is a CDC definition. They are getting a first look of how Colorado survivors are doing versus the rest of the population. The sample this year is small, but next year’s should be larger and therefore more usable. There will be a presentation on this study at the spring summit. Abstracts have been put into the American College of Preventive Medicine. On December 10 there will be a presentation on this at the Public Health Forum at the College of Public Health.
- **Skin Cancer Task Force** – Mary Buller reported they have been doing some non-seasonal outreach such as worksite health fairs. In January they will be doing skin cancer screenings at the Ski and Snow Show. A paper published by task force members on skin cancer prevention was picked up by Reuters and the New York Times.
- **Genetics Task Force** – Mel Taylor reported that the mission of this newly created task force is to improve the access to hereditary cancer services throughout Colorado. They have put together a presentation on the privacy of genetic information and the Genetic Information Discrimination Act that went into effect in 2009. It will be presented to health care advisors.
- **Data/Surveillance – Randi Rycroft, CDPHE**  
Randi presented colorectal screening and early detection data presented by Colorado health statistics regions. The BRFSS data show that the screening rate for men over 50 is about 63% statewide and for women over 50 it is about 62%.
- **Governance – Linda Burhansstipanov**  
There is an opening for the vice-chair for the Coalition. Send in the nomination forms for vice-chair to Roxanne.

### **The New Political Landscape**

- **What does the election mean for Coalition members?**
  - The state went from five Democratic and two Republican representatives to four Republican and three Democratic representatives.
  - It was significant that Amendments 60, 61, 63 and 101 did not pass, which would have had a negative impact on our programs.
  - In the state senate, Democrats lost one seat, going from 21-14 to 20-15.
  - In the state house, the margin will change in 2011 to 33-32 in favor of the Republicans from the current Democrat controlled 37-27.
  - These changes will not likely change the level of vulnerability for Amendment 35 programs.
  - The split legislature may make it more difficult to get proactive legislation passed, and less difficult to defeat problematic legislation.
  - The new governor (Hickenlooper) leans a bit more moderate than the outgoing governor, which will make legislation appearing as “anti-business” a bit more difficult to pass.
- **Health Care Reform Implementation in Colorado**
  - There will most likely be a bill introduced in January to repeal and replace the Affordable Care Act. It will likely pass the House but not the Senate. Hopefully, the longer that the act is sustained and held intact, the more acceptance people will have for the act and the more they will understand it.
- **Amendment 35 Programs in FY 11-12**
  - Governor Ritter has recommended \$21 million in cuts to the CCPD Grants Program, as well as the STEPP grants program, bringing funding about even with total operating budget for FY 10-11.
  - The governor’s proposal did not recommend reductions to the Breast and Cervical Cancer Screening and Treatment program.
  - The JBC considers these recommendations but ultimately determines the final budget figures.
  - Early education for new JBC members is critical in fighting further cuts.

- Voting dynamic on the JBC is much different because of the change in control of state government.
- There won't be as much consensus next year.
- **CDC Grant – Systems Changes in Cancer Control through Public Policy Initiatives**
  - Built environment improvement with an emphasis on shade structures in communities
  - Legislation related to youth tanning restrictions
  - Reimbursement for case management, patient navigation services, by benefit plans with a focus on Medicaid
  - Expanding Medicaid eligibility for breast and cervical cancer treatment
- **ARRA Grant for Advancing Youth Access to Tobacco Policy Initiatives**
  - Tobacco retail licensing
  - Strengthening smoke-free schools law
  - Removal of tax penalty for local government to raise cigarette and other tobacco product taxes
  - Strengthen penalties for retailers caught selling to minors
- **Defense of Current Cancer Control Laws**
  - Legislation to repeal/scale back existing screening mandates
  - Legislation to repeal/scale back existing treatment coverage mandates
    - Clinical trials
    - Oral chemotherapy
  - Legislation to weaken the Colorado Clean Indoor Air Law
  - Constitutional Reform Initiatives
- **Role of the Colorado Cancer Coalition Public Policy Task Force – Discussion**
  - It would be good to have a representative from each task force on the Public Policy task force.
  - Notices for Public Policy task force meetings will be sent to all Coalition members.
  - This task force will give updates at quarterly Coalition meetings on changes that have occurred.
  - The Public Policy task force would like to be a think tank for how to address the issues that come up in other task forces. Let them know if there is something they can help you with.
  - ACS CAN is having its annual lobby day at the state capitol on February 9 beginning at 8:00 a.m.
  - It would be helpful if we could recruit more members from other organizations that do policy and advocacy work to be on the task force.
  - There was some concern about the fact that the word “advocacy” has been taken out of the name of this task force. The name was changed because some members of the Coalition, particularly federally-funded partners, couldn't attend meetings with the word “advocacy” in it.
  - With the Affordable Health Care Reform Act, a key will be to get placement on committees that promulgate regulations. Good legislation can be ruined with bad/out-of-control regulation.
  - Give any additional suggestions you may have to Dana or Roxanne.

## **Partner Announcements**

There were no partner announcements

**Next Meeting is January 27, 2011 in the Brooks Conference Center, with thanks to the American Cancer Society**