

Meeting Minutes

Thursday, July 22, 2010 12-2 PM

American Cancer Society, Brooks Building

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

- **Lunch was sponsored by Susan G. Komen for the Cure Foundation. If you are interested in sponsoring a lunch, please contact Sara Miller at smiller@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 the Colorado Department of Public Health and Environment**

Welcome/Introductions/Announcements

Linda Burhansstipanov took over chairing the meeting for Kelley Daniel who was absent due to a death in his family. Those who were in attendance at the CCC quarterly meeting for the first time were introduced. Welcome, new members!

Special Presentation: Report from the Comprehensive Cancer Control Leadership Institute

Denise Steinbach, Kelley Daniel, Debra Hesse, Patti Valverde, Linda Burhansstipanov and Myrna Candreia attended the CCCLI conference in Los Angeles June 8-10, 2010 and all except Kelley reported on what they took away from this meeting. A PowerPoint presentation with highlights of the conference given at today's meeting is available on the coalition Web site (www.coloradocancercoalition.org). The panel presentations that were given at the leadership institute will be available in a month or so on the Web site.

Old Business

CDPHE Cancer Program Update – CDPHE Staff

Denise reported on a new funding opportunity the department is pursuing. It is the policy agenda demonstration pilot that the Division for Cancer Prevention and Control is funding. The purpose is to implement cancer-specific policy agenda activities in the areas of primary, secondary and tertiary prevention. The application requires developing an agenda around three to five specific items. Initiatives proposed include adding more physical activities, supporting shade structures in the built environment, restricting youth access to indoor tanning devices and expanding Medicaid access for breast cancer treatment from the more restrictive option 1 to option 3.

Randi Rycroft, director of the Central Cancer Registry at the health department, gave an update on the funding opportunity they are applying for involving comparative effectiveness research dollars that are being funneled to Central Cancer Registry through CDC. The project involves increasing data linkages to enhance their database and also explore electronic pathology reporting from path labs that don't currently report to the registry electronically. They will be collecting additional data items. Also, for one year, they will be collecting detailed chemotherapy information including planned dose and received dose for breast and colorectal cancer, and chronic myelogenous leukemia. In addition, they are applying for a special project, which is providing treatment summaries and care plans to cancer survivors. Please let Randi know if you would like to help with this project. Applications are due August 11.

Policy and Advocacy Update – Jill Fricker

This taskforce is focusing on health care reform and how it will affect the cancer community and the budget. Their next meeting is August 27 at 9:30 at ACS. Jill encourages one representative from each taskforce to join the Policy and Advocacy taskforce. This taskforce meets on the last Friday every month at ACS at 9:30 a.m.

Taskforce Reports

Colorectal Cancer Taskforce – Jill Asrael reported that Andrea Dwyer and Dr. Thomas Told will be replacing Jill as co-chairs.

The Undy 5000 took place on June 26. The Denver race is the largest Undy event in the country. The funds raised go to state screening programs. Over \$100,000 was raised, which surpassed the goal.

The Quality Forum took place in June. All the major health plans were represented. At the forum, the inaugural prevention council was launched. This is an initiative where the key players at the major health plans, major employers and key stakeholders will be brought together to address issues of prevention, early detection and colorectal screening. Colorado is one of the first states to initiate an effort like this. There was no update on CRC screening program. Meetings for the Colorectal Cancer taskforce are the second Tuesday of the month at 7 a.m.

Breast Cancer Taskforce – Nancy Beegle reported the next Breast Cancer taskforce meeting is August 11 at 8:30 a.m. at ACS. All orders have been fulfilled for the 2010 Breast Cancer Resource Directory. For next year's directory we need \$35,000 and we only have \$32,000 so far. Let Nancy know if you know of someone who could provide the additional funding. There is also an online version of the directory. It gets at least 1,000 hits per month.

The Colorado Breast Cancer Coalition had a meeting July 11-12 in Sedalia. They elected new officers.

Wendy Newman gave an update on the Colorado Breast and Women's Reproductive Cancers Fund. She is stepping down as the project director for the fund, so a new director is needed. The fund has been awarded a slot on the Colorado income tax form for the next 10 years. From the income received last year, they were able to fund grants totaling about \$50,000 across Colorado to 14 different grantees. She has received multiple requests for the next application, but the next application process will not begin until January 2011. Information can be found at www.coloradocancercheckoff.org. The tax check-off generated \$95,000 in income last year, which doesn't include late filings. Last year it received \$112,000.

They are recruiting one board member for the advisory board. They would like to have representation from the reproductive cancers. If you would like to do this, please let Wendy know.

Skin Cancer Taskforce – Mary Buller reported May was National Skin Cancer Awareness Month. The taskforce participated in Colorado Get Outdoors Day on June 12. Several members, including dermatologists, were called on to do TV and radio interviews due to the media misinformation about sunscreen and sun safety.

They are currently working on the chapter. One of the goals is to set a new baseline for a new objective related to the adoption of sun safety policies in childcare centers statewide. They did a survey of members at the annual meetings of two statewide child care associations. Of the 250 childcare centers that responded, 80 percent have a policy related to sun safety. Ninety-five percent addressed sunscreen.

The Skin Cancer taskforce was contacted recently by the National Vision Council, the trade association for eyeglass and sunglass manufacturers. They selected Colorado to do a campaign this fall to encourage people to use sunglasses, even in the winter. They are doing a media-based campaign. It will focus on people participating in winter sports and families with children.

The taskforce would like to market the Sun Safe Colorado Web site www.sunsafecolorado.org nationwide. This site is a public service program for the state around skin cancer prevention education.

The Skin Cancer taskforce meets every third Thursday at 1:00 via conference call.

Health Equity Taskforce – Patti Valverde reported that the Health Equity taskforce has not met since they developed their revised chapter. They will be reviewing the new plan at their meeting in August as well as setting priorities and goals through the next year.

Update on CCC Web Site – Sara Miller

Pilar Chappa has been assisting with updating the Web site. She is getting information posted to each of the taskforces' Web pages. Let Pilar know about events, meetings, etc. She will remove from the site any agendas and minutes that are over one year old.

Sara and CDPHE are working on hiring a minute-taking company for the coalition and taskforce meetings in which a professional note taker will call into a meeting and take minutes. This service will be tried out at the Policy and Advocacy taskforce meeting in August and depending on how it goes and how expensive it is, the service will be available for all taskforce meetings.

Klein Buendel is working to create a new look and feel to the Web site, which will be launched at the November 5 annual meeting. The site will be more robust and easier to navigate through. We need donations of about \$7,000 for the Web site.

The Colorado Cancer Plan Web site will close for public comment July 26. After this date, the Cancer Plan will be removed from the site and the final version will be launched November 5 during the annual cancer meeting.

Annual Meeting

The annual meeting will take place on November 5 in Denver. The call for abstracts will be going out next week on www.coloradocancercoalition.org. We would really like to get more involvement from members throughout the state. The meeting agenda is being set by the 22 annual meeting committee members. The conference will focus on past cancer control successes, the present (launching the cancer plan), and the future of cancer control in the state. Sponsorship packets can be downloaded from the Web site. Hard copies of the packets have been mailed out to 39 past sponsors.

New Business

Colorado Cancer Coalition Executive Director Hiring

Linda B. reported that over 100 applications were received for this part-time position. The candidate pool has been narrowed down to two. A decision will be made next week which will be e-mailed to coalition members.

Timeline for the Colorado Cancer Plan

All comments must be submitted by July 26 at 5 p.m. The plan will be launched at the annual meeting on November 5. Look for a big announcement. There will be a press conference. If you have any good marketing ideas, contact Pilar.

Call for Nominations for CCC Vice Chair

As of September, Linda will take over Kelley Daniel's position as chair. We need a new vice-chair. Please submit nominations for this position. An e-mail to coalition members with a job description will be sent out. It is a three-year commitment (first year serve as vice-chair, second year as chair, and third year as past chair).

Partner Announcements

- **Cultural Competency Training**, Lisa Harjo of Native American Cancer Research reported that they are the recipient of a Komen grant. Part of the project is to sponsor cultural competency training. The training will be an all-day event focusing on Native Americans. It will be health-focused and include historical and current information, information about messaging and recommendations for providers. There will be four free trainings. The first one is September 21 at the St. Joseph's Hospital Foundation auditorium. Please let Lisa know if you are interested. There will be three sessions in Denver and one in Boulder. CEUs will be available for this provider focused training. For more information, go to http://www.natamcancer.org/PDFs/SAVE_THE_DATE_cult_comp_training_9-21-2010-R.pdf or call 1-800-537-8295.
- **The Cancer, Cardiovascular Disease, and Pulmonary Disease Competitive Grants Program** at the state health department is looking to fill three positions on the review committee. The three members needed include 1) a primary care provider, 2) a person who represents rural communities and 3) a public health professional. This is a three-year commitment. Go to <http://www.cdph.state.co.us/pp/ccpd/reviewcommittee/index.html> to learn more about this volunteer position and to apply.
- **Women's Wellness Connection Update.** Joanne Vermeulen of WWC reported that a record of at least 17,000 women have been screened this year! There has been a 28 percent growth in enrollment over the past two years. Radio and TV ads have been cut back, with the exception of Latina radio ads. Radio and print ads in Spanish and English are available at www.cohealthresources.org.
- **Second Annual American Cancer Society Cancer Action Network (ACS CAN) Denver Research Breakfast**, August 4, 7:30 a.m. – 9 a.m., Denver Athletic Club, 1325 Glenarm Place, Denver, CO. This fundraising event brings together Colorado's key leaders in medical research, cancer and health care policy, as well as individuals and companies who are interested in supporting cancer research and the work of ACS CAN. RSVP by contacting Dana Dzwonkowski at 720.524.5445 or dana.dzwonkowski@cancer.org or by linking online to www.acscan.org/denverbreakfast.
- **Make-a-Wish applicants needed.** Lynette Apodaca on the Pediatric taskforce needs applications from 30 children for Make-a-Wish. Contact Lynette at lapodaca@marcjr.org.