



**Meeting Minutes**  
**Thursday, January 27, 2011**  
**12– 2 PM**  
**American Cancer Society, Brooks Conference Center**

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

- Lunch was sponsored by the **University of Colorado Cancer Center**.
- Teleconferencing provided by the **Department 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, CCC Chair, and Kelley Daniel, Immediate Past Chair, were out of town and could not attend today's meeting.

- Individual Introductions
  - Everyone at the meeting introduced themselves and reported on something important for everyone to know that they or their organization is doing.
- Vice Chair Announcement
  - Roxanne Johnson introduced Nancy Beegle, who was unanimously voted Vice-Chair of the CCC.
- Executive Director Report
  - Roxanne thanked the task forces and coalition members for the work they are doing. "You are saving lives!" she reminded those attending.
  - The coalition has 250 organizational members and 660 individual members and is growing.
  - The CCC is transitioning to a Chamber of Commerce model. The CCC Executive Committee will be working on a strategic plan for the future.
  - The coalition connects to the Comprehensive Cancer Plan in coordination with the Colorado Department of Public Health and Environment (CDPHE) and ultimately the CDC priorities.
  - We want to provide you with education, information and awareness.
  - Participate, don't just show up. Try to meet one new person. Make suggestions.
  - A card was provided at the meeting to provide feedback to these questions: 1) Do you use the cancer plan? 2) If yes, how? 3) If no, why not?
  - Roxanne passed out the responses from the last meeting on the question, "How can the coalition help you?"  
Following are the categories of the responses.
    - Awareness and public relations.
    - Communication, information and education. Need to coordinate, but not duplicate, information.
    - More data. We need to make sure the data gets out to the public. Every meeting will include a presentation on data.
    - Funding – Be a strong advocate to ensure funding support.
    - Medical – Reach out to hospitals.
    - More networking opportunities.
    - Policy/Legislative issues.
    - Quality of Life issues.
    - Task force issues.
  - Holly Wolf was recognized for her work with the coalition over the past 10+ years. She has been vice-chair, chair and past chair. She was honored with a bouquet of flowers.

**Business Meeting**

- **Colorado Cancer Summit – April 25-26, 2011 at the Red Lion Hotel Denver Central**

The summit has been expanded to include an extra half-day on April 25 from 1 p.m. to 5 p.m., which will be spent discussing how to utilize the cancer plan. At about 5 p.m. there will be a networking reception with an awards presentation. On the 26<sup>th</sup>, the keynote speaker, Tyler Norris, will speak on Creating Healthier Communities.
- **Breast Cancer Resource Directory – Teri Spector**

Teri Spector is the project manager for the directory. This year's printed directory will be published in March. The online directory can be found at [www.breastcancercolorado.org](http://www.breastcancercolorado.org) and is updated continuously. Contact Teri Spector at [info@breastcancercolorado.org](mailto:info@breastcancercolorado.org) if there is a resource you would like listed. Thank you to all the volunteers who helped with the updates.
- **BWRC Tax Check-off Fund – Vicki Tosher**
  - The advisory committee decided to shift the fiscal year to match the coalition year (July 1 to June 30).
  - The RFP cycle will now begin in August.
  - Due to the shift, they are postponing the 2010 grant cycle (2009 dollars) and will roll it into the 2011 grant cycle (2010 dollars).
  - Roxanne Johnson was hired as the new half-time grant manager. The position will run through July. At the end of June they will reassess the position.
  - They approved \$25,000 for marketing between now and April 15.
  - The state has changed its rules regarding tax funds and the only people who can make a donation are the ones getting a tax refund.
  - They are looking into whether the fund can be changed to an all-cancer fund, but this change wouldn't happen until 2012.
- **Data/Surveillance – John Arend, Statistical Analyst, Colorado Cancer Registry, CDPHE**

John presented data on early detection of female breast cancer in Colorado. The slides for this presentation will be e-mailed out. Please contact the Colorado Cancer Registry for all your cancer data needs.
- **Program Update – Denise Steinbach, CDPHE**
  - The Summit on Sodium, co-sponsored by CDPHE, is a free, one-day summit that will feature national speakers sharing ways to reduce the overconsumption of sodium in our food. The summit will take place February 16 from 8:30 a.m. to 4 p.m. The registration link can be found at [www.cohealthresources.org](http://www.cohealthresources.org) and will also be included in the weekly update newsletter.
  - CDPHE's Source for Healthy Living website flyers were made available at the meeting. The site, [www.cohealthsource.org](http://www.cohealthsource.org), has been designed specifically for program planners and there is a wealth of information across the chronic disease spectrum. On this website is a link to the Fulfillment Center, [www.cohealthresources.org](http://www.cohealthresources.org), where you can order copies of a number of different chronic disease-related publications. The breast cancer resource directory is available on this link.
  - Youth indoor tanning restriction policy: Stephanie Walton of the Healthy Living Branch is the project lead for this activity. Denise and Stephanie had a great meeting with Mary Buller and Rachel Burnett of the Skin Cancer Task Force. The goal is to propose the legislation in 2012.
  - Denise will help the Policy Task Force get up to speed with processes and infrastructure.
- **Task Force Updates – Task Force Chairs**
  - **Policy Task Force (Dana Dzwonkowski)**
    - ACS CAN is having its annual lobby day at the state capitol on February 9 beginning at 7:45 a.m. The main topic of discussion is Amendment 35 cuts to cancer programs. Roxanne will send out a registration link.
    - A bill will be introduced to define the governing board to sit around the health insurance exchange, which is going to be created through the affordable care act that will go into effect 2014. Decisions to be made include how many people will be on the board, what kinds of decisions they will be able to make, and who will be represented. It will likely be a seven-member board.
    - The Policy Task Force meets the last Tuesday of the month at noon at ACS.

- **Colorectal Cancer Task Force (Andrea Dwyer)**
  - The task force has been discussing what health care reform might mean for preventive services. They are trying to find an opportunity to get preventive screening in colorectal cancer on the agendas at the state and national levels. They are also discussing meaningful use data, as well as patient-centered medical homes.
  - They are working with the Policy Task Force on policy and advocacy around treatment dollars for individuals that are uninsured or don't have access to treatment.
  - They would like to better include the provider community. In the fall they began working with the provider community on the how to work together to get the word out about colorectal cancer that might make an impact on services for patients. In November and December they had focus groups with provider groups. They have devised talking points and PowerPoint presentations and are working with some of the providers on how to get to this audience and ask what they really need. They are rolling this out now and finishing this spring.
  - Support services: The task force deals mostly with prevention and screening, but there aren't many resources for support services for colorectal cancer patients. They would like to work on enhancing support services for those who already have the disease. They are partnering with the Colon Cancer Alliance to address this. On June 23 the Colon Cancer Alliance is having a national conference in Denver for colorectal cancer patients and family members in Denver.
  - Jo Jo DVDs were made available at today's meeting and they are also on the coalition website. The video is an educational tool about a man who goes through colorectal cancer screening.
  - March is Colorectal Cancer Awareness Month. A press release will be sent out with a link to the Jo Jo video. March 4 is Dress in Blue Day to bring awareness to colorectal cancer.
  
- **Skin Cancer Task Force (Mary Buller)**
  - The task force is working with CDPHE on the indoor tanning restrictions for minors policy that Denise talked about earlier.
  - Several of the task force members will be manning a Rocky Mountain Sunscreen booth Jan. 27-30 at the Ski and Snow Show. Some dermatologists on the task force and other physicians will be performing skin cancer screenings.
  - One of the task force members is doing a research project funded by the National Cancer Institute in March launching a worksite skin cancer prevention education and policy adoption program for 120 cities, counties and special districts throughout the state.
  
- **Pediatric Task Force (Christi Disch)**
  - The resource binders were sent out to major hospitals that treat pediatric cancer patients. They are now sending out updates to the binders. The information from the binder is also online at [www.cokidscancer.org](http://www.cokidscancer.org). Please let Christi know if there is a resource missing that should be included ([christi@mylifeline.org](mailto:christi@mylifeline.org)).
  - Dr. Tom Smith and Dr. Steve Hunger are exploring statewide rural and mountain region access to care and pediatric education so we can make sure that when they see a patient that needs to come to Denver they know where to send them. They are working on a pilot program and the task force is going to try to find a way to fund them.
  - On lobby day members of the task force will wear buttons and t-shirts with pictures of kids with cancer.
  - The new chair of the Pediatric Task Force is Sean Meyerhoffer with Brent's Place.
  - The dates for the upcoming Pediatric Task Force meetings are April 14, July 14 and October 13. All meetings are from 11:30 a.m. to 1 p.m. at the American Cancer Society.
  
- **Genetics Task Force (Mel Taylor)**
  - The task force has been working on a presentation on genetic information non-discrimination act (GINA). They have developed a presentation they are hoping to pilot at Kaiser. It is geared to health care providers to give them information on the provisions to GINA and how it applies to their patient population and to hereditary cancer risk assessment. It has been approved for one ERS point through COPIC.
  - They are looking at establish universal screening for Lynch syndrome, a hereditary colorectal cancer syndrome.

- **Health Equity Task Force (Patti Valverde)**
  - This task force is now meeting on the fourth Tuesdays from 1 p.m. to 2 p.m. February 22 at 1 p.m. is the next call.
  - They will be developing a navigator directory for Colorado. The link to collecting information about the navigators will be sent in a week or two. The PDF directory will be housed on a number of different websites and will be updated quarterly.
  - They discussed what their potential role would be in working with communities regarding health care reform. To better understand it, they will be providing the task force members with materials already available and invite people to speak during the conference calls. At the cancer summit, they may develop a panel or something relating to health care reform for communities of color and underserved communities.
- **Quality of Life and Survivorship Task Force (Paula Marchionda)**  
They have been working on an analysis of the Behavior Risk Factor Surveillance Survey. This year the survey is asking a whole module on survivorship that could provide some interesting information.
- **Breast Cancer Task Force (Nancy Beegle)**  
This task force is looking for a new chair since Nancy Beegle became vice-chair for the coalition.

### **2015 Cancer Plan – A Sneak Peak – Sara Miller, CFPHE**

- The official launch of the cancer plan will be at the cancer summit April 25-26, 2011.
- Sara highlighted the features and functions of the plan at [www.coloradocancerplan.org](http://www.coloradocancerplan.org).
- There were 632 comments during the open-comment period. Some comments were not related directly to the plan and were directed to other organizations or CDPHE. Some comments were incorporated into the plan or combined with other comments. We did our best to address every comment.
- Each chapter has an overview section, an objectives section, and a references & resources section.
- Sections for past contributors and current contributors will be created. If you have contributed and don't see your name, please let Sara know.
- The plan will be ready for final review by the end of February.
- The plan has been edited for grammar and style consistency.

### **Partner Announcements**

- **Ski Bumps, Fight Lumps** – This is an eight-day event beginning March 13. A group of people will be skiing at 27 ski areas in Colorado in eight days to benefit the Colorado Breast Cancer Coalition. The information is on [www.skibumpsfightlumps.org](http://www.skibumpsfightlumps.org) and [www.bccc.colorado.org](http://www.bccc.colorado.org).
- **Undy 5000** – The Colon Cancer Alliance is holding its third annual Undy 5000 (5K race) in Denver on June 25 at 8:30 a.m. at Denver's City Park. To register, go to [www.undy5000.org](http://www.undy5000.org). All proceeds go to the statewide Colorado Colorectal Screening Program.
- **Lacrosse Out Cancer Night** takes place at the Colorado Mammoth game on March 26 at 7 p.m. at the Pepsi Center. Fifty percent of each ticket sold benefits Colorado Kids Cancer Coalition. To purchase tickets, go to [www.pepsicenter.com/groups/mammoth/cokids](http://www.pepsicenter.com/groups/mammoth/cokids). For questions, contact Kirsten Melander at 303.405.1148 or [kmelander@pepsicenter.com](mailto:kmelander@pepsicenter.com).

### **Colorado Cancer Summit is April 25-26, 2011 at the Red Lion Hotel**

### **Next CCC Meeting is July 28, 2011 in the Brooks Conference Center, with thanks to the American Cancer Society**