Aligning State Cancer Plans with National Priorities

Presenter:
Aubrey Van Kirk Villalobos, MPH, MEd

The webinar will begin at 3:00 p.m. Eastern.
Audio: Use computer speakers or phone (1-866-307-6033)
If connecting by phone, please put your phone on mute!
Presenter

Aubrey Van Kirk Villalobos, MPH, MEd
Director, Comprehensive Cancer Control, George Washington University Cancer Institute

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Webinar overview

• Public Health Priority Landscape
• Methodology and Development of Priority Alignment Tool (PAT)
• PAT Contents
• PAT Applications for cancer control work
National Priority Landscape

Multiple national health agendas

- Multiple cancer/chronic disease topic scopes
- Multiple specified priority issues
- Multiple sets of targets and indicators

Challenges with alignment and incorporation of national priorities into CCC work

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Methodology

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<table>
<thead>
<tr>
<th>Cancer priorities</th>
<th>U.S. Surgeon General</th>
<th>CDC</th>
<th>Healthy People 2020</th>
<th>CCCNP</th>
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<tr>
<td>Colorectal Cancer (screening)</td>
<td>National Prevention Strategy Priorities</td>
<td>Cross-Cutting Disease Topics and Indicators</td>
<td>Prevention Status Report Topics and Indicators</td>
<td>Priorities</td>
<td>Leading Health Topics, Indicators and Targets</td>
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<td>Cervical Cancer (and HPV vaccination)</td>
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<td>Chronic disease priorities</td>
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GW Cancer Institute
CANCER CONTROL TAP
Tap into resources to control cancer
9 Priorities

Cancer
1. Colorectal cancer
2. Cervical cancer/HPV vaccination coverage
3. Skin cancer
4. Lung cancer
5. Survivorship

Chronic Disease
1. Nutrition, physical activity and obesity
2. Tobacco and alcohol use
3. Access to health services
4. Mental and emotional wellbeing

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<table>
<thead>
<tr>
<th>Surgeon General's Strategic Directions</th>
<th>CDC's Chronic Disease Domains</th>
<th>CDC’s National Action Plan for Cancer Survivorship</th>
<th>&quot;Essential components of survivorship care&quot; from IOM's Cancer Patient to Cancer Survivor: Lost in Transition</th>
<th>&quot;A Model for Delivering Psychosocial Health Care&quot; from IOM's Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs</th>
<th>Chapters of IOM's Delivering High Quality Cancer Care: Charting a New Course for a System in Crisis</th>
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Priority Alignment Tool

Access the Priority Alignment Tool to follow along during this webinar:
http://tinyurl.com/PriorityAlignment

• Available as an interactive PDF document
• Available for download from our TAP website www.cancercontroltap.org

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Priority Alignment Tool Contents

1. Tool
2. Glossary
3. Examples
4. Resources
1. Tool

Part 1: Overview of Plan Alignment
Assess whether and where the top 9 national priority topics are addressed in your cancer plan.

State Cancer Plans Priority Alignment Tool

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Tap into resources to control cancer

State Cancer Program
Comprehensive Cancer Control Plan Years

Introduction: The priority alignment tool is intended to help state comprehensive cancer control programs and coalitions assess the extent to which their current state cancer control plans align with the various national health priorities. The results from this tool will help state cancer control leaders with revisions to the cancer plan, activities, and outcome measures collected.

Overview of Plan Alignment
Instructions: Use the checklist below to indicate which national priorities are currently addressed in your state cancer plan. Place a check in each box where you have a goal or objective related to the priority and record the goal or objective numbers from your plan.

National Cancer Priorities
- 1. Colorectal Cancer - Screening
- 2. Cervical Cancer - HPV Vaccination
- 3. Skin Cancer - Awareness
- 4. Lung Cancer

Goal/Objectives Numbers:
1. Tool

Part 2: Strength of Plan Alignment

Assess degree of cancer plan content and planned activities for each of the top 9 national priority topics to identify strengths and opportunities for improvement.

### Strength of Plan Alignment

**Instructions:** Rate the strength of your state’s alignment with each priority based on the 4-point scale. Consider the importance given to each priority in the state cancer plan and the effort and activities exhibited by the state cancer control program, state cancer coalition and coalition partners surrounding that priority.

**KEY:**
- No Alignment = Not present in current cancer plan
- Weak Alignment = Present in plan but no activities planned in next 12 months
- Moderate Alignment = Present in plan with activities planned in next 12 months
- Strong Alignment = Present in plan with activities currently being implemented

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<thead>
<tr>
<th>Priority</th>
<th>No Alignment</th>
<th>Weak Alignment</th>
<th>Moderate Alignment</th>
<th>Strong Alignment</th>
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<td>Colorectal Cancer</td>
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1. Tool

Part 3: Improve Priority Alignment

Guidance for drafting goal statements, objectives and strategies for chosen priority areas for improvement

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<thead>
<tr>
<th>Priority Alignment Results</th>
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<tbody>
<tr>
<td>Strengths</td>
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<tr>
<td><strong>Instructions:</strong> Review the checklist and scale above. Below, record priority areas you checked that had moderate or strong alignment with national priorities. Great job! These are strengths in your state's cancer plan.</td>
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<tr>
<th>Opportunities for Improvement</th>
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<tbody>
<tr>
<td><strong>Instructions:</strong> Review the checklist and scale above. Below, record priority areas that were not checked and has weak or no alignment with national priorities. These are areas you might want to focus on when revising your state's cancer plan.</td>
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Improving Priority Alignment

Now that you have identified areas for improving national priority alignment in your state cancer plan, this section will take you through steps to do just that. First, select a priority area that was on your “opportunities for improvement” list to focus on. Then, follow the steps below.

**Step 1. Choose a Priority Area**

**Step 2. Write a Goal Statement**

The Centers for Disease Control and Prevention (CDC) defines a goal as “a broad statement of program purpose that describes the expected 5-year effects of your program” and as a “broad general statement about the underlying purpose of the cancer plan.”

For example, “Increase implementation of effective physical activity, nutrition, and tobacco-use prevention efforts in schools and school districts.” See pages 13-30 for sample goals from state cancer plans on all of the priority areas.
2. Glossary

- Provides details on each of the 9 topics, summarizing national guidance on each topic

Example: Colorectal Cancer

“While there are national indicators and general priorities surrounding incidence and mortality of colorectal cancer, the current focus of national agendas is on increasing recommended colorectal cancer screening. In particular, both the CDC and the CCC National Partnership have priorities for increasing colorectal cancer screening based on the latest guidelines. Further, the American Cancer Society and the CDC’s National Colorectal Cancer Roundtable launched the 80% by 2018 movement with the goal of reaching 80% of recommended individuals getting screened for colorectal cancer by 2018, providing an opportunity for public health professionals to make a collective impact.”
3. Samples

- Organized by priority topic
- Lists guidance from national sources and examples from Comprehensive Cancer Control plans
- For each topic examples are provided for:
  - Potential indicators
  - Potential targets
  - Sample goals
  - SMART objectives
  - Strategies

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3. Samples

Example: Tobacco and Alcohol Use

Potential Indicators:
- Adult cigarette smoking rates
- Sale of cigarette packs
- Adolescent cigarette smoking past 30 days
- Smokeless tobacco use among youth
- Adolescent use of alcohol or illicit drugs in past 30 days
- Adolescent binge drinking in past 30 days
- Heavy drinking among adult men/women
- State beer/wine/spirits taxes

Potential Targets:

Healthy People 2020 Targets:
- Reduce cigarette smoking by adults to 12%
- Reduce use of cigarettes by adolescents (in the past month) to 16%
- Reduce the proportion of children aged 3 to 11 years exposed to secondhand smoke to 47%
- Reduce the proportion of adolescents reporting use of alcohol or any illicit drugs during the past 30 days to 16.6%
- Reduce the proportion of adults of persons engaging in binge drinking during the past 30 days in adults aged 18 years and older to 24.4%

Sample Goals with SMART Objectives and Strategies:

Arizona Cancer Coalition (2005-2010):

Goal: To reduce the risks for developing cancer among all Arizonans by promoting and engaging in healthy behaviors.

Objective: By 2010, decrease the proportion of youth and adults who exceed the national dietary guidelines for alcohol consumption (consuming more than one drink per day for women, more than two drinks of alcohol per day for men, and no alcoholic beverage consumption for adolescents and children) from baseline. (Data Source: YRBS, BRFSS)

- 78.4% of Arizona youth in grades 9-12 have ever had one or more drinks of alcohol
- 5.4% of Arizona adults were at risk for heavy drinking in 2003 (exceeded one drink per day for women and two drinks of alcohol for men)

Strategies: Disseminate public education messages about the role of alcohol and cancer risk.
- Educate Arizonans about the relationship between alcohol use and cancer.
- Increase awareness of the substance abuse prevention services available through the Arizona Department of Health Services.
3. Samples

Example: Survivorship

Potential Targets:

Commission on Cancer (COC) Targets:

- COC-accredited institutions will provide survivorship care plans to 25% of eligible patients by January 1, 2016
- COC-accredited institutions will provide survivorship care plans to all eligible patients by January 1, 2019

Healthy People 2020 Targets:

- Decrease to 12% the proportion of persons who smoke (including cancer survivors)
- Increase the mental and physical health-related quality of life of cancer survivors
- Increase the proportion of persons who report that their health care providers always involved them in decisions about their health care as much as they wanted to 56.8% (including cancer survivors)

The field of cancer survivorship is still relatively new and thus for many proposed indicators, specific targets may not yet exist.

- Increase the proportion of population-based Healthy People 2020 objectives for which national data are available for all major population groups (including cancer survivors)
- Increase the proportion of Healthy People 2020 objectives that are tracked regularly at the national level (including objectives relevant to cancer survivors)

Nutrition and Physical Activity Guidelines for Cancer Survivors:

- Increase the proportion of cancer survivors who achieve and maintain a healthy weight
- Increase the proportion of cancer survivors reporting at least 150 minutes per week and including strength training exercises at least 2 days per week (physical activity adherence is positively correlated with health-related quality of life)
- Increase the proportion of survivors following federal nutrition guidelines for fruit and vegetable consumption (at least 2 to 3 cups of vegetables and 1.5 to 2 cups of fruits each day)
4. Resources

• List of population-based data sources
• Cancer Plan development resources
  – GW Cancer Institute’s state cancer plans goal bank & Comp Cancer 101 Wiki planning section
  – CDC’s Cancer Plan Self-Assessment Tool
  – CDC’s Library of Indicators and Data Sources
  – SMART objectives template
  – Others

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Applications and Uses

• Increase awareness of national public health priorities
• Assess current cancer plan for alignment with priorities
• Integrate into cancer plan revision process to ensure inclusion of national priority topics in new plan
• Get ideas and see examples of goals, objectives, indicators and targets in national priority topic areas

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Thank you!

Questions for our speaker?

Aubrey Villalobos

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