

The logo for the Maryland Cancer Collaborative features the text "Maryland Cancer Collaborative" in a black serif font on a yellow background. To the right of the text is a shield-shaped emblem with a red cross on a white background, and a black and yellow diagonal striped pattern below it.

*Maryland
Cancer
Collaborative*

Comprehensive Cancer Control in Maryland

Elizabeth A. Platz, ScD, MPH

Chair, Maryland Cancer Collaborative

**Professor, Johns Hopkins Bloomberg School of Public Health,
Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins**

What is comprehensive cancer control?

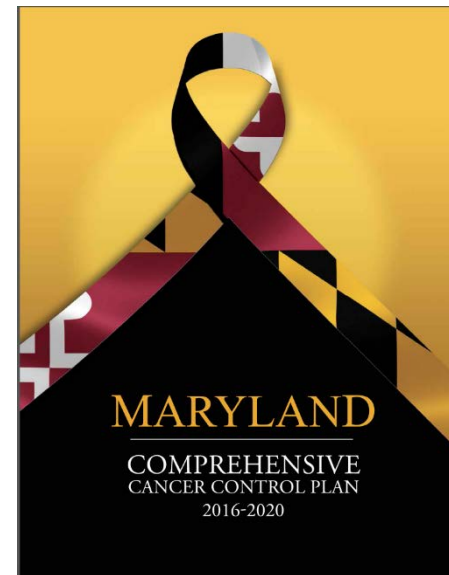
- Per the Centers for Disease Control and Prevention, **comprehensive cancer control** is a strategic approach
 - *to prevent or minimize the impact of cancer in communities*
 - *that brings together key partners and organizations to develop a plan to reduce the number of community members who get or die from cancer*

<https://www.cdc.gov/cancer/ncccp/>

https://www.cdc.gov/cancer/ncccp/what_is_cccp.htm

Maryland Cancer Collaborative

- Statewide coalition of volunteers who implement the Maryland Comprehensive Control Plan.
- Work with individuals and organizations throughout the state to implement the Maryland Comprehensive Cancer Control Plan.
- Bring together existing groups and new partners from across the state to collaborate on a common goal: **reducing the burden of cancer** in Maryland.



http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/about_mcccp.aspx

MCC Workgroups

- **HPV Vaccination Workgroup:**

- Strategy: Implement systems changes within healthcare practices to check teenage patients' vaccination status and offer all indicated vaccines at each visit; schedule the next HPV vaccination dose before the end of the current appointment; and, utilize reminder and recall strategies.
- Dr. Niharika Khanna, University of Maryland

- **Hospice Utilization Data Workgroup:**

- Strategy: Create partnerships to develop and implement a plan to collect cancer patient hospice utilization data.
- Peggy Funk, Hospice and Palliative Care Network of Maryland, and Michele Levin, Gilchrist

- **Tobacco Cessation Workgroup:**

- Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco.
- Joanne Ebner, Anne Arundel Medical Center, and Krystle Pierce, MDQuit

MCC Workgroups

- **Access to Care and Services Workgroup:**

- Strategy: To ensure cultural, financial, and geographic access and provide information to underserved populations on how to access healthcare and supportive services.
- Patsy Astarita, LCSW-C, OSW-C, University of Maryland, Upper Chesapeake Health

- **Communications Workgroup:**

- Strategy: To use media outlets such as websites and social media outlets; print, radio, and television PSAs; billboards; and press releases to provide public health messages related to cancer.
- Karen Warmkessel, University of Maryland Medical Systems

Tobacco Cessation Workgroup Update

“By 2020, reduce the prevalence of current cigarette smoking among adults to 15.6%.”

Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco

If you are a Maryland hospital administrator or know one....

1) Survey Maryland hospitals to assess level of inpatient tobacco treatment services along with tobacco protocol & policies

- Utilize SurveyMonkey to gather information
- **Disseminate survey in November 2017**
 - **Hospital CEOs, Presidents, and Administrators**

https://www.surveymonkey.com/r/MCCHospitalSurvey_Tobacco

Tobacco Workgroup: Next steps

- 2) Gather Results and Provide Summaries
 - Collect and analyze data by Jan/Feb 2018
 - Share aggregate level data with hospitals
- 3) Assist hospitals in developing & implementing evidence-based tobacco treatment services for inpatients by providing information and resources through user friendly formats such as:
 - Downloadable materials on MCC website
 - Toolkits, handouts, etc.
 - Webinars and/or Workshops on best practices for hospitals in tobacco treatment practices & policy
- **Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco**

Questions?

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Chairs of the Tobacco Cessation Workgroup

Communications Workgroup

- Working with a documentary film company to develop a short film on the importance of palliative care
- Sub-committee for the film is expecting to conduct a launch call with the film company before Thanksgiving
- National Cancer Survivors Day – June 3: Development of Social Media Toolkit on cancer survivorship

Hospice Data Utilization Workgroup

- Identified available hospice data and current gaps in existing data
- Will be surveying hospices to gather additional data, as well as solicit Maryland Healthcare Commission to expand the data that is current being collected.

HPV Vaccination Workgroup

- Engaged in a quality improvement project with a local university health center, to promote HPV vaccination among students who have not begun or completed the HPV vaccination series;

Access

- Developing a Cultural Competency Training for providers to gain a greater understanding of how interact with various race and ethnic groups in a culturally sensitive manner, understand barriers to care, etc.
- Currently working on identifying content experts for curriculum development.

Join the Maryland Cancer Collaborative

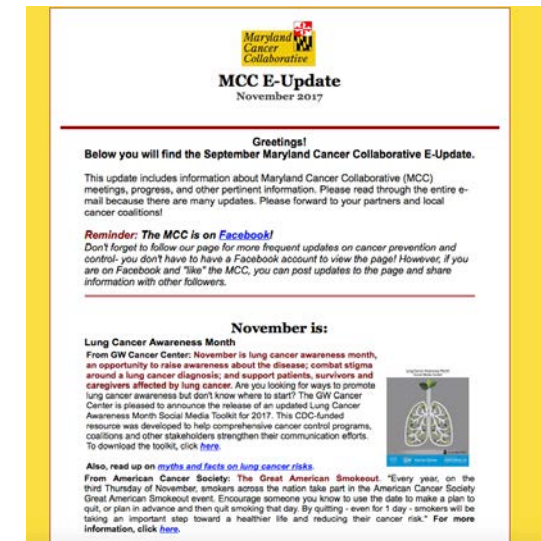
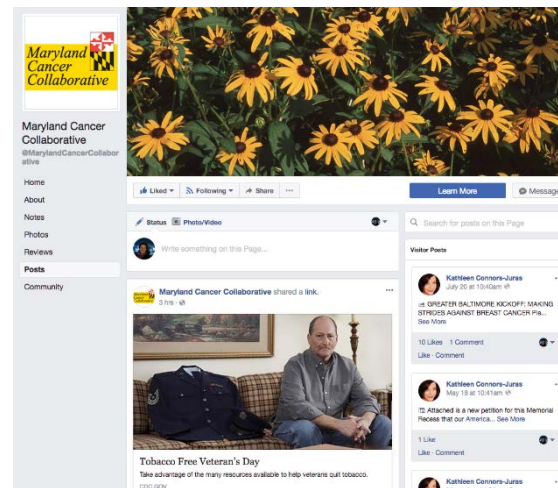
- Join as an individual or as an organization

<https://phpa.health.maryland.gov/cancer/cancerplan/Pages/collaborative.aspx>

- Follow our Facebook page:

www.Facebook.com/MarylandCancerCollaborative

- Receive the MCC e-update!



Join an MCC Workgroup

https://www.surveymonkey.com/r/MCCworkgroups?utm_source=November+2017+E-Update&utm_campaign=Test+1&utm_medium=email



Maryland Cancer Collaborative Workgroup Sign-Up

The Maryland Cancer Collaborative (MCC) is recruiting members to new workgroups formed around its priority strategies from the Maryland Comprehensive Cancer Control Plan. Workgroups will begin meeting in early 2017 to create action plans to implement their priorities. Please indicate whether you would like to join one of the new workgroups by selecting below.

* **Name** (First and Last Name):

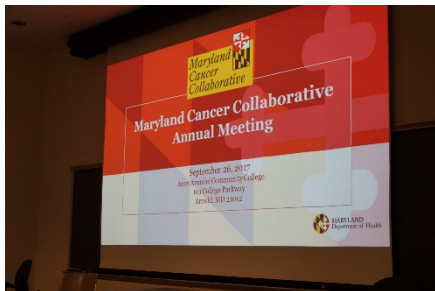
* **Email Address:**

* **Please indicate whether you are interested in signing up as a volunteer to work on one of the following Maryland Cancer Collaborative priorities by clicking the box next to your area of interest.** (You may choose more than one.)

- Tobacco Cessation:** Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco. (Workgroup Leaders: Joanne Ebner and Krystle Nickles)
- HPV Vaccination:** Implement systems changes within healthcare practices to check vaccination status and offer all vaccines at each visit; schedule the next HPV dose before the end of the appointment; and utilize reminder and recall strategies. (Leaders TBD)
- Access to Care:** Ensure cultural, financial, and geographic access and provide information to underserved populations on how to access healthcare and supportive services. (Workgroup Leader: Patsy Astarita)
- Communications:** Use media outlets such as websites and social media outlets; print, radio, and television PSAs; billboards; and press releases to provide public health messages related to cancer. (Workgroup Leaders: Karen Warmkessel and Vanessa Wasta)
- Hospice Utilization Data:** Create partnerships to develop and implement a plan to collect cancer patient hospice utilization data. (Workgroup leaders: Peggy Funk and Michele Levin)
- Corresponding Member:** I am not interested in joining a workgroup, but would like to remain a corresponding member and continue to receive MCC communications.

If you and/or your organization are implementing any strategy from the Maryland Comprehensive Control, Plan tell us!!!!

- Report your efforts to implement the Cancer Plan:
- <http://phpa.dhmf.maryland.gov/cancer/cancerplan/Pages/Home.aspx>
- Implementation Reporting Tools are considered for:
- Success story publication in annual Cancer Plan Progress Report
- Maryland Cancer Collaborative Implementation Awards
- Copies of Implementation Reporting Tool available at the Maryland Department of Health Table outside



Innovative Systems Change Award
**MedStar North Integrated
Cancer Network**
**Project: P.I. Study: Smoking
Cessation Program**



*Innovative Policy or Environmental
Change Award:*
**Calvert County Health
Department**
**Project: Calvert County Fair
Smoke Free Youth Day**



Exemplary Collaboration Award:
**University of Maryland, Upper
Chesapeake Health Kaufman
Cancer Center**
**Project: HPV Community
Outreach Education: HPV Cancer
Prevention Vaccination**



**Thanks to the members
of the Maryland Cancer Collaborative
for their efforts to reduce the burden of cancer
in Maryland!**

Contacts for information about the Cancer plan, MCC, or
implementation



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[http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.a
spx](http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.aspx)