

Maryland Cancer Collaborative –

Primary Prevention Committee

PROGRESS HIGHLIGHTS

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Committee Priorities - 1

- ***Selected Chapter 6, Goal 1, Objective 2, Strategy 2 from the Cancer Plan***

- ***Goal***

- Reduce the burden of cancer in Maryland by improving the nutrition and physical activity and promoting the healthy weight of Marylanders across the lifespan.

- ***Objective***

- By 2015, ensure that at least 25% of Maryland businesses have policies and supports for promoting healthy eating and physical activity.

Committee Priorities - 1

■ *Strategy*

- Assess and address barriers for Maryland workplaces and businesses to establish worksite wellness programs that encourage healthier behaviors and meet their workers' health and wellness needs.

Priority 1 Background

■ *Reasoning for selecting priority*

- The Primary Prevention Committee felt that partnering with employers would enhance the reach of primary prevention for cancer and for other chronic diseases.
- This objective dovetails with DHMH – Chronic Disease Prevention and Control activities.
- Concern was raised by some committee members about additional financial burden to employers in these tough economic times, but after briefly reviewing the possible strategies to address this objective, the committee members felt that the burden was likely modest compared with the possible benefits employers might gain by having a healthier workforce that feels that their employer cares about them.

Progress

- ***Partnered with DHMH's Healthiest Maryland Businesses***
 - Healthiest Maryland Businesses: participating businesses “commit to making the health of their employees a top priority by increasing access to preventive services, expanding healthy food and beverage choices and promoting other workplace wellness programs.”
 - To join: <http://dhmh.maryland.gov/healthiest/>



Progress *(continued)*

- ***Provided technical support***
 - ***To Katie Jones, MSW, CWWS, Coordinator of DHMH's Healthiest Maryland Businesses***
- ***Confirmed "cancer" is included on on the Healthiest Maryland Businesses website and in resource materials***
 - ***"By eating healthy, being physically active, and not smoking we can drastically reduce the human and economic toll of obesity, high blood pressure, high cholesterol, diabetes, **cancer**, chronic obstructive pulmonary disease, heart attacks, and strokes."***

Progress (continued)

- ***Received DHMH's Healthiest Maryland Businesses agreement to add to their website:***
 - Maryland Cancer Collaborative as an official supporting organization
 - http://dhmh.maryland.gov/healthiest/SitePages/member_list.aspx
 - 1-2 cancer-specific worksite wellness resources
 - <http://dhmh.maryland.gov/healthiest/SitePages/Additional%20Resources.aspx>
 - Currently selecting these resources for posting

Progress *(continued)*

- ***Determined that small businesses (5-300 employees) should be the primary target of our cancer-related workplace wellness technical assistance efforts.***
 - Most likely to be under-resourced for developing and maintaining workplace wellness programs that include cancer
- ***Determined that key messages provided during technical assistance should be focused.***

Next Steps

- ***Develop a 1-page flyer for small businesses highlighting obesity and inactivity as risk factors for cancer as well as other chronic diseases, and listing resources for these businesses to target this risk factors***
 - To be distributed by Healthiest Maryland Businesses
 - Engaged JH doctoral student to draft the flyer
 - Leveraged DHMH funds for the printing of the flyer
- ***Identify and add workplace wellness success stories to the Healthiest Maryland Businesses website.***

Join the Primary Prevention Committee!

- Anyone interested can join.
- Members can join a Committee or join as a Corresponding Member
- Visit <http://fha.dhmf.maryland.gov/cancer/cancerplan> to join

Questions?

<http://fha.dhmh.maryland.gov/cancer/cancerplan>

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