



# Comprehensive Cancer Control in Maryland: Priorities and Implementation

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

# Outline

- What is comprehensive cancer control?
  - What are the goals of comprehensive cancer control?
  - Who conducts and supports comprehensive cancer control?
  - What are comprehensive cancer control plans?
  - Who participates in comprehensive cancer control coalitions?
- Who organizes and facilitates comprehensive cancer control in Maryland?
- What is the Maryland Comprehensive Cancer Control Plan?
  - How was the Maryland Comprehensive Cancer Control Plan developed?
- What does the Maryland Cancer Collaborative do?
  - How does the MCC choose and implement priorities?

# 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*

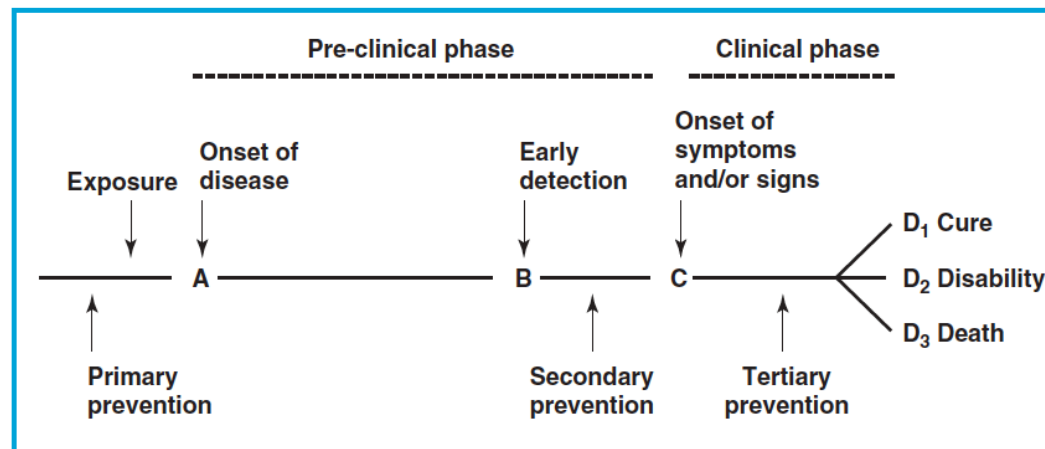
<https://www.cdc.gov/cancer/ncccp/>

[https://www.cdc.gov/cancer/ncccp/what\\_is\\_cccp.htm](https://www.cdc.gov/cancer/ncccp/what_is_cccp.htm)

# What are the goals of comprehensive cancer control?

- Reduce cancer risk (primary prevention)
- Detect cancers early (secondary prevention)
- Improve treatment (tertiary prevention)
- Enhance survivorship (tertiary prevention)

[http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/about\\_mcccp.aspx](http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/about_mcccp.aspx)



<https://www.iarc.fr/en/publications/pdfs-online/epi/cancerepi/CancerEpi-16.pdf>

# Who conducts comprehensive cancer control?

Comprehensive cancer control

*... involves state and local health departments, state, local and community organizations, researchers, health care providers, decision makers, cancer survivors and their families, and many others all coming together to find and agree upon ways to address cancer concerns in their communities.*

# Who supports comprehensive cancer control?



- Since 1998: CDC's National Comprehensive Cancer Control Program
  - Provides funding and technical advice to US states (N=50), territories and jurisdictions (N=7), and tribes and tribal organizations (N=7) to:
    - Create coalitions (e.g., Maryland Cancer Collaborative)
    - Assess the cancer burden
    - Prioritize evidence-based strategies for cancer control
    - Develop, implement, and evaluate comprehensive cancer control plans (e.g., Maryland Comprehensive Cancer Control Plan)

# Who supports comprehensive cancer control?

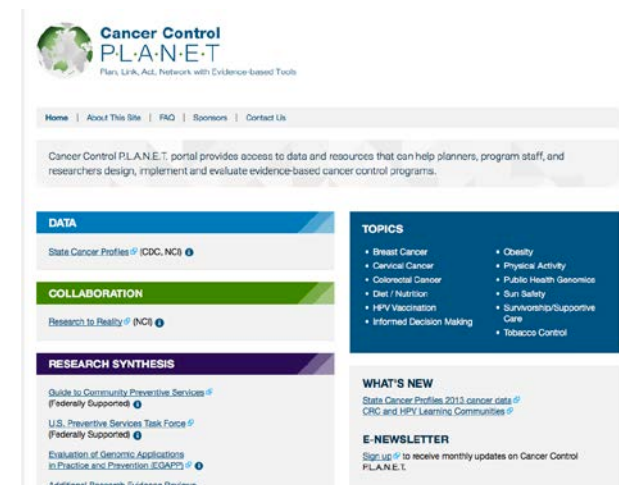
- Comprehensive Cancer Control National Partnership



- 18 national organizations (includes CDC)
  - <http://www.ccnationalpartners.org/>
- Two goals:
  - Facilitate and provide support to comprehensive cancer control coalitions
  - Coordinate national comprehensive cancer control efforts

# Who supports comprehensive cancer control?

- Comprehensive Cancer Control National Partnership activities
  - Sponsor trainings for cancer control coalitions that offer opportunities to learn, share, and expand CCC efforts.
  - Provide technical assistance visits to cancer coalitions across the country.
  - Maintain the [Cancer Control P.L.A.N.E.T. website](https://cancercontrolplanet.ncr.gov/index.html)
    - Provide tools for CCC planners, including state cancer profiles and links to all CCC plans.
  - Organize and share resources developed by its member organizations.



<https://cancercontrolplanet.ncr.gov/index.html>

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



# What are comprehensive cancer control plans?

- Per CDC – Cancer Plans:
  - *Identify how an organization or coalition addresses the burden of cancer in its geographic area*
  - *Are specific to each region and based on data collected about people living there*
    - *Focus on cancers that cause the most burden in the community*
  - *Take the strategies that have worked, either in that region or in a similar place, and make them into a blueprint for action*
- Cancer plans are updated every 5 years.

# Who participates in comprehensive cancer control coalitions?

- *Groups of diverse partners that work together to address cancer in their community.*
- *Each partner commits time and other resources (such as a set of skills, money, and knowledge of the community) to the coalition.*
- *A well-rounded coalition has partners from all areas of the community, such as—*
  - *Academic and medical institutions: Community cancer centers, Federally Qualified Health Centers, hospice organizations, physicians, medical schools, cancer centers, primary health care facilities, and schools of public health.*
  - *Business and industry: Health plan and insurance groups, fitness clubs, pharmacies, recreational facilities, and restaurants.*

# Who participates in comprehensive cancer control coalitions?

- Community-based organizations: Faith-based organizations, parent-teacher-student associations, survivor support groups, and local chapters or non-profit organizations.
- Government agencies: City planners, Indian Health Service, and the school board.
- Non-profit organizations.
- Political leaders: City council members, county commissioners, Congressional representatives, mayor, school board, and tribal leaders.
- Professional associations for community health workers, hospices, hospitals, patient navigators, nurses, oncologists, physicians, and radiologists.
- Public health programs: Cancer registries, cancer screening programs, environmental health, local or tribal health departments, nutrition programs, physical activity programs, tobacco control programs, and health centers.

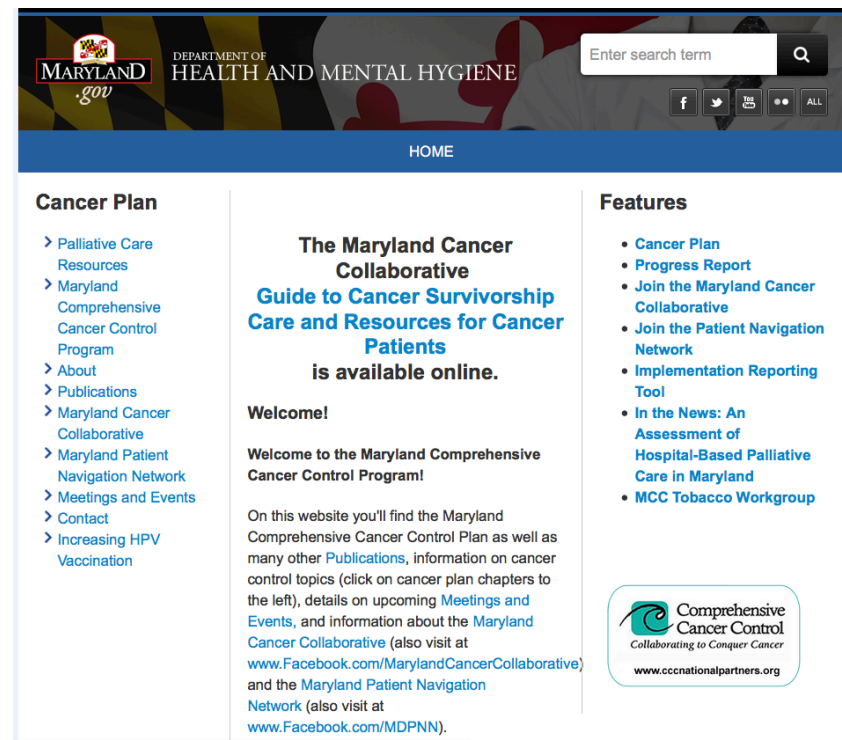
# Who organizes and facilitates comprehensive cancer control in Maryland?

- Maryland Department of Health and Mental Hygiene, Center for Cancer Prevention and Control, [Maryland Comprehensive Cancer Control Program](http://phpa.dhmh.maryland.gov/cancer) with CDC funding



The screenshot shows the top navigation bar with the Maryland Department of Health and Mental Hygiene logo and the text "DEPARTMENT OF HEALTH AND MENTAL HYGIENE". Below the logo is a blue bar with the word "HOME". The main content area is divided into two columns. The left column is titled "UNIT LINKS" and contains a list of links: Cancer Prevention and Control, 2016-2020 Cancer Control Plan, Increasing HPV Vaccination, Data and Reports, Education and Training Materials, Legislation and Regulation, Resources, Frequently Asked Questions, and Contact Us. The right column is titled "Center for Cancer Prevention and Control" and contains a "Mission" section with the text: "The mission of the Center for Cancer Prevention and Control (CCPC) is to reduce the burden of cancer in Maryland by:" followed by a bulleted list: "Providing guidance, support and funding for effective cancer programs;", "Fostering collaboration among partners; and", and "Evaluating outcomes through data collection and analysis."

<http://phpa.dhmh.maryland.gov/cancer/pages/Home.aspx>



The screenshot shows the top navigation bar with the Maryland Department of Health and Mental Hygiene logo and the text "DEPARTMENT OF HEALTH AND MENTAL HYGIENE". Below the logo is a blue bar with the word "HOME". The main content area is divided into three columns. The left column is titled "Cancer Plan" and contains a list of links: Palliative Care Resources, Maryland Comprehensive Cancer Control Program, About, Publications, Maryland Cancer Collaborative, Maryland Patient Navigation Network, Meetings and Events, Contact, and Increasing HPV Vaccination. The middle column is titled "The Maryland Cancer Collaborative Guide to Cancer Survivorship Care and Resources for Cancer Patients is available online." and contains a "Welcome!" section with the text: "Welcome to the Maryland Comprehensive Cancer Control Program!" followed by a paragraph: "On this website you'll find the Maryland Comprehensive Cancer Control Plan as well as many other Publications, information on cancer control topics (click on cancer plan chapters to the left), details on upcoming Meetings and Events, and information about the Maryland Cancer Collaborative (also visit at www.Facebook.com/MarylandCancerCollaborative) and the Maryland Patient Navigation Network (also visit at www.Facebook.com/MDPNN)." The right column is titled "Features" and contains a bulleted list: Cancer Plan, Progress Report, Join the Maryland Cancer Collaborative, Join the Patient Navigation Network, Implementation Reporting Tool, In the News: An Assessment of Hospital-Based Palliative Care in Maryland, and MCC Tobacco Workgroup. At the bottom right is a logo for "Comprehensive Cancer Control Collaborating to Conquer Cancer" with the website address "www.ccnationalpartners.org".

<http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.aspx>

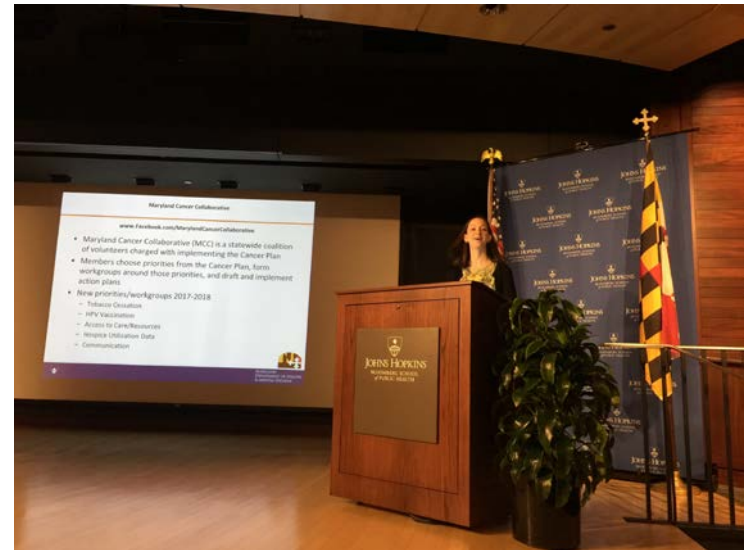
# Recognition

- **Meredith Truss, MPP**

- Center for Cancer Prevention and Control
  - Program Manager for the Maryland Comprehensive Cancer Control Program
- Moving to the Maternal and Child Health Bureau, DHMH



2016 Annual Meeting  
of the Maryland Cancer Collaborative



“2016-2020 Maryland Comprehensive Cancer Control Plan: Development Objectives, and Implementation”,  
Johns Hopkins Bloomberg School of Public Health

# What are some of the requirements of CDC funding for Comprehensive Cancer Control?

- Comprehensive Cancer Plan
  - Maryland Comprehensive Cancer Control Plan (“Cancer Plan”)
- Coalition to prioritize and implement the Cancer Plan
  - Maryland Cancer Collaborative (MCC)

# What is the Maryland Comprehensive Cancer Control Plan?

- *This plan serves as a guide for health professionals, who are involved in planning, directing, implementing, evaluating, or performing research on cancer control in Maryland.*
- *It is also a resource for all Marylanders (individuals, healthcare providers, communities and organizations) on cancer control topics.*
- *The updated plan has a focus on goals, objectives and strategies, and consolidates content into cross-cutting sections and topics.*

# What is the Maryland Comprehensive Cancer Control Plan?

- *The plan's goal is to encourage collaboration and cohesiveness among stakeholders as they work towards reducing the burden of cancer in Maryland.*
- *Collectively, the goals, objectives, and strategies are far-reaching and complex, and no one organization can carry out all of these activities.*
  - *Rather, the plan is a call to action to encourage any individual or organization involved in any aspect of cancer control to address one or more of the objectives, and to apply the appropriate strategies and resources as opportunities arise.*



# How was the Maryland Comprehensive Cancer Control Plan developed?

- Fall 2014:
  - DHMH staff reviewed the 2011-2015 Cancer Plan and consulted with national experts on format
  - Decisions and changes from 2011-2015 Cancer Plan:
    1. Content: streamline 2016-2020 Cancer Plan (shorter, focus on cross-cutting content and objectives/strategies, less data)
    2. Focus: goals, objectives, and strategies vs. background information
    3. Process: streamline writing process; DHMH update the Cancer Plan and presented draft to partners for feedback

# How was the Maryland Comprehensive Cancer Control Plan developed?

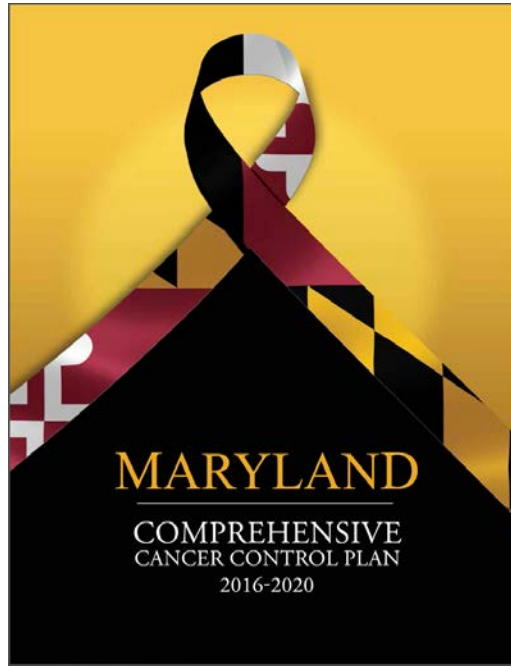
- Winter 2014/2015:
  - DHMH staff drafted 2016-2020 Cancer Plan
- May- June 2015:
  - Collected partner feedback and revised Cancer Plan draft
    - Templates were provided to collect specific feedback on objectives/targets, strategies, and content
    - Facilitators guided groups to consensus on suggested revisions
- July – November 2015:
  - Cancer Plan draft finalized, reviewed/approved by DHMH leadership
  - Graphic design plans initiated

# How was the Maryland Comprehensive Cancer Control Plan developed?

- January-May 2016
  - Graphic design and editing
  - Printing
- June 2016
  - 2016-2020 Cancer Plan finalized
- September 2016
  - Cancer Plan released during a press conference held by Governor Hogan



# Press release



Obtain a copy of the Cancer Plan:

[http://phpa.dhmh.maryland.gov/cancer/cancerplan/SiteAssets/Pages/publications/MD%20Cancer%20Program\\_508C%20with%20cover.pdf](http://phpa.dhmh.maryland.gov/cancer/cancerplan/SiteAssets/Pages/publications/MD%20Cancer%20Program_508C%20with%20cover.pdf)

# How were the Cancer Plan objectives developed?

- Repeated or adapted from 2011-2015 Cancer Plan
- Focused on measurable objectives with available data
- Consolidated similar/repetitive goals and objectives
- Drafted in consultation with DHMH subject matter experts and external partners, based on significant need or burden in Maryland
- Goals for repeat and new objectives:
  - SMART\*; data can be easily tracked to measure progress
  - Cross-cutting vs. site-specific; apply to many cancer sites

\*SMART = Specific, measurable, achievable, realistic, time-bound

# What were the data sources used?

- Maryland Cancer Registry (incidence)
- CDC WONDER (mortality)
- Maryland Behavioral Risk Factor Surveillance System
- Maryland Youth Tobacco and Risk Behavior Survey
- National Immunization Survey
- Others

# How were objective targets set?

- Behavioral and risk factor targets: generally set based on Healthy People 2020 objectives, goals/targets of DHMH programs, and/or HP 2020 target-setting method of adjusting the baseline by 10%.
- Incidence and mortality targets: generally projected using linear forecasting. Maryland data values were used to predict a future value for the year 2020 using linear regression. Incidence and mortality projections are based on Maryland age-adjusted rates for the 10-year period from 2002-2012.

# How were strategies developed?

- Repeated or adapted from 2011-2015 Cancer Plan
- Suggested by DHMH subject matter experts and external partners
- Evidence-based (taken from The Community Guide, USPSTF recommendations, etc.)
- Cross-cutting vs. site-specific (to the extent possible)
- Focus on policy, systems, and environmental (PSE) strategies



# Which overarching themes were defined?

- Cancer disparities
- Healthcare reform & opportunities
- Data-driven objectives that can be evaluated
- Policy, systems, and environment strategies
  
- Discussed in the introduction, and/or are mentioned throughout the Cancer Plan

# What does the Maryland Cancer Collaborative do?

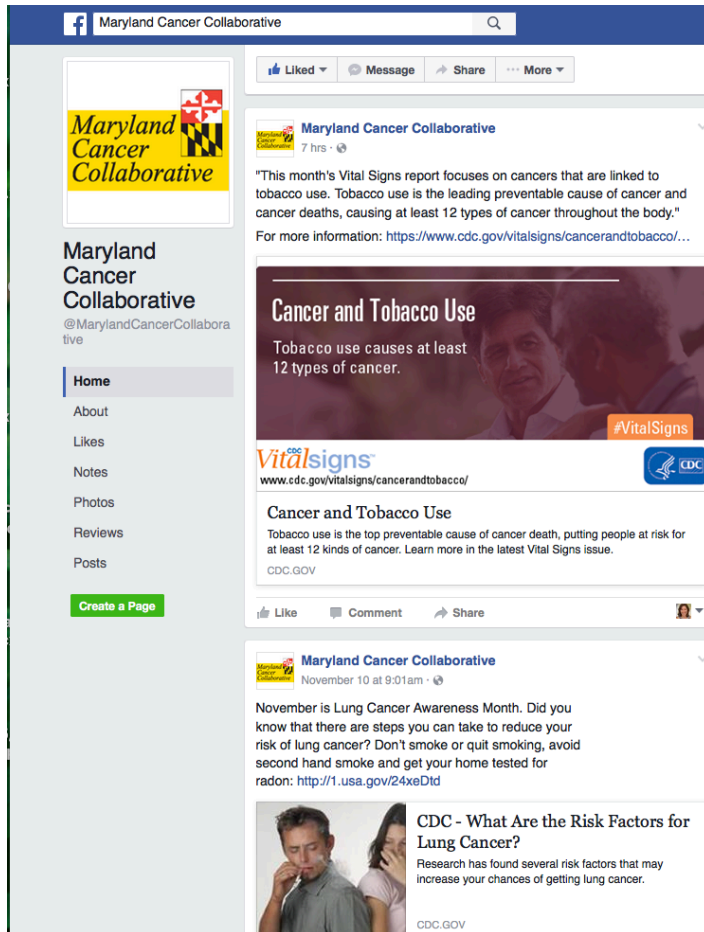
- Statewide coalition of volunteers who implement the Maryland Comprehensive Control Plan.
  - Maryland Cancer Collaborative
    - Works with individuals and organizations throughout the state to implement the Maryland Comprehensive Cancer Control Plan.
    - Brings together existing groups and new partners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

# Who can join the Maryland Cancer Collaborative?

- Membership is open to individuals and organizations who are interested in taking action to reduce the burden of cancer in Maryland.
- Benefits include:
  - Collaboration to increase impact and maximize resources
  - Regular updates on cancer control activities
  - Access to educational resources, training opportunities, job openings, and grant opportunities
  - Opportunities to shape Maryland Cancer Collaborative activities

# How does the Maryland Cancer Collaborative communicate with members?

• [www.Facebook.com/MarylandCancerCollaborative](http://www.Facebook.com/MarylandCancerCollaborative)



Maryland Cancer Collaborative

Maryland Cancer Collaborative

7 hrs · 🌐

"This month's Vital Signs report focuses on cancers that are linked to tobacco use. Tobacco use is the leading preventable cause of cancer and cancer deaths, causing at least 12 types of cancer throughout the body." For more information: [https://www.cdc.gov/vitalsigns/cancerandtobacco/...](https://www.cdc.gov/vitalsigns/cancerandtobacco/)

**Cancer and Tobacco Use**

Tobacco use causes at least 12 types of cancer.

**VitalSigns**

[www.cdc.gov/vitalsigns/cancerandtobacco/](http://www.cdc.gov/vitalsigns/cancerandtobacco/)

**Cancer and Tobacco Use**

Tobacco use is the top preventable cause of cancer death, putting people at risk for at least 12 kinds of cancer. Learn more in the latest Vital Signs issue.

CDC.GOV

November 10 at 9:01am · 🌐

November is Lung Cancer Awareness Month. Did you know that there are steps you can take to reduce your risk of lung cancer? Don't smoke or quit smoking, avoid second hand smoke and get your home tested for radon: <http://1.usa.gov/24xeDtd>

**CDC - What Are the Risk Factors for Lung Cancer?**

Research has found several risk factors that may increase your chances of getting lung cancer.

CDC.GOV



## MCC E-Update November 2016

### Greetings!

Below you will find the November Maryland Cancer Collaborative E-Update.

This update includes information about Maryland Cancer Collaborative (MCC) meetings, progress, and other pertinent information. Please read through the entire e-mail because there are lots of updates. Please forward to your partners and local cancer coalitions!

### **Reminder: The MCC is on Facebook!**

*Don't forget to follow our page for more frequent updates on cancer prevention and control- you don't have to have a Facebook account to view the page! However if you are on Facebook and "like" the MCC, you can post updates to the page and share information with other followers.*

**November is Pancreatic Cancer Awareness Month**

# How did the MCC choose its current priorities?

- Held an annual meeting in April 2016
- Members used a collaborative group process to select 5 new priority strategies from the 2016-2020 Cancer Plan.

# How will the MCC and implement the selected priorities?

- Members will form workgroups around the selected priorities, and draft and implement action plans,
- Selected priorities/workgroups 2017-2018
  - Tobacco Cessation
  - HPV Vaccination
  - Access to Care/Resources
  - Hospice Utilization Data
  - Communication

# How will the MCC and implement the selected priorities?

- The MCC Steering Committee and DHMH staff have been identifying co-leaders for workgroups around each of the new priorities.
  - Will have all leaders in place by the end of 2016.
- Now recruiting MCC members to the new workgroups.
- Workgroup members will begin meeting in early 2017 to draft specific action plans and volunteer to implement activities to move their priorities forward.
  - Teleconferencing will be available for most meetings, so we welcome and encourage participation from across Maryland.

# How can you or your organization help implement the Maryland Comprehensive Cancer Control Plan

- Review the goals, objectives, and strategies in the updated Cancer Plan and incorporate into your work and/or research.
- As an individual or organization, join the Maryland Cancer Collaborative and partner with other cancer control stakeholders to choose and implement priorities from the Cancer Plan.
- Don't forget to report your implementation efforts!



# How do I join the MCC?

- Go to this website:

<http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/collaborative.aspx>

## **Join Us!**

You can help control cancer in Maryland! Complete the *Join Us* Member Agreement Form to help with implementation of the Maryland Comprehensive Cancer Control Plan.

[Individual Membership Agreement Form](#)

[Organization Membership Agreement Form](#)

## **New Member Orientation**

The Maryland Cancer Collaborative has created an orientation presentation for new members and others who may be interested in learning more about the development and activities of the Collaborative. You may access the new member orientation presentation [here](#).

# How do I report implementation of the Cancer Plan?

Report your efforts to implement the Cancer Plan:

<http://phpa.dhmh.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

# Who do I contact for information about the cancer plan or the MCC?

Brian Mattingly

Director of Comprehensive Cancer Control  
Programs

brian.mattingly@maryland.gov

410-767-2037

<http://phpa.dhmh.maryland.gov/cancer/cancer-plan/Pages/Home.aspx>

- Thanks to the members of the Maryland Cancer Collaborative for their efforts to reduce the burden of cancer in Maryland!
- **We look forward to working with you and your organization on implementing the updated Cancer Plan to reduce the cancer burden in Maryland!**

# Examples of Maryland Cancer Plan implementation

- **Tobacco Use Policies on Maryland College and University Campuses**
  - Krystle Pierce, MPP, Project Director, MDQuit Resource Center, UMBC
- **Implementation of a Hospital-Based Lung Cancer Screening Program**
  - Stephen Cattaneo, MD, Medical Director, Thoracic Oncology, Anne Arundel Medical Center

# MCC selected priorities from the 2016-2020 Maryland Comprehensive Cancer Control Plan

- *Tobacco Workgroup*: Joanne Ebner, Anne Arundel Medical Center, and Krystle Pierce, MDQuit
- *Hospice Utilization Workgroup*: Elizabeth Platz, Maryland Cancer Collaborative
- *Access Workgroup*: Patsy Astarita, University of Maryland Upper Chesapeake Health, and Stephanie Slowly, DHMH Office of Minority Health and Health Disparities
- *Communication Workgroup*: Karen Warmkessel, University of Maryland Medical System, and Vanessa Wasta, Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins
- *HPV Vaccination Workgroup*: Ahmed Elmi, Global Vision Community Health and 3P Strategies