



January 1, 2016

Ms. Laura Wilborn
Division of Legislative Automated Systems
201 North 9th Street
General Assembly Building, Suite 660
Richmond, Virginia 23219

Dear Ms. Wilborn:

On behalf of the Cancer Action Coalition of Virginia, it is our pleasure to submit the attached report to the Governor, the General Assembly, and the Joint Commission on Health Care as requested in House Joint Resolution No. 56 of 2010.

The Cancer Action Coalition of Virginia (CACV) is a coalition of oncology professionals and patient advocates from throughout the Commonwealth. CACV is a non-profit, 501(c)(3) organization. This status allows the coalition to solicit funds, which are tax-deductible to the provider. CACV members, in partnership with the Virginia Department of Health, create a blueprint for community-based cancer prevention and control activities in the Commonwealth; the document is the *Virginia Cancer Plan, 2013 - 2017*. The Plan contains goals, specific objectives, methods to achieve objectives, and standards used to measure success. In 2015, coalition teams selected goals laid out in the Plan and performed activities to reach them.

The CACV public health mission is to ease the burden of cancer in Virginia. To this end, coalition members focus on planning, developing, and carrying out actions that promote cancer prevention and control. Coalition objectives emphasize prevention activities, conferences, workshops, and educational programs. The main objective of the Coalition in 2015 was the successful planning and implementation of a state cancer conference, *New Frontiers for Cancer Care in Virginia*.

This conference highlighted presentations focused on cutting edge programs, research, and clinicians in the Commonwealth. Participants had the opportunity to learn best practices and network with these esteemed speakers and peers. Over 100 diverse attendees participated in the event including patients, survivors, physicians, public health employees, nurse, patient navigators, advocates, and hospital administrators.

The CACV Executive Board continued to support and collaborate with the coalition's action teams as these teams selected objectives and worked to achieve them. The *Virginia Cancer Plan* presents these objectives. The four CACV action teams are 1) Early Detection, 2) Prevention, 3) Survivorship and Palliative Care, and 4) Treatment. We attach a comprehensive summary of 2015 team accomplishments.

Please contact Christi Sheffield at 434-465-5194 or Riguey King at 804-527-3764 to answer questions about the CACV report. Thank you for distributing the report to Virginia's legislators and citizens.

Sincerely,

Christi Sheffield
Board Chair
Cancer Action Coalition of Virginia

Riguey King
Board Vice Chair
Cancer Action Coalition of Virginia

Enclosure



**Cancer Action Coalition of Virginia
Report to the
Governor,
General Assembly,
and the
Joint Commission on Health Care**

January 1, 2016

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CACV Mission and Members

Mission

Develop, promote, and assist implementing the *Virginia Cancer Plan (VCP)* to

- Reduce cancer incidence in Virginia;
- Reduce the financial, psychological, and spiritual effects of cancer;
- Improve the quality of life for cancer survivors; and
- Facilitate collaborative partnerships in cancer prevention and control.

Members

- Members constitute a cross-section of parties that have a professional or personal interest in cancer prevention and control issues.
- Members are not-for-profit organizations, community-based organizations, academic institutions, public health agencies, individuals, private businesses, and health care organizations.
- Members collaborate, providing expertise in identifying the burden of cancer in Virginia, working to reduce risks, promoting state-of-the art treatment, and enhancing survivorship.

Virginia Cancer Plan Highlights

The Cancer Action Coalition began working on the third **Virginia Cancer Plan, 2013-2017**. This plan follows plans produced in 2004 and 2008. The distinctive feature of the plan is it defines primary prevention and control goals, provides specific methods or strategies to achieve the goals, and presents measures to evaluate progress. The report describes activities and results each action team accomplished during 2015. The appendix reproduces the text of HJR 56, which requests that CACV provide annual reports to the Governor, the General Assembly, and the Joint Commission on Health Care regarding changes to the Virginia Cancer Plan.

CACV as an organization plans and carries out organization-wide prevention and control activities. These activities support all action teams. CACV organization activities in 2015 included:

Organizing quarterly meetings. The purpose is to disseminate the newest available and locally applicable cancer prevention and control information to the entire membership. The total attendance at quarterly meetings in 2015 was 223.

Producing and distributing a weekly electronic newsletter. The newsletter keeps CACV members up-to-date with Virginia prevention and control activities.

More than 225 CACV members receive the newsletter. It also is posted to the [CACV website](#).

Providing information. CACV provides information to Virginia's citizens. Major categories include incidence and mortality statistics, community cancer resources, patient navigation services, prevention and control information, and CACV activities. The information is available on the [CACV website](#). In 2015, the CACV web site logged 10,170 visitors of whom 5,943 were new.

Collaborating with the Virginia Department of Health. CACV, in collaboration with VDH and organizational members, began implementing the 2013 – 2017 Virginia Cancer Action Plan.

Scheduling panel discussions. Panel discussions focus on information useful to one or more actions teams. In 2015, these were:

Screening to Survivorship, Empowered Patients and Patient Centered Care, Affordable Care Act: Update & the Impacts on the Cancer Patient oriented to all four Action Teams at the March general membership meeting; 40 people attended. This meeting was broadcast statewide from five sites.

Navigating Patients through Complex Care: Palliative Care, Patient Navigation, and Survivorship oriented to the Treatment and Survivorship and Palliative Care Action Team at the June meeting. This meeting was held in Richmond and 43 people attended.

Breast Cancer: A Comprehensive Review of the American Cancer Society's Breast Cancer Screening Guidelines, oriented to the Early Detection Team. This meeting was held in Richmond with 40 members attending.

State Cancer Conference. The Coalition's main activity for 2015 was the design and implementation of a statewide cancer conference held October 15, 2015 in Staunton, Virginia. Over 100 diverse attendees participated in the event including patients, survivors, physicians, public health employees, nurse, patient navigators, advocates, and hospital administrators.

The conference, *New Frontiers for Cancer Care in Virginia*, highlighted presentations focused on cutting edge programs, research, and clinicians in the Commonwealth. Participants had the opportunity to learn best practices and network with these esteemed speakers and peers. Seven of the attendees registered onsite to become CACV members. Based on the overwhelming positive response and feedback from attendees, the Coalition will continue to build on high priority topics in future quarterly meetings and anticipate holding another state conference in 2017. The list of sponsors, conference agenda, and presentations can be accessed on the [CACV website](#).

Cancer Caucus. Assisted Delegate McQuinn and Senator Ruff, co-chairs of the Virginia Cancer Caucus in closing out sessions the with speakers from the University of Virginia Cancer Center and VCU Massey Cancer Center on new

and emerging research and treatments at the two NCI designated cancer centers. Over 18 legislators attended the event. The 2016 event is being planned.

Action Team Accomplishments

Prevention Action Team

Cancer prevention includes those actions that individuals and communities take to promote healthy lifestyles. Changes in behaviors, policies, and environments fit into prevention activities. Prevention Action Team efforts focus on reducing the number of people each year who develop cancer and whose quality of life suffers as a consequence.

Prevention Action Team objectives

1. Reduce exposure to cancer causing substances such as tobacco and second-hand smoke, ultraviolet radiation, potential carcinogenic additives, and environmental carcinogens such as radon;
2. Reduce the risk of cancer for all Virginians by encouraging an active lifestyle and healthy eating; and
3. Improve public awareness and knowledge of age-appropriate preventive action as well as screenings and self-examinations.

Prevention Action Team Activities

Breast Cancer: A Comprehensive Review of the American Cancer Society's Breast Cancer Screening Guidelines. A panel discussion, provided a platform for member dialogue and action related to improving public awareness and utilization of women's preventative cancer resources at the local, state, and federal level.

Tobacco Advocacy. CACV partnered with the Virginia Tobacco Coalition to increase awareness to key stakeholders related to state policy.

State Cancer Conference. The Action Team took the lead on identifying topics and recruiting presenters to address the Prevention-related objectives outlined in the state cancer plan. The conference agenda included information related to Tobacco Use Prevention, HPV Vaccines and Testing, Community Health Workers, Prostate Cancer & Disparities in the African-American Population, and Nutrition.

Other prevention and control activities

Significant cancer prevention and control activities are organized and carried out by organizations across the state. These are not directly associated with CACV

action teams, but the coalition nonetheless encourages them and usually has individual coalition members as participants. In 2015, several prevention and control activities were:

Prevention Community Education. Provided community-based learning opportunities to promote and help individuals implement healthy lifestyle changes such nutrition, exercise, sun safety, and cancer screenings. Organizations offering programs include:

- Norfolk State University Health and Wellness
- University of Virginia Cancer Center
- University of Virginia School of Nursing
- Virginia Breast Cancer Foundation
- Spotsylvania Regional Medical Center
- American Cancer Society
- VCU Massey Cancer Center
- Riverside Health System
- Virginia Department of Health – Every Woman’s Life Program

Tobacco Cessation and Prevention Programs. Multiple member organizations carried out training sessions, provided advocacy & awareness, and developed and implemented tobacco cessation programs and resources at the community level.

- Virginia Department of Health – Tobacco Use Control Project
- University of Virginia Cancer Center
- American Cancer Society Cancer Action Network
- Riverside Health System

Annual women’s health conference. Women’s Health Virginia sponsored its annual conference in Charlottesville. The conference, *Women & Diet: Beyond BMI*, included discussions related to how diet can impact and reduce risk factors for cancer.

Virginia Breast Cancer Foundation (VBCF): Conducted education and provided materials at the Remote Area Medical Volunteer Corps (RAM) annual event in Wise County. VBCF distributed materials targeting breast, prostate, ovarian, lung, and cervical cancers.

Early Detection Action Team

The Early Detection Action Team promotes finding cancer before symptoms or signs occur. Cancers generally are more easily treated and cured when found early. Decreasing the incidence of late-stage cancer diagnosis is a primary goal of early detection efforts.

Early Detection Action Team objectives are:

1. Increase distribution of age-appropriate and evidence-based screening guidelines and perform educational activities in Virginia health districts experiencing the highest mortality;
2. Increase cancer screening rates in the state's population by 10%; and
3. Support health care providers to promote age-appropriate, evidence-based early detection guidelines.

Early Detection Team activities

Coordinating with the CACV Board. The Early Detection Team developed a panel discussion, *Breast Cancer: A Comprehensive Review of the American Cancer Society's Breast Cancer Screening Guidelines*, for the CACV December meeting.

Colorectal Cancer. The Early Detection Team initiated and collaborated with the CACV Board to sign the 80% by 2018 pledge. CACV is embracing the shared goal of reaching 80% of the eligible population screened for colorectal cancer by 2018. This team is assisting CACV and VDH in developing five regional roundtable discussions to promote and implement screening activities at the local level to be held in March 2016.

Screening guidelines and education. The team took the lead on identifying topics and recruiting presenters to address Early Detection-related objectives outlined in the state cancer plan. Topics highlighted at the conference included American Cancer Society Guidelines for Early Detection of Cancer, Advances in Lung Cancer Screening, Achieving 80% by 2018, and Best Practices and Modalities in Detecting Breast Cancer.

Other prevention and control activities

Significant cancer prevention and control activities are organized and carried out by organizations across the state. These are not directly associated with CACV action teams, but the coalition nonetheless encourages them and usually has individual coalition members as participants. In 2015, several prevention and control activities were:

Breast cancer screening. The Virginia Breast Cancer Foundation (VBCF), which has five chapters in the state, advocates for and educates about breast cancer screening. In 2015, VBCF distributed more than 150,000 items of free educational materials. These items include Pink Ribbon Cards and Breast Health Basics brochures.

Breast cancer awareness. Virginia Breast Cancer Foundation provided statewide early detection materials and mini-grants to local communities to increase breast health education opportunities.

Screenable cancer activities. The University Of Virginia School Of Nursing partnered with the Mountain Empire Older Citizens to bring nursing students to Big Stone Gap to staff a two week series of cancer prevention, screening, and early detection health fairs.

Breast cancer screening. Chesapeake Regional Medical Center held a BRA-HA-HA to raise funds for free mammograms in the community.

Oral, head, and neck cancers. In April, Southside Regional Medical Center (SRMC) in Petersburg offered free oral, head, and neck cancer screenings. Hospital staff provided 57 screenings during the one-day event.

Screening for breast, cervical, prostate, and skin cancer. The five hospitals in the Riverside Health System carried out multiple early detection activities. These included:

- Prostate Cancer Screening-Newport News, Middle Peninsula, Tappahannock, VA
- Prostate Cancer Screening with the Hampton Roads Prostate Health Forum
- Women's Day (October)
Lackey Free Clinic, Community Free Clinic of Newport News, Brentwood Family Practice
- Provide services through Every Woman's Life for the Peninsula Health District and Three Rivers Health District
- 80% by 2018 education at local Relay for Life Events
- Ten free screening activities, reaching 480 participants.

Treatment Action Team

The Treatment Action Team promotes access to effective multidisciplinary cancer treatment, to innovative treatments, and to clinical trials while maintaining the quality of life.

Treatment Action Team objectives

1. Educate providers about national care standards and guidelines;

2. Promote knowledge and awareness of patient navigation programs and services in Virginia; and
3. Connect Virginians to information and access to innovative, evidence-based cancer treatments.

Treatment Action Team activities

Advances in treatment. The Treatment Team developed a slate of presentations for the state cancer conference related to precision medicine, immunotherapy, legal and financial issues faced by cancer patients, and patient navigation.

Personalized cancer care. Building on the team's success with their Virginia Public Radio show *Virginia Conversations*, on personalized cancer care, the Treatment Action Team held a statewide webinar, *Personalized Medicine: Research is Reality*. Primary topics were how providers can tailor treatments to fit patients, and to hear from cancer survivors who benefitted from it. The program reached most of the state and is available on line on the [CACV website](#). This activity educated Virginians about innovative, evidence-based cancer treatments and provided personal, patient-centric accounts of experiences.

Survivorship and Palliative Care Action Team

People living with, through, or beyond cancer are survivors. Family members, friends, and caregivers also are survivors. Palliative care is a systematic application of methods that assist people in daily life, including employment, and in managing practical, legal, and financial needs. The Survivorship and Palliative Care Action Team creates means and opportunities to enhance survivors' quality of life.

Survivorship and Palliative Care Action Team objectives

1. Increase the number of cancer patients who are provided with a comprehensive care summary and follow-up plan;
2. Increase the use of survivorship support services; and
3. Educate patients, families, and health care providers about palliative care.

Survivorship and Palliative Care Team activities

Palliative care and survivorship education. The Survivorship and Palliative Care Team partnered with the CACV Board to host the December quarterly meeting's panel presentation *Navigating Complex Care: Palliative Care, Patient Navigation, and Survivorship*. The primary goal of the event was to educate

patients and health care providers about resources, tools, and programs that increase quality of life during treatment, end of life, and survivorship.

Advances in Care. The Survivorship and Palliative Care Team facilitated the development of agenda topics for the State Cancer Conferencetargeting advances in Palliative Care, Survivorship, Informed Decision Making, and Survivorship Care Planning.

Appendix: House Joint Resolution No. 56, 2010 Session

ENROLLED

HOUSE JOINT RESOLUTION NO. 56

Requesting the Virginia Cancer Plan Action Coalition to report annually on changes to the Virginia Cancer Plan to the Governor, the General Assembly, and the Joint Commission on Health Care.

Report.

Agreed to by the House of Delegates, February 8, 2010

Agreed to by the Senate, March 2, 2010

WHEREAS, cancer is the leading cause of death for people under age 65 in Virginia; and

WHEREAS, between 2001 and 2005, over 154,000 cases of cancer were diagnosed and over 67,000 people died from cancer in Virginia; and

WHEREAS, the Virginia Department of Health identified the need to address cancer as a public health issue and established the Cancer Control Project in January of 1998; and

WHEREAS, as part of the Cancer Control Project, the Virginia Department of Health initiated development of the Virginia Cancer Plan, a state cancer plan for the prevention and control of cancer, and established the Cancer Plan Action Coalition to create the plan; and

WHEREAS, the Virginia Cancer Plan sets forth the state's goals and strategies for all areas of comprehensive cancer control, and includes baseline data, measurable objectives, guidance for design, implementation, surveillance, and evaluation of cancer-related actions and issues for the general public, people with cancer and their families, health care providers, policy makers, and the broader health care system; and

WHEREAS, the Virginia Cancer Plan is regularly updated; now, therefore, be it RESOLVED by the House of Delegates, the Senate concurring,

That the Virginia Cancer Plan Action Coalition be requested to report annually on changes to the Virginia Cancer Plan to the Governor, the General Assembly, and the Joint Commission on Health Care. The Virginia Cancer Plan Action Coalition shall submit to the Division of Legislative Automated Systems an executive summary and report of its progress in meeting the request of this resolution no later than the first day of the 2011 Regular Session of the General Assembly. The

executive summary and report shall be submitted for publication as a report document as provided in the procedures of the Division of Legislative Automated Systems for the processing of legislative documents and reports and shall be posted on the General Assembly's website.