



January 1, 2017

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 2016, 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. Several cities and counties in Hampton Roads and Southern Virginia have been identified as colorectal cancer hotspots by epidemiology researchers at the American Cancer Society. The main objective of the Coalition in 2016 was to respond to this finding and successfully plan and implement four colorectal cancer roundtables held on March 15 in Norfolk, Virginia; March 17 in Richmond, Virginia; April 18 in Roanoke, Virginia and April 26 in Fairfax, Virginia.

The colorectal cancer roundtables highlighted presentations focused on the 80% by 2018 initiative to increase colorectal cancer screening rates to 80% by the end of the 2018 calendar year. Each roundtable was tailored to its geographical area and

speakers provided information on the area's colorectal cancer incidence and mortality, current colorectal cancer screening rates, any best practices in increasing colorectal cancer screening rates and the opportunity for the roundtable attendees to develop individual action plans to mobilize around the 80% by 2018 initiative. Additionally, the roundtable participants had the opportunity to network with the esteemed speakers and peers. Over 230 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 members and project teams as these teams selected objectives and worked to achieve them. The four objectives of the *Virginia Cancer Plan* are 1) Early Detection, 2) Prevention, 3) Survivorship and Palliative Care, and 4) Treatment. We attach a comprehensive summary of our 2016 accomplishments.

Please contact Riguey King at 804-527-3764 or James Daniel, MD at 540-741-3798 to answer questions about the CACV report. Thank you for distributing the report to Virginia's legislators and citizens.

Sincerely,

Riguey King  
Board Chair  
Cancer Action Coalition of Virginia

James Daniel, MD  
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, 2017**

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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 continues 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 action teams accomplished during 2016. 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 2016 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 2016 was 302.

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

More than 275 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 2016, the CACV web site logged 11,397 visitors of whom 7,238 were new.

*Collaborating with the Virginia Department of Health.* CACV, in collaboration with VDH and organizational members continued the implementation of the 2013 - 2017 Virginia Cancer Action Plan.

*Scheduling panel discussions.* Panel discussions focus on information useful to one or more cancer plan objectives. In 2016, these were:

*The Virginia Colorectal Cancer Roundtable* oriented to prevention and early detection was held in four locations in Virginia in March and April 2016. 232 people attended.

*Clinical Trials: Turning Cancer into a Chronic Disease with Normal Life Expectancy* oriented to all four objectives of the state cancer plan at the June meeting. This meeting was held in Richmond and 62 people attended.

*Addressing the Cancer Burden in Virginia, Resources and Methods* oriented to the prevention, early detection, treatment objectives of the plan. This meeting was held in Charlottesville with 57 members attending.

*Surviving & Thriving with Metastatic Breast Cancer: Key for the Mind, Body & Soul* oriented to the treatment and survivorship and palliative care objectives of the plan. This forum was held in Richmond with 75 members attending.

*Addressing Childhood Cancer* oriented to the treatment and survivorship and palliative care objectives of the plan. This meeting was held in Charlottesville reaching 42 members.

*Cancer Caucus.* Assisted Delegate McQuinn and Senator Ruff, co-chairs of the Virginia Cancer Caucus in providing a session 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 on February 24, 2016. Over 20 legislators attended the event. The 2017 event is being planned.

## **Prevention Accomplishments**

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 efforts focus on reducing the number of people each year who develop cancer and whose quality of life suffers as a consequence.

## **Prevention 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 Activities**

*Sunbeatles Training* led by the Virginia Department of Health in reaching youth oriented organizations such as daycares and summer camps to incorporate sun safety policies for its participants. A train-the-trainer training was held in Richmond in October reaching 15 organizations

*Tobacco Advocacy.* CACV partnered with the Virginia Tobacco Coalition to increase awareness to key stakeholders related to state policy and assist in the development of the coalition's strategic plan.

## **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 project teams, but the coalition nonetheless encourages them and usually has individual coalition members as participants. In 2016, 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:

- Virginia's Commission on Cancer Accredited Cancer Programs at 45 hospitals in meeting the Commission on Cancer Standard 4.1
- Norfolk State University Health and Wellness

- University of Virginia Cancer Center
- University of Virginia School of Nursing
- Virginia Breast Cancer Foundation
- 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
- Bon Secours Richmond Health System
- VCU Massey Cancer Resource Centers, Lawrenceville & Danville

*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 Accomplishments

The Early Detection objectives promote 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 Activities

*Colorectal Cancer.* The CACV Board signed the 80% by 2018 pledge in 2015. CACV is embracing the shared goal of reaching 80% of the eligible population screened for colorectal cancer by 2018. CACV, VDH, and ACS developed four regional roundtable discussions to promote and implement screening activities at the local level held in March and April 2016.

*Screening guidelines and education.* Identifying topics and recruiting presenters to address Early Detection-related objectives outlined in the state cancer plan. Topics highlighted at the colorectal cancer roundtables included American Cancer Society and the United States Preventative Task Force guidelines for the Early Detection of colorectal cancer.

## Other early detection activities

Significant cancer prevention and control activities are organized and carried out by organizations across the state. These are not directly associated with CACV project teams, but the coalition nonetheless encourages them and usually has individual coalition members as participants. In 2016, 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 2016, 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.

*Virginia's Commission on Cancer Accredited Cancer Programs* at 45 hospitals in meeting the Commission on Cancer Standard 4.2 provided screenings for oral, head, and neck cancers, prostate, breast and colorectal cancer screenings.

## **Treatment Accomplishments**

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

### **Treatment 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 Activities**

*Clinical Trials: Turning Cancer into a Chronic Disease with Normal Life Expectancy* focused on a slate of presentations for the June quarterly meeting highlighting the importance of clinical trial participation in Virginia. This panel was held in Richmond, Virginia with 62 participants.

*Surviving & Thriving with Metastatic Breast Cancer: Key for the Mind, Body & Soul* *Personalized cancer care* focused on bringing attention to recent advancements in treatment in metastatic breast cancer and highlighting resources for metastatic breast cancer survivors and their caregivers. This forum was held in Richmond, Virginia with 75 participants.

*Addressing Childhood Cancer* focused on providing an overview of childhood cancer including current treatment modalities; the impact of childhood cancer as patients become young adults including fertility issues at time of diagnosis and the quality of life issues facing long term pediatric cancer survivors including heart and lung disease as a result of treatment. This panel was held in Charlottesville, Virginia with 42 participants.

*Personalized Medicine: Research is Reality.* Primary topics are how providers can tailor treatments to fit patients, and to hear from cancer survivors who benefitted from it. The program was produced in 2015 and continues to be

available on line on the [CACV website](#). This activity educates Virginians about innovative, evidence-based cancer treatments and provided personal, patient-centric accounts of experiences.

### **Survivorship and Palliative Care Accomplishments**

People living with, though, 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 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 Activities**

*Surviving & Thriving with Metastatic Breast Cancer: Key for the Mind, Body & Soul* Personalized cancer care focused on bringing attention to recent advancements in treatment in metastatic breast cancer and highlighting resources for metastatic breast cancer survivors and their caregivers. This forum was held in Richmond, Virginia with 75 participants.

*Addressing Childhood Cancer* focused on providing an overview of childhood cancer including current treatment modalities; the impact of childhood cancer as patients become young adults including fertility issues at time of diagnosis and the quality of life issues facing long term pediatric cancer survivors including heart and lung disease as a result of treatment.

**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.