



# Cancer Action Coalition of Virginia

*Joining together for a Virginia without cancer!*

January 23, 2019

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. In 2018, CACV members, in partnership with the Virginia Department of Health, released the latest blueprint for community-based cancer prevention and control activities in the Commonwealth; the document is the *Virginia Cancer Plan, 2018-2022*. The new Plan contains goals, specific objectives, methods to achieve objectives, and standards used to measure success. Notably, this version of Virginia's State Cancer Plan is one of the only plans in the country that has dedicated goals around Pediatric, Adolescent and Young Adult Cancers.

In March, CACV held its biannual State Cancer Conference which brought together cancer advocates and stakeholders from across the Commonwealth. The new State Cancer Plan was also revealed at this conference and conference topics focused on the goals and objectives outlined in the new Plan. The conference provided continuing education credits, networking, and learning opportunities for the over 130 people that were in attendance while helping to drive forward CACV's public health mission to ease the burden of cancer in Virginia.

From the State Cancer Conference, five priority areas from the Plan's objectives were chosen by our membership to focus on over the next several years. These five priority areas include 1) Human Papillomavirus Immunization Uptake, 2) Colorectal Cancer Screening Uptake, 3) Survivorship, 4) Pediatric, Adolescent and Young Adult Cancer, 5) Navigation. Coalition members focused on planning, developing, and carrying out actions that promote cancer prevention and control. Our quarterly meetings each focused on a priority area allowing for increased collaboration amongst our members. The CACV Executive Board continued to support and collaborate with the coalition's members and priority area taskforces as these taskforces selected activities and worked to achieve them.

Please contact Lindsay Hauser at 434.243.0433 to answer questions about the CACV report. Thank you for distributing the report to Virginia's legislators and citizens.

Sincerely,

Lindsay Hauser  
Board 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 23, 2019**

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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 fourth **Virginia Cancer Plan, 2018-2022**. This plan follows plans produced in 2004, 2008 and 2012. 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 accomplished during 2018. 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 2018 included:

*Organizing quarterly meetings.* The purpose is to disseminate the newest available and locally applicable cancer prevention and control information to the entire membership. These quarterly meetings aligned with our selected priority objectives from the VCP. The total attendance at quarterly meetings in 2018 was 152. The topics of the 2018 meetings included:

*March: State Cancer Conference*

*June: Working to improve cancer care for LGBTQ+ populations*

*September: Cancelled due to weather*

*December: Medicaid Expansion in Virginia and CACV collaborations*

*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.

*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](#).



## **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 Goals**

1. Reduce exposure to tobacco among Virginians.
2. Improve nutrition and physical activity among Virginians.
3. Reduce HPV infections among Virginians.
4. Reduce exposure to ultraviolet radiation from the sun and indoor tanning devices among Virginians.
5. Reduce exposure to radon among Virginians.

## **Prevention Activities**

*HPV Taskforce (VHIT)* which was established in 2017 with stakeholders from across the state to focus on increasing HPV vaccination uptake across the Commonwealth to prevent 7 different cancers. In 2018, VHIT successfully:

- Hosted HPV Leadership Summit: Providers Partnering for Prevention on September 28, 2018 at VCU in Richmond, VA. A second leadership summit is being planned for 2019 and will be held in Southwest Virginia.
- Hosted 5 Someone You Love/Lady Ganga educational movie showings

## **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 priority taskforces, but the coalition nonetheless encourages them and usually has individual coalition members as participants. In 2018, 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:

- University of Virginia Cancer Center
- University of Virginia School of Nursing
- Virginia Breast Cancer Foundation
- American Cancer Society
- VCU Massey Cancer Center
- Bon Secours
- VCU Massey Cancer Resource Centers, Lawrenceville & Danville
- Mountain Empire Older Citizens
- Virginia Department of Health – Every Woman’s Life Program

*Cancer Education.* 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 cancer



*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
- Tobacco Free Community Coalition of Charlottesville
- Tobacco Free Alliance of Virginia

*Nutrition Education Program.* Virginia Commonwealth University hosted “Food for Thought” on April 20, 2018 with best-selling author, Robert Lustig, MD. This hybrid program had both an in person and online component to expand the reach of the audience and brought in over 100 participants. The program discussed metabolic syndrome and how it relates to cancer.

### **Early Detection Accomplishments**

The Early Detection goal 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 Goals**

1. Increase high-quality cancer screening and early detection rates for Virginians.

### **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 became an official member of the National Colorectal Cancer Roundtable (NCCRT) making it one of about 100 organizations across the nation committed to taking action in screening, prevention, and early detection of colorectal cancer.

*CDC Screen for Life.* As part of Colorectal Cancer Awareness month in March, CACV partnered with the Virginia Department of Health and the CDC to televise the Screen for Life CRC Campaign commercials in the Richmond market.

### **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 2018, several early detection activities included:

*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 2018, VBCF distributed more than 150,000 items of free educational materials. These items include Pink Ribbon Cards and Breast Health Basics brochures.

*Skin Cancer Screening and Education.* CACV organization, Valley Health published an article on skin cancer screening for the whole family in the May June 2018 addition of ACCC-Cancer online which outlined how they took a comprehensive approach using the State Cancer Plan to address skin cancer in their community.



*Colorectal Cancer Screening Education:* The University of Virginia Cancer Center along with the American Cancer Society hosted a continuing education opportunity on October 5, 2018 that looked at the current colorectal cancer screening guidelines, recommendations for screenings, and common screening questions. Over 100 participants from across the state attended the webinar.

*Colorectal Cancer Screening Education:* VCU Cancer Center hosted on September 22, 2018 a continuing education program called “Gut Check” with national renowned speaker, Barb Bancroft, RN, MSN, NP who discussed colorectal health, including diet during the seminar.

## **Diagnosis and Cancer Directed Therapy Accomplishments**

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

### **Diagnosis and Cancer Directed Therapy Goals**

1. Improve quality diagnosis and treatment using evidence-based patient-centered care.

### **Diagnosis and Cancer Directed Therapy Activities**

*Biden Cancer Summit:* CACV coordinated with other organizations across the state including Mountain Empire Older Citizens, VCU Massey Cancer Center, UVA Cancer Center, and American Cancer Society to promote the Biden Cancer Community Summits that took place across Virginia. The Biden Community Summits brought together community members to discuss the latest in cancer across the continuum.

## **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 goals create means and opportunities to enhance survivors' quality of life.

### **Survivorship and Palliative Care Goals**

1. Optimize the quality of life for patients and caregivers across the cancer continuum.

### **Survivorship and Palliative Care Activities**

*Survivorship Taskforce:* In 2018, the Virginia Department of Health in partnership with CACV, initiated the Survivorship Taskforce to address gap in survivorship across the state of Virginia. Survivorship stakeholders met to develop a first-round survey to be disseminated to CoC Accredited Hospitals to complete. Data collected should help CACV establish a baseline for the number of survivorship care plans distributed to cancer patients.

## **Pediatric, Adolescent and Young Adult Cancer Accomplishments**

Pediatric cancers are often different from the types of cancers that develop in adults and in many cases not treated in the same manner. Therefore, it is important to treat children at a center that



is a member of the COG where the treatment team understands the unique needs of children and teens with cancer and their families. The Pediatric, Adolescent and Young Adult Cancers goals take a comprehensive approach at improving the quality of life for all pediatric, adolescent and young adult survivors from the time they are diagnosed into adulthood.

### **Pediatric, Adolescent and Young Adult Cancer Goals**

1. Improve access to quality treatment and timely medical information for patients and their families.
2. Improve long-term follow up care for childhood cancer survivors.
3. Improve support services for pediatric patients, survivors and their families.
4. Increase awareness of palliative care strategies for children with cancer among healthcare providers, patients and families.

### **Pediatric, Adolescent and Young Adult Cancer Activities**

*Virginia Childhood Cancer Workgroup* was established out of the new State Cancer Plan. This group has representation from all five Childhood Cancer treatment centers across Virginia.

*Childhood Cancer Awareness Day* brought together 80 stakeholders from around the state to identify potential champions within General Assembly to help move forward allocating dedicated resources for pediatric cancer. American Cancer Society's Cancer Action Network added pediatric cancer to its legislative priorities for the first time in 2018.

*Data Collection for Survivorship Care Plans began* being collected by the work group and the Virginia Department of Health to track baseline data.



**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



