



Cancer Action Coalition of Virginia

Joining together for a Virginia without cancer!

January 6, 2020

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 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. Throughout 2019, CACV has worked diligently to move the needle on cancer in the Commonwealth using the *Virginia Cancer Plan* as our roadmap. Throughout our report you will find references to how our activities align with the *Virginia Cancer Plan* along with metrics showing our progress.

This year CACV co-hosted two big events focusing on HPV Immunizations (*Virginia Cancer Plan Goal 3*) and LGBTQ Best Practices in Patient Care (*Virginia Cancer Plan Crosscutting theme*). The HPV Leadership Summit- Providers Partnering for Prevention was held on November 2, 2019 and brought together providers from multiple disciplines from pediatrics to dental. The LGBTQ Health Conference: Best Practices in Patient Care and Services covered cultural competency when working with the LGBTQ population with a focus on best practices for preventive cancer screenings. Our quarterly meetings each focused on a section of the *Virginia Cancer Plan*, 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,

A handwritten signature in black ink, appearing to read 'Lindsay Hauser', with a long horizontal flourish extending to the right.

Lindsay Hauser
Board Chair
Cancer Action Coalition of Virginia

A handwritten signature in black ink, appearing to read 'Erin Steigleder', with a stylized, cursive script.

Erin Steigleder
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 6, 2020**

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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 by 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 (VCP)**. 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 2019. 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 activities in 2019 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 2019 was 142. The topics of the 2019 meetings included:

March:

- *Survivorship: Meeting Needs Through Innovation, Mary Baker MSN, FNP-C, AOCNP, CBCN (VCP Goal 8)*
- *Fact or Fiction: Deciphering Cancer Nutrition Headlines, Allie Farley, MS, RD (VCP Goal 2)*

June:

- *Oncology Rehabilitation: An Interdisciplinary Community Based Approach, William Carter, MD, MPH (VCP Goal 8)*
- *Self-Screening HPV Tests, Emma Mitchell, PhD, MSN, RN (VCP Goal 6)*
- *Sun Safety, Julie Greene (VCP Goal 4)*

September:

- *ASK Childhood Cancer Education Toolkit, Alma Morgan (VCP Goal 11)*
- *Quit Now Virginia, Rita Miller, TTS (VCP Goal 1)*
- *Effects of Mammography Center Policy and Practice on Screening Uptake and Diagnosis in Appalachia, Roger Anderson, PhD (VCP Goal 6)*

December:

- *Prostate Cancer- Michael Chang, MD (VCP Goal 6)*
- *Survivorship Data- Sunney Wang (VCP Goal 9)*
- *ACS Road to Recovery- Juanita Thompson, Annika Dean and Leah Contreras (VCP Overarching Theme- Navigation)*
- *Producing and distributing a weekly electronic newsletter.* The newsletter keeps CACV members up-to-date with Virginia prevention and control activities. Currently over 100 people receive the newsletter.
- *Providing cancer information.* CACV provides information to Virginia's citizens through several avenues including online through its website. 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 who develop cancer each year 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) (VCP Goal 3)* was established in 2017 with stakeholders from across the state. Its purpose is to focus on increasing HPV vaccination use across the Commonwealth to prevent HPV related cancers. In 2019, VHIT successfully:
 - Rolled out two Maintenance of Certification projects for providers
 - Conducted the HPV Leadership Summit in Richmond and Roanoke
 - Continued quality improvement work with hospitals and federally qualified health centers
 - Conducted a statewide presentation to the Virginia Parent Teacher Association
 - Continued *Someone You Love* and *Lady Ganga* showings
 - Provided an HPV campaign to Richmond City Schools
- *Virginia HPV Leadership Summit: Providers Partnering for Prevention (VCP Goal 3)* was one of two highlighted CACV events this year. Held on November 2 in collaboration with VCU Massey Cancer Center, American Cancer Society, Virginia Department of Health, Carillion Clinic and VHIT, the event highlighted:
 - The incidence rates of HPV-related cancer throughout the Commonwealth.
 - The increase in male HPV-related oral cancers and the challenges related to identifying oral cancers.
 - How to integrate social media to increase vaccination rates and cancer prevention.
 - The benefits of HPV immunization and the barriers to immunization for families.
 - The role of oral health providers in identifying HPV-related cancers.

Dr. Kimberly Dunsmore, Chair of Pediatrics at Carilion Clinic was the keynote speaker. As a result of the 2019 HPV Summit, 67% of participants felt very confident and positive that they could discuss HPV vaccinations as part of cancer prevention.

- *Tobacco Cessation and Prevention Programs (VCP Goal 1).* Multiple member organizations carried out training sessions, provided advocacy & awareness programs, and developed and implemented tobacco cessation programs and resources at the community level.

- American Cancer Society
- Virginia Department of Health – Tobacco Use Control Project
- Tobacco Free Community Coalition of Charlottesville
- Tobacco Free Alliance of Virginia
- University of Virginia Cancer Center
- VCU Massey Cancer Center

- *Prevention Community Education.* Multiple CACV associated organizations provided community-based learning opportunities to promote and help individuals implement healthy lifestyle changes such nutrition, exercise, sun safety, and cancer screenings. Some examples of organizations offering prevention based programs included:

- American Cancer Society
- Mountain Empire Older Citizens
- Petersburg Healthy Living and Learning Center
- University of Virginia Cancer Center
- Virginia Breast Cancer Foundation
- VCU Massey Cancer Center
- VCU Massey Cancer Resource Centers, Lawrenceville & Danville
- Virginia Department of Health – Every Woman’s Life Program

- *Cancer Education.* The University of Virginia Cancer Center hosted 82 “Understanding Cancer” workshops throughout Virginia reaching over 1009 community members. The six lesson curriculum was adapted from an evidence-based program that is designed to increase knowledge related to cancer risks and cancer prevention methods. The curriculum covers cancer across the continuum including modifiable risk factors and screening guidelines for: breast, cervical, colorectal, lung, prostate and testicular cancer, basic treatment, and survivorship.

Additionally, Virginia Breast Cancer Foundation, VCU Massey Cancer Center, Mountain Empire Older Citizens, and UVA Cancer Center collaborated to provide cancer education at the Remote Area Medical event in Wise Virginia in July 2019.

- *Nutrition Education (VCP Goal 2).* Petersburg Healthy Living and Learning Center developed a healthy food shopping demonstration program. Participants took part in grocery store tours, monitored BMI, and worked on lowering blood pressure.

Objective 1.1.4: Decrease the percentage of adolescents in grades 9-12 who use chewing tobacco, snuff, or dip.

5.5% increased to 4.2%

2022 Target: 5.2%

(VYS, 2015 vs 2017)

Objective 2.1.1: Increase the percentage of adults who meet the daily recommended fruit and vegetable intake.

13.8% increased to 18.1%

2022 Target: 19.5%

(BRFSS, 2015 vs 2017)

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 (VCP Goal 6)*. CACV became an official member of the National Colorectal Cancer Roundtable (NCCRT) in 2017 making it one of approximately 100 organizations across the nation committed to taking action in screening, prevention, and early detection of colorectal cancer. CACV actively participates in the NCCRT 80% in Every Community campaign. In 2019, CACV hosted a social media awareness event using #DressInBlueVA to help raise awareness about the importance of being screened for colorectal cancer. In total, more than 100 people across the Commonwealth participated in the event.
- Objective 6.3:** Increase the percentage of adults aged 50-75 who receive recommended colorectal cancer screening.

70.3% increased to 74.0%
2022 Target: 80%
(BRFSS, 2010-2014 vs 2012-2016)
- *LGBTQ Health Conference: Best Practices (VCP Goal 6 and Crosscutting VCP Theme Health Disparities and Navigation)*. In collaboration with Diversity Richmond, Virginia Department of Health, VCU Massey Cancer Center, Virginia Breast Cancer Foundation, and other community partners, CACV shared best practices for cancer screenings for the LGBTQ community. The event more than 75 participants from across the Commonwealth.
 - *Prostate Cancer Awareness (VCP Goal 6)*. In September 2019, in response to the Governor declaring September Prostate Cancer Awareness month, CACV shared the proclamation throughout its communication channels.
 - *Other Member Organization Screening Activities (VCP Goal 6)*. CACV member organizations participated in and hosted screening events across the Commonwealth throughout the year. Some examples of early detection activities that happened across the Commonwealth include:
 - *Skin Cancer Screening*
 - *Mobile Mammography*
 - *Prostate Cancer Screenings*
 - *Colorectal Cancer Screening*

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

No specific activities were reported for 2019.

Survivorship and Palliative Care Accomplishments

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 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

- *Supportive Care Services (VCP Goal 8).* VCU Massey Cancer Center provided a variety of cancer survivorship activities including a training for yoga instructors in yoga for cancer patients, healthy eating demonstrations, and a weekly produce market at Massey.
- *Survivorship Data (VCP Goal 8).* In collaboration with the Virginia Department of Health, CACV has worked to incorporate survivorship survey questions into the Behavioral Risk Factor Surveillance Survey. This will allow for a most robust report out of outcomes for activities.

Objective 8.3.2: Increase the percentage of cancer survivors, who consumed fruits or vegetables five or more times per day.

14.0% increased to 18.6%
2022 Target: 14.7%
(BRFSS, 2016 vs 2017)

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 they are not treated in the same manner. Therefore, it is important to treat children at a center that is a member of the Children's Oncology Group 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 to 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

- *Childhood Cancer Awareness Day (VCP Goal 9).* ASK Childhood Cancer Foundation along with other partner organizations held the second annual Childhood Cancer Awareness Day at the Virginia General Assembly on Tuesday, January 22. This event was attended by 60+ advocates from across the state, and advocates continued meeting with and educating their legislators throughout the year. The ASK Foundation also wrote a white paper on the need for dedicated resources for children with cancer.
- *Educator Conference (VCP Goal 11).* Two educator conferences were held this year to familiarize teachers with late effects and appropriate accommodations. These were partnership events with ASK Childhood Cancer Foundation, Carilion Clinic, Children's Hospital of Richmond at VCU and the Virginia Department of Health.

- *Pediatric Cancer Conference Planning (VCP Goal 11)*. ASK Childhood Cancer Foundation is currently working with the Cancer Action Coalition of Virginia to add a pediatric track to the 2020 state cancer conference that will focus on the Psychosocial Standards of Care for Pediatric Oncology.

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.

