



January 6, 2023

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 annual 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 an alliance of organizations and individuals working together to provide statewide guidance, support, leadership, and coordination of cancer prevention and control activities throughout the Commonwealth. CACV is a non-profit, 501(c)(3) organization. Our mission is to reduce the burden of cancer for all persons living in Virginia utilizing the Virginia Cancer Plan to provide a forum for collaboration, education, and advocacy.

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 (VCP), 2018-2022*. The VCP 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 the report, you will find references to how our activities align with the *Virginia Cancer Plan* along with metrics showing our progress. Our activities always focus on the *Virginia Cancer Plan* intending to promote collaboration among our members to meet the plan goals and objectives.

Please contact Jessica Deering at jdeering@cancercoalitionofvirginia.org to answer questions about the report. Thank you for distributing the report to Virginia's legislators and citizens.

Sincerely,

Kelly Fitzgerald

Kelly Fitzgerald
Chair

Riguey P. King

Riguey King
Vice Chair

Jessica Deering

Jessica Deering
Executive Director



Report to the Governor, General Assembly, and the Joint Commission on Health Care

January 6, 2023

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CACV Mission

The mission of the Cancer Action Coalition of Virginia (CACV) is to reduce the burden of cancer for all persons living in Virginia utilizing the Virginia Cancer Plan to provide a forum for collaboration, education, and advocacy.

Our key initiative is to develop the **Virginia Cancer Plan** (VCP) every 5 years which provides a roadmap to addressing the burden of cancer in the Commonwealth. The first plan was developed in 1998. This plan is a framework that presents priority objectives, goals, and strategies to reduce cancer risk, eliminate preventable cancers, and minimize cancer deaths and disabilities.

Cancer is too big a problem to fight alone. CACV fosters relationships between healthcare systems, non-profits, community organizations, and individuals throughout Virginia to implement the goals and objectives of the plan.

CACV 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, advancing early detection and state-of-the-art treatment, and enhancing survivorship.

CACV membership grew by 80% in 2022. CACV has 229 members representing the following:

Membership Organization

Cancer Center: 25%
Healthcare: 23%
Private Sector: 20%
Community Based/Non-Profit: 14%
Higher Education: 9%
Local/State Health Department: 8%
Individual Member: 1%

Geographic Representation

Central: 55%
Northern: 18%
Southwest: 12%
Coastal: 8%
South: 6%
Shenandoah: 1%

Virginia Cancer Plan 2018-2022

CACV and its members continue to work on the Virginia Cancer Plan 2018-2022 (VCP). The distinctive feature of the plan is to define primary prevention and control goals, provide specific methods or strategies to achieve the goals, and presents measures to evaluate progress.

This annual report describes activities and accomplishments of CACV as related to the VCP during 2022. 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.

Virginia Cancer Plan 2023-2027

The work to develop the next Virginia Cancer Plan (2023-2027) began in the fall of 2021. CACV partnered with the Virginia Tech Center for Public Health Practice and Research to facilitate the plan development. Sixty (60) volunteers with expertise in cancer, public health, and health equity formed the Virginia Cancer Plan Advisory Committee. This committee met throughout the year to develop the new plan for 2023-2027. The plan is based on an evaluation of cancer incidence, mortality, and burden in Virginia including the disparate impact cancer has on Virginia's low-income, uninsured, and minority populations.

The 2023-2027 Virginia Cancer Plan provides a roadmap to help Virginia residents address the burden of cancer. The plan provides data, guidance, information, and links to resources for all Virginians. The goals of the plan can be addressed throughout Virginia and require the engagement and collaboration of individuals and organizations involved in cancer prevention, detection, treatment, and post treatment care for Virginia residents. CACV is excited to unveil the new plan in February 2023.

Prevention: Goals & Progress

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 Progress

The following prevention objectives have been met or exceeded targets in the 2018-2022 Virginia Cancer Plan:

VCP Goal 1: Reduce exposure to tobacco among Virginians.

Objective 1.1.2: Increase the percentage of adolescents in grades 9-12 who report never trying a cigarette.

Baseline: 25.7% (2015 data)

Target by 2022: 27%

Current: 81.8% (2019 data)

VCP Goal 2: Improve nutrition and physical activity among Virginians.

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

Baseline: 13.8% (2015 data)

Target by 2022: 14.5%

Current: 16.1% (2019 data)

VCP Goal 3: Reduce HPV infections among Virginians.

Objective 3.1.1: Increase the percentage of females aged 13-17 years completing the HPV vaccine series.

Baseline: 49.5% (2015 data)

Target by 2022: 52%

Current: 64.8% (2020 data)

Objective 3.1.2: Increase the percentage of males aged 13-17 years completing the HPV vaccine series.

Baseline: 37.5% (2015 data)

Target by 2022: 39.4%

Current: 48.2% (2020 data)

The following objectives have made improvements but not yet met targets:

VCP Goal 1: Reduce exposure to tobacco among Virginians.

Objective 1.1.1: Decrease the percentage of adult cigarette smokers.

Baseline: 15.3% (2016 data)

Target by 2022: 12%

Current: 13.6% (2020 data)

Early Detection: Goals & Progress

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

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

Early Detection Progress

The following early detection objectives have been met or exceeded targets in the 2018-2022 Virginia Cancer Plan:

VCP Goal 6: Increase high-quality cancer screening and early detection rates for Virginians.

Objective 6.4: Increase the percentage of lung cancers diagnosed at the localized stage.

Baseline: 18.9% (2010-14 data)

Target by 2022: 20%

Current: 22.7% (2014-18 data)

Objective 6.5: Increase the percentage of men 40+ who have ever had a discussion with their provider on the advantages and disadvantages of a PSA test.

Baseline: 31.1% (2016 data)

Target by 2022: 32.7%

Current: 46.6% (2020 data)

Objective 6.6.1: Increase the percentage of melanomas that are diagnosed at the local stage.

Baseline: 75.8% (2016 data)

Target by 2022: 78.5%

Current: 78.9% (2020 data)

Objective 6.6.3: Increase the percentage of ovarian cancers that are diagnosed at the local stage.

Baseline: 14.3% (2010-14 data)

Target by 2022: 14.7%

Current: 16.8% (2014-18 data)

Objective 6.6.4: Increase the percentage of pancreatic cancers that are diagnosed at the local stage.

Baseline: 9.6% (2010-14 data)

Target by 2022: 9.9%

Current: 12.8% (2014-18 data)

The following objectives have made improvements but not yet met targets:

Objective 6.3: Increase the percentage of adults aged 50-75 who receive recommended colorectal cancer screening.

Baseline: 70.3% (2016 data)

Target by 2022: 80%

Current: 77.5% (2020 data)

Diagnosis and Cancer Directed Therapy: Goals & Progress

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

Diagnosis and Cancer Directed Therapy Goals

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

Diagnosis and Cancer Directed Therapy Progress

In the 2018-2022 VCP, this priority area faced challenges in accessing data to create baseline and targets for the identified objectives which has impacted the ability to understand what progress has been made. For the 2023-2027 VCP, a more detailed approach to this section was created including some data that provides a baseline and target. Data continues to be a challenge in this area which is also addressed in the 2023-2027 VCP.

Survivorship and Palliative Care: Goals & Progress

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

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

Survivorship and Palliative Care Progress

The following objectives have made improvements but not yet met targets:

Goal 8: Optimize the quality of life for patients and caregivers across the cancer continuum.

Objective 8.3.1: Increase the percentage of cancer survivors who meet daily physical activity guidelines.

Baseline: 21.3% (2016 data)

Target by 2022: 22.4%

Current: 22.1% (2019 data)

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

Baseline: 14% (2016 data)

Target by 2022: 14.7%
Current: 14.5% (2019 data)

Objective 8.4: Increase the Virginia palliative care grade.

Baseline: 76.9%
Target by 2022: 86.9%
Current: 86.5% (2019 data)

To increase progress, CACV is establishing a Survivorship Taskforce in 2023 to focus efforts on the survivorship objectives outlined in the 2023-2027 VCP.

Pediatric, Adolescent and Young Adult Cancers: Goals & Progress

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 include 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 Cancers Goals

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

Pediatric, Adolescent and Young Adult Cancers Progress

The following pediatric, adolescent and young adult cancers objective has been met in the 2018-2022 Virginia Cancer Plan:

Objective 11.1: By 2022, all pediatric cancer treatment centers will have a dedicated educational specialist.

On June 21, 2022, the state budget was signed by Governor Youngkin which included for the *first-time* dedicated funding to support children with cancer. This new funding will:

- Provide a Pediatric Cancer Support Navigator for each of the five pediatric cancer treatment centers across Virginia.
- Create a bridge between a patient's medical team and their school to ensure they don't fall behind.
- Help EVERY young cancer patient transition back to school during and after treatment.

This funding allowed us to reach this objective and will help every family in Virginia impacted by childhood cancer.

Addressing Health Equity

One goal that permeates all the other goals in the Virginia Cancer Plan (VCP) is ensuring that we are addressing health equity throughout our activities. CACV and its members continue to focus efforts on reducing disparities through research, education, and targeted initiatives throughout the state.

CACV 2022 Initiatives

Virginia HPV Immunization Taskforce (VHIT)

VCP Focus Area: Prevention & Health Equity

The Virginia HPV Immunization Taskforce (VHIT) was established in 2017 to address VCP Goal 3. Its purpose is to focus on increasing HPV vaccination use across the Commonwealth to prevent HPV-related cancers. VHIT is comprised of over 100 members that include medical providers, school employees, members of healthcare systems, and non-profit organizations.

In 2021, VHIT focused efforts on encouraging Virginians to return to routine health maintenance including vaccinations after the impact of the COVID-19 pandemic. In honor of HPV Awareness Day on March 4, VHIT and its partners rolled out a targeted public relations campaign across Virginia to encourage healthcare providers, parents, and guardians to have children aged 9 and over receive their HPV vaccine.

While Virginia's HPV vaccination rates have steadily increased, we are still far from where we need to be. VHIT developed an action plan that aligns with the Virginia Cancer Plan to help us reach our vaccination goals in the coming five years. The key priorities identified in the action plan are:

1. Decrease community disparities in HPV vaccination
2. Improve delivery of evidence-based strategies in providing HPV vaccine
3. Increase (compile) HPV data quality and sharing
4. Increase awareness of the burden of HPV related cancer in men and women

VHIT hosted three meetings with members in 2022 which provided education and updates on the following areas: State of HPV Vaccine in Virginia Schools and Barriers to HPV Vaccination in the Southside.

Virginia Colorectal Cancer Roundtable (VCCRT)

VCP Focus Area: Early Detection and Health Equity

The Virginia Colorectal Cancer Roundtable (VCCRT), a priority workgroup of the Cancer Action Coalition of Virginia, is a volunteer group made up of 60+ advocates, focusing on colorectal cancer prevention and control. Together, members work to reduce the burden of colorectal cancer and achieve 80% screening rates in every Virginia community. VCCRT key activities in 2022 include:

ACS 2022 Get Screened Recipient

VCCRT was one of 12 states that participated in the American Cancer Society's Get Screened initiative to help get cancer screening back on track. VCCRT members participated in quarterly networking and best practice virtual meetings. Through this platform, Virginia was able to learn from their peers and share their progress. The initiative also provided funding to support educating CACV members on VCCRT and colorectal cancer guidelines, update legislators on new CRC guidelines and progress in Virginia, and develop a small media campaign in Eastern Virginia.

Colorectal Engagement Lounge

The VCCRT collaborated with the American Association for Cancer Education in March 2022 to provide an interactive Engagement Lounge focused on early onset colorectal cancer. Speakers included Dr. Whitney Jones (Upstream Health Strategies, LLC), Dr. Alex Krist (VCU Health), Dr. Reed Davis (UVA Health), and Richmond-based nonprofit, Hitting Cancer Below the Belt. The presentations focused on the science behind

moving the screening age from 50 to 45, the importance of educating our next generation of healthcare providers, and how we can engage our youth in the conversation on the importance of screening. In total, 136 participants from across the country took part in the Engagement Lounge.

VCCRT Strategic Plan

VCCRT worked with its membership throughout 2022 to develop a strategic plan to address colorectal cancer screening in the unscreened across Virginia. This new three-year plan aligned to the National Colorectal Cancer Roundtable mission to reach 80% screening in every community and leverages our Virginia Cancer Plan objectives. The goals for the next three years include 1. Bridging communities to promote best practice and evidence exchange, resource sharing and education; 2. Acquiring the resources necessary to sustain the VCCRT over time.

CRC Mortality Hotspot Social Media Campaign

As part of our ACS Get Screened action plan, VCCRT worked with the American Cancer Society to leverage their Get Screened social media assets to run a targeted colorectal cancer media campaign in the 26 cities and counties in the CRC mortality hotspot. The ads were targeted to men and women ages 40-65+ on Facebook and Instagram. The ads had tested messaging and directed viewers to cancer.org for more information on how to get screened. The campaign is ongoing, but during its first week it reached over 44,500 viewers, with nearly 3,000 clicks to the resources on screening.

Virginia Breast Cancer Taskforce (VBCT)

VCP Focus Area: Early Detection and Health Equity

In 2022, CACV established the Virginia Breast Cancer Taskforce in partnership with the Virginia Breast Cancer Foundation and Every Woman's Life Program. This taskforce will work on implementing the goals and objectives for breast cancer across the continuum, with a focus on equity, outlined in the Virginia Cancer Plan.

The taskforce is comprised of 40 individuals representing over 20 organizations. The taskforce met multiple times and surveyed stakeholders to determine the taskforce structure and focus. The key focus area will be to address disparities in breast cancer screening, diagnosis, and treatment specifically in Black and Latina women. The group will look at what the potential causes are for the disparities and then create focus groups to work on addressing these causes.

Virginia Cancer Patient Navigator Network (VaCPNN)

VCP Focus Area: Diagnosis & Cancer Directed Therapy; Survivorship & Palliative Care

CACV partnered with the Virginia Cancer Patient Navigator Network (VaCPNN) to engage members in both organizations and to share resources. VaCPNN represents navigators across the state who strive to eradicate barriers and enhance outcomes for patients, families, and the healthcare team through education, networking, and mutual support.

Through this partnership, CACV has been able to increase the representation of navigators as members, volunteers, and leaders. VaCPNN has brought an important voice to our organization and will help us work toward reaching the VCP goals.

CACV Quarterly Meetings and the Virginia Cancer Conference

The purpose of CACV quarterly meetings is to disseminate the latest available and locally applicable cancer

prevention and control information to the entire membership. These quarterly meetings align with the goals and objectives of the VCP.

Quarterly meetings were held in March, June, September, and December. The total attendance at quarterly meetings in 2022 was 250. The topics of 2022 quarterly meetings included:

March

- Understanding Cancer: An Educational Program for the Community (*VCP Overall*)
- Support and Education for Male Caregivers (*VCP Survivorship & Palliative Care*)
- Latest Trends in Survivorship (*VCP Survivorship & Palliative Care*)
- Overview of Survivorship Issues: A Pediatric Perspective (*VCP Pediatric, Adolescent and Young Adult Cancers*)

June

- Member Spotlight: Virginia Tech/Virginia Cooperative Extension (*VCP Prevention and Early Detection*)
- Viral Hepatitis and Its Connection to Rising Liver Cancer Rates in Virginia (*VCP Prevention*)
- Compassion Fatigue: What is it? What is the impact of it? How do we alleviate it? (*VCP Overall*)
- Using Apps to Reduce Depression & Anxiety Symptoms in Women Diagnosed with Breast Cancer (*VCP Survivorship & Palliative Care*)
- Tobacco Free Alliance of Virginia: An Overview of Their Work to Make Virginia Tobacco Free (*VCP Prevention*)

September

- Educational Challenges of Childhood Cancer Patients & Survivors (*VCP Pediatric, Adolescent and Young Adult Cancers*)
- The Practice of Cultural Awareness, Knowledge, and Humility in Cancer Care (*VCP Health Equity*)
- Member Spotlight: Hampton University School of Nursing & Gerontology Center of Minority Aging (*VCP Health Equity*)
- State of Cancer Among Virginia Latinos (*VCP Health Equity*)

December

- Building a Strong Partnership with Constituents (*VCP Overall*)
- Overview of Key Issues Relating to Cancer in the Upcoming General Assembly (*VCP Overall*)
- Empowering the Voice of Cancer Patients in Virginia (*VCP Survivorship & Palliative Care*)
- Improving Access to Biomarker Testing: Advancing Precision Medicine in Cancer Care (*VCP Diagnosis & Cancer Directed Therapy*)

CACV hosts the biennial **Virginia Cancer Conference**. The next conference is scheduled for September 28-29, 2023, in Richmond. The conference theme is “*Moving Forward Together*” as we highlight the 2023-2027 Virginia Cancer Plan throughout the meeting.

Website & Communication Tools

CACV developed a new website in January 2022. The website features the Virginia Cancer Plan and resources for members and the community at large. In addition, to the website CACV developed new communication tools including an infographic on cancer in Virginia and a new brochure about the coalition and the Virginia Cancer Plan.

CANCER IN VIRGINIA

WHO WILL YOU KNOW?
4 in 10 Virginians are likely to develop cancer in their lifetime

MOST COMMONLY DIAGNOSED CANCERS 2014-2018

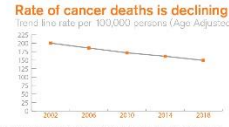
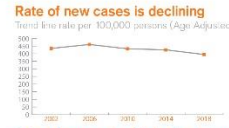
WOMEN	MEN
Breast 32%	Prostate 22%
Lung 12%	Lung 14%
Colon 8%	Colon 9%
Uterine 6%	Bladder 7%
Thyroid 5%	Skin 6%

62% Virginians Living 5 Years After Being Diagnosed with Cancer (Jan. 2019)

6 WAYS TO REDUCE YOUR RISK

- Don't Smoke
- Eat Right and Maintain a Healthy Weight
- Be Active
- Use Sun Protection
- Get Vaccinated
- Get Screened


ESTIMATED NUMBER OF
408,060
 VA CANCER SURVIVORS*



Data and graphics for this infographic were generated by the VCU Massey Cancer Center office of Catchment Area Data Access & Alignment, supported, in part, with funding from NIH-NCI Cancer Center Support Grant P30 CA016059.

CACV Newsletter

CACV distributes a monthly newsletter to over 600 individuals interested in cancer control and prevention throughout the state. The newsletter shares timely information on the Virginia Cancer Plan, coalition activities, resources, tools to assist members in their work, and to promote member programs and events related to cancer.




CACV
 Cancer Action Coalition of Virginia

CACV Newsletter
December 2022

Working Together for a Virginia Without Cancer

Coalition News



As the year ends, the CACV Board of Directors and staff would like to say thank you to our members and partners.

The commitment of your time, expertise, and support helps CACV build strong partnerships to reduce the burden of cancer in Virginia. *It is only together that we can truly make a difference in the health and quality of life of all Virginians. Thank you!*

CALL FOR APPLICATIONS
Virginia Cancer Plan Implementation Mini-Grants
Applications Due January 13, 2023

CACV invites organizations to apply for funding to support public health programs and projects outlined in the [Virginia Cancer Plan](#) as we continue to work toward lessening the burden of cancer throughout Virginia.

For the **Virginia Cancer Plan Implementation Mini-Grant FY23**, funding will be provided specifically for programs and projects to **address structural barriers** to cancer screening, treatment, survivorship care, and/or participation in clinical trials.

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, policymakers, 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.