Comprehensive Cancer Control in Maryland

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What is comprehensive cancer control?

• Per the Centers for Disease Control and Prevention, **comprehensive cancer control** is a strategic approach
  • *to prevent or minimize the impact of cancer in communities*
  • *that brings together key partners and organizations to develop a plan to reduce the number of community members who get or die from cancer*

https://www.cdc.gov/cancer/ncccp/
https://www.cdc.gov/cancer/ncccp/what_is_cccp.htm
Maryland Cancer Collaborative

• Statewide coalition of volunteers who implement the Maryland Comprehensive Control Plan.

• Work with individuals and organizations throughout the state to implement the Maryland Comprehensive Cancer Control Plan.

• Bring together existing groups and new partners from across the state to collaborate on a common goal: reducing the burden of cancer in Maryland.

http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/about_mcccp.aspx
MCC Workgroups

• **HPV Vaccination Workgroup:**
  • Strategy: Implement systems changes within healthcare practices to check teenage patients' vaccination status and offer all indicated vaccines at each visit; schedule the next HPV vaccination dose before the end of the current appointment; and, utilize reminder and recall strategies.
  • Dr. Niharika Khanna, University of Maryland

• **Hospice Utilization Data Workgroup:**
  • Strategy: Create partnerships to develop and implement a plan to collect cancer patient hospice utilization data.
  • Peggy Funk, Hospice and Palliative Care Network of Maryland, and Michele Levin, Gilchrist

• **Tobacco Cessation Workgroup:**
  • Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco.
  • Joanne Ebner, Anne Arundel Medical Center, and Krystle Pierce, MDQuit
MCC Workgroups

• **Access to Care and Services Workgroup:**
  - Strategy: To ensure cultural, financial, and geographic access and provide information to underserved populations on how to access healthcare and supportive services.
  - Patsy Astarita, LCSW-C, OSW-C, University of Maryland, Upper Chesapeake Health

• **Communications Workgroup:**
  - Strategy: To use media outlets such as websites and social media outlets; print, radio, and television PSAs; billboards; and press releases to provide public health messages related to cancer.
  - Karen Warmkessel, University of Maryland Medical Systems
Tobacco Cessation Workgroup Update

“By 2020, reduce the prevalence of current cigarette smoking among adults to 15.6%.”

Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco.
If you are a Maryland hospital administrator or know one....

1) Survey Maryland hospitals to assess level of inpatient tobacco treatment services along with tobacco protocol & policies

   – Utilize SurveyMonkey to gather information

   – Disseminate survey in November 2017
     – Hospital CEOs, Presidents, and Administrators

https://www.surveymonkey.com/r/MCCHospitalSurvey_Tobacco
Tobacco Workgroup: Next steps

• 2) Gather Results and Provide Summaries
  • Collect and analyze data by Jan/Feb 2018
  • Share aggregate level data with hospitals

• 3) Assist hospitals in developing & implementing evidence-based tobacco treatment services for inpatients by providing information and resources through user friendly formats such as:
  • Downloadable materials on MCC website
    • Toolkits, handouts, etc.
  • Webinars and/or Workshops on best practices for hospitals in tobacco treatment practices & policy

• Strategy: Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco
Questions?

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Chairs of the Tobacco Cessation Workgroup
Communications Workgroup

- Working with a documentary film company to develop a short film on the importance of palliative care
- Sub-committee for the film is expecting to conduct a launch call with the film company before Thanksgiving
- National Cancer Survivors Day – June 3: Development of Social Media Toolkit on cancer survivorship
Hospice Data Utilization Workgroup

• Identified available hospice data and current gaps in existing data
• Will be surveying hospices to gather additional data, as well as solicit Maryland Healthcare Commission to expand the data that is current being collected.
Engaged in a quality improvement project with a local university health center, to promote HPV vaccination among students who have not begun or completed the HPV vaccination series;
Access

• Developing a Cultural Competency Training for providers to gain a greater understanding of how interact with various race and ethnic groups in a culturally sensitive manner, understand barriers to care, etc.

• Currently working on identifying content experts for curriculum development.
Join the Maryland Cancer Collaborative

• Join as an individual or as an organization
  https://phpa.health.maryland.gov/cancer/cancerplan/Pages/collaborative.aspx

• Follow our Facebook page:
  www.Facebook.com/MarylandCancerCollaborative

• Receive the MCC e-update!
Join an MCC Workgroup

If you and/or your organization are implementing any strategy from the Maryland Comprehensive Control, Plan tell us!!!!

• Report your efforts to implement the Cancer Plan:
• [http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.aspx](http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.aspx)

• Implementation Reporting Tools are considered for:
• Success story publication in annual Cancer Plan Progress Report
• Maryland Cancer Collaborative Implementation Awards

• Copies of Implementation Reporting Tool available at the Maryland Department of Health Table outside
Innovative Systems Change Award
MedStar North Integrated Cancer Network
Project: P.I. Study: Smoking Cessation Program

Innovative Policy or Environmental Change Award:
Calvert County Health Department
Project: Calvert County Fair Smoke Free Youth Day

Exemplary Collaboration Award:
University of Maryland, Upper Chesapeake Health Kaufman Cancer Center
Project: HPV Community Outreach Education: HPV Cancer Prevention Vaccination
Thanks to the members of the Maryland Cancer Collaborative for their efforts to reduce the burden of cancer in Maryland!

Contacts for information about the Cancer plan, MCC, or implementation

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http://phpa.dhmh.maryland.gov/cancer/cancerplan/Pages/Home.aspx