

TEXAS COMPREHENSIVE CANCER CONTROL COALITION

**MINUTES
MARCH 30, 2004**

10:00am – 2:00pm

Attending:	Not Attending:
Dr. Lewis Foxhall, M.D. Anderson Mickey Jacobs, TCC Dr. V.O. Speights, Scott & White Anne Williamson, TDH Ajay Castro, TCC Paula Traffas, TDH JoAnnWard, M.D. Anderson Juanita Salinas, TDH Dr. Mary Lou Adams, U.T. School of Nursing Sandra San Miguel Majors, Baylor College of Medicine Dr. Armin Weinberg, ICC Dr. Joel Dunnington, M.D. Anderson Karen Torges, VP Health Initiatives ACS Dr. Phil Huang, TDH Tanya Skaarup, POEP Sherri Woodard, NOEP Lynne Nguyen, CIS Dr. Melanie Williams, Cancer Registry Dr. Carol Rice, Texas Cooperative Extension Jeannie Frieden, Cancer Therapy and Research Center Margaret Mendez, TDH Rosamaria Murillo, TDH Jane Osmond, TCC Jodi Smith, TCC Susan Nenney, Project Coordinator Susan Poag (Coalition support) Cathy Schechter (Coalition support)	Ramona Magid, Komen Foundation, Austin Andy Miller, Lance Armstrong Foundation Dr. Billy U. Philips, UTMB Dr. K. Vendrell Rankin, TAMHSC Elizabeth Sjoberg, Texas Hospital Association

Guests: Dr. Heather Becker, University of Texas School of Nursing; Melissa Juarez, Office of the Texas Attorney General

Dr. Foxhall welcomed everyone and summarized the day's agenda.

UPDATES – Participants gave brief summaries of their agency activities.

Rosamaria Murillo, TDH Breast and Cervical Cancer Program – The current main activity is the BCCCP RFP. About 65 letters of intent have been received. Contracts are competitive this year for three-year funding. They are also planning the contractors meeting for May 25-26.

Margaret Mendez, TDH, Chief, Bureau of Women's Health – Margaret was recently appointed to the CDC breast and Cervical Cancer Early Detection Committee and invited Coalition members to provide input through her to the Committee. Legislation requires that a state plan be in place for the BCCCP.

Jeannie Frieden, Vice President, External Affairs, Cancer Therapy and Research Center. Jeannie described a very active program schedule for the agency, including a breast cancer support program (Bosom Buddies), a men's prostate cancer program, a work place program, a run for life which funded 500 free mammograms and follow-up care for at-risk women with no health insurance, men's early screening and skin cancer screening. The projects are receiving good media support. The Cancer Council currently funds the Team Health program which provides prevention materials like newspaper inserts through the Newspaper in Education Program, which reaches over 100,000 elementary school children. Five pep rallies, timed to occur with newspaper inserts, star five local healthy hero figures that appeal to children with effective health messages.

Carol Rice, Texas Cooperative Extension. Through its TCC project, county extension agents across the state reach students with a youth development component. The Health Tech camp brings 4-H students to the A&M Campus. They spend time at MD Anderson and learn about skin cancer and spit tobacco. Communications staff help students develop web site messages for their peers. This year students will develop commercials which will go on the web and be distributed to TV stations. Mini-grants are provided to county agents for cancer prevention outreach. The Coop supports popular local fashion shows and provides cancer prevention information through these forums. They are working to increase message exposure.

Melanie Williams, Texas Cancer Registry. The Registry is working with University stakeholders to find new and innovative ways to secure new funding and certification. Staff participate in a number of projects including a national work group studying methodological problems with data collection and completeness; a Pathology Lab reporting system, studies on ethnic issues and a National Asian Identification Project to improve Asian cancer data reporting at the national level. Statewide, they are working on a community-based intervention program with Dr. Billy Philips and completing vital statistical information about Texans whose cancer-related deaths occurred in other states. Statewide Hispanic data met national standards and was included in the NAACR report. Incidence and mortality are lower than anticipated along the border and may be explained by patients returning to Mexico or other countries after a cancer diagnosis.

Sherri Woodard, NOEP- The mission of the Nursing Oncology Education Program is to disseminate cancer information to nurses around the state. On-site conferences are under way and continuing education materials were distributed. NOEP funds scholarships including a weeklong faculty training at MD Anderson, chemotherapy training, and the All Well Institute. They are now planning next year's training schedule. Nurses still attend face-to-face conferences and like printed material, but staff anticipate that new graduates will be more likely to use web-based training. Through a grant from the Lance Armstrong Foundation, they are working on a childhood survivorship independent study which will be available online, on CD, and in printed form.

Lynne Nguyen, CIS – Depending on the final NCI contract, the project will expand CIS to 17 states or stay within Texas and Oklahoma. The proposal is being considered by NCI.

Tanya Skaarup, POEP. Agency activities focus on professional education for primary care physicians through continuing education and on-line training. Doctors seem to prefer continuing education training on-line. Staff expect to deliver content to programmers by the end of May for twelve modules which will be packaged and marketed nationwide.. The conference “Cancer: What Primary Physicians Need to Know”, May 13-15, is sponsored by TMA and includes an entire day dedicated to cancer control. CME credits will be available. POEP is involved in many collaborations with state organizations and nonprofit agencies and has over 100 cancer experts willing to travel anywhere in the state free of charge to speak on cancer issues.

Phil Huang, M.D., TDH, Bureau of Chronic Disease and Tobacco Prevention. The OTPC staff are conducting comprehensive tobacco campaigns in pilot areas including Beaumont, Port Arthur and Houston targeting ‘tweens and teens, as well as an adult cessation component called “Yes You Can”. A new Hispanic tobacco campaign is underway to encourage youth to develop media messages. *Mi Familia NO Fuma* is family directed. The project will pay for nicotine patches in pilot areas. Private physicians are also involved in this initiative. The Office of Tobacco Prevention and Control hopes to expand the Quit Line project and are working with WIC to reach eligible women with cessation information. Smoke free ordinance activity is under way across the state. State-of-the-art data is being developed to track smoke-free ordinances, their language and what percentage of the population is covered. This will be online soon and will include PDF copies of every ordinance in the state. In a summit last September recommendations were developed for communities to address prevention and the role of C Change (formerly National Dialog on Cancer).

Karen Torges, ACS. A nationwide prioritization process is under way (Vision 2015) for all ACS divisions to reduce mortality and increase quality of life. They have begun strategic planning to fine-tune the unique role of ACS in cancer control. There are many partners now, and ACS wants to define its niche. ACS envisions primary leadership roles in four areas: 1) supporting better decisions-making in newly diagnosed patients; 2) cancer-related research not currently funded by major organizations, i.e. behavioral or bench; 3) helping cancer patients navigate the cancer experience; 4) prevention and early

detection with a focus on tobacco and colorectal cancer (along with continued emphasis in breast cancer).

Joel Dunnington, M.D., TMA Committee on Cancer. Much activity with POEP in cancer training initiatives for physicians. The Committee on Cancer will be developing more detailed cancer policies, such as early correct diagnosis and pathology.

Armin Weinberg, ICC. Baylor has a planning grant to create a comprehensive cancer center and hopes to collaborate with other cancer programs. On the ICC web site are three new fact sheets (www.iccnetwork.org) on underserved populations.

Mary Lou Adams, UT School of Nursing. The program works with African American women in breast and cervical cancer screening. Dr. Adams commended ICC's recent conference on cancer and underserved populations. The UT School of Nursing is working to include more cancer information across all tracts, in recognition of the value of data in cancer planning and control.

Juanita Salinas, TDH. Staff have created and submitted to CDC a final report of the first four years of the TCCCP grant (1998-2002.) CDC produced PSAs for Colorectal Cancer which were distributed to a number of media outlets in Texas, with a CDC logo and tag lines from TDH and TCC.

JoAnn Ward, Public Education, MDA. Staff are working on a new program with Kids on the Block puppets, with appropriate ethnic characteristics for use in communities and schools for kids K-4. They are hiring part-time students to do programming and focusing on after school and day care centers. Their lay cancer ministry work is intended to increase church members' knowledge of local cancer services. Globally, MDA has conducted capital campaigns to create two new buildings. New facilities will include catering and conference capacities.

Paula Traffas, TDH. The Office of Tobacco Prevention and Control is in the fourth year of settlement funded anti-tobacco activities in Southeast Texas. Three RFPs are out for activity in 05.

Ajay Castro, TCC Board. Strategic planning for the Council is focusing on four priority areas: worksite cancer prevention programs, tobacco initiatives, media collaboration for children's programming, and program evaluation. Ajay complimented the TCC staff and noted that "the cream has risen to the top.." Jane attended the ICC Minority Symposium on scholarship from ICC. The new *Cancer Plan* will be a collaborative project. She thanked Phil Huang and Juanita Salinas for their involvement.

V.O. Speights, D, O., Scott & White. Dr. Speights is the new Chair of the cancer data work group and is joining the Coalition for the first time.

Sandra San Miguel (for Dr Ramirez). – The agency is preparing for new grant initiatives and is glad to collaborate with many coalition members.

ADVOCACY UPDATE

Melissa Juarez, Legal Counsel for Texas Cancer Council, addressed the Coalition's interest in advocacy vis a vis the defined statutory prohibition against using state appropriations for lobbying. Questions raised included, "Does the legal prohibition apply to the Coalition's activities? How do we advocate appropriately? Are there ways within the law to educate public policy makers? What are the parameters within which we can promote cancer control?"

Coalition participants discussed various aspects of the advocacy issue and expressed an interest in additional information. It was suggested that various scenarios be developed to which legal authorities might respond. Dr. F suggested that perhaps we need a list of the things we definitely cannot do. For those not representing a state entity, they have the tools within their organization to achieve those ends. Paula Traffas offered to share OTPC's legal information as it related to tobacco advocacy. The group agreed to follow-up in the next meeting to clarify this role and will send Susan Nenny their information on likely scenarios that Melissa can review.

LOGIC MODEL AND PROGRAM REVIEW

Dr. Heather Becker reviewed a model of coalitions and some options for operation. As a coalition becomes more complex, the leadership and structure often become more formal. She also provided the overview of the Texas Comprehensive Cancer Control Program, the input, the activities, and outcomes from one model's perspective

COALITION SURVEY RESULTS

Mickey Jacobs reviewed the findings of the November 2003 member survey which assessed Coalition members' views about membership levels, inter-organizational linkages, key activities, and *Plan* input. All respondents wanted to participate in inter-organizational linkages. The activities of primary interest to members were networking, sharing information, dissemination of best practice information, and a joint grant application. Final decision on new membership will be made by the Coalition once the group decides membership direction.

COALITION DIRECTION

Dr. Foxhall reviewed the tasks defined in the CDC agreement, including

1. conducting two meetings of the full Coalition and two teleconferences of the Coalition Executive Committee
2. conducting community forums around Texas to secure community input into the *Texas Cancer Plan*.
3. developing and disseminating a monthly e-newsletter of coalition activities
4. creating a template for the Coalition's educational plan
5. creating an Annual Report documenting Members' activities related to the *Texas Cancer Plan*.
6. developing and compiling interagency linkage letters
7. developing coalition membership list including new members

Dr. Foxhall noted that a foundation has been developed in the past and now the Coalition has the chance to move forward after the transition in administrative support from TDH to TCC.

Susan Poag reviewed the community forum activity. Two of eight forums are completed (in San Antonio and Laredo). The participants have been from all areas of cancer control in their communities. Participants spoke about access to care, concern about cancer data, professional training, and the need for prevention activities and for advocacy among other topics. Participants were excited to meet each other and learn about the Texas Comprehensive Cancer Control Coalition and the Texas Cancer Plan. Membership for the Coalition is also being offered to participants.

Cathy Schechter reviewed the possible format of the annual report and asked for input from the Coalition members. Members will be contacted for information collection based on a format that allows members to report on their activities as they relate to the *Texas Cancer Plan* goals. The purpose of the Annual Report will guide content and format. Members discussed the purpose of the report, seeking clarification on the requirements of its contents and expressing concern that the report not be too costly. Juanita Salinas stated that the intent of the report (per their agreement with CDC) was to highlight what Texas is doing collaboratively, and Anne Williamson added that it can be distributed to other states. The minimum report requirement is to look at two previously identified priority areas – tobacco and colorectal- to report what members are doing in those areas. Members discussed the concept of a best practices report versus an annual report.

Cathy also asked the group for input into the education template, such as what are best ways to distribute information to different audiences, such as video, books, fact sheets, brochures. It was decided that this would be an item possibly for the May agenda.

Susan Nenny described the linkages letter which will be e-mailed to everyone and gave a copy to each member. The end of June is the deadline for compiling these documents from member agencies. She also reviewed the schedule for the e-newsletter. Members suggested content ideas and ways to enhance members' input.

TDH UPDATE – REGIONAL ACTIVITIES

Juanita Salinas reported on her progress with two TDH regions with whom she will work. The first regions to volunteer were 1, and 4/5. Regions 2/3 and 8 have also expressed interest. Juanita met with the Tyler regional staff and others in February and a Lubbock meeting in March was also held. Stakeholders in attendance expressed interest in building local coalitions. In Lubbock, the initiative will work with an existing Healthy Lubbock program, headed by Dr. Patterson. In Tyler two counties (Tyler and Marion Counties) will participate. Next steps are to try to organize a meeting to get more community input for the Texas Cancer Plan and using that as a launching point to educate local groups about their local cancer burden.

Juanita also reported on the Colorectal Screening Capacity Study, which is a CDC study being conducted with input from TDH to assess the capacity statewide for colorectal screening and follow-up.

TEXAS CANCER PLAN UPDATE

The goal is to get the Plan published by December. The “Survivorship” goal will be added and Dr. Foxhall will send more info via e-mail. The website for the *Texas Cancer Plan* is www.tcc.state.tx.us. Dr. Foxhall and M.D. Anderson staff will facilitate this effort for the Council, in collaboration with the Coalition.

MINORITY SYMPOSIUM

Jane Osmond attended the recent conference and gave a brief report. The conference “take home message” was: The disparity gap is not closing; it is widening in many cases, for many complex reasons. The cancer control community must take action.

LEADERSHIP INSTITUTE

ACS is one of the sponsors in the Phase II CCLI. Seventeen invitees will be on hand including several from the Coalition.

Dr. Foxhall reminded participants that the next Coalition meeting is set for May 25.

DELTA PROCESS

Mickey Jacobs facilitated a brief evaluation of the meeting.

Positive Aspects	Potential Improvements
Updates on e-mail Attorney general – presence helpful Discussion on annual report helpful Good interaction Relevancy of agenda Oral updates helpful Good turnout	Updates on e-mail More discussion on Texas Cancer Plan Need clarification on legal aspects More opportunities for sharing and building partnerships Make agenda items either action or information Need more outcomes Engage in more discussions about the disparity gap

The meeting was adjourned.

