

**Texas Comprehensive Cancer Control Coalition
Strategic Meeting Minutes
August 21, 2008
American Cancer Society, Austin, TX
9:00a.m. – 3:30p.m.**

Attending	Not Attending
<p>Davor Vugrin, Texas Tech University, Chair Armin Weinberg, Baylor College of Medicine, Chair Elect Phil Huang, Austin Travis County Health and Human Services Department, Goal I Chair Karen Torges, American Cancer Society, High Plains Division, Goal II Chair Deborah Vollmer - Dahlke, DVD Associates, Goal III Chair John Hopkins, Texas Cancer Registry, Goal IV Chair Haley Justice, Lance Armstrong Foundation, Goal V Co-Chair Ramona Magid, Komen for the Cure-Austin, Goal V Co-Chair Mary Lou Adams, UT Austin School of Nursing, Immediate Past Chair Juanita Salinas, Dept. of State Health Services Stephanie Uecker, Dept. of State Health Services Barbara Keir, Dept. of State Health Services Sandra Balderrama, CPRIT Grady Basler, Dental Oncology Education Program Heather Becker, UT at Austin School of Nursing Stephanie Gonzalez, Physician Oncology Education Program Lynne Nguyen, Asian American Health Coalition Jennifer Smith, Dept. of State Health Services Carla Strom, M.D. Anderson Cancer Center Linda Civallero (for Ginny Thompson), Cancer Information Service Sister Mary Jane Strauch, Valley Colorectal Chris Scherer (for Lucas Wong) Scott & White Hospital Lewis Foxhall, M.D. Anderson Cancer Center Penny Harmonson, Dept. of State Health Services Tricia Jones, Dept. of State Health Services Andy Miller, Lance Armstrong Foundation Billy Philips, UTMB at Galveston Jo Ann Ward, M.D. Anderson Cancer Center Joni Watson, Nurse Oncology Education Program Cherry Evans, Leukemia & Lymphoma Society, Houston Edith Silvas, (for Sharron Cox) M.D. Anderson Cancer Center</p> <p>Guests: Becky Brownlee, (for Evelyn Delgado) Dept. of State Health Services Gina Lawson, Texas Department of State Health Services Venus Gines, Baylor College of Medicine Anne Moore, Texas Partnership for End-of-Life Care</p> <p>Facilitator: Helen Ross Petty, Texas Partnership for End of Life Care, Alliance of State Pain Initiatives</p>	<p>Carol Rice, Texas Cooperative Extension, Member At Large Mike Dany, American Cancer Society, High Plains Division Joel Dunnington, M.D. Anderson Cancer Center Barry Feig, M.D. Anderson Cancer Center Maria Fernandez, UTHSC-Houston School of Public Health Georgia Grant, North East Texas Colorectal Cancer Coalition Susan Griffin, Texas Action for Healthy Kids Alliance Karen Jackson, Sisters Network, Inc. Diane Mitschke, UT at Arlington Amelie Ramirez, UTHSC at San Antonio Elizabeth Sjoberg, Texas Hospital Association Craig Schaefer, Survivorship Coalition/Cancer Care Services Tina Garcia, Leukemia & Lymphoma Society, Dallas Sharron Cox, M.D. Anderson Cancer Center Ginny Thompson, Cancer Information Service Melanie Williams, Texas Cancer Registry Dorothy Gibbons, Breast Health Collaborative of TX</p>

Ice Breaker: The Usual Suspects

Welcome

Davor Vugrin, chair, opened the meeting at 9:00am with welcome and thanks to all for coming. Brief introductions of attendees followed.

Announcement of Guests & New Members

Dr. Vugrin announced that:

- **Barbara Keir** is the new DSHS representative on the Coalition and also the Executive Committee.
- **Dorothy Gibbons** of the Rose and the Breast Health Collaborative is a new member.
- **Gina Lawson** replaces Kenya Johnson as the new designated alternate for Tricia Jones at DSHS.
- **Edith Silvas** is the new designated alternate for Carla Strom and Sharron Cox of MD Anderson Cancer Center.
- **Venus Gines** of Baylor College of Medicine is applying for membership to the TCCCC and we are happy to have her with us today.
- **Anne Moore**, Texas Partnership for End-of-Life Care is a guest today kindly sitting in for Helen Ross Petty who is busy facilitating us.
- **Becky Brownlee** is attending for Evelyn Delgado at TX DSHS.

Approval of Minutes

Members approved the May 8, 2008 meeting minutes.

Housekeeping

Juanita Salinas asked members to complete the Donated Hours form and mentioned that the Comprehensive Cancer Control Program at DSHS relies on this information to demonstrate member/partner support for the Coalition.

Strategic Planning

Facilitator Helen Ross Petty welcomed all and reviewed the agenda for the day. She kicked off the session by asking members what kinds of words came to mind when they thought about “strategic planning.” Some of the words included: stimulating, painful, boring, useful, etc. Helen probed members for details about their strategic experiences so that she could take those into account as she facilitated the group.

Look to the Past: Where Have We Been?

Helen directed everyone’s attention to the poster-sized Coalition Timeline on the wall as a visual indicator of major Coalition milestones and accomplishments. Some of the highlights mentioned were the collaborative revision of the *Texas Cancer Plan* in 2005; the *Cost of Cancer Report*; increased funding for BCCCP; getting Texas Legislature to add prevention to Prop 15; strong relationships built over time; tobacco legislation; and the Texas Cancer Control Tool Kit.

In addition, members reported an overall feeling that the Coalition has been value-added and has helped to strengthen individual member’s programs with its support. The Coalition also has increased the members’ ability to take action when needed and to ensure collaboration rather than competition for resources.

Look to the Present: Where Are We Now? Texas Update

Coalition Presentation to CPRIT

Dr. Davor Vugrin explained that he had traveled to Austin to make public comment at the CPRIT meeting on August 14 at the Capitol, but he was unable to present because the meeting ended ahead of schedule. He thanked Juanita Salinas for stepping in for him at the last minute. He announced that CPRIT's elected officers were: James Mansour, chairman; Dr. Malcolm Gillis, vice-chairman; and Dee Kelly, secretary.

Dr. Vugrin distributed copies of a document entitled, *Chairman's Address*, which he had intended to leave as a promo piece/backgrounder about the Coalition. This document was different from that which the Executive Committee had approved for this purpose.

Juanita Salinas reported that she did indeed deliver the Coalition introduction during public comment at the CPRIT meeting and that afterward, Susan Combs and others thanked her for coming. Juanita reported that she distributed the Executive Committee-approved one-page backgrounder to CPRIT members and it was entered into the CPRIT meeting minutes. Copies of the script and the approved backgrounder were distributed to all Coalition members.

Juanita Salinas pointed out that two CPRIT members had gone on "fact-finding missions" to research how similar organizations are structured and how they conduct business. She stated that Dr. Malcolm Gillis shared an interesting document entitled *Cancer Research Institute Recommended Guidelines from The Academy of Medicine, Engineering, and Science of Texas*. These guidelines relate to: recruitment of an executive director; fund portfolio; grant categories and review process. Copies of this document were also distributed to all Coalition members.

Karen Torges mentioned that she and Phil Huang will visit with Susan Combs to share with her *Making the Texas Cancer Plan a Reality: Cost Estimates for Implementation 2008*.

CPRIT Staff Update

Sandra Balderrama pointed out that Juanita Salinas did a great job of pinch hitting for Dr. Vugrin at the CPRIT meeting and that she and everyone else were surprised that the meeting ended at 11:30 am; they all were expecting a daylong meeting. She noted that Mike Morrissey, a senior advisor in Gov. Perry's office and Rep. Patrick Rose also attended the meeting. She indicated that most of the Oversight Committee start-up work will be done in subcommittee meetings between regular meetings. Hiring of the executive director will be the focus for now. They are working on the LAR. Sandra stated that the TAMEST document was not intended to be a public document; but rather a working document and that there are many more out there like it that CPRIT will take into consideration while they establish their procedures.

Sandra reiterated her promise to ensure that the Coalition would be first in line when the time comes for organizations to make formal presentations at future CPRIT meetings.

Look to the Present: Where Are We Now? Coalition Update

Meeting Format

Dr. Armin Weinberg reported that some of the ideas that have been proposed include: using WebEx; not doing quarterly meetings; reaching deeper into the state by rotating meetings around the state.

Community Stakeholder Summit

Juanita Salinas stated that she had convened an initial conference call of members who have volunteered to help plan this event. More intense planning will start soon, so if you're interested in joining the effort, please contact Juanita.

10th Anniversary

Deborah Vollmer-Dahlke pointed out the "*Draft TXCCC Communications Plan*" document behind tab 3 in the meeting binder. She is working on a proclamation from Gov. Perry; a virtual press release and mentioned the photo op with the 10th Anniversary cake. Once the *Communications Plan* is finalized, it will be sent to all members to share within their organizations and communities. Armin Weinberg stated that it would be a good gesture to issue an official welcome to C-Change in November when they hold their meeting in College Station.

Action: Deborah Vollmer-Dahlke volunteered to develop a welcome message for C-Change's visit to College Station November 13-14, 2008.

Upcoming Coalition-Related Documents

Karen Torges reminded members of the release of the upcoming Coalition-related documents: *Making the Texas Cancer Plan a Reality: Cost Estimates for Implementation 2008*; *2008 Texas Facts & Figures*; and the upcoming *Cost of Cancer in Texas* (available from UTMB Galveston, December 2008). She emphasized that a record nine Coalition member organizations collaborated to produce the *2008 Texas Facts & Figures*.

Hard copies of the just-released publications are available and electronic versions can be obtained through a special link of the American Cancer Society's website.

Evaluation Results & Recommendations

Heather Becker presented results from the 2008 Coalition member survey.

Recommendations:

- Continue to explore how to best represent the diversity of Texas' needs
- Establish an effective working relationship with CPRIT
- Reconsider objectives in light of current accomplishments, resources, & priorities
- Explore the cost-effectiveness of products (Ex: survivorship portal & program inventory)
- Consider how best to support local communities in their cancer control efforts

CCC Program Update

Juanita Salinas reviewed the grant information and how it relates to the Coalition. The CDC grant is generally divided into three broad categories: 1) Coalition support, 2) CCC regional activities and 3) program evaluation. The grant amount is \$254,280 for fiscal year 09 (June 30, 2008 to June 29, 2009) with a majority of the funds going to support three full time positions and pay for the evaluation contract. The Coalition-related part of the CDC grant is intended as seed money to provide a degree of staff support to sustain the Coalition's basic infrastructure and communication. It is not intended for *Texas Cancer Plan* implementation. Instead, CDC expects Coalition member organizations to identify activities and/or parts of the *Plan* they can collaborate on and/or pool existing member organizational resources or identify new resources for implementation.

CDC's previous funding cuts have eliminated any travel reimbursements and have cut the evaluation contract. However, there may be some limited funds available for travel this year due to salary savings. Year-to-year funding varies so it is uncertain whether future travel funds will be available.

The new FTE has been approved and that position will hopefully be posted this fall. Until then, Juanita & Stephanie will continue the support.

DSHS cannot commit any additional funds for travel, so if Coalition meetings are held in other cities, DSHS staff travel will be an issue.

While DSHS may have some funds to contribute to the Community Stakeholder Meeting, the funds will be limited and in order to hold this event, other Coalition member organizations will need to contribute funds.

Juanita stated that she was looking for Coalition input on the FY10 work plan that the DSHS will be developing this fall and will need to be completed by December.

Look to the Future:

Visioning, Goals, Subcommittee Structure and Support Needs

Helen led the group in a visioning exercise asking members to relate words or phrases that come to mind when thinking about the Coalition's vision for the future. Ultimately, the group selected the following as its new vision:

The Texas Comprehensive Cancer Control Coalition envisions a cancer-free Texas.

The group also discussed the Coalition mission statement but without resolution.

NOTE: The facilitator recommends that the Executive Committee address the mission statement and recommend either a change or recommendation to continue with the current mission statement.

The group discussed challenges that get in the way of attaining the vision. Among these are:

- Attaining diversity: multicultural, age, geographic and organizational (to include business and insurance)
- Engage communities
- Use new technology
- Competing priorities
- Fixed subcommittee support and structure
- Health system finance issues
- Inadequate human and financial resources
- Time constraints
- Need to improve linkages of goal subcommittees to work of the *Texas Cancer Plan*/CDC work plan VS actual committee work

The group brainstormed additional issues but did not engage in a consensus-based prioritization process. The following issues were identified but are not ranked in any way. These issues can be further evaluated during future prioritization/planning activities:

- Resource acquisition to implement the *Texas Cancer Plan*
- Increase participation from across the state
- Education
- Community engagement
- Access to care

- Marketing and branding to raise awareness of the Coalition and the *Texas Cancer Plan*
- Advocacy
- Data and evaluation

Significant discussion ensued surrounding the current subcommittee structure, which is aligned with the *Texas Cancer Plan*, and its ability to address the identified issues. The Coalition's Operating Principles provide for the following subcommittees:

<u>Subcommittee</u>	<u>Status</u>
Communications	Inactive
Resources	Inactive
Nominations	Inactive (activated before elections)
Prevention	Active – addresses Tobacco Control
Early Detection and Treatment	Active – addresses C/R Cancer
Professional Education	Active
Data	Struggling – members all serve on other committees. The Chairman believes this committee could be repurposed to be more effective.
Survivorship	Active

Coalition members discussed the need to reactivate the Communications and Resources Subcommittees.

Action: Juanita/Stephanie will follow-up with Executive Committee members about reactivating the Communications & Resources Subcommittees at the debriefing call in September.

Next Steps: Subcommittee Charge

After extensive discussion and a lack of general consensus regarding changing the subcommittee structure or priorities for FY 10, the Coalition agreed to adjourn early and agreed to let staff work directly with each subcommittee chair to identify new objectives for the CDC work plan. The Coalition will have the opportunity to review such objectives at their November meeting.

2009 Meeting Dates

Juanita reported that meeting dates for 2009 were coordinated with Dr. Vugrin's schedule and CPRIT's 2009 meeting schedule to allow for members from out of town to attend both meetings (if they so desire) in one trip 2009. She asked that anyone identify major meetings that could conflict with the selected dates. No conflicts were identified at the time and the Coalition Meeting Dates for 2009 were finalized as February 19, April 30, August 6, and November 5.

CPRIT's next meeting is scheduled for November 19. The CPRIT 2009 dates are: February 20, May 1, and August 7.

Wrap up/Other Business

The next Coalition meeting will be November 6, 2008 in Austin at the American Cancer Society.

Adjourn

Davor Vugrin thanked all for their participation and ended the meeting at 3:30pm.