

Contact Information:

Mike Hill, Associate VP for Schools and Youth

American Cancer Society

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mike.hill@cancer.org



www.schoolhealth.info

Started November 2003, ongoing

Number of sites: 1

TARGET AUDIENCE

People of all backgrounds and ethnicities throughout Texas

OBJECTIVES

This alliance of 22 organizations and numerous individuals throughout the state came together to collaborate and coordinate activities related to improving the nutrition and physical activity of Texas youth through our public schools.

KEY ACTIVITIES

- Support improvements in school and community policies and practices as they relate to school health, child nutrition, and daily physical activity.
- Hold two meetings per year of our general members throughout the state and monthly meetings of our steering committee.
- Facilitate the development of effective school health advisory councils and provide quality technical assistance to schools.
- Build strong parent and community support.

PROGRAM OUTCOMES

We have successfully brought the major Texas organizations together for the common purpose of addressing obesity in Texas with a focus on youth through schools. We have made significant progress since forming this coalition.

EVALUATION COMPONENTS

Specifics vary depending on the project.

PROGRAM PARTNERS

This coalition is supported by the national Action for Healthy Kids organization.

Supporting Agencies Include: the national Action for Healthy Kids organization.

LESSONS LEARNED

Coalitions are difficult to build and sustain. It is also difficult to get member organizations to coordinate activities. In addition, we are essentially operating without funding. Lack of an adequate budget puts great constraints on our activities.

FUNDING AGENCY

Nominal funding is provided by the national Action for Healthy Kids organization.

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- Professional Education*
- Cancer Data & Planning*
- ✓ *Survivorship*

- *Texas Cancer Plan* data is used to select or support this program.
- *Texas Cancer Plan* priorities are used to select or support this program.
- This program reflects collaboration between coalition partners.

TEXAS CHILDHOOD OBESITY PREVENTION PROJECT

Contact Information:

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512-919-1852 Fax: 515-919-1726

mike.hill@cancer.org



www.schoolhealth.info

2003, ongoing

Number of sites: Pilot phase in five target communities to be determined, second phase statewide

TARGET AUDIENCE

All Texans

OBJECTIVES

Implementation of a comprehensive five year obesity prevention project targeted at children through schools. This project is modeled after the successful Texas Tobacco Prevention Initiative.

KEY ACTIVITIES

This campaign would involve the media, parents, schools, community organizations, workplaces, and students in addressing the problem of obesity.

PROGRAM OUTCOMES

To reduce obesity among Texas children

EVALUATION COMPONENTS

Multiple evaluation components, each depending on the target audience. The ultimate outcome is to reduce obesity.

LESSONS LEARNED

It is difficult to get 22 organizations to come together in support of a single project. One organization must take the lead. Funding is difficult.

PROGRAM PARTNERS

The 22 member organizations of the Texas Action for Healthy Kids Alliance

Supporting Agencies Include: Funding is being sought.

FUNDING AGENCY

Funding is being sought.

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- Early Detection & Treatment*
- Professional Education*
- Cancer Data & Planning*
- Survivorship*

- *Texas Cancer Plan* data is used to select or support this program.
- *Texas Cancer Plan* priorities are used to select or support this program.
- This program reflects collaboration between coalition partners.

PROGRAM PARTNERS

Texas Medical Association, Nurse and Physician Oncology Education Programs, Texas Cancer Council, University of Texas Southwestern Medical School, Texas Tech University School of Pharmacy, UT M.D. Anderson Cancer Center, Health Ministry Association (Texas Chapter), physician practices, cancer-treatment centers, and other health care professionals

Supporting Agencies Include: same as above

FUNDING AGENCY

American Cancer Society

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- Prevention & Information*
- ✓ *Early Detection & Treatment*
- ✓ *Professional Education*
- Cancer Data & Planning*
- ✓ *Survivorship*

- This program reflects collaboration between coalition partners.

*Contact Information:**Angie Colbert**American Cancer Society**2433-A Ridgpoint Drive, Austin, TX 78754**512-919-1800 Fax: 512-919-1725**acolbert@cancer.org***October, National Breast Health Awareness Month****Number of sites:****TARGET AUDIENCE**

Women across Texas.

OBJECTIVES

The Texas Wreath Project is a media event to kick off National Breast Cancer Awareness Month activities in Texas.

KEY ACTIVITIES

Promotion of breast health awareness messaging through a media event

PROGRAM OUTCOMES

Local media have promoted the program, including coverage involving breast cancer survivors and Gov. Rick Perry and his wife, Anita.

EVALUATION COMPONENTS

Amount of media coverage obtained

PROGRAM PARTNERS

American Cancer Society, Governor's Commission for Women, Texas Cancer Council, Texas Department of Health Breast and Cervical Cancer Control Program, Susan G. Komen Foundation

Supporting Agencies Include: Partners provide in-kind or monetary support for the event.

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- Prevention & Information*
- ✓ *Early Detection & Treatment*
- Professional Education*
- Cancer Data & Planning*
- ✓ *Survivorship*

- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	American Cancer Society provides promotion of Hope, Progress, Answers campaign that encourages Texans to connect to the ACS Web site (www.cancer.org) or call 1-800-ACS-2345 for cancer information, referral, and resources.
Strategy 2: Involve media in promotion of cancer prevention	●	American Cancer Society promotions done annually statewide for Breast Health Awareness in October, Great American Smokeout in November, Great American Weigh-In in March, and Colorectal Cancer Awareness in March/April.
Strategy 3: Ensure availability and quality of services for all Texans		
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace	●	American Cancer Society is initiating strategies with workplaces in metropolitan settings, including select workplace settings with co-branded wellness Web site prevention, early detection, quality-of-life information, interventions, and community-involvement opportunities.
Strategy 6: Coordinate existing information and activities more efficiently	●	American Cancer Society has a community-resources database of more than 2,350 records of community-based resources and services for access/use by Texans with a cancer concern.
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel	●	American Cancer Society provides information, educational resources, and www.schoolhealth.info Web site for health-related messages for parents, schools, and communities.
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles	●	American Cancer Society's All Well Institute, a statewide collaborative systems approach to school health, was developed to establish leaders in the school system. The All Well Institute takes a team approach. Each district/community brings a team of two, four, or six members, who are placed on a larger team with other attending groups. Each larger team includes two trainers, who lead their team through activities that encourage positive teamwork and build working relationships.

TEXAS CANCER PLAN CHECKLIST

B. Increase access to and use of treatment and services	●	American Cancer Society Information Delivery, Resource Navigation, and Referral: The society provides quality information about cancer and assistance with resource identification and utilization through a variety of mechanisms, including a toll-free 24-hour help line, the American Cancer Society Web site, the Cancer Survivors Network at www.cancer.org , a nationwide community-resource database, and community-based resource centers.
Strategy 1: Evaluate availability		
Strategy 2: Increase access	●	American Cancer Society refers women to breast- and cervical-cancer control screening and treatment programs as well as other community services as appropriate.
Strategy 3: Assist patient to identify and use		
Strategy 4: Facilitate informed decisions		
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers	●	American Cancer Society End of Life Collaboration: Active collaboration with the Texas Partnership for End of Life Care provides education about options for quality end-of-life care, including the need for care planning and advanced directives. American Cancer Society, Texas Division, Cancer Pain Initiative: A multifaceted collaborative enterprise whose goals are to raise public and patient awareness, educate health-care professionals, promote practice change within health-care institutions, and effect the removal of legal and regulatory barriers to pain treatment.
Strategy 2: Expand funding sources		
D. Enhance quality of existing services		
Strategy 1: Ensure standards and accreditations	●	American Cancer Society obtains/maintains current list of certified/accredited mammography facilities for referrals for individuals or health professionals.
Strategy 2: Increase the number of facilities that meet core requirements		
E. Enhance regional planning, development and coordination of services	●	American Cancer Society Patient Services Program: Statewide provision of a variety of programs and services for persons with cancer, their families, and caregivers, including: education, support, visitation, and tangible services such as a ride to treatment, wigs, and other gift items.
Strategy 1: Collect baseline data		
Strategy 2: Provide information		
Strategy 3: Increase communication		

TEXAS CANCER PLAN CHECKLIST

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
<p>A. Enhance health care professionals' knowledge and skills</p>		<p>American Cancer Society End of Life Collaboration: Active collaboration with the Texas Partnership for End of Life Care provides education about options for quality end-of-life care, including the need for care planning and advanced directives.</p> <p>American Cancer Society, Texas Division, Cancer Pain Initiative: A multifaceted collaborative enterprise whose goals are to raise public and patient awareness, educate health-care professionals, promote practice change within health-care institutions, and effect the removal of legal and regulatory barriers to pain treatment.</p>
<p>Strategy 1: Encourage acquiring knowledge and skills</p>	●	<p>American Cancer Society provides Colorectal Cancer Free CME opportunity, available online or on DVD, and promotes online CA Journal with ongoing CME opportunities.</p>
<p>Strategy 2: Encourage offering services to patients and families</p>		
<p>Strategy 3: Encourage education programs for health care professions</p>	●	<p>American Cancer Society collaborates with POEP, NOEP, and others to offer opportunities for health-care professionals to get CME credits for participating in cancer-education programs.</p>
<p>Strategy 4: Promote coordination and collaboration on cancer-related topics</p>	●	<p>American Cancer Society collaborates with Texas Medical Association/Committee on Cancer, POEP, NOEP, Partnership for End of Life Care, American College of Surgeons/Commission on Cancer Physician Liaison Program, DOEP, and others to coordinate education on cancer-related topics.</p>
<p>Strategy 5: Ensure availability of current information on genetic testing issues.</p>		
<p>B. Enhance knowledge, skills, and practices</p>		
<p>Strategy 1: Facilitate continuing education for providers of oncology services</p>	●	<p>American Cancer Society collaborates with Texas Medical Association/Committee on Cancer, POEP, NOEP, Partnership for End of Life Care, American College of Surgeons/Commission on Cancer Physician Liaison Program, DOEP, and others to coordinate education on cancer-related topics.</p>
<p>Strategy 2: Enhance oncology curricula</p>		
<p>Strategy 3: Facilitate providing quality treatment and services</p>		

PROGRAM PARTNERS

Texas Dental Association, Baylor College of Dentistry, University of Texas Health Science Center-San Antonio School of Dentistry, UT School of Dentistry-Houston, Academy of General Dentistry, M.D. Anderson Cancer Center Department of Head and Neck Surgery, Tyler Junior College School of Dental Hygiene, Tarrant County School of Dental Hygiene, Texas State Technical Institute School of Dental Hygiene

Supporting Agencies Include: Academy of General Dentistry, American Cancer Society, Pfizer Inc., Texas Dental Foundation, Baylor College of Dentistry, UT Health Science Center-San Antonio, Colgate Pharmaceuticals, Diachii Pharmaceuticals, Oral Health Education Foundation

FUNDING AGENCY

Texas Cancer Council

TEXAS CANCER PLAN GOALS ADDRESSED

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- *Texas Cancer Plan* priorities are used to select or support this program.
- This program is related to tobacco prevention/cessation.
- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns		
Strategy 2: Involve media in promotion of cancer prevention		
Strategy 3: Ensure availability and quality of services for all Texans		
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel		
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth		
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Reduce use of tobacco products by adults	<input checked="" type="checkbox"/>	Provide modules on practice of tobacco cessation in the dental practice.
D. Increase awareness of and protection from carcinogens in the environment		
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.		
Strategy 1: Evaluate services		
Strategy 2: Promote awareness	<input checked="" type="checkbox"/>	Provide education in multiple formats to emphasize the importance of early detection.
Strategy 3: Increase utilization	<input checked="" type="checkbox"/>	Provide education to increase utilization of diagnostic techniques.
Strategy 4: Increase availability		
B. Increase access to and use of treatment and services		
Strategy 1: Evaluate availability		
Strategy 2: Increase access		
Strategy 3: Assist patient to identify and use		
Strategy 4: Facilitate informed decisions		
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers		
Strategy 2: Expand funding sources		

TEXAS CANCER PLAN CHECKLIST

D. Enhance quality of existing services

Strategy 1: Ensure standards and accreditations

Strategy 2: Increase the number of facilities that meet core requirements

E. Enhance regional planning, development and coordination of services

Strategy 1: Collect baseline data

Strategy 2: Provide information

Strategy 3: Increase communication



Via the CIS electronic newsletter, disseminate information on cancer research and cancer resources.

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
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A. Enhance health care professionals' knowledge and skills

Strategy 1: Encourage acquiring knowledge and skills



Work with major conference committees to ensure that all venues contain relevant courses.

Strategy 2: Encourage offering services to patients and families

Strategy 3: Encourage education programs for health care professions



Plan and distribute CE materials directly to dental professionals.

Strategy 4: Promote coordination and collaboration on cancer-related topics



Collaborate with NOEP and POEP on topics of common interest.

Strategy 5: Ensure availability of current information on genetic testing issues.

B. Enhance knowledge, skills, and practices

Strategy 1: Facilitate continuing education for providers of oncology services

Strategy 2: Enhance oncology curricula

Strategy 3: Facilitate providing quality treatment and services



Convened state-of-the-science conference on oral health in cancer therapy.

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Increase ability to respond to the psychosocial needs		
Strategy 5: Increase knowledge of palliative care issues	●	Multiple-format CE on oral health management issues in cancer therapy and survivors.

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date		
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs	●	Provided oral cancer input for 1998 plan; part of 2004 workgroup.

REDES EN ACCIÓN: THE NATIONAL HISPANIC/LATINO CANCER NETWORK

Contact Information:

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www.redesenaccion.org

March 2000 - March 2005

**Number of sites: The National Network Center is in Houston/
San Antonio. There are six regional centers nationwide.**

TARGET AUDIENCE

Hispanic/Latino population nationwide

OBJECTIVES

The National Hispanic/Latino Cancer Network is a National Cancer Institute-funded initiative to combat cancer among Latinos through a multifaceted approach to cancer prevention and control:

- Build a nationwide network of community-based organizations, research institutions, government health agencies, and the public
- Develop national and regional infrastructure
- Establish research opportunities for early-career Hispanic/Latino scientists
- Establish training opportunities for Hispanic/Latino individuals
- Develop cancer awareness activities
- Convert pilot projects into competing grant applications

KEY ACTIVITIES

- Promoted training and research opportunities for Latino students and researchers
- Generated research projects on key Latino cancer issues

- Supported cancer-awareness activities within the Latino community
- Developed National and Regional Network Centers and collaborative links
- Prioritized Latino cancer issues
- Developed national/regional cancer resource database with partners
- Developed Redes Web site to provide program information to present and future partners and the public
- Submitted pilot projects
- Surveyed key regional opinion leaders regarding Latino cancer issues
- Developed TV/radio PSAs on Latino cancer issues
- Produced quarterly newsletter
- Promoted cancer awareness at community and professional events

PROGRAM OUTCOMES

- Established National Network Center and six regional network centers
- Resource database with more than 1,800 partners
- 29 pilot projects submitted to NCI; 16 awarded funding
- Conducted two major research surveys, the Key Opinion Survey and the Physicians Survey

- Seven new extramural research projects funded, generating more than \$1.6 million
- More than 100 individuals trained through the network
- Developed three extramural training projects
- Distributed more than 300,000 quarterly newsletters
- Developed interactive Web site
- Distributed four Cancer Study PSAs nationally to more than 700 media channels
- Conducted 300 community and 500 professional events
- Submitted three ROIs from pilot research for funding (one funded, two under review)
- Redes Latino Cancer Report (Summary Recommendations): Redes en Acción, as part of its mandate from NCI, developed a national Hispanic/Latino cancer research, training, and outreach agenda. The agenda is based on contributions from a broad array of leading Hispanic/Latino scientists, health-care providers, and authorities representing government agencies and professional and community-based organizations, as well as from 624 key opinion leaders nationwide. For more information, visit www.redesenaccion.org.

EVALUATION COMPONENTS

- Developed questionnaire regarding Latino cancer issues to survey key opinion leaders in each region
- Developed and distributed questionnaire on cancer issues for Latino and other physicians in years 1, 3, and 5

LESSONS LEARNED

Through our research experience, we have learned that we must gain the trust of the Hispanic community through the development of culturally sensitive cancer awareness and education initiatives prior to more complex research.

PROGRAM PARTNERS

Centers for Disease Control and Prevention (CDC), Cancer Information Services (CIS, National Hispanic Medical Association, University of Texas M.D. Anderson Cancer Center, University of Texas Health Science Center at San Antonio, Cancer Therapy and Research Center in San Antonio, San Antonio Cancer Institute, University of Texas-Houston Health Science Center, Texas Department of Health, Susan G. Komen Breast Cancer Foundation, American Cancer Society

Supporting Agencies Include: National Cancer Institute

FUNDING AGENCY

National Cancer Institute

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- ✓ *Professional Education*
- ✓ *Cancer Data & Planning*
- ✓ *Survivorship*

- This program is related to tobacco prevention/cessation.
- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	Developed clinical trial education program with the use of public service announcements.
Strategy 2: Involve media in promotion of cancer prevention	●	General cancer prevention efforts.
Strategy 3: Ensure availability and quality of services for all Texans	●	Work with partners who provide services to underserved.
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12	●	Worked with Texas Department of Health and UT School of Public Health on tobacco prevention.
Strategy 2: Promote methods for use among school personnel	●	Assist in training TDH contractors on tobacco prevention and cessation.
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth	●	Yes, see above
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

D. Enhance quality of existing services		
Strategy 1: Ensure standards and accreditations		
Strategy 2: Increase the number of facilities that meet core requirements		
E. Enhance regional planning, development and coordination of services		
Strategy 1: Collect baseline data		
Strategy 2: Provide information		
Strategy 3: Increase communication		

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Enhance health care professionals' knowledge and skills		
Strategy 1: Encourage acquiring knowledge and skills	●	Professional presentations at scientific meetings.
Strategy 2: Encourage offering services to patients and families	●	Professional presentations at scientific meetings.
Strategy 3: Encourage education programs for health care professions	●	Professional presentations at scientific meetings.
Strategy 4: Promote coordination and collaboration on cancer-related topics	●	Professional presentations at scientific meetings.
Strategy 5: Ensure availability of current information on genetic testing issues.		
B. Enhance knowledge, skills, and practices		
Strategy 1: Facilitate continuing education for providers of oncology services		
Strategy 2: Enhance oncology curricula		
Strategy 3: Facilitate providing quality treatment and services		

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Increase ability to respond to the psychosocial needs	<input checked="" type="checkbox"/>	Collaboration with local support groups.
Strategy 5: Increase knowledge of palliative care issues	<input type="checkbox"/>	

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date		
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs		

Contact Information:

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www.cancer.gov

October 1999 - October 2004

Number of sites: 2

TARGET AUDIENCE

Medically underserved Texans

OBJECTIVES

Provide the latest, most accurate cancer information to patients and their families, the public, and health professionals

KEY ACTIVITIES

- Answer questions about cancer via the 1-800-4-CANCER telephone line
- Provide technical assistance, including program planning, implementation, evaluation, and training, to partner organizations to address cancer-related health disparities
- Participate in health communications research

PROGRAM OUTCOMES

In 2003, the Cancer Information Service of the South Central Region responded to 14,404 calls about cancer, including early detection, treatment, survivorship, clinical trials, and smoking cessation. The Partnership Program worked with 26 organizations to address the cancer information and service needs of minority and medically underserved populations. The Research Initiative enrolled 200 Spanish-speaking smokers in a telephone-based study that provided motivational counseling for smoking cessation.

EVALUATION COMPONENTS

Call monitoring, user surveys, partner surveys, project outcomes database

LESSONS LEARNED

Our efforts to outreach to the public, promote our services, and improve our program have all benefited from collaborations with health, academic, and community-based organizations. Partners offer expertise, connections to special populations, promotion of our services, and input to continuously improve our services. By combining our resources and reciprocating expertise and services with partner organizations, we have a greater impact in the community than we could achieve alone.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	Work with health and community-based organizations to plan and carry out cancer awareness campaigns.
Strategy 2: Involve media in promotion of cancer prevention	●	Disseminate monthly "Ask the CIS" column to 174 newspapers in Texas.
Strategy 3: Ensure availability and quality of services for all Texans		
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel		
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth		
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Reduce use of tobacco products by adults	●	Provide smoking cessation counseling via the National Cancer Institute’s Smoking Quitline (1-877-44-U-QUIT).
D. Increase awareness of and protection from carcinogens in the environment		
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.		
Strategy 1: Evaluate services		
Strategy 2: Promote awareness	●	Via the 1-800-4-CANCER telephone line, provide referrals to screening and detection services.
Strategy 3: Increase utilization		
Strategy 4: Increase availability		
B. Increase access to and use of treatment and services		
Strategy 1: Evaluate availability		
Strategy 2: Increase access		
Strategy 3: Assist patient to identify and use	●	Via the 1-800-4-CANCER telephone line, provide referrals to hospitals and clinics for treatment.
Strategy 4: Facilitate informed decisions	●	Discuss screening and treatment options with callers via the 1-800-4-CANCER telephone line and mail information for patients to share with health professionals.
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers	●	Implement culturally relevant education programs.
Strategy 2: Expand funding sources	●	Support grant proposals from community-based organizations.

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Increase ability to respond to the psychosocial needs

Strategy 5: Increase knowledge of palliative care issues

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data	●	Provide input about data needed by community for planning purposes.
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date		
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs		

*Contact Information:**Cindy Shursen, M.A., Program Coordinator**University of Texas M.D. Anderson Cancer Center**1515 Holcombe Blvd., Unit 229, Houston, TX 77030-4095**713-792-3363 Fax: 713-794-4418**cshursen@mdanderson.org**www.mdanderson.org***Ongoing****Number of sites: Varies****TARGET AUDIENCE**

Our target audience is Texans of all ages, ethnicities, and races, with emphasis on minority and underserved audiences within our Texas Health Region.

OBJECTIVES

To provide the most current, accurate information on cancer prevention and early detection to the public

KEY ACTIVITIES

Provide speakers (experts and trained lay people, all M.D. Anderson employees) to various groups in the community, including corporations, schools, civic groups, faith-based groups, and private entities. Educational information on all cancer sites and survivorship is available for our audiences.

PROGRAM OUTCOMES

In fiscal year 2003, the CancerWISE Community Speakers Bureau reached 9,242 individuals through 170 presentations and distributed 15,493 pieces of cancer-related information and 1,465 pieces of information on clinical trials at M.D. Anderson.

LESSONS LEARNED

We continue to develop new clientele and maintain relationships with repeat customers as our program expands and reaches more people in the community.

EVALUATION COMPONENTS

Requestor evaluation, audience evaluation, and partner satisfaction survey

PROGRAM PARTNERS

Speaking of Women's Health, Cincinnati; HealthTalk Interactive, Seattle; PBS in Houston

FUNDING AGENCY

State of Texas, M.D. Anderson Cancer Center

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- ✓ *Professional Education*
- ✓ *Cancer Data & Planning*
- ✓ *Survivorship*

- This program is related to colorectal cancer.
- This program is related to tobacco prevention/cessation.

Contact Information:

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www.mdanderson.org

TARGET AUDIENCE

Health care professionals throughout Texas.

OBJECTIVES

Educate physicians and other health care professionals about cancer prevention, detection, and treatment

KEY ACTIVITIES

Continuing medical education lectures

PROGRAM OUTCOMES

In fiscal year 2003 we participated in 75 events with attendance of 8,532.

LESSONS LEARNED

It is important to work with other TCCC Coalition entities and CME related organizations.

PROGRAM PARTNERS

Texas Medical Association, Physicians Oncology Education Program, Texas Cancer Council

FUNDING AGENCY

UT M.D. Anderson Cancer Center

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- Prevention & Information*
- Early Detection & Treatment*
- ✓ *Professional Education*
- Cancer Data & Planning*
- Survivorship*

- *Texas Cancer Plan* data is used to select or support this program.
- *Texas Cancer Plan* priorities are used to select or support this program.
- This program is related to colorectal cancer.
- This program is related to tobacco prevention/cessation.
- This program reflects collaboration between coalition partners.

Contact Information:

Cassandra Harris

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www.mdanderson.org/goodliving

Started January 2003, ongoing

Number of sites: One site at a time, kiosk placed at five locations

TARGET AUDIENCE

Hispanic/Latino young adults and adults of all races and ethnicities in our county. Our Web-based version is accessible worldwide.

OBJECTIVES

Educate teens about cancer and healthy behaviors that may reduce cancer risks

KEY ACTIVITIES

- Provide teacher training on program and class set-up
- Partner with community to place kiosk version of program

PROGRAM OUTCOMES

73% of students participating in the Good Living Mall program increased their knowledge.

EVALUATION COMPONENTS

Pre- and post-evaluation for Web-based components

LESSONS LEARNED

The Web-based program proved to be an effective tool for educating teens about cancer.

PROGRAM PARTNERS

City of Houston Health Department and Library, Houston Independent School District

Supporting Agencies Include: Schools, Houston community colleges, churches

FUNDING AGENCY

City of Houston DHHHS, Texas Department of Health

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therapy, journaling, and psychotherapy)

- Physical therapies (yoga, tai chi, massage, and acupuncture)
- Nutritional support, including lectures on herbs and cooking classes
- Acupuncture and full-body massage are offered in combination with standard care to help patients and family members live with cancer, manage symptoms of pain or nausea, relieve stress, and enhance their quality of life.

PROGRAM OUTCOMES

- 1) CIMER Web site receives more than 30,000 hits per month.
- 2) CIMER Web site is consistently ranked in the top 10 for major search engines (Yahoo, Google, MSN, etc).
- 3) CIMER Web site has received recognition from NCI (OCCAM), Health on the Net Foundation (HON code), Healthlinks, and healthfinders, as well as a Golden Web Award.
- 4) Place...of wellness averages about 800 visits per month. Including participant visits and contacts, our volume numbers are about 22,000 per month.
- 5) Place...of wellness averages more than 100 program opportunities per month, including about 50 unique programs.
- 6) Place... of wellness satisfaction data suggests that 100% agree or strongly agree that they would refer a friend to our program.

EVALUATION COMPONENTS

Patient-satisfaction survey, lecture-participant survey, and service-outcome measures

LESSONS LEARNED

One of the largest challenges the Integrative Medicine Program has faced is communicating what our program is about and the services we provide. The educational training of our faculty and staff has been a huge effort, and we realize that a large degree of our success will depend on educating them and becoming integrated into the treatment of the patient. We have also faced the realization that there are not many policies in place for this

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emerging area, and we have worked with many other institutes in similar situations to create policies that are accurate and appropriate for the population we serve.

PROGRAM PARTNERS

Breast Cancer Recovery Foundation, American Botanical Council (HerbalGram), Natural Standards, American College of Acupuncture and Oriental Medicine

Supporting Agencies Include: Novartis Pharmaceuticals, Roche Oncology, and Pfizer Pharmaceuticals

FUNDING AGENCY

University Cancer Foundation, University of Texas M.D. Anderson Cancer Center and a State of Texas Telecommunications Infrastructure Fund Board Grant, and Cancer Hospital-Fudan University in Shanghai, China

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<http://www.mdanderson.org/projectsafety>

**Ongoing**

Number of sites: 1

TARGET AUDIENCE

Elementary, junior high, and high school students across Texas and other Southern states.

OBJECTIVES

To distribute the Project S.A.F.E.T.Y. module, which includes a CD-ROM and a teacher's guide, to every school in Texas.

KEY ACTIVITIES

Texas Cancer Council funding in 2000-2001 provided support for the development and initial distribution of the Project S.A.F.E.T.Y. module in Texas. By 2003, demand had outstripped the supply, but funding from the UT M.D. Anderson Cancer Center's Block Out Skin Cancer initiative enabled the distribution to Texas schools to increase from 5,857 to 8,676. Of these, 1,621 were supplied to interested teachers in the greater Houston area. The BOSCI initiative also funded Project S.A.F.E.T.Y.'s participation in the 2003 Conference for the Advancement of Science Teaching in Houston, attended by 5,000 science teachers. This made it possible to demonstrate the module to teachers from across the state, thus raising awareness of the program and increasing the module's use in the classroom.

PROGRAM OUTCOMES

Attitudes toward skin cancer prevention of more 2,000 students from grades 4-12 were evaluated before and after they received the three-lesson Project S.A.F.E.T.Y. curriculum. Exposure to the CD-ROM led to positive changes in the sun-safety attitudes of students of all ethnicities and across the diverse geographic regions of Texas. Based on these results, it is evident that the Project S.A.F.E.T.Y. CD-ROM program is an effective tool for educating youth about the dangers of overexposure to ultraviolet irradiation and about the protective measures that can reduce their risk of skin cancer.

Distribution of Project S.A.F.E.T.Y. throughout the Sunbelt states is continuing. As of May 2004, a total of 18,972 schools in Texas, Louisiana, Mississippi, Florida, South Carolina, and Oklahoma had received the Project S.A.F.E.T.Y. module. Distribution is forthcoming in Georgia and New Mexico.

EVALUATION COMPONENTS

Comprehensive Cancer Control Program Grant, Texas
Department of Health Document #50650650682003:
Evaluation of the New Project S.A.F.E.T.Y. CD-ROM
Program

PROGRAM PARTNERS

Supporting Agencies Include: UT M.D. Anderson Cancer
Center's "Block Out Skin Cancer" initiative

FUNDING AGENCY

UT M.D. Anderson Cancer Center's Block Out Skin Cancer
initiative

TEXAS CANCER PLAN GOALS ADDRESSED

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- ✓ *Prevention & Information*
- Early Detection & Treatment*
- Professional Education*
- Cancer Data & Planning*
- Survivorship*

- *Texas Cancer Plan* data is used to select or support this program.

PROGRAM PARTNERS

Texas Cancer Council, M.D. Anderson Cancer Center

Supporting Agencies Include: Texas Cancer Council, M.D. Anderson Cancer Center, American Cancer Society, Cancer Information Service, Texas Department of Health, Texas Cancer Registry, Texas Cooperative Extension, Physician Oncology Education Program (TMA), Lance Armstrong Foundation, UT Medical Branch, UT-Austin School of Nursing, UT School of Public Health, Pasadena Library, YWCA Breast Cancer Project, Promesa Salud

FUNDING AGENCY

Texas Cancer Council, M.D. Anderson Cancer Center

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This program responds to the *Texas Cancer Plan* in the following ways:

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TARGET AUDIENCE

Primary care residents throughout Texas

OBJECTIVES

Educate physicians and other health care professionals about cancer prevention, detection and treatment

KEY ACTIVITIES

Clinical oncology rotation for primary-care residents

PROGRAM OUTCOMES

During fiscal year 2003, three primary-care residents rotated through the program.

LESSONS LEARNED

- It is important to plan far in advance for the approval process.
- Be aware of turnover in residency directors.
- We expanded the program from family practice to include all primary-care specialties.

PROGRAM PARTNERS

University of Texas Health Science Centers

FUNDING AGENCY

UT M.D. Anderson Cancer Center

TEXAS CANCER PLAN GOALS ADDRESSED

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TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	Design/distribute cancer fact sheets/brochures on colon, breast, lung, prostate, and skin cancers and tobacco/smoking; conduct print/radio/TV/Internet awareness campaigns; conduct B2B awareness campaigns through direct mail.
Strategy 2: Involve media in promotion of cancer prevention	●	Send news releases to mainstream and specialty media about M. D. Anderson programs and various services, including prevention and early detection.
Strategy 3: Ensure availability and quality of services for all Texans	●	Provide reasonably -priced screening and early -detection services in Cancer Prevention Center ; conduct annual skin -cancer screening each May; conduct prostate -cancer screening each September; encourage media coverage of cancer news; provide spokespersons; conduct special events with media partners.
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace	●	Conduct educational programs at work sites, including M. D. Anderson, through CancerWISE Community Speakers Bureau; distribute information to work-site wellness programs.
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12	●	Conduct tobacco-education program for ages K-4 using puppet format; use Internet to teach youth about risks; offer a Web-based cancer-education tool called the Good Living Mall to high schools.
Strategy 2: Promote methods for use among school personnel	●	Promote availability of speakers and tobacco-education programs to local school districts.
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles	●	Send news releases/PSAs to teach parents how to improve family nutrition habits and use sunscreen; provide educational interventions using various media; conduct behavioral research to determine best practices to improve health behaviors; participate in school health fairs. See www.mdanderson.org/goodliving .

TEXAS CANCER PLAN CHECKLIST

Strategy 2: Increase access		
Strategy 3: Assist patient to identify and use		
Strategy 4: Facilitate informed decisions	●	Conduct breast, prostate, and gynecologic early detection education campaigns/programs; provide mobile mammography van for work sites and high-risk populations; promote and conduct B2B direct-mail campaigns for work sites and community organizations.
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers	●	Teach the value of self-care and the importance of early detection; encourage use of relevant services; teach communication skills.
Strategy 2: Expand funding sources		
D. Enhance quality of existing services		
Strategy 1: Ensure standards and accreditations		
Strategy 2: Increase the number of facilities that meet core requirements		
E. Enhance regional planning, development and coordination of services		
Strategy 1: Collect baseline data		
Strategy 2: Provide information	●	Provide data for tumor registry; serve on regional/statewide planning committees.
Strategy 3: Increase communication	●	Share institutional news with potential constituents; serve on planning/coordinating bodies.

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Enhance health care professionals' knowledge and skills		
Strategy 1: Encourage acquiring knowledge and skills	●	Conduct educational programs for health professionals about clinical trials (STAR and SELECT); offer Internet continuing medical education programs.
Strategy 2: Encourage offering services to patients and families		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Encourage education programs for health care professions		
Strategy 4: Promote coordination and collaboration on cancer-related topics	●	Work with a local grocery store on nutrition and genetics programs.
Strategy 5: Ensure availability of current information on genetic testing issues.	●	Coordinate five-part series on cancer genetics education in collaboration with a local grocery store housing a community meeting room.
B. Enhance knowledge, skills, and practices		
Strategy 1: Facilitate continuing education for providers of oncology services		
Strategy 2: Enhance oncology curricula	●	Developed communications teaching tool for doctors and students.
Strategy 3: Facilitate providing quality treatment and services		
Strategy 4: Increase ability to respond to the psychosocial needs		
Strategy 5: Increase knowledge of palliative care issues	●	Conducted continuing medical education on all aspects of palliative care.

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns		
Strategy 2: Involve media in promotion of cancer prevention		
Strategy 3: Ensure availability and quality of services for all Texans		
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel		
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth		
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Reduce use of tobacco products by adults		
D. Increase awareness of and protection from carcinogens in the environment		
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.		
Strategy 1: Evaluate services		
Strategy 2: Promote awareness	●	Educate women about value of early detection of breast cancer.
Strategy 3: Increase utilization	●	Encourage women to do breast self-exam and have clinical breast exam and annual mammogram.
Strategy 4: Increase availability		
B. Increase access to and use of treatment and services		
Strategy 1: Evaluate availability		
Strategy 2: Increase access		
Strategy 3: Assist patient to identify and use	●	Provide resources for mammography sites.
Strategy 4: Facilitate informed decisions		
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers		
Strategy 2: Expand funding sources		

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Increase ability to respond to the psychosocial needs

Strategy 5: Increase knowledge of palliative care issues

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date		
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs		

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	Donation of books.
Strategy 2: Involve media in promotion of cancer prevention	●	Local newspapers were invited to presentations and wrote articles.
Strategy 3: Ensure availability and quality of services for all Texans	●	Libraries in Bastrop and Caldwell counties had little or no information on breast health and breast cancer.
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel		
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth		
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Reduce use of tobacco products by adults		
D. Increase awareness of and protection from carcinogens in the environment		
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.		
Strategy 1: Evaluate services		
Strategy 2: Promote awareness	●	Books identified with pink ribbon are catalogued together.
Strategy 3: Increase utilization		
Strategy 4: Increase availability		
B. Increase access to and use of treatment and services		
Strategy 1: Evaluate availability		
Strategy 2: Increase access		
Strategy 3: Assist patient to identify and use	●	A folder containing resources for educators and screening was provided.
Strategy 4: Facilitate informed decisions		
C. Reduce barriers to services		
Strategy 1: Reduce societal barriers		
Strategy 2: Expand funding sources		

TEXAS CANCER PLAN CHECKLIST

D. Enhance quality of existing services

Strategy 1: Ensure standards and accreditations

Strategy 2: Increase the number of facilities that meet core requirements

E. Enhance regional planning, development and coordination of services

Strategy 1: Collect baseline data

Strategy 2: Provide information

Strategy 3: Increase communication

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
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A. Enhance health care professionals' knowledge and skills

Strategy 1: Encourage acquiring knowledge and skills

Strategy 2: Encourage offering services to patients and families

Strategy 3: Encourage education programs for health care professions

Strategy 4: Promote coordination and collaboration on cancer-related topics

Strategy 5: Ensure availability of current information on genetic testing issues.

B. Enhance knowledge, skills, and practices

Strategy 1: Facilitate continuing education for providers of oncology services

Strategy 2: Enhance oncology curricula

Strategy 3: Facilitate providing quality treatment and services

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Increase ability to respond to the psychosocial needs

Strategy 5: Increase knowledge of palliative care issues

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system		
Strategy 1: Design and implement a comprehensive cancer data system		
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date		
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs		

*Contact Information:**Jane Osmond, Program Manager**Texas Cancer Council**211 East 7th, Suite 710, Austin, Texas 78621**512-463-3190 Fax: 512-475-2563**josmond@tcc.state.tx.us**tcc.state.tx.us***Fiscal year is September 1 - August 31****Number of sites: The agency is currently funding programs in 17 communities across Texas.****TARGET AUDIENCE**

Reducing health disparities among all Texas populations is reflected as a priority for all funded programs, and cultural competency is addressed in all educational messages.

OBJECTIVES

- State agency responsible for administering the Texas Cancer Plan.
- Funds cancer control programs through grants and contracts.
- Funded programs address the entire cancer continuum, from prevention through survivorship and end-of-life care.

KEY ACTIVITIES

Currently managing 34 funded programs, including:

- 16 public education and early detection programs
- 4 professional education programs
- 5 information and referral programs
- 9 quality-of-life programs

PROGRAM OUTCOMES

- 600,000 Texans each year are provided with cancer prevention messages
- 560,000 health and education professionals receive training
- 250,000 hours of donated time are contributed to cancer control
- \$1.5 million dollars in additional cancer control funding is acquired.

EVALUATION COMPONENTS

- 15 legislative performance measures
- Evidence-based program evaluation

PROGRAM PARTNERS

All statewide cancer control entities, including American Cancer Society, Susan G. Komen Breast Cancer Foundation, Lance Armstrong Foundation, University of Texas M.D. Anderson Cancer Center, Baylor College of Medicine, Baylor College of Dentistry, Texas Cooperative Extension, Texas

Department of Health, InterCultural Cancer Council, Texas Comprehensive Cancer Control Coalition, Texas LINCC, Cancer Therapy Research Center, Texas Nurses Foundation, Texas Medical Association, University of Texas Medical Branch, University of Texas School of Nursing, Cancer and Chronic Disease Consortium, Cancer Care Services, and a variety of regional and community health-care facilities

FUNDING AGENCY

State of Texas

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- ✓ *Professional Education*
- ✓ *Cancer Data & Planning*
- ✓ *Survivorship*

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- This program is related to colorectal cancer.
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- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Design and implement information campaigns	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Involve media in promotion of cancer prevention	●	The Council funds one or more programs addressing this strategy.
Strategy 3: Ensure availability and quality of services for all Texans	●	The Council funds one or more programs addressing this strategy.
Strategy 4: Increase services and incentives within health insurance programs	●	The Council funds one or more programs addressing this strategy.
Strategy 5: Strengthen programs in the workplace	●	The Council funds one or more programs addressing this strategy.
Strategy 6: Coordinate existing information and activities more efficiently	●	The Council funds one or more programs addressing this strategy.
B. Encourage children to adopt risk reduction habits	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Integrate programs into all curricula for grades K-12	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Promote methods for use among school personnel	●	The Council funds one or more programs addressing this strategy.
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles	●	The Council funds one or more programs addressing this strategy.
C. Promote policies and programs aimed at reducing tobacco use	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Increase awareness of the risks of tobacco use by youth	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Reduce access to and use of tobacco products by youth	●	The Council funds one or more programs addressing this strategy.
Strategy 3: Reduce use of tobacco products by adults	●	The Council funds one or more programs addressing this strategy.

TEXAS CANCER PLAN CHECKLIST

D. Increase awareness of and protection from carcinogens in the environment	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Evaluate services	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Promote awareness	●	The Council funds one or more programs addressing this strategy.
Strategy 3: Increase utilization	●	The Council funds one or more programs addressing this strategy.
Strategy 4: Increase availability	●	The Council funds one or more programs addressing this strategy.
B. Increase access to and use of treatment and services	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Evaluate availability	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Increase access	●	The Council funds one or more programs addressing this strategy.
Strategy 3: Assist patient to identify and use	●	The Council funds one or more programs addressing this strategy.
Strategy 4: Facilitate informed decisions	●	The Council funds one or more programs addressing this strategy.
C. Reduce barriers to services	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Reduce societal barriers	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Expand funding sources	●	The Council funds one or more programs addressing this strategy.
D. Enhance quality of existing services	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Ensure standards and accreditations		
Strategy 2: Increase the number of facilities that meet core requirements		

TEXAS CANCER PLAN CHECKLIST

GOAL IV: CANCER DATA AND PLANNING

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Design and implement a comprehensive data system	●	The Council funds one or more programs addressing this strategy.
Strategy 1: Design and implement a comprehensive cancer data system	●	The Council funds one or more programs addressing this strategy.
Strategy 2: Conduct and document studies into the data system.		
Strategy 3: Ensure Texas Cancer Registry collects and provides summary data		
Strategy 4: Expand the number of trained cancer registration professionals		
B. Ensure the Texas Cancer Plan is useful and up-to-date	●	The Texas Cancer Council funds programs that address all the goals of the <i>Texas Cancer Plan</i> .
Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs	●	The Council funds one or more programs addressing this strategy.

CANCER RISK REDUCTION THROUGH TEXAS COOPERATIVE EXTENSION

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<http://fcs.tamu.edu>

Fiscal year is Sept. 1, 2003 - Aug. 31, 2004

Number of sites: 254 counties with coordination by College Station

TARGET AUDIENCE

Rural and other underserved populations throughout Texas who are served by county Extension agents

OBJECTIVES

- Provide four interactive research-based Web sites with cancer prevention messages that are attractive to everyone, including underserved and diverse groups of youth, their parents, teachers, and adult leaders.
- Increase Texas Cooperative Extension agents' ability to provide cancer prevention and risk reduction activities such as Walk Across Texas and to improve awareness and use of appropriate screening for underserved audiences throughout the state.
- Provide county Extension agents an opportunity to increase and enhance cancer prevention and risk reduction education activities in their counties with mini-grants.
- Increase Extension agents' ability to use the media in their counties to reach more Texans with cancer prevention, risk reduction, and early detection information.
- Increase Extension agents' ability to raise rural and underserved Texans' awareness of cancer prevention, risk reduction actions, and the importance of early detection.

KEY ACTIVITIES

- Health Technology camp to engage youth from target populations in building Web sites attractive to their peers.
- Mini-grants to support agents' local cancer prevention, risk reduction, and early detection activities.
- Development of leader program packets for use by county agents and local coalitions to support increased physical activity and increased screening.
- Distance education for county agents to support their ability to provide latest cancer prevention, risk reduction, and early detection information in their counties.
- Development of short presentations for agents to use with local community groups to raise awareness of the need for cancer prevention, risk reduction, and early detection activities.
- Provide agents with cancer prevention, risk reduction, and early detection items for use with small local media outlets.
- Provide agents with exhibits, displays, curricula, activities, and other materials for use at local activities such as health fairs, county fairs, and farm shows.

PROGRAM OUTCOMES

75,000 Texans reached with cancer prevention, risk reduction, and early detection information

EVALUATION COMPONENTS

- County agent online monthly reports
- Number of visits to Web sites
- Copies of local articles and other media as appropriate
- Pre- and post-evaluation of increased learning at selected activities
- Number of documents/programs downloaded from agent-only Web site

PROGRAM PARTNERS

American Cancer Society, NOEP, DOEP, POEP, University of Texas M.D. Anderson Cancer Center, Texas Cancer Control Coalition, Texas Cancer Data Workgroup, Texas Department of Health, Texas A&M College of Architecture Colonias program

LESSONS LEARNED

- Providing county Extension agents with an opportunity to apply for and receive mini-grant funding has significantly increased outreach to underserved groups in rural Texas; agents are able to enhance their programming with activities and programming uniquely appropriate for their target populations.
- Providing Health Tech camp each year allows youth representatives of the Web sites' target populations to design Web sites with cancer prevention messages they believe will be attractive to their peers. The trip to M.D. Anderson helps these youth learn about topics addressed on the Web sites as well as about health professions. Having the camp on the Texas A&M campus has encouraged a number of campers to consider applying to study at Texas A&M.

FUNDING AGENCY

Texas Cancer Council

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- Professional Education*
- Cancer Data & Planning*
- Survivorship*

- *Texas Cancer Plan* data is used to select or support this program.
- *Texas Cancer Plan* priorities are used to select or support this program.
- This program is related to colorectal cancer.
- This program is related to tobacco prevention/cessation.
- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns	●	Provide Web sites, program packets/curricula, and exhibits to Extension agents for use in their counties.
Strategy 2: Involve media in promotion of cancer prevention	●	Provide interviews, news releases, video clips, and radio briefs for use by Extension agents in local media.
Strategy 3: Ensure availability and quality of services for all Texans		
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace	●	Provide cancer prevention, risk reduction, and/or early detection services to employee groups such as county and school employees.
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel	●	Adapted Walk Across Texas, Put It Outside, and nutrition and sun safety programs for schools.
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles	●	Adapted Walk Across Texas, Put It Outside, and nutrition and sun safety programs for schools.
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth	●	Provided Health Tech camp that produces smoking and dipping prevention Web sites.
Strategy 2: Reduce access to and use of tobacco products by youth		

BREAST AND CERVICAL CANCER CONTROL PROGRAM

Contact Information:

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1991-present

Number of sites: 45 contractors with over 300 network providers throughout Texas

TARGET AUDIENCE

All Texan women, with some activities targeting specific ethnicities

OBJECTIVES

The Breast and Cervical Cancer Control Program enables women with low incomes to have access to high quality screening and diagnostic services for breast and cervical cancer. This is accomplished through an extensive network of contractors, private and public stakeholders.

KEY ACTIVITIES

Screening, tracking and follow-up, case management, quality assurance, professional education, public information and outreach coalition/partnership building, surveillance, and evaluation.

PROGRAM OUTCOMES

As of June 30, 2004:

- 163,553 women served
- 200,361 breast screenings
- 1,703 breast cancers found
- 164,228 cervical screenings
- 135 invasive cervical cancers found

EVALUATION COMPONENTS

Screening and Case Management Services

LESSONS LEARNED

Comprehensive tobacco prevention and control programs work. Key elements include school and community programs, cessation activities, enforcement of state and local tobacco laws, and well-funded media campaigns. A strong surveillance and evaluation component is also important.

BREAST AND CERVICAL CANCER CONTROL PROGRAM

PROGRAM PARTNERS

The BCCCP - and its local providers - are partners together with diagnostic and treatment centers, businesses, churches and many other community-based organizations.

Supporting Agencies Include: the Texas Cancer Council, the Susan G. Komen Breast Cancer Foundation, and the American Cancer Society.

FUNDING AGENCY

Centers for Disease Control and Prevention

TEXAS CANCER PLAN GOALS ADDRESSED

This program responds to the *Texas Cancer Plan* in the following ways:

- ✓ *Prevention & Information*
- ✓ *Early Detection & Treatment*
- ✓ *Professional Education*
- Cancer Data & Planning*
- Survivorship*

- This program is related to tobacco prevention/cessation.
- This program is related to colorectal cancer.
- This program reflects collaboration between coalition partners.

TEXAS CANCER PLAN CHECKLIST

GOAL 1: PREVENTION INFORMATION & SERVICES

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase availability and effectiveness of materials and programs		
Strategy 1: Design and implement information campaigns		
Strategy 2: Involve media in promotion of cancer prevention		
Strategy 3: Ensure availability and quality of services for all Texans	●	Provide breast and cervical cancer screening throughout Texas.
Strategy 4: Increase services and incentives within health insurance programs		
Strategy 5: Strengthen programs in the workplace		
Strategy 6: Coordinate existing information and activities more efficiently		
B. Encourage children to adopt risk reduction habits		
Strategy 1: Integrate programs into all curricula for grades K-12		
Strategy 2: Promote methods for use among school personnel		
Strategy 3: Facilitate strategies to encourage adoption of healthy lifestyles		
C. Promote policies and programs aimed at reducing tobacco use		
Strategy 1: Increase awareness of the risks of tobacco use by youth		
Strategy 2: Reduce access to and use of tobacco products by youth		

TEXAS CANCER PLAN CHECKLIST

Strategy 3: Reduce use of tobacco products by adults		
D. Increase awareness of and protection from carcinogens in the environment		
Strategy 1: Evaluate data on exposure to carcinogens		
Strategy 2: Increase awareness and compliance to ensure safe work sites		

GOAL II: EARLY DETECTION AND TREATMENT

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Increase knowledge of screening and detection services.		
Strategy 1: Evaluate services	●	The purpose of evaluation is to assess the quality, effectiveness and efficiency of the Breast and Cervical Cancer Control Services (BCCCS) and to gather useful information to aid in planning and decision-making.
Strategy 2: Promote awareness	●	The purpose of public information and outreach is to increase awareness among the priority population of the need for and availability of breast and cervical cancer screening services, address barriers to services, and motivate women to seek these services.
Strategy 3: Increase utilization		
Strategy 4: Increase availability	●	The purpose of screening is to reduce mortality from breast and cervical cancers by detecting pre-cancerous or cancerous lesions at their earliest stages. BCCCS has established requirements for eligibility to ensure eligible women receive BCCCS-funded services. Additionally, BCCCS staff provide training and technical assistance to contractors to meet CDC guidelines. Contractors must provide a clinical breast examination (CBE) and mammogram to women receiving breast cancer screening, and a CBE, pelvic examination, and Pap test to women screened for cervical cancer.

TEXAS CANCER PLAN CHECKLIST

B. Increase access to and use of treatment and services

Strategy 1: Evaluate availability

Strategy 2: Increase access

Strategy 3: Assist patient to identify and use

Strategy 4: Facilitate informed decisions

C. Reduce barriers to services

Strategy 1: Reduce societal barriers

Strategy 2: Expand funding sources

D. Enhance quality of existing services

Strategy 1: Ensure standards and accreditations

Strategy 2: Increase the number of facilities that meet core requirements

E. Enhance regional planning, development and coordination of services

Strategy 1: Collect baseline data

Strategy 2: Provide information

Strategy 3: Increase communication

GOAL III: PROFESSIONAL EDUCATION & PRACTICE

OBJECTIVE/STRATEGY	YES	DESCRIPTION
A. Enhance health care professionals' knowledge and skills		
Strategy 1: Encourage acquiring knowledge and skills		

TEXAS CANCER PLAN CHECKLIST

Strategy 4: Expand the number of trained cancer registration professionals

B. Ensure the Texas Cancer Plan is useful and up-to-date

Strategy 1: Make sure Texas Cancer Plan is responsive to changing health care needs

