

The vision/mission of C-Change is to eliminate cancer as a major public health problem at the earliest possible time by leveraging the expertise and resources of its members. C-Change is the *only* organization that assembles cancer leaders from the three sectors – private, public, and not-for-profit – and from across the cancer continuum – prevention, early detection, treatment, quality of life and research.

C-Change's initiatives for 2009 consist of member-driven, collaborative efforts in the areas of research, access to quality cancer services, and support for state, tribe, and territorial cancer control efforts.

Accelerating Research

- Defining C-Change's Next Generation Research Priorities
- Chemoprevention Research Education/Advocacy
- Behavioral Science, Dissemination, and Practice

Improving Access

- Health System Reform
- Motivating The Public to Reduce Cancer Risk through Common Messaging
- Making the Business Case for Cancer Prevention and Early Detection
 - "Full Court Press" Initiative
- Cancer Competency for Non-Oncology Health Professionals
- Cancer Workforce Policy
- Quality and Efficiency of Care Study
- Health Disparities Study
- Patient Navigation Promotional Toolkit
- Cancer Surveillance and Information Education
- Access to Quality Cancer Care Guidance

Supporting State, Tribe, and Territory Cancer Efforts

- Comprehensive Cancer Control Coalition Support
- State Cancer / Tobacco Plan Funding Initiative
- Comprehensive Cancer Control Excellence Awards
- Pacific Island Jurisdictions Mini-Grants

Accelerating Research

Defining C-Change's next generation of research priorities C-Change's multi-sector research community will define unique opportunities for C-Change to accelerate research in 2010 and beyond.

Removing barriers to a larger national investment in chemoprevention drug development C-Change will disseminate the publications stemming from the 2007-2008 Cancer Chemoprevention Research initiative and advocate for resolution of the barriers posed by patent and intellectual property law, reimbursement, clinical trial design, and regulatory approval to encourage an increased national investment in chemoprevention and vaccine research.

Strengthening behavioral science, policy, and practice for cancer prevention and early detection C-Change will disseminate the findings from its 2008 Summit, "*Behavior Change in Cancer - Science, Policy, and Practice*" which outlines opportunities to effect public, professional, and institutional behavior with respect to diet and exercise, tobacco use, and cancer screening and early detection.

Improving Access

Health System Reform C-Change will participate in the national discussion of health system reform, advocate for changes that will improve cancer outcomes, and address longer-term critical needs related to transforming the health system to achieve optimal health and cancer outcomes.

Motivating the public to reduce their cancer risks C-Change's Prevention and Early Detection Common Messaging platforms will be promoted among the membership and state, tribe and territory cancer coalitions for their use in providing consistent messages related to diet, exercise, tobacco, and early detection in their public communication efforts.

Motivating employers to invest in cancer prevention and early detection / "Full Court Press" C-Change will continue to promote its "Making the Business Case" to summarize the economic rationale for covering evidence-based cancer prevention and early detection services for employees, promote accreditation under the CEO Roundtable on Cancer™ Gold Standard to private, not-for-profit, and public sector human resource and benefits managers, and collaborate on a "Full Court Press" initiative to demonstrate the opportunity for significantly increasing the number of employers who provide cancer prevention and early detection services in a defined geographic area.

Improving cancer knowledge and skills among non-oncology health professionals C-Change will disseminate tested, core competency standards and implementation tools to increase cancer knowledge and skills for non-oncology health professionals to universities, healthcare institutions, and state, tribe and territory cancer coalitions.

Promoting cancer workforce development through policy efforts C-Change will collaborate with education, practice, and survivorship organizations to address cancer workforce needs as identified during a 2008 National Cancer Policy Forum workshop.

Identifying opportunities to improve quality and efficiency in cancer care C-Change will convene an Advisory Committee to evaluate a potential study focus and design that would provide an analysis of regional quality, outcomes, and efficiency trends in cancer care.

Accelerating efforts to eliminate health disparities C-Change will commission a study to define the economic impact of health disparities on all members/families in our society and begin the development of a communications effort among policy makers and the public.

Fostering better access to cancer services through cancer patient navigation programs C-Change's Patient Navigation Promotional Toolkit will be disseminated to national stakeholders and state, tribe and territory cancer coalitions to encourage community dialogue on the development of patient navigation services.

Strengthening public health surveillance for timely identification of new cancer control opportunities C-Change will disseminate the recommendations stemming from the 2008 Cancer Surveillance and Information Summit II and engage targeted organizations to champion the achievement of summit recommendations

Supporting State, Tribe, and Territory Cancer Efforts

Strengthening implementation of comprehensive cancer control plans in all 50 states, tribes, and territories through improvements in policy and practice Along with the National Partners for Comprehensive Cancer Control (CCC), C-Change will host CCC Policy and Practice Summits for Pacific Island, American Indian, and Alaskan Native coalition chairs and other policy leaders to further advance their implementation efforts.

Assisting states to secure resources for cancer and tobacco control efforts C-Change will continue to link state cancer and tobacco coalitions to collaboratively seek funding for implementing their respective plans.

Supporting leadership and planning efforts for Pacific Island Jurisdictions C-Change will provide leadership training and grant funding to coalition leaders in the USA-associated Pacific Island jurisdictions to accelerate their cancer control efforts.

Recognizing and promoting excellence among CCC leaders C-Change will award exemplary coalitions and elected officials for their measurable achievements in comprehensive cancer control.

C-Change

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For more information regarding publications and toolkits from current and past initiatives: see www.c-changetogether.org