
Accelerating Research**#1 Increasing Privacy Protection and Reducing Research Impediments**

Challenge: In 2009, an Institute of Medicine report concluded that the HIPAA Privacy Rule does not adequately protect patient privacy and that it significantly impedes research

Goal: Change the HIPAA Privacy Rule and related research and health data policies to strengthen patient privacy protection and accelerate cancer research through advocacy and education efforts

Transforming the Health System**#2 Promoting a National Shift to Prevention and Early Detection**

Challenge: The acute care centered health care delivery system does not have the resources or incentives to foster the optimal utilization of evidence based cancer prevention and early detection services. In addition, the public's energy and attention is focused largely on the treatment of disease and injuries rather than a more balanced focus that includes adherence to well proven prevention and early detection measures.

Goal: Develop and implement a long term and sustained national strategy that integrates cancer prevention and early detection policy and practice recommendations from related national guidance and other C-Change initiatives, including protection of the Prevention Fund created through the 2010 Affordable Care Act

#3 Implementing a National Cancer Health Disparities Strategy

Challenge: Cancer health disparities remain a persistent and challenging issue that has not resonated with policymakers and the general public to inspire action for change.

Goal: Develop a case statement and messages that describe the societal and economic cost of cancer health disparities that will resonate with the public and policymakers for use by stakeholders in their advocacy efforts and develop a long term, collaborative strategy to eliminate cancer health disparities.

#4 Sustaining a Strong National Cancer Workforce

Challenge: The demand for cancer services is projected to exceed the supply of cancer health professionals threatening access and quality across the continuum of research and care.

Goal: Define and pursue a coordinated national strategy for ensuring the capacity and skills of the cancer workforce.

#5 Assuring Value in Cancer Care

Challenge: A 2009 IOM National Cancer Policy Forum workshop defined challenges and opportunities for improving value in cancer care. Persistent economic pressure in the health sector, debate regarding health reform, and differing opinions about defining 'value' and means for achieving it add to the challenge

Goal: Improve the quality of life of cancer patients through fully informed, patient/family decisions resulting in significantly increased use of palliative care services; increased length of stay in which patients are enrolled in hospice care; and decreased use of nth line therapies by patients in performance levels 3 and 4.

Supporting State, Tribe, and Territory Comprehensive Cancer Control Efforts**#6 Comprehensive Cancer Control (CCC)**

Challenge: To continually support progress and improvement in the implementation of state, tribe, and territory comprehensive cancer control plans.

Goal: (1) Actively engage coalitions in the local implementation of C-Change strategies related to research and health system transformation, and (2) Support the collaborative efforts of the CCC National Partners in providing training and technical assistance to coalitions.

Ongoing Dissemination and Advocacy To fulfill the potential impact of completed work initiatives by leveraging our collective messaging power through advocacy efforts and by promoting dissemination and adoption by the membership and other relevant stakeholders.