

# THE *TEXAS CANCER PLAN*

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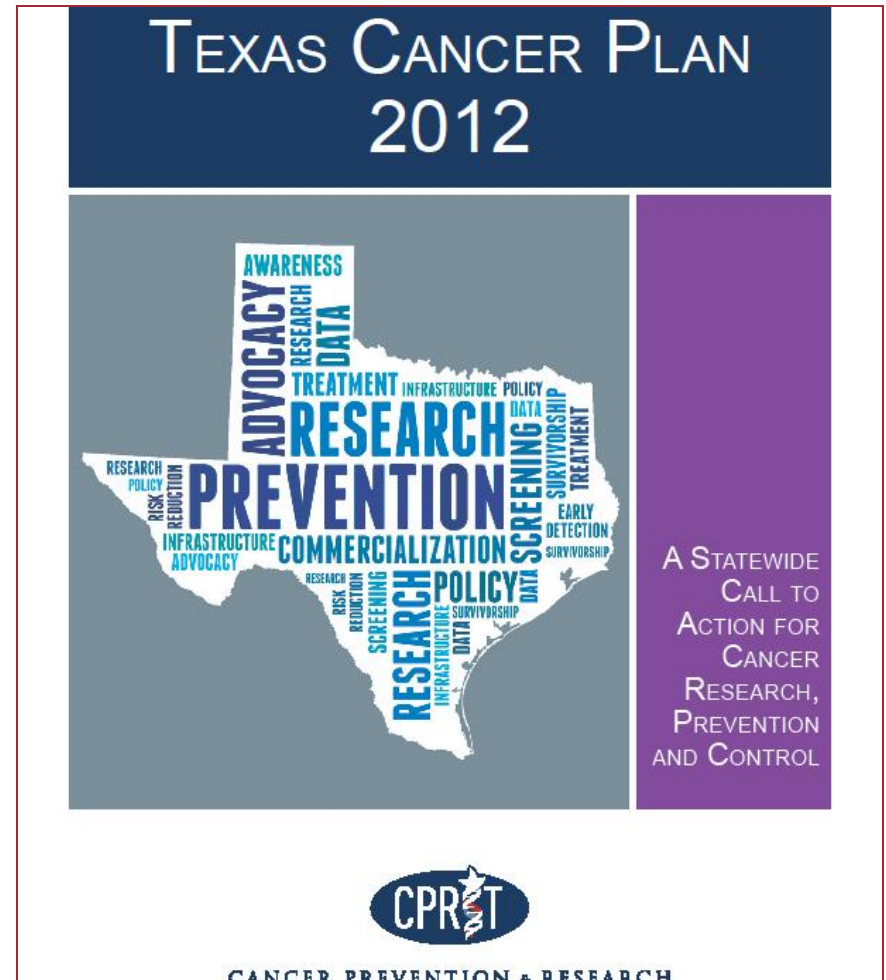
- Aims to reduce the cancer burden and improve lives of Texans.
- Identifies the challenges and issues and presents a set of goals, objectives, and strategic actions to help inform and guide communities in the fight against cancer.
- By state statute, CPRIT is charged with the responsibility of facilitating the development of the *Plan* and supporting its implementation.
- However, the overall outcome and success of the *Plan* will depend on the cooperation, collaboration and resources of many stakeholders from across the state.

# State Cancer Plans

- Every state has a cancer plan
- Texas had one of 1<sup>st</sup> state plans
- Focus of state plans is on cancer prevention and control; guides efforts of stakeholders and communities
- Revision of *2005 Texas Cancer Plan* adds a section on research and commercialization, but retains original focus of cancer prevention and control

# Texas Cancer Plan

The primary purpose of the *Texas Cancer Plan* is to guide and influence the priorities and activities in cancer research, prevention and control of *all* stakeholders in Texas.



# The Cancer Prevention & Research Institute of Texas (CPRIT)



CANCER PREVENTION &  
RESEARCH INSTITUTE OF TEXAS

- **CPRIT has statutory responsibility for facilitating the development of the *Plan* and supporting its implementation.**
- **Success of the *Plan* will depend on many stakeholders**

# Cancer Alliance of Texas (CAT)



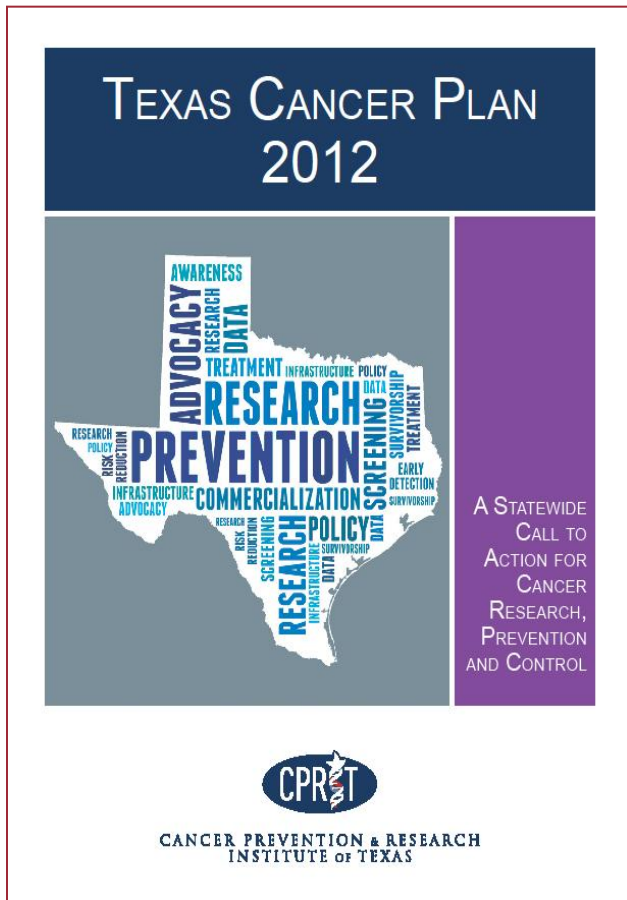
CAT's Mission and Goals are to reduce the impact of cancer in Texas by promoting the Texas Cancer Plan and supporting activities to engage Texans in achieving the Plan's strategies and goals

# Overview

The 2005 *Plan* was significantly revised and now includes:

- ▣ 16 Specific Goals
- ▣ Measureable objectives with baseline and targets developed wherever possible
- ▣ List of strategic actions for implementation
- ▣ Research and Commercialization section
- ▣ Call to Action section

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- Continuum of Cancer Research, Prevention, and Control: brief overview of 6 major areas
- Goals, Objectives, Strategic Actions
- Appendices



# Priority Areas for 2012-2016



# Goal 5

## Reduce skin cancer risk resulting from solar and artificial ultraviolet radiation

### Objectives

- 5.1 Promote skin cancer prevention behavior among youth, adolescents and adults
- 5.2 Reduce the incidence and mortality from melanoma

Sources for national guidelines:  
CDC, ACS

#### ALERT

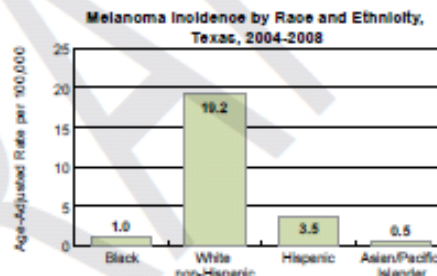
Rapid increases in melanoma, the most deadly form of skin cancer, have occurred among white women aged 15 to 39 years and among white men older than 65. Texans can lower their risk of melanoma by practicing sun safety when outdoors. Tanning beds and sun lamps should also be avoided.

Sources: NCI, ACS



### Strategic Actions

- Implement policy, systems and environmental change and other evidence-based strategies that increase the adoption of ultraviolet radiation safety behaviors.
  - Evidence-based strategies may include:*
    - Advocating for eliminating the use of tanning beds.
    - Implementing evidence-based school, worksite, and community programs that promote sun safety.
    - Conduct statewide awareness campaigns on the link between solar radiation and risk of skin cancer (settings such as parks, schools, daycare centers, worksites, and beaches).
- Conducting statewide awareness campaigns on the recognition of early signs and symptoms of skin cancer.



NOTE: Melanoma incidence is historically under-reported nationally and in Texas. Diagnosis and treatment often occur in out-patient settings, resulting in non-reporting or cases being reported years after diagnosis. Current efforts to improve melanoma reporting will likely result in increases in melanoma cases and rates. Rates are average annual rates per 100,000, age-adjusted to the 2000 U.S. Standard Population. Source: Texas Cancer Registry, 1995-2006, SEER\*Stat incidence file cutoff 11/24/2010.

### Skin cancer

Measure	Baseline
Age-adjusted incidence rate, Melanoma of the Skin	12.8 per 100,000 (TCR, 2008)
Age-adjusted mortality rate, Melanoma of the Skin	2.5 per 100,000 (TCR, 2008)

# Structure for Sections

**GOALS** *are broad and lofty statements of general purpose to guide planning.*

- These should be few in number and focus on the most important aspects

**OBJECTIVES** *offer specific and measurable milestones.*

- We will establish baseline where possible; will not always have data to set starting baseline

**STRATEGIC ACTIONS** *are the activities that could/should be undertaken to accomplish the goals and objectives.*

- Not intended to be a comprehensive list of all that is possible
- Should be as specific and action oriented as possible
- Identify evidence-based strategies where possible

# Primary Prevention & Risk Reduction

- Reduce incidence and mortality from lung cancer
- Reduce cancer risk related to obesity
- Encourage evidence-based nutrition behaviors and physical activity
- Reduce skin cancer incidence and mortality
- Reduce incidence of cancer associated with infectious disease
- Implement policies to increase protection from environmental carcinogens



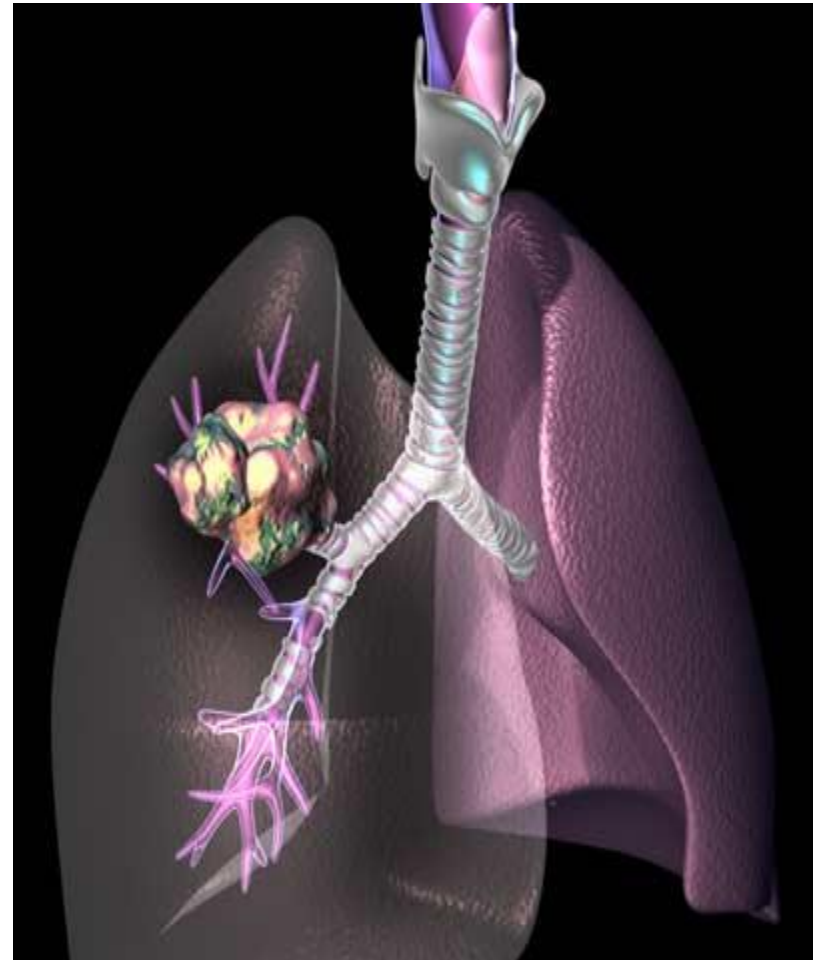
# Screening & Early Detection

- Increase early stage diagnosis of breast cancer
- Eliminate deaths from cervical cancer
- Reduce deaths from colon and rectum cancer
- Increase early stage diagnosis prostate, ovarian, lung and other cancers



# Diagnosis, Treatment & Palliation

- Initiate timely access to services for all Texans
  - Health professional education
  - Patient navigators and community health workers
- Increase opportunities to access and participation in clinical trials
  - Maintain a database of clinical trials in Texas
  - Culturally and linguistically proficient trial recruitment



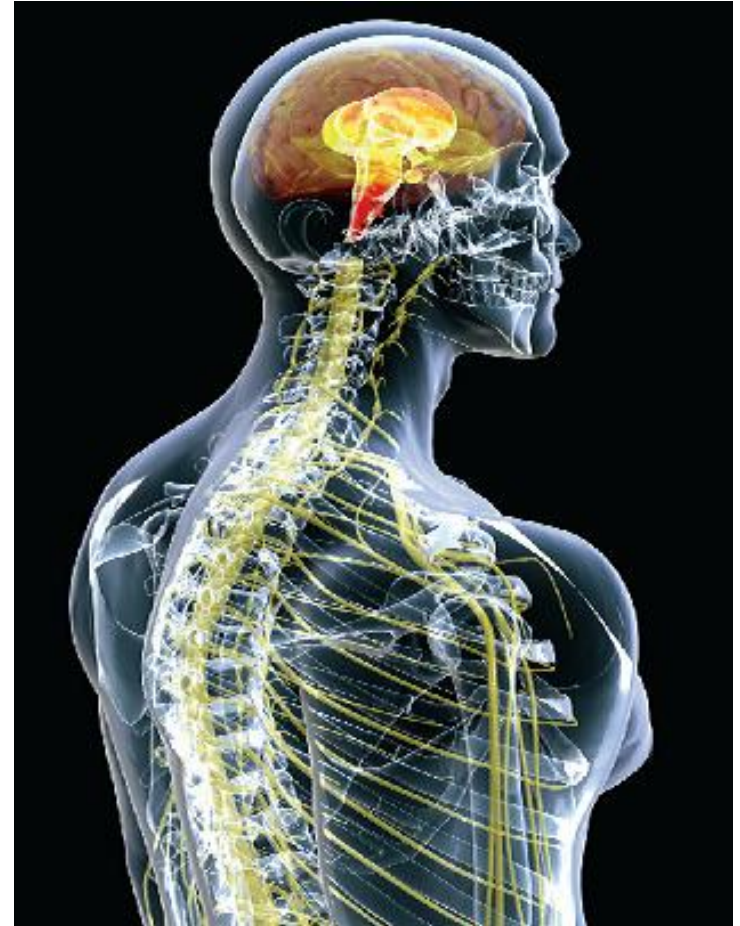
# Quality of Life & Survivorship

- Improve quality of life by promoting overall health and well-being
  - Increase availability of and access to survivorship programs
- Maximize time of survival
  - Increase number of survivors who have written summary of treatment and care plan
  - Address pain & symptom management



# Research & Commercialization

- Support high quality innovative research
  - Expand research capabilities of public and private institutions
  - Dissemination and translation of research into practice
- Support infrastructure that accelerates prevention interventions, therapeutics and diagnostics into practice
  - Increase jobs and commercial investment





# Infrastructure

- Develop and strengthen foundation and framework
  - Increase percentage of quality, accessible, affordable facilities
  - Increase number of well-trained healthcare professionals
  - Create a sustainable infrastructure
  - Accelerate translation of research into practice



# If you are a hospital

- Ensure that your cancer cases are reported in a timely manner.
- Collaborate to sponsor navigation and survivorship programs.
- Collaborate to sponsor community screening and education programs.
- Seek or maintain accreditation through American College of Surgeons, The Joint Commission, etc.
- Implement tobacco-free policies at your facility.

# If you are a community-based organization

- Support policy, environmental, and systems changes for cancer control.
- Provide cancer prevention awareness information and screening programs for clients.
- Provide navigation services for clients.
- Encourage participation in clinical trials.
- Collaborate to provide community prevention programs.

# If you are a school/university

- Include cancer prevention messages in health classes.
- Provide healthy foods in vending machines and cafeterias.
- Increase physical education requirements.
- Make your entire campus a tobacco-free environment.

# If you are a faith-based organization

- Provide cancer prevention information to members.
- Learn how to provide healthy potlucks and meeting meals.
- Provide space for physical activity programs.
- Encourage members to get cancer screening tests on time.

# If you are an employer

- Seek or maintain **CEO Cancer Gold Standard™** accreditation.
- Implement tobacco-free policies at your facility.
- Provide healthy foods in vending machines and cafeterias.
- Encourage employees to increase physical activity.
- Collaborate with hospitals to host screening events.
- Use reminders and implement programs (i.e., paid time off for screenings, bringing screenings to the worksite) to reduce barriers and to encourage employees to have regular cancer screenings.

# If you are a physician

- Provide culturally relevant counseling, information, and referrals for cancer screening tests.
- Adhere to guidelines and best practices for prevention, treatment, and supportive care.
- Refer patients to smoking cessation, physical activity, and nutrition programs.
- Be sure your cancer cases are reported in a timely manner.
- Find out how to enroll patients in clinical trials.
- Make appropriate referrals to hospice for end-of-life care.

# If you are a legislator

- Raise constituents' awareness about cancer prevention and control programs in your district and help establish new programs where needed.
- Sponsor or support legislation and funding that promotes cancer research, prevention, and control.
- Ensure that all Texans have access to health care and to screening and early detection services.
- Ensure that tobacco settlement funds are used for reducing tobacco use and for cancer control purposes.



# If you are a Texan

- Stop using tobacco products or never start.
- Eat more fruits and vegetables and maintain a healthy weight.
- Increase your daily physical activity.
- Know when to be screened and do it on schedule.
- Support comprehensive tobacco-free environment policies.
- If diagnosed, consider enrolling in a clinical trial.
- Show your support and care for those who are diagnosed.
- Volunteer with your hospital, health department, faith community, or local community-based organization.

# txcancerplan.org



- 2012 *Texas Cancer Plan* (PDF)
- 1-page *Plan Overview* (PDF)
- *Plan PowerPoint*

# Call to Action



**What can YOUR organization do  
To help implement the  
*Texas Cancer Plan?***