



Pennsylvania Cancer Control Consortium

2006-2007 Annual Report



Pennsylvania Cancer Control Consortium

The mission of the Pennsylvania Cancer Control Consortium is to reduce the human and economic burden of cancer for all citizens of the Commonwealth by:

- Providing a forum for collaborative action
- Identifying and disseminating best practices
- Reducing cancer-related health disparities

It is the vision of PAC³ that, by working together in partnership across the continuum of cancer control, the Consortium will have a significant impact on improving the health of the citizens of the Commonwealth.

Together we will ensure that research-based knowledge and understanding of the causes of cancer and its progression will allow us to develop and implement state-of-the-art prevention, early detection, treatment, and quality of life programs that are evidence-based and deliver high-quality care to citizens of the Commonwealth.

Ronald E. Myers, Ph.D.
Chair, PAC³ Board of Directors

Kathryn D. Stadler
PAC³ Executive Director

Dear PAC³ Members:

Last July, I assumed the position of Chair of the PAC³ Board of Directors. It is an honor to serve you in this capacity. On behalf of the Board, I wish to express my thanks and appreciation for the visionary work of Dr. Ronald Herberman, the first PAC³ Chair. The time and energy devoted to PAC³ by Dr. Herberman and other members of the Board, Implementation Team participants, along with you and other representatives of member organizations have established a strong collaborative foundation for fulfilling our mission.

Fiscal Year 2006-2007 provided an opportunity to expand the PAC³ vision by developing strategic initiatives related to the PA Comprehensive Cancer Control Plan. The first strategic initiative that emerged from this process focuses on increasing colorectal cancer screening. I believe the development of Plan-based strategic initiatives presents exciting opportunities for PAC³ to bring together representatives from the public, private and voluntary sectors and to broaden the cancer care community. I look forward to the months ahead, as we work together to begin implementation of the first PAC³ strategic initiative and identify new opportunities to work together.

Best regards,

Dear Members:

Annual Reports provide a wonderful opportunity to reflect on the accomplishments and future vision of an organization. However, this report is not about the organization – it is about the time and expertise you’ve volunteered in the spirit of collaboration, PAC³ exists because you, as members, believe in the value and power of working together, and that as a team of committed, caring individuals and organizations, we can achieve real impact in reducing the cancer burden in Pennsylvania.

PAC³ has had a great beginning, with development of the PA Comprehensive Cancer Control Plan and the formation and development of the consortium. Progress has certainly been made as Implementation Teams members have spearheaded several cancer control activities. PAC³ has brought members together to participate in the BE A BRIDGE Partnership Project, the PA Clinical Trials Network, and the PAC³ Cancer Assets Inventory. Each of these endeavors has resulted in some measure of success, and I believe PAC³ is poised for even greater success as we work together to focus our efforts and expertise in Pennsylvania!

“Coming together is a beginning. Keeping together is progress. Working together is success.” – Henry Ford

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Pennsylvania Cancer Control Consortium

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PAC³ Highlights from the Past Year

C-Change Honors PAC³ with Exemplary Implementation Award



Pictured above (from left to right) – Board Members Aaron D. Bleznak, MD, Leslie A. Best, Board Chair Ronald E. Myers, PhD, former First Lady Barbara Bush, former President George H.W. Bush, PAC³ Executive Director Kathy Stadler, and PAC³ President Ronald B. Herberman, MD, accepted the award on behalf of the many PAC³ members whose efforts made this award possible.

In October 2007, PAC³ received an ***Exemplary Implementation Award*** from C-Change, a nationwide collaborative organization comprised of cancer leaders from government, business and non-profit sectors. PAC³ received this award for its success in forming partnerships with public, private, and not-for-profit organizations across the state to implement goals and objectives from the Pennsylvania Comprehensive Cancer Control Plan, using evidence-based interventions that can have significant impact on reducing cancer in Pennsylvania. The award was presented by C-Change co-chairs, former President George H.W. Bush and former First Lady Barbara Bush, at the organization's annual meeting in Washington, D.C. on October 10, 2007.

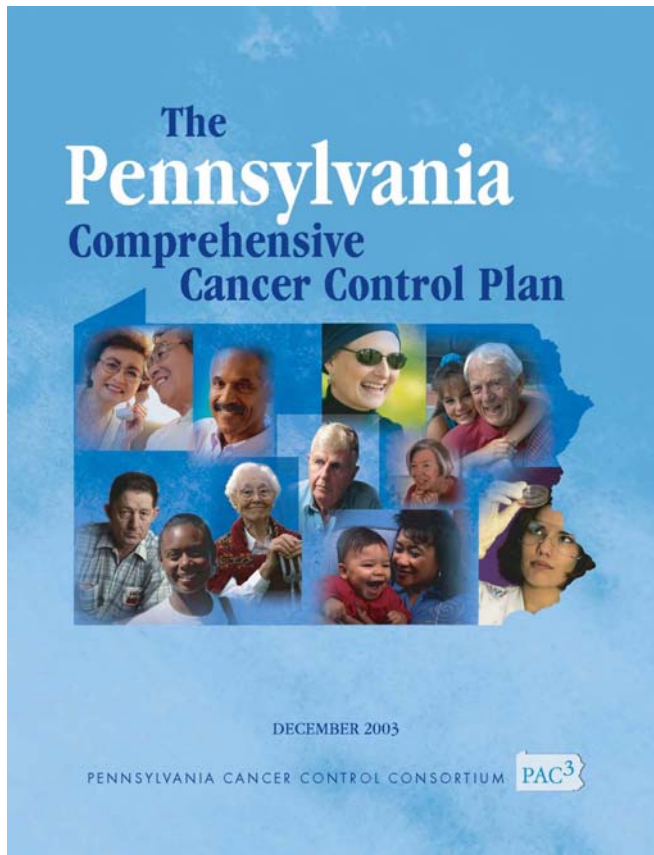
Strategic Initiative Model to Help Guide Collaborative Teamwork

The year 2007 was an important one for PAC³ as the Board of Directors announced a new Strategic Initiative Model to help focus implementation efforts. The strategic model was developed to help guide the Implementation Teams in their work, focus their resources, and better position Team leadership to engage new supporters and champions in implementation efforts. The Early Detection and Screening Team was instrumental in identifying the first PAC³ Strategic Initiative that will focus on increasing colorectal cancer screening and is planned to begin implementation in early 2009.

Business Planning to Build PAC³ Sustainability

In an effort to more effectively carry out the mission of PAC³, the Board of Directors is developing a long-term strategic business plan. With the assistance of The Bayer Center for Nonprofit Management, the Board is assessing the PAC³ organizational structure and financial position in order to develop a plan of organizational development that will be most effective in achieving the PAC³ mission.

The Pennsylvania Comprehensive Cancer Control Plan



PAC³ was formed in 2001 to promote communication and collaboration. This took place in order to develop and implement an innovative action plan for cancer control efforts in Pennsylvania. PAC³ Work Groups and Committees were formed with leadership from many organizations including the Pennsylvania Department of Health, the American Cancer Society, the American College of Surgeons Commission on Cancer, and numerous representatives from organizations across the Commonwealth.

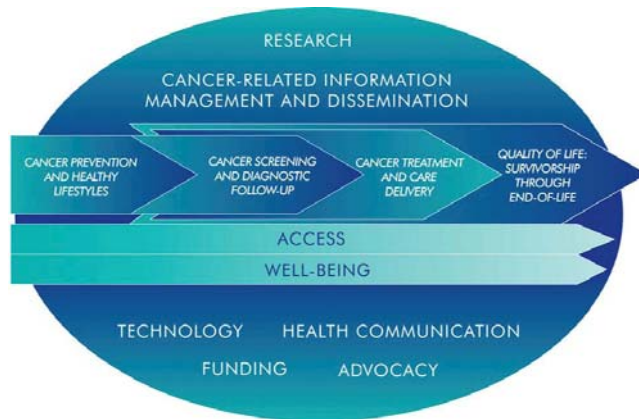
The resulting **Pennsylvania Comprehensive Cancer Control Plan** was developed by nearly 200 individuals from 100 stakeholder organizations across the state. This statewide blueprint contains priority goals, objectives and potential actions across the cancer continuum to unite people and resources to better manage the burden of cancer.

By working together, PAC³ members can make the vision of reducing the incidence and mortality of cancer in Pennsylvania a reality. This can be accomplished by enhancing coordination and collaboration among cancer stakeholders in all aspects of cancer control; developing stronger public-private partnerships; coordinating the dissemination of evidence-based interventions, cancer-related information and education; and increasing access to care for all Pennsylvanians.

PAC³, like the Pennsylvania Comprehensive Cancer Control Plan, will develop and evolve over time. The nature of collaborative cancer control requires dynamic leadership in order to be responsive to the changing needs of the citizens of Pennsylvania. The continued leadership of those already involved in PAC³ and new, creative ideas from stakeholders from all regions and backgrounds are fundamental to the success of PAC³, and more significantly, to the successful implementation of the Pennsylvania Comprehensive Cancer Control Plan.

PAC³ in Action – Implementation Teams

Core implementation of the Pennsylvania Comprehensive Cancer Control Plan (PA CCC Plan) is driven by the work of the PAC³ Implementation Teams. The Teams help prioritize the goals and objectives of the PA CCC Plan and develop activities to implement these priorities.



Currently, PAC³ Implementation Teams concentrate their expertise and knowledge across the four main areas of the cancer continuum:

- Prevention and Healthy Lifestyles
- Early Detection and Screening
- Treatment and Care Delivery
- Quality of Life and Survivorship

A fifth Team, the Research Team, focuses on the cross-cutting area of cancer research across the continuum. Each Team, within its

continuum area, addresses issues including access to care, health disparities, information management, and advocacy.

Prevention & Healthy Lifestyles

- **Community Engagement Strategies Guide:** Contains strategies and links to related resource materials to help community-based organizations engage their populations in disease prevention activities that promote healthy lifestyles and nutrition.
- **“Quitters Across the Commonwealth”:** Consists of a regional 3-panel display for the Lehigh Valley, including photos and testimonials of individuals who successfully completed a tobacco cessation program.

Treatment & Care Delivery

- **Survey of Surgeons Treating Stage III Colorectal Cancer:** Designed to assess knowledge of and inform surgeons about the American College of Surgeons Commission on Cancer quality standards related to Stage III colorectal cancer treatment.
- **Geo-Mapping of late stage CRC diagnosis:** Working to geo-map late stage CRC diagnosis, treatment, and medical resources in coordination with the PA Cancer Registry/PA Department of Health.

Early Detection & Screening

- **Colorectal Cancer Education Program for Community-Based Organizations:** Implementing a colorectal cancer education program for community-based organizations. State Health Improvement Plan (SHIP) partners have been the pilot groups for these educational programs.
- **PAC³ Colorectal Cancer Screening Strategic Initiative:** Supporting the PAC³ Board of Directors in developing a PAC³ Colorectal Cancer Screening Strategic Initiative.

Quality of Life & Survivorship

- **Pain Assessment Card:** Disseminating a “Pain Card” that assists patients and providers in communicating about pain management and improving the quality of life of the patient.
- **Pennsylvania Pain Management Policies:** Exploring ways to support efforts to improve Pennsylvania’s pain management grade, currently a C+.

Research

- **PA Cancer Registry:** Encouraging greater utilization to generate additional research on risk factor information.
- **PA Clinical Trials Network** – Promoting education about the importance of clinical trials and providing information to enhance access to clinical trials.

PAC³ in Action – Implementation Projects

BE A BRIDGE Partnership

In 2006, Health Promotion Council (HPC) convened a multi-disciplinary collaborative comprised of local, statewide and national organizations to address breast and cervical cancer, diabetes, and cardiovascular disease in the African American, Asian, Latino and LGBT communities. PAC³ was invited to be a key partner in this initiative, which is funded through the Pennsylvania Department of Health. The BE A BRIDGE Partnership (**B**ringing **E**vidence-Based **R**esearch **I**nitiatives to **D**isparate **G**roups with **E**valuation) addresses the following goals:

- Identify evidence based/best practices to assess and address identified disparities
- Provide education and assistance in the implementation and evaluation of identified best practices on the local and statewide level
- Assist the Department of Health in assessment of supplementary health information for targeted population
- Educate community based organizations in culturally competent methods of health assessment on the local level



In 2007, the BE A BRIDGE Partnership held its East and Central Pennsylvania Summits and Workshops with a total of nearly 400 attendees for the events. The Summit and Workshops for the Western portion of Pennsylvania are scheduled for 2008 and planning is underway for additional events in the East and Central regions.

PAC³ Cancer Assets Inventory

The PAC³ Cancer Assets Inventory database continues to develop into the most comprehensive and searchable database for cancer-related programs and resources in Pennsylvania. This unique statewide inventory, with resources directly linked to stated goals and objectives of the Pennsylvania Comprehensive Cancer Control Plan, is designed to increase access to information for health care professionals and the public and illustrate how Pennsylvania organizations are implementing the Pennsylvania Comprehensive Cancer Control Plan. The PAC³ Cancer Assets Inventory is also designed to help promote networking and collaboration in order to reduce the unnecessary duplication of efforts in implementation or planning and also to reveal gaps in programs and services to plan future cancer-related initiatives, fund them, and evaluate efforts.

PAC³ received funding in 2007 to conduct 22 regional forums around the state to inform and engage organizations in participation. With over 500 resources already posted in the online database, PAC³ sees a bright future for the Cancer Assets Inventory. Funding in 2008 will be sought to support the design and implementation of improvements to the database. Most notably, interactive, real-time maps will be created and offered to users so that they can better visualize what is going on in Pennsylvania and where programs do and do not exist. When this mapping technology is unveiled, members will be able to see:

- Types of cancer-related programs available across the state
- Organizations implementing these programs
- How they fit with the PA CCC Plan

This is just the beginning, but it is yet another way PAC³ can help organizations collaboratively focus efforts where they can have the most impact.

PAC³ in Action – Strategic Initiatives

The work of PAC³ Implementation Teams has been central to the organization's successes in comprehensive cancer control. To help focus these efforts and achieve greater impact with implementation activities, the Board of Directors announced a new Strategic Initiative Model in 2007. This model is designed to enable teams to identify priority projects and provides a process by which the project can be collaboratively developed, funded, and implemented.

As the PAC³ Implementation Teams identify priority strategic initiatives that address the goals and objectives of the Pennsylvania Comprehensive Cancer Control Plan, Teams will work closely with the Board of Directors and the PAC³ Coordinating Office to select best practices and address health disparities related to an initiative. In addition, OASIS (Organizations Aligned for Strategic Initiative Support) Roundtable members will be identified to provide financial and in-kind support of strategic initiatives. Building collaboration among many stakeholders will broaden the impact of strategic initiatives and ensure that they are not duplicative but complimentary of current efforts already underway.



Once a strategic initiative is developed and funding is secured, PAC³ Member Organizations will then have the opportunity to apply for implementation partnership grants. Partner organizations, with their proven experience, expertise, and resources, will implement approved proposals that support a strategic initiative and will work collaboratively with community partners to further implementation.



Colorectal Cancer Screening Strategic Initiative

The first Strategic Initiative was identified through the PAC³ Early Detection and Screening Team and focuses on increasing colorectal cancer screening across the Commonwealth. In the state of Pennsylvania alone, nearly 8,000 individuals die each year from colorectal cancer, a largely preventable disease. Approximately 1 billion dollars per year is spent to cover the costs of treating colorectal cancer in the state.¹ The Colorectal Cancer Screening Strategic Initiative will primarily involve supporting and training providers in implementing best practices to help get their patients screened. The initiative will also integrate current provider and community education programs targeted to colorectal cancer prevention, diagnosis, and treatment. Implementation of the Colorectal Cancer Screening Strategic Initiative is planned to commence in 2009.

¹Myers et al. *A Study on Various Aspects of CRC Screening in Pennsylvania*, Legislative Budget and Finance Committee of the Pennsylvania General Assembly, January 2007.

PAC³ in Action - Raising Awareness and Education



PAC³ is a registered 501(c)(3) non-profit organization that understands its role in educating the public about important cancer-related issues that effect daily living. PAC³ supports general policies and initiatives that reflect its mission *"to reduce the human and economic burden of cancer for all citizens of the Commonwealth"*. As a PAC³ member, you belong to an organization that has a strong collaborative voice. PAC³ is comprised of a talented, hard-working network of organizations and individuals tirelessly working to raise awareness in the minds

of individuals who shape the direction of policy. We all have a share at stake when important debates occur across the state and across the nation. PAC³ is keenly aware that policy decisions have great impact on Pennsylvania Comprehensive Cancer Control Plan implementation and that educating individuals and raising awareness of key cancer-related issues is vital to carrying out its mission.

Seeing Results

Evaluation of PAC³, and its implementation of the Pennsylvania Comprehensive Cancer Control Plan (PA CCC Plan), is critical in measuring achievements and identifying areas of needed improvement to better control the burden of cancer for the citizens of the Commonwealth. This process not only enlightens PAC³ members and leadership as to progress made in our efforts, but also shapes future decisions for implementing the PA CCC Plan.

The results of PAC³ evaluations have given members the opportunity to provide valuable feedback. This feedback is critical to assessing and understanding where improvements are needed in realizing the PAC³ mission, and gathering creative ideas to address needs. Here are just a few examples of PAC³ members' feedback:

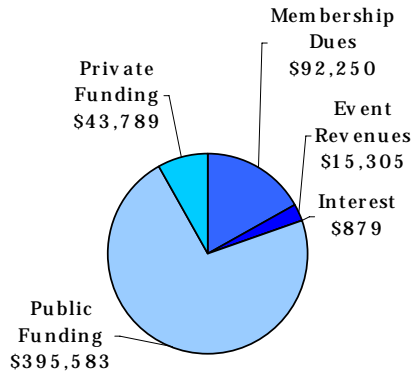
"PAC³'s collaborative nature allows people from different institutions, organizations, and agencies – public, private, and academic – to have a place to meet and share their ideas. The Consortium provides individuals with a forum where they will be heard."

"PAC³ is definitely realizing goals and objectives of the Pennsylvania Comprehensive Cancer Control Plan. With the colorectal cancer strategic initiative, PAC³ meetings have gotten more focused and the team dynamics have improved as a result."

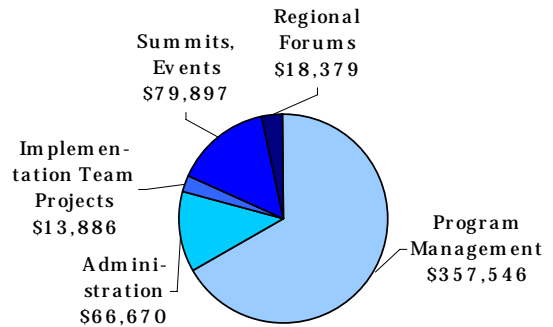
Together....Making our Vision a Reality

PAC³ Financial Portrait

TOTAL REVENUE \$ 547,806



TOTAL OPERATING EXPENSES \$ 536,378



Income Statement - 2006-2007 Actual			
Revenue		Operating Expenses	
Private Funding		Programs	
Membership Dues	\$ 92,250	Employee Related	\$ 357,546
Clinical Trials Network	43,789	Imp. Team Projects	13,886
Public Funding		Summits/Meetings	79,897
Assets Inventory	49,184	Regional Forums	18,379
BE A BRIDGE	93,899	Management	
Cancer Control	252,500	Employee Related	57,590
Events (registration, grants)	15,305	Office Expenses	9,180
Interest	879		
TOTAL REVENUE	\$ 547,806	TOTAL OPERATING EXPENSES	\$ 536,478
		NET INCOME (LOSS)	\$ 11,328

PAC³ gratefully acknowledges the Pennsylvania Department of Health and the Centers for Disease Control and Prevention for their financial support of the PAC³ Coordinating Office. The following organizations have partnered with PAC³ and offered financial support for designated implementation efforts:

- Health Promotion Council (*BE A BRIDGE Project*)
- C-Change (*Clinical Trials Network*)
- Centers for Disease Control and Prevention (*PAC³ Cancer Assets Inventory*)
- Pennsylvania Department of Health (*PAC³ Cancer Assets Inventory Regional Forums*)

PAC³ Supporting Member Organizations

Platinum Abramson Cancer Center, Univ. of Pennsylvania
 American Cancer Society, PA Division
 Geisinger Health System
 Pfizer, Inc.
 University of Pittsburgh Cancer Institute

Gold Cephalon, Inc.
 Highmark, Inc.
 Kimmel Cancer Center, Thomas Jefferson Univ.
 Penn State Cancer Institute

Silver Fox Chase Cancer Center
 Jewish Healthcare Foundation
 Lancaster General Hospital
 Northeast Regional Cancer Institute
 Uniontown Hospital

Bronze American Lung Association
 Blue Cross of Northeastern Pennsylvania
 Cancer Caring Center
 Colon Cancer Prevention Foundation
 Lehigh Valley Hospital
 Pennsylvania Prostate Cancer Coalition
 Susan P. Byrnes Health Education Center
 West Chester University

PAC³ Board of Directors

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Oncology Nursing Society
Clinical Nurse
University of Pennsylvania

Aaron D. Bleznak, MD, FACS

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ACoS Commission on Cancer
General and Oncologic Surgeon
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President
Pennsylvania Bio

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University of Pittsburgh Cancer Institute &
UPMC Cancer Centers

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American Cancer Society
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Director of Health
City of Bethlehem

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Thomas Jefferson University

James B. Ray, PharmD

Scientific Affairs Liaison
Ortho-McNeil Janssen Scientific Affairs, LLC

Witold B. Rybka, MD

Professor of Pathology and Medicine
Penn State Cancer Institute

Mohammed Mohiuddin, MD, FRCR, FACP

Medical Director
The Henry Cancer Center
Co-Director
Geisinger Cancer Institute
** Geisinger in affiliation with Fox Chase Cancer Center*

Col. (Ret) James E. Williams, Jr.

Chairman Board of Directors
Pennsylvania Prostate Cancer Coalition

Leslie A. Best (ex officio)

Pennsylvania Department of Health

Kathryn D. Stadler (ex officio)

Executive Director
Pennsylvania Cancer Control Consortium

The success of PAC³ implementation efforts relies on the financial and volunteer support of its organizational and individual members. Sincere appreciation is extended to every individual who has volunteered time and expertise during the past year. The PAC³ Board of Directors extends its special appreciation to several individuals, who have served in implementation leadership roles in PAC³:

Samuel Bressi, MBA
Ari Brooks, MD
Joanne Dorgan, MPH, PhD
Paul Engstrom, MD
Linda Fleisher, MPH
Kenneth Foon, MD
Joyce Grater, PhD, LCSW
Samuel Jacobs, MD

Lydia Komarnicky, MD
Philip Lazarus, PhD
Eugene Lengerich, VMD, MS
Louise Showe, PhD
Roy Smith, MD
Laura Toole, LCSW, MSS, MLSP
Marlin Williams, MBA
Alice Yoder, RN, MSN

Implementation Team Leadership:

Gary Leipheimer, MPH
Julia Bucher, RN, PhD



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Together...Making our Vision a Reality