

MCC Update

The Latest Information About the Michigan Cancer Consortium and Its Initiative

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MCC Annual Meeting Quickly Approaching

It's not too late to register for the 2007 MCC Annual Meeting scheduled for October 31 at The Lansing Center in downtown Lansing.

This year's meeting promises to be exciting and provide you with practical cancer information.

Meeting highlights include:

- Opening keynote presentation by John E. Niederhuber, MD, National Cancer Institute Director

- Informative breakout sessions
- Spirit of Collaboration Awards
- Unveiling of the MCC's first-ever Facebook
- Closing keynote by Peter D. Jacobson, JD, MPH, Director for Law, Ethics, and Health at the University of Michigan School of Public Health

To access the Registration Brochure

online, please visit:
<http://www.michigancancer.org/PDFs/2007AnnualMtg/RegistrationBrochure-MCC-2007.pdf>

Please contact Amy Stagg at 517-324-7310 or stagg@michigan.gov with any questions.

We hope to see you there!

Help the MCC Promote Breast Cancer Awareness Month

Breast cancer is the 3rd most commonly diagnosed cancer in Michigan. In 2007, the American Cancer Society estimates that 5,900 Michigan women will be diagnosed with breast cancer and 1,320 women will die of the disease.

The MCC recommends that women of average risk get an annual clinical breast exam and mammogram starting at age 40.

As MCC members, we are asking you to help promote October as National Breast Cancer Awareness Month within your organization and the community you live.

The MCC website has some resources that can help you do this, including:

- Sample articles that you can send to your local media outlets
- Mailing inserts to include with your payroll stubs
- Ideas for breast cancer activities

To access the information above and much more, please visit:

<http://www.michigancancer.org/WhatWeDo/MonthlyThemeCalendar.cfm#breast>

If you have any creative

ideas on how to promote Breast Cancer Awareness Month, please let us know so we can share with our members. Please send suggestions or success stories to cochairs@michigancancer.org.



MCC Website Homepage Gets a New Look

Please check out the new MCC website homepage at: www.mchigancancer.org.

The homepage has been revised to accommodate the following new features:

- **MCC Members in the News**
- **News Watch**

The **MCC Members in the News** section will feature our MCC

members who have made the “news” (e.g., journal article, newspaper article, conference speaker, etc). All newsworthy events must be affiliated with a MCC member organization and address one of the MCC priorities.

The **News Watch** section is a quick link to MCC communications, including:

- Co-Chair Alerts
- *MCC Update*

- Calendar of Events
- *BCCCP Newsletter*

We hope that the new homepage will enable you to find information easier and provide a better forum for recognition of our MCC members.

BCCCP Honored at CDC Program Directors Meeting



Michigan's BCCCP was one of five programs honored at the August 2007 BCCCP Program Directors Meeting with an Outstanding Program Success Award. Michigan competed against thirty-six other success stories from across the nation for this recognition.

Michigan submitted a success story profile on its transition from a comprehensive centralized continuous quality improvement (CQI) program to a decentralized one.

In 2000, Michigan identified several problem areas relating to the quality of data submitted to the Centers for Disease Control and Prevention (CDC). Specifically, Michigan was not in compliance with CDC performance indicators of timeliness and

completeness for breast or cervical abnormalities, yet data from annual chart reviews demonstrated that program participants were receiving appropriate care.

Michigan began to look at processes that would aid in bringing the data in line with the clinical care that was given. Information from the 2000 chart audit showed that BCCCP women were receiving timely and appropriate care as defined by the CDC performance standards. However, the provision of this care was not always accurately reflected in the computer database.

Using a comprehensive CQI process, Michigan has improved adherence to the CDC performance indicators, expanded monitoring of clinical care through chart reviews to

include those clients requiring short-term follow-up in addition to immediate follow-up, and transitioned the responsibility of conducting the chart reviews and evaluating adherence to program indicators exclusively to the local agencies.

For more information about this project, please visit the Spotlight section of the MCC website homepage at: www.mchigancancer.org.

Controversy Arises About Commercial Laboratory Advertisement Campaign for Breast Cancer Susceptibility Genetic Testing

“If breast or ovarian cancer runs in your family, *BRACAnalysis* can help you see the big picture, so you can take steps to reduce your risk. Talk to your doctor, or call 1-866-BRAC-NOW”

This is the message in one advertisement started in September 2007 by Myriad Genetics, which has caused much controversy. Those in favor of these marketing efforts state that it will help raise awareness among the public, and critics state that providers are not ready for the complexity and appropriateness of such testing and that the marketing messages are exploiting the public's fears of cancer.

Television, print, and radio segments for *BRACAnalysis* began last month in New York, Connecticut, Rhode Island, and Massachusetts. If this campaign is successful, Myriad plans to expand the advertisements to other parts of the United States.

BRACAnalysis (acronym for “Be Ready Against Cancer”) is Myriad's proprietary test that screens for BRCA1 and BRCA2

mutations which increases susceptibility to breast and ovarian cancer at a cost of approximately \$3000. For those women with BRCA1 or BRCA2, medical management options include prophylactic surgery, chemoprevention and increased screening (i.e., mammograms alternating with breast MRI's every 6 months).

The U.S. Preventive Task Force (USPSTF) is an independent non-governmental organization that has developed recommendations regarding BRCA1 and BRCA 2 testing for women that have not been diagnosed with breast or ovarian cancer. The Task Force recommends **against** routine BRCA testing for women without a family history of cancer, and recommends that those with a certain specific family history pattern to be referred for genetic counseling and evaluation to suitably trained health care providers for BRCA to allow informed decisions about testing and treatment.

For additional information about the USPSTF guidelines, please visit <http://www.ahrq.gov/clinic/uspstf/uspstfbrgen.htm>.

For information on cancer genetics providers in Michigan, please see <http://www.migeneticsconnecti.on.org/cancer/directory.html>.

BRACAnalysis®
Be Ready Against Cancer®

Upcoming Events

Date	Event	Location	Time
October			
October 4-5	40 th Annual Great Lakes Nursing Conference	Acme Grand Traverse Resort	For more information: www.asgld.org/greatlakesnursing
October 4-6	Leaders, Learners and Families Hand in Hand: Building Pediatric Palliative Care Best Practices	Akron, OH John S. Knight Convention Center	For more information: www.ohpco.org
October 5	Tobacco-Free Michigan Meeting	East Lansing Hannah Community Center	9:30 a.m. – 12:30 p.m.
October 8-12	National Certification for the Addiction Specialist	Traverse City Bay Shore Resort	For more information: ldanto@mac.com
October 12	Palliative Care Collaborative: First Annual Regional Conference	Detroit Doubletree Hotel	For more information: renatak@wayne.edu
October 15-16	Rising Above the Storm: The Role of Engaged Universities	Ann Arbor University of Michigan	For more information: 734-763-1290
October 16-17	Michigan's Premier Public Health Conference	Dearborn Hyatt Regency	For more information: www.malph.org
October 19	Ovarian Cancer Telephone Education Workshop	Teleconference	11:00 a.m. – 12:00 p.m. To register: www.thegcf.org/whatsnew/upcoming.htm
October 24-26	2007 National Conference on Tobacco or Health	Minneapolis, MN Minneapolis Convention Center	For more information: www.tobaccocontrolconference.org
October 27	Survivors' Debate: The Past Decade in Ovarian Cancer	Novi Sheraton Detroit/Novi	For more information: http://ovariancancerdebate.blogspot.com
October 31	MCC Annual Meeting	Lansing The Lansing Center	9:00 a.m. – 3:30 p.m.
October 31	Cancer Risk Reduction - A Report From the President's Cancer Panel	Teleconference Dial: 800-857-6584 Passcode: PCP	1:00 p.m. – 2:00 p.m.

For more information about these meetings, please visit <http://www.michigancancer.org/WhatWeDo/CalendarOfEvents.cfm>