

# *MCCI Update*

*The Latest Information About the Michigan Cancer Control Initiative*

## **MCCI Efforts Are Underway**

The Michigan Cancer Control Initiative is gathering steam and forging ahead. Some Michigan Cancer Consortium (MCC) member organizations are already beginning to identify specific strategies and activities to which they can commit time, staff and resources. The MCC Executive Committee members and MCC staffers are preparing and piloting materials that will be used when soliciting commitments from various public and private stakeholders. Progress-tracking databases are being developed to monitor these activities and the progress toward achievement of the priority objectives.

One-page graphic summaries of each of the nine action plan have been prepared to help leaders of MCC member and partner organizations understand the essential features of each action plan. Action Plan summaries also are being compiled to highlight the core information in each of the action plans; these summaries will be used in the commitment process, as well as in publicity efforts surrounding the Initiative. These will soon be available to MCC member representatives.

The **MCC Resource Development Committee** met in September and reviewed a draft Michigan Cancer Control Initiative (MCCI) Concept Paper, developed to provide prospective funding sources with background information regarding the MCCI. Feedback and specific suggestions from the committee will be incorporated into the final draft of the concept paper. The committee also discussed the importance of data collection and evaluation during MCCI implementation. It was noted that if private funding is obtained and used to support the MCCI, it will be necessary to document the ways funds are used and any impact they have on the outcome of the Initiative.

Resources to support implementation of the MCC's priorities are likely to come from several sources: 1) MCC member and partner organizations redirecting their current resources toward the 10 cancer control priorities; 2) agencies agreeing to pool their efforts and resources to support modest new projects of mutual interest; and 3) independent applications by agencies or individuals to federal, state and private funding sources. In addition, the Resource Development Committee is working to develop other possible funding mechanisms.

Over the summer, the **MCCI Evaluation Committee** provided guidance to the development of the first of a series of surveys to assess the MCCI collaboration development process and its outcomes. (*See related notice at the end of this update.*) Plans also are underway to analyze costs associated with developing and sustaining the MCCI.

Other data-related activities also are underway. MCC staffers have established a data system to maintain cancer morbidity, mortality, and related behavioral risk factor data that are obtained

---

*MCCI Update* is a report from the co-chairs of the Michigan Cancer Consortium, Vicki Rakowski, RN, ET, and Aaron P. Scholnik, MD, for all those associated with the Michigan Cancer Control Initiative. To share ideas for future reports, to change your mailing information, or to recommend additional individuals who should receive these reports, contact Patty Brookover at 517-335-9620 (FAX: 517-335-9397; e-mail: [brookoverp@state.mi.us](mailto:brookoverp@state.mi.us)). For more information about the MCCI, contact Sue Haviland at 517-335-8372 (FAX: 517-335-9397; e-mail: [havilande@state.mi.us](mailto:havilande@state.mi.us)).

periodically from state surveillance systems. As part of the plan to measure changes in screening and other behaviors related to the five priority cancer sites, Michigan Department of Community Health staffers have added several new MCCI priority-related questions to the 1999 Michigan Behavioral Risk Factor Survey (BRFS). A request is pending to add several more questions to the 2000 Michigan BRFS, and other possibilities for studies to obtain valid data on the high-risk populations targeted by the action plans also are being explored.

### **Implementation Begins on the Strategic Action Plans!**

Already, there are reports of work beginning to address the MCC's 10 cancer control priorities.

***Activities Addressing the Prostate Cancer Priority:*** The Prostate Cancer Action Planning Group has committed to assuming implementation of its plan. Led by John Wei, MD, of the University of Michigan Medical Center and Ray Demers, MD, MPH, of the Josephine Ford Cancer Center at Henry Ford Health System, the group is in the process of developing a survey questionnaire that will be given to newly diagnosed prostate cancer patients to determine their level of knowledge about prostate cancer, treatment options, side effects, and quality of life issues. These surveys will be distributed through a variety of Michigan urology offices. Efforts also are underway to develop a format for focus groups that will be convened early in 2000 to gather input on the concerns of prostate cancer patients who have been, or are being, treated for prostate cancer. The focus groups will focus particularly on clarifying the cultural needs of specific segments of the state's population, including African-American men. Hurley Medical Center has recently agreed to join the group and participate in the development and distribution of the patient survey, as well as conduct focus groups in the Flint area.

***Activities Addressing the Timely Referrals to End-of-Life Care Priority:*** Activities expected to increase timely referrals to end-of-life care also have begun. In late April, the Michigan Hospice and Palliative Care Organization (MHPCO), The Cancer Center at Michigan State University, Michigan medical schools, many of the state's nursing schools, physician groups, nursing groups, hospital and nursing home groups, the Michigan Department of Community Health, the Michigan Department of Consumer and Industry Services, and many other health-related organizations all met to discuss a collaborative approach to working on three projects to improve end-of-life care in Michigan. Agreement was reached on projects that address curriculum changes for health care professionals, nursing home end-of-life care, and the development of resources and the establishment of resource centers to give the public access to end-of-life care information.

Based upon that meeting, MHPCO and The Cancer Center at Michigan State University jointly submitted a proposal to the Robert Wood Johnson Foundation in mid-May to receive a three-year Community-State Partnership grant for improving end-of-life care in Michigan. The Michigan Partnership for the Advancement of End-of-Life Care proposal names nearly 30 groups and organizations as collaborators on the proposed grant activities. If received, the grant would provide a maximum of \$450,000 over three years; the collaborators would be required to provide a minimum of \$150,000 of resources as the matching portion of the grant. The proposal has been selected by the Robert Wood Johnson Foundation reviewers as a finalist, and reviewers will travel to Michigan this

fall for a site visit (considered a pre-cursor to the final grant awards). Action Planning Group Co-Conveners Sue Homant of MHPCO and Karen Ogle, MD, of The Cancer Center at Michigan State University are named as principal investigators in the proposal.

***Activities Addressing the Clinical Trials Priority:*** There also have been a number of activities to promote clinical trials. In March, there was “Clinical Trials: Building Partnerships for the Future” forum in Detroit to convene third-party payers, members of the clinical community, businesspeople, and government policy makers for discussions of how to best expedite advances in cancer prevention and treatment. The forum was a step toward developing partnerships between patients, advocates, providers, and payers that will support transitional research and encourage participation in trials.

In July, Clinical Trials Action Planning Group Co-Conveners Samuel Silver, MD, PhD, of the University of Michigan Cancer Center and Michigan Society of Hematology and Oncology (MSHO) representative Philip Stella, MD, of the Ann Arbor Regional Community Clinical Oncology Program met with Sen. John Schwartz, MD, to discuss the possibility of legislative intervention in assuring patient care costs coverage for individuals involved with clinical trials. Sen. Schwartz offered to convene a meeting of government leaders, payers, and providers to work collaboratively on a plan similar to that instituted by the New Jersey Working Group to Improve Outcomes in Cancer Patients. (The New Jersey plan works by consensus, rather than mandate.) That meeting, by invitation only, will be held in November.

Mary Malloy of MSHO reports a number of other activities, including:

- The development of a survey instrument that will establish a clinical research participation baseline and help identify possible behavior change opportunities for community physicians.
- Presentation of a research update on the STAR Trial Initiative in Michigan at the annual MSHO Meeting Symposium last month.
- Presentations this past May by representatives of the Cancer Information Service to all Barbara Ann Karmanos Cancer Institute cancer support groups on the benefits of considering clinical trials.
- The beginning of focus groups with Karmanos Cancer Institute patients this June to explore a “buddy system” program that would train patients who have been involved in a research study to mentor other patients who are considering enrolling in a study. Organizers expect these groups to provide input regarding patient education and emotional issues related to clinical trial participation. They also anticipate that focus group members may become prime volunteer candidates for implementation of the Clinical Trials Action Plan.
- The launching this fall of the Cancer Information Service Partnership Program, which will feature a revised set of four program priorities, including “clinical trials education” and “general cancer awareness for special populations.”
- Inclusion of a program entitled “Today’s Treatments Were Yesterday’s Clinical Trials” at the MSHO Oncology Nurse Network Retreat this past April.
- Presentation of two MSHO Oncology Clinical Research Coordinators Workshops (one in Livonia and one in Grand Rapids) this past June. The workshops, sponsored by Bristol Myers Squibb, were open to nurses, physician’s assistants, and other clinical support staff,

and covered topics such as utilizing an oncology protocol, protection of research subjects, source documentation/monitoring/auditing, and study drug management/adverse events.

- Coordination by the Cancer Information Service, Novartis Pharmaceuticals, and Henry Ford Health System to sponsor a Clinical Trials Education Conference for nurses.

*(Note: We have featured work on three of the MCC priorities here. In the future, we would like to include a round-up of activities addressing other MCC priority objectives, as well. Please send descriptions of any pertinent activities to Patty Brookover of the Michigan Department of Community Health at brookoverp@state.mi.us or call her at 517-335-9620.)*

### **Michigan Cancer Control Initiative Featured at CDC Conference**

Representatives of the MCC Executive Committee and MCC staff participated in the 1999 Cancer Conference “Meeting the Challenges of Comprehensive Cancer Control” sponsored by the Centers for Disease Control and Prevention (CDC) in Atlanta in September.

Four members of the MCC Executive Committee – William Peters, MD, PhD, of the Barbara Ann Karmanos Cancer Institute; MCC Co-Chair Vicki Rakowski, RN, ET, of the American Cancer Society, Great Lakes Division, Inc.; MCC Co-Chair Aaron P. Scholnik, MD, of the Upper Peninsula Health Care Network, Inc.; and G. Marie Swanson, PhD, MPH, of The Cancer Center at Michigan State University – presented a topic discussion entitled “Paradigm Shift: From Advising the State Health Agency to a Statewide Public-Private Partnership for Comprehensive Cancer Control.” MCC staff participated in several panel discussions and poster presentations and conducted a short course on planning and evaluating collaborative, comprehensive cancer prevention and control initiatives.

### **CDC Officials Visit Michigan for In-Depth Look at MCCI**

Two representatives of the Centers for Disease Control and Prevention visited Michigan in September to learn more about our comprehensive cancer control efforts. Nancy Lee, MD, director of the CDC’s Cancer Control Division, and Roz Breslow, acting associate director for science of the Cancer Control Division, met with MCC staff members last month to learn more about the Michigan Cancer Control Initiative. Lee recently accepted the position as director of the Cancer Control Division and was advised by CDC officials to learn more about the Michigan Cancer Consortium and the MCCI, which they consider a national model for comprehensive cancer control.

### **MDCH Finalizing Plan to Participate in MCCI Implementation**

Members of the Michigan Department of Community Health (MDCH) Cancer Internal Steering Committee (CISC) are in the process of finalizing a department-wide plan describing how MDCH plans to contribute to achievement of MCC’s nine Action Plans. The plan coordinates all MDCH programs currently working on cancer-related issues and the activities they have identified as opportunities to address the MCC cancer control priorities. Intended to provide a blueprint for cancer control activities within MDCH by encouraging cooperation and collaboration between MDCH units, the plan outlines steps for a total of 23 different MDCH organizational units to cooperate in approximately 100 planned activities, 80 percent of which involve two or more units working together. CISC staff have distributed the final draft of the plan to CISC members and MDCH executives for their review and approval.

## **We Need Your Opinions and Suggestions**

The Evaluation Committee has been developing a survey to solicit feedback from MCC members about the Consortium's activities to date, including the action plan development process. Non-MCC members will receive a separate survey asking them for their input regarding the action planning process. Because we're all learning from this innovative public/private partnership development effort in cancer prevention and control, we need everyone's opinion about the process to date and how we might improve it. The information we gather will help us advance our efforts in Michigan and also will help us advise other states that undertake similar initiatives. For information, contact Evaluation Coordinator Ruth Mohr (Phone: 734-669-8830; e-mail: ruthmohr@pilot.msu.edu).

---

### ***MICHIGAN CANCER CONSORTIUM MEMBERS:***

***Organizational:*** ACCESS Community Health Center • American Cancer Society, Great Lakes Division, Inc. • American College of Surgeons • Barbara Ann Karmanos Cancer Institute • Blue Cross Blue Shield of Michigan • The Cancer Center at Michigan State University • Flint & Vicinity Action Community and Economic Development • Grand Rapids Community Clinical Oncology Program • Health Alliance Plan • Henry Ford Health System • Hospice of Michigan • Inter-Tribal Council of Michigan, Inc. • Michigan Academy of Family Physicians • Michigan Association for Local Public Health • Michigan Black Nurses Association • Michigan Dietetic Association • Michigan Health & Hospital Association • Michigan Hospice and Palliative Care Organization • Michigan Nurses Association • Michigan Osteopathic Association • Michigan Peer Review Organization • Michigan Primary Care Association • Michigan Radiological Society • Michigan Society of Hematology and Oncology • Michigan State Medical Society • National Association of Hispanic Nurses, Michigan Chapter • Oncology Nursing Society • University of Michigan Comprehensive Cancer Center • University of Michigan School of Public Health • Upper Peninsula Health Care Network, Inc. • West Michigan Cancer Center

***At-Large:*** Deanna A. Beyer, MS, RN • Donald Bronn, MD