

## What You Can Do to Fight Cancer in Michigan

The key factor in achieving the goals and objectives outlined in this plan is the membership of the MCC. If MCC member organizations commit to implementing the plan's strategies, then collectively we can make a significant impact on cancer morbidity and mortality at a much fast rate.

In an effort to assist member organization with identifying the strategies most appropriate for them, the strategies have been indexed below according to MCC member organizational category. Strategies associated with the 2009-2011 Special Projects are bolded.

If you are a **community-based health care delivery system/practice with cancer program**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screening women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>
Cancer Genomics	<p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.2. Educate clinical providers about HNPCC mismatch repair testing.</p>

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If you are a **community-based health care delivery system/practice with cancer program**, you can:

Strategic Plan	Strategies
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p><b>1.4. Promote expansion of successful patient navigation programs within Michigan health care systems as appropriate for specific survivor populations to be served.</b></p> <p><b>1.5. Promote and support comprehensive survivorship services which address needs of cancer survivors throughout the full spectrum of cancer care, from diagnosis throughout the remainder of life.</b></p> <p><b>1.6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.</b></p> <p>2.1. Assess and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p> <p>2.2. Support development and use of survivorship care plans.</p> <p>2.3. Explore use of new technology, such as electronic medical records, to develop and increase visibility and use of survivorship care plans.</p> <p>2.4. Provide training to partners in patient/family-centered approaches that facilitate successful implementation of survivorship care plans. Training will utilize evidence-based health learning principles such as shared decision making. Training content will include all the requirements for comprehensive individualized care plans.</p>

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If you are a **community-based health care delivery system/practice with cancer program**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</b></p> <p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p><b>1.4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.</b></p> <p><b>1.5. Increase enrollment in Plan First by 20% per year.</b></p> <p><b>1.8..Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>2.3. Develop culturally specific messages and disseminate through small, local, culturally specific media.</p> <p>3.1. Provide educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>3.2. Recommend that providers offer Pap testing to women who present for STI screening.</p> <p>3.3. Evaluate provider performance in frequency and delivery or offerings of cervical cancer screening services to clients and present providers with information about their performance in providing screening services.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p>

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If you are a **community-based health care delivery system/practice with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Colorectal Cancer	<p>1.2. Utilize provider/client reminder systems to ensure timely compliance to screening.</p> <p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCRCS) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCRCS.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **community-based health care delivery system/practice with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
End-of-Life Care	<p>1.1. Convene a forum to clarify the perceived and actual competing interests of oncology practices, hospitals, palliative care services, and other providers as they serve persons with cancer. Identify and pursue strategies for optimal use of services.</p> <p>1.2. Encourage oncology practices to participate in the Quality Oncology Practice Initiative (QOPI) of the American Society of Clinical Oncology (ASCO).</p> <p>1.4. Increase the number of hospitals offering palliative care services.</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication about treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>2.3. Increase the number of professionals who have been trained using the EPEC-O curriculum.</p> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p> <p>3.3. In a variety of health care settings, pilot proven methods to identify candidates and facilitate access to advance care planning, hospice, and other palliative care services for persons with advanced illness.</p>

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If you are a **community-based health care delivery system/practice with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

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If you are a **community-based health care delivery system/practice with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Tobacco Control / Lung Cancer	<p><b>1.1. Increase the numbers of clinical practices in which staff are trained in evidence-based systems approach to treating tobacco dependence.</b></p> <p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p> <p><b>1.9. Increase the amount of tobacco dependence treatment to individuals receiving in-patient care.</b></p> <p><b>1.10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health education/health research and evaluation organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1..Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate cancer screening..</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screened women in counties with high breast cancer incidence/mortality rates.</p>
Cancer Genomics	<p><b>1.1. Assess effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on the public.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.1. Assess effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on provision of health care.</p> <p>2.2. Educate clinical providers about HNPCC mismatch repair testing.</p>
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p>2.1. Asses and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health education/health research and evaluation organization**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p>3.1. Promote educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p> <p>5.1. Measure cervical cancer screening rates at the county level:</p> <ul style="list-style-type: none"> <li>• Analyze counties where screening rates are low.</li> <li>• Analyze demographics of non-screened populations and administer targeted surveys in those counties.</li> <li>• Target “low-screening” counties for intervention based on county level demographics and associated factors.</li> <li>• Use next iteration of Behavioral Risk Factor Surveys to evaluate impact of interventions.</li> <li>• Disseminate research results to interested parties</li> </ul>

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If you are a **health education/health research and evaluation organization**, you can:

Strategic Plan	Strategies
Colorectal Cancer	<p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCR CSP) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCR CSP.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health education/health research and evaluation organization**, you can:

Strategic Plan	Strategies
End-of-Life Care	<p>1.3. Assess the availability and scope of palliative services in Michigan hospitals at least every five years.</p> <p>1.4. Increase the number of hospitals offering palliative care services.</p> <p>1.5. Assess use of hospice services for nursing home residents with cancer and determine reasons why hospice is or is not used..</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication and treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health education/health research and evaluation organization**, you can:

Strategic Plan	Strategies
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health education/health research and evaluation organization**, you can:

Strategic Plan	Strategies
Tobacco Control / Lung Cancer	<p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seeks opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health care insurance plan**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate cancer screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screened women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>
Cancer Genomics	<p><b>1.1. Assess effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on the public.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>3.1. Review Michigan health insurance plan policies for BRCA1/2 genetic testing to determine consistency with USPSTF guidelines.</p> <p>3.3. Provide technical assistance to promote development of health insurance plan policies consistent with USPSTF guidelines and recognize plans that comply with recommended clinical practices.</p>

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<i>Strategic Plan</i>	<i>Strategies</i>
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p><b>1.4. Promote expansion of successful patient navigation programs within Michigan health care systems as appropriate for specific survivor populations to be served.</b></p> <p><b>1.5 Promote and support comprehensive survivorship services which address needs of cancer survivors throughout the full spectrum of cancer care, from diagnosis throughout remainder of life.</b></p> <p><b>1.6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.</b></p> <p>2.1. Asses and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p> <p>2.2. Support development and use of survivorship care plans.</p> <p>2.3. Explore use of new technology, such as electronic medical records, to develop and increase visibility and use of survivorship care plans.</p> <p>2.4. Provide training to providers in patient/family-centered approaches that facilitate successful implementation of survivorship care plans. Training will utilize evidence-based health learning principles such as shared decision making. Training content will include all of the requirements for comprehensive individualized care plans.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health care insurance plan**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p><b>1.4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.</b></p> <p><b>1.7. Promote appropriate Pap testing in minority women.</b></p> <p><b>1.8. Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.1. From within targeted communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>3.1. Promote educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>3.3. Evaluate provider performance in frequency of delivery or offerings of cervical cancer screening services to clients and present providers with information about their performance in providing screening services.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p> <p>4.2. Advocate for education about the HPV4 Vaccine to parents of 6<sup>th</sup> grade girls.</p> <p>5.1. Measure cervical cancer screening rates at the county level:</p> <ul style="list-style-type: none"> <li>• Analyze counties where screening rates are low.</li> <li>• Analyze demographics of non-screened populations and administer targeted surveys in those counties.</li> <li>• Target “low-screening” counties for intervention based on county level demographics and associated factors.</li> <li>• Use next iteration of Behavioral Risk Factor Surveys to evaluate impact of interventions.</li> <li>• Disseminate research results to interested parties</li> </ul> <p>5.2. Endorse and support clinical trials for cervical cancer.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health care insurance plan**, you can:

Strategic Plan	Strategies
Colorectal Cancer	<p>1.1. Disseminate revised MCC Recommendations for Colorectal Cancer Early Detection among health care providers and health plans in Michigan. Coordinate efforts through the American Cancer Society, Great Lakes Division, Inc and the Michigan Association Health Plans.</p> <p>1.2. Utilize provider/client reminder systems to ensure timely compliance to screening.</p> <p>2.2. Educate and collaborate with employers/health care purchasers on coverage for colorectal cancer screening.</p> <p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCRCSPP) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCRCSPP.</p>

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If you are a **health care insurance plan**, you can:

Strategic Plan	Strategies
End-of-Life Care	<p>1.1. Convene a forum to clarify the perceived and actual competing interests of oncology practices, hospices, palliative care services, and other providers as they serve persons with cancer. Identify and pursue strategies for optimal use of services.</p> <p>1.4. Increase the number of hospitals offering palliative care services.</p> <p>1.5. Assess use of hospice services for nursing home residents with cancer and determine reasons why hospice is or is not used..</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication and treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p>

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Strategic Plan	Strategies
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **health care insurance plan**, you can:

Strategic Plan	Strategies
Tobacco Control / Lung Cancer	<p><b>1.3. Promote and seeks opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screening women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>
Cancer Genomics	<p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.2. Educate clinical providers about HNPCC mismatch repair testing.</p>

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If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

Strategic Plan	Strategies
Cancer Survivorship	<p><b>1.2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p><b>1.4. Promote expansion of successful patient navigation programs within Michigan health care systems as appropriate for specific survivor populations to be served.</b></p> <p><b>1.6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.</b></p> <p>2.1. Assess and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p> <p>2.4. Provide training to partners in patient/family-centered approaches that facilitate successful implementation of survivorship care plans. Training will utilize evidence-based health learning principles such as shared decision making. Training content will include all the requirements for comprehensive individualized care plans.</p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</b></p> <p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p><b>1.4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.</b></p> <p><b>1.5. Increase enrollment in Plan First by 20% per year.</b></p> <p><b>1.7. Promote appropriate Pap testing in minority women.</b></p> <p><b>1.8. Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>2.3. Develop culturally specific messages and disseminate through small, local, culturally specific media.</p> <p>3.2. Recommend that providers offer Pap testing to women who present for STI screening.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p> <p>4.2. Advocate for education about HPV4 Vaccine to parents of 6<sup>th</sup> grade girls.</p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Colorectal Cancer	<p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCR CSP) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCR CSP.</p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
End-of-Life Care	<p>1.5. Assess use of hospice services for nursing home residents with cancer and determine reasons why hospice is or is not used.</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication about treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are an **organization representing or serving hard-to-reach and/or special populations**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Tobacco Control / Lung Cancer	<p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p> <p><b>1.10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screening women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

Strategic Plan	Strategies
Cancer Genomics	<p><b>1.2. Create and conduct a genetic literacy campaign targeting the general public to dispel myths and misconceptions, as well as increase recognition of the role of genetics in cancer risk and management and promote the benefits of genetic services.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.2. Educate providers about HNPCC mismatch repair testing.</p> <p>2.3. Educate clinical providers about USPSTF guidelines for family history, genetic counseling, and BRCA1/2 testing.</p> <p>2.4. Educate clinical providers about gene expression profiling tests (e.g., Oncotype DX, MammaPrint).</p> <p>3.1. Review Michigan health insurance plan policies for BRCA1/2 genetic testing to determine consistency with USPSTF guidelines.</p> <p>3.2. Facilitate meetings between health plan personnel and cancer genetic experts.</p> <p>3.3. Provide technical assistance to promote development of health insurance plan policies consistent with USPSTF guidelines and recognize plans that comply with recommended clinical practices.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

Strategic Plan	Strategies
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p><b>1.5. Promote and support comprehensive survivorship services which address needs of cancer survivors throughout the full spectrum of cancer care, from diagnosis throughout the remainder of life.</b></p> <p><b>1.6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.</b></p> <p><b>1.7. Collaborate with the Bureau of Health Professions Pain Management and Palliative Care Program to promote and support initiatives pertaining to cancer survivorship.</b></p> <p>2.1. Assess and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p> <p>2.2. Support development and use of survivorship care plans.</p> <p>2.3. Explore use of new technology, such as electronic medical records, to develop and increase visibility and use of survivorship care plans.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</b></p> <p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p><b>1.4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.</b></p> <p><b>1.5. Increase enrollment in Plan First by 20% per year.</b></p> <p><b>1.6. Increase the number of women served in Family Planing/BCCCP join project by 10% per year.</b></p> <p><b>1.7. Promote appropriate Pap testing in minority women.</b></p> <p><b>1.8..Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>2.3. Develop culturally specific messages and disseminate through small, local, culturally specific media.</p> <p>3.1. Provide educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>3.2. Recommend that providers offer Pap testing to women who present for STI screening.</p> <p>3.3. Evaluate provider performance in frequency and delivery or offerings of cervical cancer screening services to clients and present providers with information about their performance in providing screening services.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

Strategic Plan	Strategies
Cervical Cancer	4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing. 4.2. Advocate for education about the HPV4 Vaccine to parents of 6 <sup>th</sup> grade girls. 4.3. Advocate for County Health Plans in Michigan counties not currently served.

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Colorectal Cancer	<p>1.1. Disseminate revised MCC Recommendations for Colorectal Cancer Early Detection among health care providers and health plans in Michigan. Coordinate efforts through the American Cancer Society, Great Lakes Division, Inc and the Michigan Association of Health Plans.</p> <p>2.1. Investigate effectiveness of health care provider incentives, especially financial, in increasing colorectal cancer screening rates.</p> <p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCRCSPP) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCRCSPP.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
End-of-Life Care	<p>1.5. Assess use of hospice services for nursing home residents with cancer and determine reasons why hospice is or is not used.</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication about treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.1. Support the efforts of the Bureau of Health Professional's Pain Management and Palliative Care Programs to ensure that all health professional licensing boards require continuing education in pain and symptom management.</p> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>2.3. Increase the number of professionals who have been trained using the EPEC-O curriculum.</p> <p>3.1. Prior to each biennial SCBRFS survey, review and modify as needed the questions on public knowledge and actions related to 1) options for car up to and during the last phase of life, and 2) pain and symptom management.</p> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **public health organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Tobacco Control / Lung Cancer	<p><b>1.1. Increase the numbers of clinical practices in which staff are trained in evidence-based systems approach to treating tobacco dependence.</b></p> <p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p> <p><b>1.10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.2. Collaborate with MCC Genomics workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screening women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>
Cancer Genomics	<p><b>1.2. Create and conduct a genetic literacy campaign targeting the general public to dispel myths and misconceptions, as well as increase recognition of the role of genetics in cancer risk and management and promote the benefits of genetic services.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>3.4. Advocate for third-party payment of genetic counseling (and testing as may be indicated) for Medicaid recipients and those without insurance.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p><b>1.4. Promote expansion of successful patient navigation programs within Michigan health care systems as appropriate for specific survivor populations to be served.</b></p> <p><b>1.5. Promote and support comprehensive survivorship services which address needs of cancer survivors throughout the full spectrum of cancer care, from diagnosis throughout the remainder of life.</b></p> <p><b>1.6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.</b></p> <p>2.1. Assess and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p> <p>2.2. Support development and use of survivorship care plans.</p> <p>2.3. Explore use of new technology, such as electronic medical records, to develop and increase visibility and use of survivorship care plans.</p> <p>2.4. Provide training to partners in patient/family-centered approaches that facilitate successful implementation of survivorship care plans. Training will utilize evidence-based health learning principles such as shared decision making. Training content will include all the requirements for comprehensive individualized care plans.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Cervical Cancer	<p><b>1.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</b></p> <p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.</b></p> <p><b>1.4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.</b></p> <p><b>1.5. Increase enrollment in Plan First by 20% per year.</b></p> <p><b>1.7. Promote appropriate Pap testing in minority women.</b></p> <p><b>1.8..Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.</p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>3.1. Provide educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p> <p>4.2. Advocate for education about HPV4 Vaccine to parents of 6<sup>th</sup> grade girls.</p> <p>4.3. Advocate for County Health Plans in Michigan not currently served.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Colorectal Cancer	<p>1.1. Disseminate revised MCC Recommendations for Colorectal Cancer Early Detection among health care providers and health plans in Michigan. Coordinate efforts through the American Cancer Society, Great Lakes Division, Inc and the Michigan Association of Health Plans.</p> <p>1.2. Utilize provider/client reminder systems to ensure timely compliance to screening.</p> <p>1.3. Implement provider assessment and feedback mechanism (e.g., assess how often providers offer or deliver screening services to clients [assessment] and then give providers information about their performance [feedback]).</p> <p>2.1. Investigate effectiveness of health care provider incentives, especially financial, in increasing colorectal cancer screening rates.</p> <p>2.2. Educate and collaborate with employers/health care purchasers on coverage for colorectal cancer screening.</p> <p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Colorectal Cancer	4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCRCS) that serves low-income, uninsured/underinsured men and women.  4.2. Advocate about the need for treatment coverage for clients enrolled in MCRCS.

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
End-of-Life Care	<p>1.1. Convene a forum to clarify the perceived and actual competing interests of oncology practices, hospitals, palliative care services, and other providers as they serve persons with cancer. Identify and pursue strategies for optimal use of services.</p> <p>1.2. Encourage oncology practices to participate in the Quality Oncology Practice Initiative (QOPI) of the American Society of Clinical Oncology (ASCO).</p> <p>1.3. Assess the availability and scope of palliative services in Michigan hospitals at least every five years.</p> <p>1.4. Increase the number of hospitals offering palliative care services.</p> <p>1.5. Assess use of hospice services for nursing home residents with cancer and determine reasons why hospice is or is not being used.</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication about treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>2.3. Increase the number of professionals who have been trained using the EPEC-O curriculum.</p> <p>3.1. Prior to each biennial SCBRFS survey, review and modify as needed the questions on public knowledge and actions related to 1) options for care up to and during the last phase of life, and 2) pain and symptom management.</p> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p> <p>3.3. In a variety of health care settings, pilot proven methods to identify candidates and facilitate access to advance care planning, hospice, and other palliative care services for persons with advanced illness.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **trade/professional/advocacy organization**, you can:

Strategic Plan	Strategies
Tobacco Control / Lung Cancer	<p><b>1.1. Increase the numbers of clinical practices in which staff are trained in evidence-based systems approach to treating tobacco dependence.</b></p> <p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p> <p><b>1.10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.</b></p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university–based health care delivery system with cancer program**, you can:

Strategic Plan	Strategies
Breast Cancer	<p><b>1.1. Develop and implement breast cancer risk assessment programs through strategic partnerships.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.1. Work in partnership with health providers, health care systems, insurance providers, community organizations, and businesses, to provide appropriate information on the importance of breast health and age appropriate screening.</p> <p>2.2. Provide appropriate breast cancer screening information utilizing evidence-based interventions (one-on-one education, Web sites, fact sheets, pamphlets, small media, etc.) focusing the message for never/rarely screening women in counties with high breast cancer incidence/mortality rates.</p> <p>2.3. Promote and support organizational partnerships that aim to reach minority women and populations experiencing disparities in health care with breast health education, mammography screening, and navigation to services and care.</p>
Cancer Genomics	<p><b>1.1. Assess effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on the public.</b></p> <p><b>1.3. Make information on underlying genetic causes of common cancers and the importance of genetic counseling and early detection more readily available to the public.</b></p> <p>2.1. Assess effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on provision of health care.</p> <p>2.2. Educate clinical providers about HNPCC mismatch repair testing.</p> <p>3.1. Review Michigan health insurance plan policies for BRCA1/2/ genetic testing to determine consistency with USPSTF guidelines.</p> <p>3.2. Facilitate meetings between health plan personnel and cancer genetic experts.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university-based health care delivery system with cancer program**, you can:

Strategic Plan	Strategies
Cancer Survivorship	<p><b>1.1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.</b></p> <p><b>1.3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.</b></p> <p>2.1. Assess and compile a list of existing survivorship care plans, including those developed by national organizations such as American Society of Clinical Oncology.</p>
Cervical Cancer	<p><b>1.2. Provide education through media, timed with Cervical Cancer Awareness Month.</b></p> <p><b>1.8. Encourage the use of provider/client reminder systems to ensure timely compliance to screening.</b></p> <p>2.2. Provide education through media, timed with Cervical Cancer Awareness Month.</p> <p>3.1. Provide educational offerings to all Michigan health care providers and health care students on guidelines for cervical cancer screening and follow-up.</p> <p>3.2. Recommend that providers offer Pap testing to women who present for STI screening.</p> <p>3.3. Evaluate provider performance in frequency and delivery or offerings of cervical cancer screening services to clients and present providers with information about their performance in providing screening services.</p> <p>4.1. Advocate for coverage, by traditional third-party payers, for Pap and HPV testing.</p> <p>5.2. Endorse and support Clinical Trials for Cervical Cancer.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university-based health care delivery system with cancer program**, you can:

Strategic Plan	Strategies
Colorectal Cancer	<p>1.2. Utilize provider/client reminder systems to ensure timely compliance to screening.</p> <p>2.3. Promote collaboration between special populations and health plans (and vice versa).</p> <p>3.1. Identify barriers to colorectal cancer screening among underserved, hard-to-reach population groups and effective strategies to overcome barriers.</p> <p>3.2. Promote public education on colorectal cancer in combination with other screenings, e.g., mammograms.</p> <p>3.3. Develop effective and innovative strategies with attention to measurement and documentation of outcomes.</p> <p>a. Include new marketing strategies, focusing on links to celebrities (as demonstrated in CDC's Screen for Life: National Colorectal Cancer Action Campaign).</p> <p>b. Collaborate with new partners, e.g., AARP, media partners.</p> <p>c. Develop strategies that are ongoing throughout the year instead of focusing only on March as Colorectal Cancer Awareness Month.</p> <p>d. Increase public knowledge about family history as a risk factor for colorectal cancer.</p> <p>3.4. Implement small media (videos or printed communications, such as letters, brochures, leaflets, pamphlets, flyers, or newsletters) interventions.</p> <p>4.1. Maintain and/or expand the Michigan Colorectal Cancer Screening Program (MCRCS) that serves low-income, uninsured/underinsured men and women.</p> <p>4.2. Advocate about the need for treatment coverage for clients enrolled in MCRCS.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university–based health care delivery system with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
End-of-Life Care	<p>1.1. Convene a forum to clarify the perceived and actual competing interests of oncology practices, hospitals, palliative care services, and other providers as they serve persons with cancer. Identify and pursue strategies for optimal use of services.</p> <p>1.2. Encourage oncology practices to participate in the Quality Oncology Practice Initiative (QOPI) of the American Society of Clinical Oncology (ASCO).</p> <p>1.4. Increase the number of hospitals offering palliative care services.</p> <p>1.6. Seek collaboration and funding for at least one of the following projects:</p> <ul style="list-style-type: none"> <li>a. Improve pain and symptom management of cancer survivors.</li> <li>b. Facilitate provider/patient communication about treatment options.</li> <li>c. Reduce economic barriers to hospice care and other palliative care services.</li> </ul> <p>2.2. Seek sessions on end-of-life topics for in-service presentations and annual meetings of MCC member organizations. Essential content:</p> <ul style="list-style-type: none"> <li>a. Management of cancer pain and non-pain symptoms.</li> <li>b. Communication about informed treatment choices in advanced illness.</li> </ul> <p>2.3. Increase the number of professionals who have been trained using the EPEC-O curriculum.</p> <p>3.2. Educate the public that they should expect to receive reliable, skillful, and supportive care for pain and symptom management.</p> <p>3.3. In a variety of health care settings, pilot proven methods to identify candidates and facilitate access to advance care planning, hospice, and other palliative care services for persons with advanced illness.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university-based health care delivery system with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Prostate Cancer	<p>1.1. Develop provider practice guidelines for prostate cancer symptom management that are age-specific and culturally appropriate.</p> <p>1.2. Develop strategies to facilitate ongoing implementation of the prostate cancer symptom management guidelines during the critical transition from specialty care to follow-up care by primary care providers.</p> <p>1.3. Develop a process to distribute the practice guidelines to health care providers.</p> <p>1.4. Develop methods to evaluate the effect of practice guidelines on the health-related quality of life of survivors and families in Michigan.</p> <p>2.1. Identify gaps in existing prostate cancer educational materials.</p> <p>2.2. Adopt, adapt, or develop patient educational materials for prostate cancer survivors and their family members..</p> <p>2.3. Develop a process to distribute prostate cancer symptom management educational materials to survivors and their families in Michigan.</p> <p>2.4. Develop methods to evaluate how the utilization of educational materials affects the health-related quality of life of survivors and families in Michigan.</p>

## What You Can Do to Fight Cancer in Michigan

If you are a **university–based health care delivery system with cancer program**, you can:

<i>Strategic Plan</i>	<i>Strategies</i>
Tobacco Control / Lung Cancer	<p><b>1.1. Increase the numbers of clinical practices in which staff are trained in evidence-based systems approach to treating tobacco dependence.</b></p> <p><b>1.2. Increase the number of trainings provided to health professionals.</b></p> <p><b>1.3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.</b></p> <p><b>1.4. Identify and promote online evidence-based trainings for treating tobacco dependence.</b></p> <p><b>1.5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.</b></p> <p><b>1.6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.</b></p> <p><b>1.7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.</b></p> <p><b>1.8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits with referral to treatment as appropriate.</b></p> <p><b>1.9. Increase the amount of tobacco dependence treatment to individuals receiving in-patient care.</b></p> <p><b>1.10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.</b></p>



