

Special Projects for 2009 - 2011

Background

When the MCC revised its comprehensive cancer control plan in 2008, the Board of Directors identified five special projects for the Consortium to work on during 2009 - 2011. The Board believed that if MCC members committed to addressing these special projects, significant progress would be made in a shorter period of time.

Workgroup member convened to develop SMART objectives and identify evidence-based strategies associated with the five special projects. MCC membership subsequently agreed to support and participate in the implementation of these strategies with the expectation that the objectives will be met by 2011.



Point Aux Barques Lighthouse, Lake Huron
(Photo courtesy of www.michigan.org)

Special Projects for 2009 - 2011: Breast Cancer

Breast Cancer Special Project Objective: By 2011, 90 percent of women will report being offered age-appropriate breast cancer risk information, education, and suitable services.

Progress Markers			
Available Data Markers	Data Source	Baseline (2006)	Target (2011)
Percent of all women aged 40 years or older who ever discussed family history of breast cancer with a health care provider/	SCBRFS	87.9%	90%
Percent of all women aged 40 years or older who ever discussed family history of ovarian cancer with a provider.	SCBRFS	Not available	80%
Percent of all women aged 40 years or older reporting family history or hereditary would increase a woman's risk for breast cancer.	SCBRFS	Not available	50%

Special Projects for 2009 - 2011: Breast Cancer

Strategies

1. Develop and implement breast cancer risk assessment programs through strategic partnerships.¹

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	American Cancer Society, Michigan Osteopathic Association, Michigan Primary Care Association, Michigan State Medical Society, Susan G. Komen for the Cure
University-Based Health Care Delivery Systems with Cancer Programs	Karmanos Cancer Institute, University of Michigan Comprehensive Cancer Center
Other Partners	Breast Health/Risk Assessment Clinics, Community Facing Our Risk of Cancer Empowered Groups, County Health Plans, Federally Qualified Health Centers, Michigan Nurses Association, Michigan State University

¹ Evidence-Based Strategy: Application of Breast Cancer Risk Prediction Models in Clinical Practice. Available online at <http://jco.ascopubs.org/cgi/reprint/21/4/593>.

Special Projects for 2009 - 2011: Breast Cancer



2. Collaborate with MCC Cancer Genomics Workgroup members to educate providers about guidelines for breast cancer risk assessment and genetic counseling referrals.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	American Cancer Society, Michigan Osteopathic Association, Michigan Primary Care Association, Michigan State Medical Society, Susan G. Komen for the Cure
University-Based Health Care Delivery Systems with Cancer Programs	Karmanos Cancer Institute, University of Michigan Comprehensive Cancer Center
Other Partners	Breast Health/Risk Assessment Clinics, Community Facing Our Risk of Cancer Empowered Groups, County Health Plans, Federally Qualified Health Centers, Michigan Nurses Association, Michigan State University

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Special Projects for 2009 - 2011: Cancer Genomics

Cancer Genomics Special Project Objective: By 2011, expand public knowledge about the impact of genetics on cancer risk and management (breast, ovarian, and colorectal cancers).

Progress Markers			
Available Data Markers	Data Source	Baseline (2008)	Target (2011)
Percent of adults (age 18+) who think family health history is 'very important' to their personal health	Michigan BRFSS	Not available	70%
Percent of all adults (age 18+) who have actively collected health information from their relatives on their family health history.	Michigan BRFSS	Not available	50%
Percent of all adults (age 18+) who were asked by their health care provider about their family history of cancer in general (including times they filled out a form)	Michigan BRFSS	Not available	85%
Percent of all adults (age 40+) who have discussed their provider their family history of specific cancers	SCBRFS	79.2% breast 75.5% ovarian	80%

Special Projects for 2009 - 2011: Cancer Genomics

Strategies to Address Cancer Genomics Special Project



1. Assess the effect of “direct-to-consumer” ads for BRCA1/2 genetic testing on the public.^{2,3}

<i>Suggested Implementation Partners</i>
Health Education/Health Research and Evaluation
Health Care Insurance Plans
University-Based Health Care Delivery Systems with Cancer Programs



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.²

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	Local Health Departments, Michigan Department of Community Health (Cancer Prevention and Control Section)
Trade/Professional/Advocacy Organizations	American Cancer Society, Gilda's Club Grand Rapids, Gilda's Club Metro Detroit, The Wellness Community of Southeast Michigan
Other Partners	Federally-Qualified Health Centers

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² Evidence-Based Strategy: Preparing for a Direct-to-Consumer Marketing Campaign for BRCA1 and BRCA2: A Three-State Public Health Collaboration. Available online at www.cdc.gov/genomics/training/file/print/10year/48_DTC_BRCA.pdf.

³ Evidence-Based Strategy: Genetic Testing for Breast and Ovarian Cancer Susceptibility: Evaluating Direct-to-Consumer Marketing. Available online at www.cdc.gov/mmwr/preview/mmwrhtml/mm5327a1.htm.

Special Projects for 2009 - 2011: Cancer Genomics



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.²

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	Michigan Cancer Genetics Alliance
University-Based Health Care Delivery Systems with Cancer Programs	



Au Sable Point Lighthouse, Lake Superior (Photo courtesy of www.michigan.org)

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Special Projects for 2009 - 2011: Cancer Survivorship

Cancer Survivorship Special Project Objective: By 2011, increase cancer survivors' awareness of, and access to, survivorship resources and services.

Progress Markers			
Available Data Markers	Data Source	Baseline (2009)	Target (2011)
Public awareness of available survivorship resources and services.	2009 Survey of MCC member organizations Member websites	Pending	Resource Guide updated
Guidelines developed by the MCC Prostate Cancer Action Committee for prostate cancer survivors/families/providers	2008 Needs Assessment (Prostate Cancer Survivor Follow-Back Study) Literature Prostate Cancer Action Committee ⁴ Prostate Cancer Research Fund Projects	Needs Assessment Completed Literature Review Completed	Improved use of guidelines by primary care providers
Survivors receive cancer care information and/or written care plan from their provider	Michigan BRFS CoC certification program (once implemented)	Pending	50%

⁴ Prostate Cancer Action Committee of the Michigan Cancer Consortium. Available online at www.michigancancer.org/AboutTheMCC/advisory-prostatecancer.cfm#action.

Special Projects for 2009 - 2011: Cancer Survivorship

Strategies

1. Assess and compile existing survivorship resources available to cancer survivors in Michigan.⁵

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Grand Rapids Clinical Oncology Program, Mount Clemens Regional Medical Center, Spectrum Health Cancer Program, St. Joseph Mercy Oakland, William Beaumont Hospital, West Michigan Cancer Center
Health Education/Health Research and Evaluation	Michigan Cancer Research Consortium
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Public Health Organizations	National Cancer Institute's Cancer Information Service, Midwest Region,
Trade/Professional/Advocacy Organizations	American Cancer Society, Gilda's Club of Grand Rapids, Michigan Public Health Institute, Michigan Society of Hematology and Oncology, The Wellness Community of Southeast Michigan
University-Based Health Care Delivery Systems with Cancer Programs	Great Lakes Cancer Institute at Michigan State University, Henry Ford Health System, Karmanos Cancer Institute
Other Partners	Josephine Ford Cancer Center, Michigan State University, Northern Michigan Regional Hospital, University of Michigan

⁵ Comprehensive Cancer Control Leadership Institute, 2007.

Special Projects for 2009 - 2011: Cancer Survivorship



2. Disseminate information about survivorship resources and services using a variety of methods, including new technologies.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Alpena Regional Medical Center, Sparrow Health System/Sparrow Regional Cancer Center
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	Local Health Departments, Michigan Department of Community Health, Michigan Public Health Institute
Trade/Professional/Advocacy Organizations	Michigan Academy of Family Physicians, Michigan Association of Health Plans, Michigan Osteopathic Association, Michigan State Medical Society, Prostate Cancer Coalition of Michigan, The Wellness Community of Southeast Michigan
Other Partners	Medicaid, Physicians Health Plan, Us Too

Special Projects for 2009 - 2011: Cancer Survivorship

3. Identify the existence and effectiveness of various models of patient navigation programs in Michigan, including proprietary programs, by polling the MCC membership.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Grand Rapids Clinical Oncology Program, Mount Clemens Regional Medical Center, Spectrum Health Cancer Program, St. Joseph Mercy Oakland, William Beaumont Hospital, West Michigan Cancer Center
Health Education/Health Research and Evaluation	Michigan Cancer Research Consortium
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Public Health Organizations	National Cancer Institute's Cancer Information Service, Midwest Region,
Trade/Professional/Advocacy Organizations	American Cancer Society, Gilda's Club of Grand Rapids, Michigan Public Health Institute, Michigan Society of Hematology and Oncology, The Wellness Community of Southeast Michigan
University-Based Health Care Delivery Systems with Cancer Programs	Great Lakes Cancer Institute at Michigan State University, Henry Ford Health System, Karmanos Cancer Institute
Other Partners	Josephine Ford Cancer Center, Michigan State University, Northern Michigan Regional Hospital, University of Michigan

Special Projects for 2009 - 2011: Cancer Survivorship

4. Promote expansion of successful patient navigation programs within Michigan health care systems as appropriate for specific survivor populations to be served.¹⁰

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Alpena Regional Medical Center, Sparrow Health System/Sparrow Regional Cancer Center
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Trade/Professional/Advocacy Organizations	American Cancer Society, Michigan Academy of Family Physicians, Michigan Association of Health Plans, Michigan Osteopathic Association, Michigan State Medical Society
Other Partners	Medicaid, Physicians Health Plan

Special Projects for 2009 - 2011: Cancer Survivorship

5. Promote and support comprehensive survivorship services that address needs of cancer survivors throughout the full spectrum of cancer care, from diagnosis throughout the remainder of life.¹⁰

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Alpena Regional Medical Center, Sparrow Health System/Sparrow Regional Cancer Center
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Public Health Organizations	Local Health Departments, Michigan Department of Community Health, Michigan Public Health Institute
Trade/Professional/Advocacy Organizations	American Cancer Society, Gilda's Club Grand Rapids, Gilda's Club Metro Detroit, Michigan Academy of Family Physicians, Michigan Association of Health Plans, Michigan Osteopathic Association, Michigan State Medical Society, Prostate Cancer Coalition of Michigan, Susan G. Komen Detroit Race for the Cure, Susan G. Komen – Grand Rapids Affiliate, Susan G. Komen – Greater Lansing Affiliate, The Wellness Community of Southeast Michigan
Other Partners	Medicaid, Physicians Health Plan

Special Projects for 2009 - 2011: Cancer Survivorship



6. Promote and support organizational partnerships that decrease barriers to survivorship resources for minorities and underserved populations.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	Alpena Regional Medical Center, Sparrow Health System/Sparrow Regional Cancer Center
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	Local Health Departments, Michigan Department of Community Health, Michigan Public Health Institute
Trade/Professional/Advocacy Organizations	Michigan Academy of Family Physicians, Michigan Association of Health Plans, Michigan Osteopathic Association, Michigan State Medical Society, Prostate Cancer Coalition of Michigan, The Wellness Community of Southeast Michigan
Other Partners	Medicaid, Physicians Health Plan, Us Too

7. Collaborate with the Bureau of Health Professions Pain Management and Palliative Care Program to promote and support initiatives pertaining to cancer survivorship.¹⁰

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Public Health Organizations	Michigan Department of Community Health, Michigan Public Health Institute

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Special Projects for 2009 - 2011: Cervical Cancer

Cervical Cancer Special Project Objective: By 2011, reduce rates of cervical *in-situ* cancer among women aged 20 to 39 years by 10%.

Progress Markers for Implementation Objective 1			
Available Data Markers	Data Source	Baseline (2005)	Target (2011)
Incidence rate of cervical in-situ cancer	Michigan Surveillance System	178.9 per 100,000	161.1 per 100,000

Strategies



1. From within target communities, identify and train peer spokespersons to help develop and disseminate prevention messages to appropriate community members.^{1,2}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	

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¹ Evidence-Based Strategy: The Chinese Women's Health Project. Available online at http://rtips.cancer.gov/rtips/rtips_details.do?programid=20&topicid=5&co=N&cg=.

² Strategy from 2007 MCC Cervical Cancer Priority Strategic Plan.

Special Projects for 2009 - 2011: Cervical Cancer

2. Provide education through media, timed with Cervical Cancer Awareness Month.^{2,3}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	
University-Based Health Care Delivery Systems with Cancer Programs	



3. Develop a narrowly targeted message that is culturally specific and disseminate it through small, local, culturally specific media.^{2,4}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	

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³ Evidence-Based Strategy: The Forsyth County Cancer Screening Project. Available online at http://rtips.cancer.gov/rtips/rtips_details.do?programid=18&topicid=5&co=Y&cg=8.

⁴ Evidence-Based Strategy: Increasing Breast and Cervical Cancer Screening Among Filipino American Women. Available online at http://rtips.cancer.gov/rtips/rtips_details.do?programid=25&topicid=5&co=Y&cg=.

Special Projects for 2009 - 2011: Cervical Cancer



4. Increase HPV4 vaccine series completion in women age 26 and younger, by 10% per year.⁵

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan, Medicaid
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	Local Health Departments, Michigan Department of Community Health (Immunizations, Maternal and Child Health)
Trade/Professional/Advocacy Organizations	American Cancer Society, Coalition of Michigan Organizations of Nursing, Michigan Local Public Health Association



5. Increase enrollment in Plan First by 20% per year.⁶

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	Local Health Departments, Michigan Department of Community Health (Maternal and Child Health)
Trade/Professional/Advocacy Organizations	Coalition of Michigan Organizations of Nursing, Michigan Local Public Health Association
Other Partners	Federally-Qualified Health Centers, Medicaid

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⁵ Data available via MICR.

⁶ Data available from Michigan Medicaid.

Special Projects for 2009 - 2011: Cervical Cancer



6. Increase number of women served in Family Planning/BCCCP joint project by 10% per year.⁷



<i>Suggested Implementation Partners</i>	<i>Examples</i>
Public Health Organizations	Local Health Departments, Michigan Department of Community Health (Maternal and Child Health)



7. Promote appropriate Pap testing in minority women.⁸



<i>Suggested Implementation Partners</i>	<i>Examples</i>
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center, Faith Access to Community and Economic Development, Healthy Asian Americans Project, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	Local Health Departments, Michigan Department of Community Health (Breast and Cervical Cancer Control Program, Maternal and Child Health)
Trade/Professional/Advocacy Organizations	Coalition of Michigan Organizations of Nursing
Other Partners	Federally-Qualified Health Centers, Medicaid, Migrant Clinics

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⁷ Data available from MBCIS (in FY07, 1,271 women served).

⁸ Data available from BRFSS.

Special Projects for 2009 - 2011: Cervical Cancer

8. Encourage the use of provider/client reminder systems to ensure timely compliance to screening.^{9,10}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Care Insurance Plans	Blue Cross Blue Shield of Michigan
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	Local Health Departments
Trade/Professional/Advocacy Organizations	
University-Based Health Care Delivery Systems with Cancer Programs	

⁹ Evidence-Based Strategy: Client Reminders are Recommended to Increase Cervical Cancer Screening. Available online at www.thecommunityguide.org/cancer/screening/2_client_rem_cerv_post.pdf.

¹⁰ Evidence-Based Strategy: Provider-oriented Cancer Screening Interventions: Provider Reminders. Available online at www.thecommunityguide.org/cancer/screening/provider-reminders.htm.

Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer

Tobacco Control/Lung Cancer Special Project Objective: By 2011, increase the number of health care providers¹ and allied health care professionals² statewide who receive training and apply tobacco use assessment and treatment methods.

Progress Markers			
Available Data Markers	Data Source	Baseline (2006-2007)	Target (2011)
# Trainings provided to health care professionals working with the Michigan Federally Qualified Health Centers, Medicaid Health Plans, Community Mental Health facilities, and Diabetes and Asthma educators.	<ul style="list-style-type: none"> Office of the Chief Medical Executive The Michigan Smokefree Hospitals Grant* MDCH Tobacco Section GlaxoSmithKline Local Coalitions # hits to Linda Thomas' online training on "Implementing Evidence Based Tobacco Assessment and Treatment" 	728	874
Current tobacco use rate	Michigan BRFSS	22.1%	20%
Former tobacco use rate	Michigan BRFSS	25%	26%
Professional Advice to quit	Michigan BRFSS	85%	90%

* Holland Community Hospital; United Memorial Health System; Greenville Northern Michigan Hospital; Spectrum Health System; St. Mary's; Grand Rapids Metropolitan; University of Michigan Health System; the Michigan Health and Hospital Association

¹ Health care providers may include, but are not limited to, the following: primary care, family medicine, obstetrics and gynecology, dentists, pediatricians, physician assistants, and nurse practitioners.

² Allied health care professionals may include, but are not limited to, the following: respiratory therapists, dental hygienists, medical assistants, and other office or hospital staff.

Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer

Strategies



1. Increase the numbers of clinical practices in which staff are trained in evidence-based systems approach to treating tobacco dependence.³

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	
University-Based Health Care Delivery Systems with Cancer Programs	
Other Partners	Michigan State University College of Human Medicine, Spectrum Health Center, University of Detroit Mercy, University of Michigan School of Dentistry



2. Increase the number of trainings provided to health professionals.^{3,4}

<i>Suggested Implementation Partners</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs
Health Education/Health Research and Evaluation
Organizations Representing or Serving Hard-to-Reach and/or Special Populations
Public Health Organizations
Trade/Professional/Advocacy Organizations
University-Based Health Care Delivery Systems with Cancer Programs

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³ A Five-Year Strategic Plan for Tobacco Use Prevention and Reduction (2008-2013). Available online at www.tobaccofreemichigan.org/pdf/StrategicPlan08-13.pdf.

⁴ Evidence-Based Strategy: Ending the Tobacco Problem: A Blueprint for the Nation. Available online at www.nap.edu/catalog.php?record_id=11795#toc.

Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer





3. Promote and seek opportunities to train health professionals at meetings and conferences and arrange for CME/CEUs.³¹²

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	Michigan State Medical Society
University-Based Health Care Delivery Systems with Cancer Programs	
Other Partners	American Academy of Pediatrics – Michigan Chapter



4. Identify and promote online evidence-based trainings for treating tobacco dependence.³

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	
University-Based Health Care Delivery Systems with Cancer Programs	


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Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer



5. Increase awareness of the statewide Quitline and its services among health care organizations and health professionals.^{5, 6}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	
University-Based Health Care Delivery Systems with Cancer Programs	
Other Partners	Michigan Medicaid Bureau of Managed Care

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⁵ Evidence-Based Strategy: Effectiveness of Telephone Counseling and Support to Help More Tobacco Users Quit. Available online at www.thecommunityguide.org/tobacco/tobac-int-phone-support.pdf.

⁶ Strategy from 2005 MCC Lung Cancer/Tobacco Strategic Plan.

Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer



6. Increase trainings for health professionals in assessing child exposure to secondhand smoke and providing cessation services to families.^{3,6}

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	Michigan State Medical Society
University-Based Health Care Delivery Systems with Cancer Programs	
Other Partners	American Academy of Pediatrics – Michigan Chapter,

7. Encourage health professionals to implement systems that support tobacco dependence assessment and treatment as standard of care.⁴

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	Michigan Health and Hospital Association, Michigan Primary Care Association
University-Based Health Care Delivery Systems with Cancer Programs	

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Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer



8. Encourage health professionals to screen and educate youth about tobacco use during all their health care visits, with referral to treatment as appropriate.³

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	
Public Health Organizations	
Trade/Professional/Advocacy Organizations	Michigan Primary Care Association
University-Based Health Care Delivery Systems with Cancer Programs	
Other Partners	American Academy of Pediatrics – Michigan Chapter



9. Increase the amount of tobacco dependence treatment to individuals receiving in-patient care.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Care Insurance Plans	
University-Based Health Care Delivery Systems with Cancer Programs	

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Special Projects for 2009 - 2011: Tobacco Control/Lung Cancer



10. Promote and support organizational partnerships in interventions that specifically target minority populations with higher rates of tobacco use.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	
Trade/Professional/Advocacy Organizations	American Cancer Society, Great Lakes Division, Inc.
University-Based Health Care Delivery Systems with Cancer Programs	



11. MCC member organizations should lead the way in encouraging their staff to participate in active training. Each member representative should identify and assign appropriate staff from within their organization to receive training, if appropriate to their role in counseling patients on tobacco cessation.

<i>Suggested Implementation Partners</i>	<i>Examples</i>
Community-Based Health Care Delivery Systems/Practices with Cancer Programs	
Health Education/Health Research and Evaluation	
Health Care Insurance Plans	
Organizations Representing or Serving Hard-to-Reach and/or Special Populations	ACCESS Community Health Center, Inter-Tribal Council of Michigan, Inc.
Public Health Organizations	
Trade/Professional/Advocacy Organizations	American Cancer Society, Great Lakes Division, Inc.
University-Based Health Care Delivery Systems with Cancer Programs	

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