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Joan Westendorp, MSN, OCN, CCRA

West Michigan Cancer Center

**Welcome to the Michigan Cancer Consortium (MCC) Marketing Toolkit
– An Easy to Use Resource to Promote the MCC.**

The MCC marketing toolkit includes:

- 1) MCC Organizational Focus
- 2) Communicating the MCC Brand – Tagline and Elevator Speech
- 3) MCC Historical Accomplishments
- 4) MCC Logo Usage Guidelines

In addition, you can find information on the MCC Board of Directors at:

<http://www.michigancancer.org/AboutTheMCC/BoardofDirectors.htm>

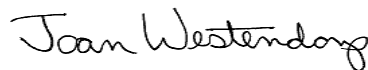
Use the toolkit to easily communicate about the MCC and its work and find the toolkit on the MCC's homepage at: <http://michigancancer.org/>

Suggestions:

- Share the MCC Organizational Focus, Elevator Speech, and Accomplishments with colleagues and partners
- Invite colleagues/others to sign-up for the MCC's listserv. They will receive tools of the month for cancer awareness, timely updates, and announcements; send an email to info@michigancancer.org for more information.

With the toolkit, it is now much easier to share MCC information. Thank you for your help in doing so.

Sincerely,



Joan Westendorp, MSN, OCN, CCRA
MCC Co-Chair



Robert Chapman, MD
MCC Co-Chair



Welcome to the Michigan Cancer Consortium

From its beginning in 1987 when it was formed to advise the state health agency on its cancer control activities, to its more formal founding in 1998 when priorities for cancer control were put in place and the first executive committee was begun, and up to the present – the Michigan Cancer Consortium (MCC) continues to be a leader in cancer prevention and control.

The MCC is your hub for cancer prevention and control information including:

- Resources for health professionals, patients, and the public
- Clinical trial information
- Fact sheets such as the “Breast Density” fact sheet and cancer “type” fact sheets
- Information on what people can do to prevent and detect cancer
- Cancer data
- Cancer genomics information
- Survivorship
- Healthy lifestyles

All resources are easily accessible via the MCC website at: www.michigancancer.org.

With its collaborative mission, and 100 plus member organizations, the MCC has become one of the strongest cancer prevention and control communities in the nation. The MCC’s membership includes organizations that represent:

- University-based health care systems with cancer programs
- Hard-to-reach populations
- Community-based health systems/practices with cancer programs
- Public health
- Health care insurance plans
- Trade/professional/advocacy groups
- Health education/research and evaluation organizations.

Contact the MCC

Email: info@michigancancer.org

Phone: 1-877-588-6224



Tagline

“Your Michigan cancer information resource”

Use: include with use of MCC logo, Constant Contact template for listserve, and in other MCC branded tools including the MCC Update newsletter and website.

Elevator Speech

Statewide Partnership - The Michigan Cancer Consortium (MCC) is a statewide partnership of over 100 organizations who work together to reduce the burden of cancer in Michigan.

MCC = Cancer Information Resource - The MCC provides:

- Resources for health professionals, patients, and the public
- Clinical trial information
- Continuing education
- Fact sheets on different types of cancer
- Cancer genomics information
- Survivorship
- Healthy lifestyles

Website - All resources are easily accessible via the MCC website (michigancancer.org).

National Recognition - The MCC has become one of the strongest state cancer prevention and control communities in the nation and has received two national awards in recognition of its work.

MCC Member Organizations Are Diverse - MCC membership includes organizations that represent: university-based health care systems with cancer programs; hard-to-reach/special populations; community-based health systems/practices with cancer programs; public health; health care insurance plans; trade/professional/advocacy groups; and health education/research and evaluation organizations.

The Strength of a Dedicated Cancer Focus - The MCC's collective expertise improves its ability to have an impact in cancer prevention and control.

Use: share the MCC description/elevator speech with colleagues/stakeholders, staff, patients, community members, and others.



A Record of Accomplishments in Cancer Prevention and Control

From its beginning in 1987 when it was formed to advise the state health agency on its cancer control activities, to its more formal founding in 1998 when priorities for cancer control were put in place and the first executive committee was begun, and up to the present – the Michigan Cancer Consortium (MCC) continues to be a leading state voice for cancer prevention and control.

1987: Michigan Cancer Consortium established to advise the state health agency on cancer control activities.

1987-1996: Developed and disseminated professional guidelines to reduce breast and cervical cancer mortality.

1987-1996: Developed and disseminated breast cancer treatment options.

1996-1997: The MCC builds relationships with 31 local organizations, establishing our founding members base.

1998-1999: The MCC's first executive committee begins.

2001: The MCC, working with local health-based organizations and hospitals, developed the Clinical Trials consensus agreement to assure patient access to cancer clinical trials is both fiscally responsible and medically appropriate.

2006: The MCC receives the first ever C-Change Award for Exemplary Comprehensive Cancer Control Implementation.

2009: The MCC receives the Heroes of Breast Cancer Leadership Award from Karmanos Cancer Institute.

2010: The Ron Davis Smokefree Air Law, protecting Michigan residents and visitors from exposure to second-hand tobacco smoke in all restaurants, bars, and businesses went into effect.

2013: The MCC, as part of the Tobacco Cessation Collaborative, uses education and policy change to significantly increase cancer patient referrals to the tobacco quitline.

2013: The MCC Policy Committee and Health Disparities Workgroup Developed Priorities.

2014: The MCC receives the Comprehensive Cancer Control (CCC) State Coalition Impact Award for tobacco cessation among cancer patients.

2014: Survivorship Care Plan Project developed and implemented to facilitate MCC member organizations meeting Commission on Cancer standards on survivorship care plans.

2014: Third year of MCC Challenge completed which includes assisting MCC member organizations in implementing evidence-based strategies to improve cancer screening rates among their employees.

2015: The MCC increases to over 100 member organizations.



The MCC is a statewide, broad-based partnership that strives to include all interested public and private organizations and provides a forum for collaboration to reduce the burden of cancer among the citizens of Michigan. For the complete MCC mission and vision statements see:

michigancancer.org/AboutTheMCC/MissionAndVision.html

To maintain the MCC brand including recognition and visibility, along with credibility as a leading voice in cancer prevention and control, consistent use and application of the MCC logo is strongly encouraged.

Permission to Use MCC Logo

MCC member organizations are encouraged to display the MCC logo on their websites and in marketing materials. Members do not need to seek permission to use the MCC logo.

Non-members must seek permission to use the MCC logo (if not for an already approved collaborative effort).

For permission, contact info@michigancancer.org, and state the intended use of the logo:

- o Who is requesting
- o For what purpose
- o Where logo will be placed/used
- o Time frame of logo use

Criteria For Use of MCC Logo

The Michigan Cancer Consortium logo must remain intact and pristine with no alterations. For example:

- a. No modifications may be made to logo colors (however the logo may be used in black and white)
- b. No modifications may be made to the font
- c. No modifications may be made to logo proportions

