

Kentucky Cancer Consortium: KEY MESSAGES

Success begins with VISION.

The Kentucky Cancer Consortium is charged with implementing the Kentucky Cancer Action Plan, which provides a clear vision of how to address the second leading cause of death in the Commonwealth. The plan outlines Kentucky's comprehensive cancer control goals and strategies for cancer prevention, early detection, treatment, and quality of life.

The vision is based on COLLABORATION.

Comprehensive Cancer Control offers the power of collaboration as a key approach in reducing cancer. The Kentucky Cancer Consortium is made up of dozens of organizations united through shared vision, common commitment, and collaborative activities.

Collaboration promotes EFFICIENCY.

Cancer is too big and complex a problem for any one group to address efficiently. By pooling information, ideas, skills and strategies, a united partnership is better equipped to set priorities, enhance existing coordination, prevent overlap, maximize resources, and evaluate impact.

Efficiency turns plans into ACTION.

The mission of the Kentucky Cancer Consortium is accomplished through the actions of its members. The Kentucky Cancer Consortium helps its members adapt the goals and strategies of the Cancer Action Plan, engage others in their efforts, and build community capacity.

Action yields RESULTS.

Kentucky Cancer Consortium members are carrying out Kentucky's Cancer Action Plan through activities that promote positive health behaviors, increased cancer screenings, broader access to quality treatment, and a better quality of life for survivors. These results bring us closer to the ultimate goal of saving lives by reducing cancer as a significant health problem in Kentucky.

View Kentucky's Cancer Action Plan at www.KyCancerC.org

