

kentucky cancer consortium

vision

collaboration

efficiency

action

results

*Natural Bridge State Park, Slade, Ky.
All photos courtesy of the Kentucky Department of Parks*



membership packet

Revised July 2015

Barren River Lake State Park, Lucas, Ky.



Dear Colleague,

The Kentucky Cancer Consortium (KCC) is a statewide partnership of organizations united in our purpose to reduce the burden of cancer in Kentucky. By integrating and coordinating our efforts in cancer control, we have the potential to see significant reductions in the incidence, morbidity and mortality rates of cancer among the citizens of our state.

As Kentucky's comprehensive cancer control coalition, the KCC is one of 65 state, tribal and territorial coalitions participating in the Centers for Disease Control and Prevention's National Comprehensive Cancer Control Program. Comprehensive Cancer Control is a collaborative process through which organizations pool resources to reduce the burden of cancer in their state.

As a member of KCC, your organization could help provide leadership, direction and guidance on many of the cancer issues that face Kentucky. This booklet will introduce you to the past, present and future of the KCC and acquaint you with ways in which you can be part of our dynamic team.

We need the involvement of organizations like yours to reduce the significant cancer burden in Kentucky!

Sincerely,

Katie Bathje, MA, LPCC
Program Director
Kentucky Cancer Consortium

Mammoth Cave State Park, Cave City, Ky.



Mission

The Kentucky Cancer Consortium works to significantly reduce the incidence, morbidity and mortality rates of cancer among the citizens of Kentucky through a comprehensive, integrated and coordinated approach to cancer control. This approach covers the cancer continuum: prevention, early detection, treatment and care, and quality of life.

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 alone. 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 carry out the Kentucky 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.

Pennyrile State Park, Dawson Springs, Ky.



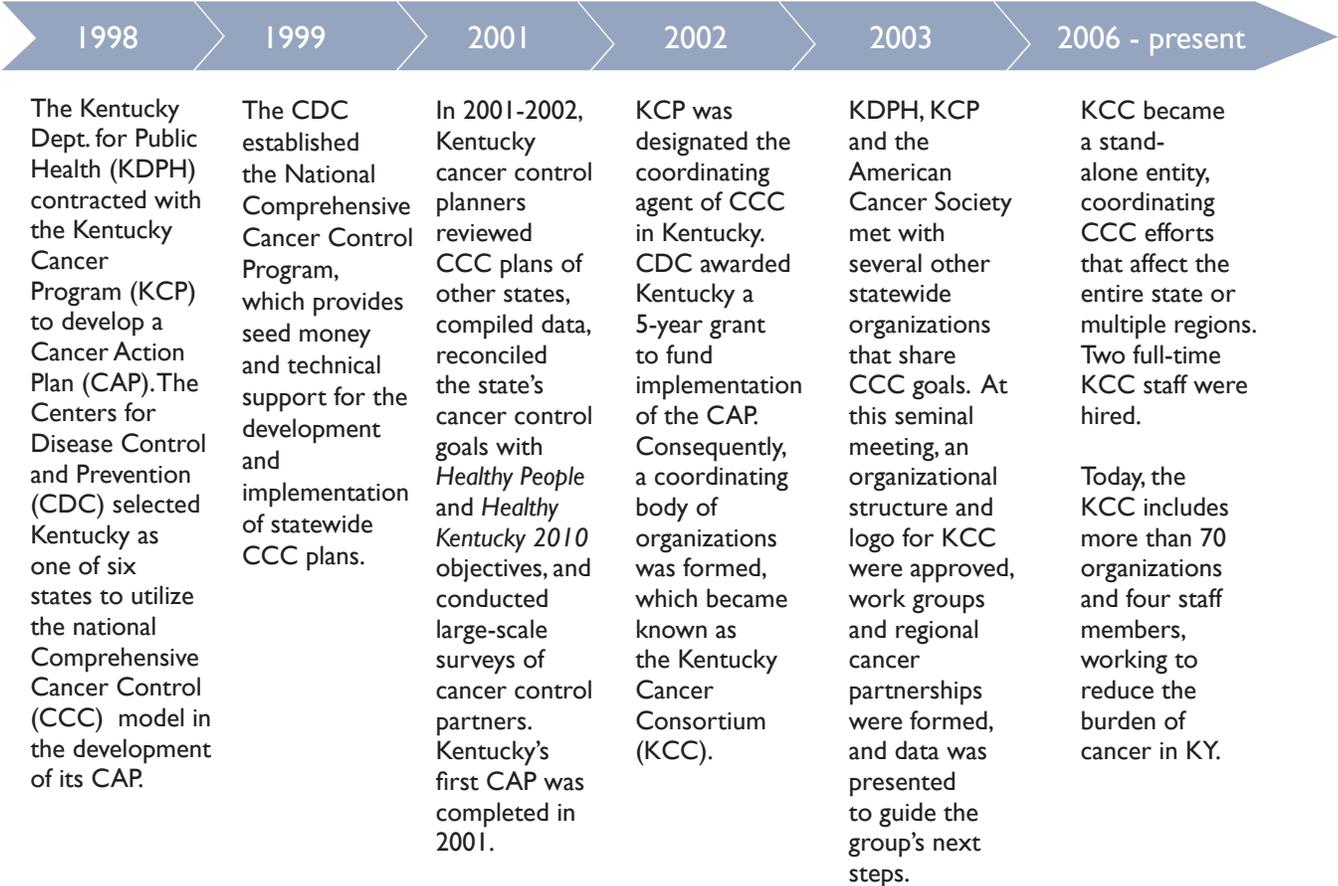
What is comprehensive cancer control?

It wasn't long ago that cancer was considered a death sentence. A culture shift began with passage of the 1971 National Cancer Act, which established the government's commitment to cancer research. The resulting research, which focused on particular cancer sites (breast, lung, prostate, etc.), led to a greater understanding of how cancer works, tests for detecting cancer earlier, and better treatments.

While this "site-specific" approach to cancer research is necessary for success, it is not sufficient to address issues related to the cancer continuum in its entirety. Consider that many Americans with cancer:

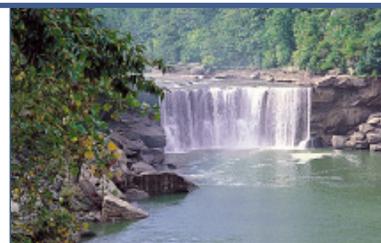
- ◇ Are diagnosed with cancers that could have been prevented (prevention)
- ◇ Are diagnosed with late-stage disease (screening and early detection)
- ◇ Do not have access to or receive recommended treatment (treatment)
- ◇ Do not experience optimal quality of life (quality of life)

For these reasons, state and national organizations began linking cancer prevention and control programs in the mid-1990s to fight cancer more effectively.



Cumberland Falls State Park, Corbin, Ky.

What does the Kentucky Cancer Consortium do?



The Kentucky Cancer Consortium (KCC) achieves its goals and objectives through the collaborative work of its member organizations. KCC provides a neutral environment for multi-regional and state partners to collaborate on specific CAP objectives. While the Consortium meets regularly, smaller topic-focused Teams are more fluid, meeting only as needs and issues warrant such attention.

CONSORTIUM: Provides oversight, direction and guidance in multi-regional and statewide cancer control efforts. The group encourages coordination and collaboration among state-wide organizations. Members are representatives of organizations with a major commitment to cancer prevention and control. The Consortium guides a collaborative process through which organizations work together to carry out the Cancer Action Plan (CAP).

- **Affordable Care Act & Cancer Control Team:** Meet to discuss the implementation of ACA and what it will mean for cancer prevention and control in Kentucky. The team is currently developing communication pieces that will be disseminated by KCC partners. The ACA & Cancer Control Team is also working with health care systems and insurers to get more Kentuckians, particularly the newly insured, screened for colon cancer.
- **Lung Cancer Prevention and Early Detection Network:** Provides a forum for coordination and collaboration to impact lung cancer in Kentucky. This Network is focusing on reducing environmental risk (secondhand smoke and radon), reducing smoking and increasing the percentage of Kentuckians at high risk for lung cancer who are detected at an early stage. Through the coordination of KCC, several members of this Team successfully collaborated to receive funding from Bristol Myers Squibb Foundation for a statewide program addressing lung cancer throughout the continuum, known as Kentucky LEADS Collaborative (kyleads.org).
- **Survivorship & Patient Navigation Team:** Provides a state-level forum in which regional and statewide organizations can identify and discuss gaps in addressing survivorship issues and seek ways to address those gaps. Brings together survivorship professionals for networking and collaboration.
- **Radon Team:** Works together to reduce incidence and mortality from lung cancer due to radon exposure. Particularly focused on policy, systems, and environmental change strategies as related to testing, tracking and reporting radon levels, regulations surrounding licensure and mitigation, as well as public and provider awareness as to radon's effects.

Dale Hollow Lake State Park, Burkesville, Ky.



Kentucky Cancer Action Plan in Action

The Kentucky Cancer Consortium (KCC) oversees the development, revision, and state-level implementation of the Kentucky Cancer Action Plan (CAP). All states, tribes and territories in the U.S. that receive funding from the CDC for comprehensive cancer control have a “cancer action plan” written specifically for their region. Each plan includes goals, objectives and strategies to reduce the burden of cancer throughout the cancer continuum. The CAP is updated on a rolling basis (by goal section).

So how does KCC implement the state’s CAP? Through dissemination to partner organizations for implementation on the local and regional levels, and through the work of Consortium and its Teams. Here are a few examples:

- The Policy, Systems and Environmental Change (PSE) Team successfully applied for a federal grant to work towards furthering sustainable change in three CAP areas: tobacco prevention, colon cancer screening, and increasing access to physical activity opportunities through shared use agreements. Due to the cross-cutting nature of this Team, the wide breadth of topic areas, and the critical change-agent that PSE work has become, PSE priorities are addressed during regular large-group quarterly Consortium meetings with all members present.
- The Resource Plan Team worked to find avenues for funding Cancer Action Plan implementation. The Team initially outlined specific resource amounts needed to fully implement CAP priority objectives, including tobacco prevention and colon cancer. Through partner-building efforts and data expertise, the Team provided support to the Kentucky Cancer Foundation, a 501c3 organization dedicated to funding implementation of CAP goals and objectives affecting the uninsured and underinsured. This Team, now having completed the Resource Plan, has “morphed” into an emerging and much needed topic area -- the Affordable Care Act and Cancer Control Team.
- The Survivorship & Patient Navigation Team works to achieve the CAP goal of “*Promoting the overall health of Kentucky cancer survivors from diagnosis onward, to increase quality of life.*” The Team collaborated to develop measurable objectives for the CAP in an effort to better identify survivorship needs, as well as adequately measure KY’s progress. The Team has hosted two professional development forums bringing together cancer patient navigation professionals from across the state, and regularly communicates via the Kentucky Cancer Patient Navigators’ listserv.
- An example of a Team that has evolved as issues change is the Colon Cancer Prevention Team. For several years the Team met monthly, working towards the CAP goal of “*Reducing the incidence and mortality from colon cancer through prevention and early detection.*” Alongside state and regional organizations, the team developed a statewide campaign to raise public awareness of colon cancer screening and worked to support recent funding for the Kentucky Colon Cancer Screening Program. Having met many of their original goals, members of this team now work on the regional level through the Kentucky Cancer Program, or are part of the Kentucky Colon Cancer Screening Program Advisory Committee.

Grayson Lake State Park, Olive Hill, Ky..



What's expected of me as a KCC member?

KCC members work towards common goals and objectives through their active participation as part of the Consortium and one or more of KCC's Teams (see page 5). During difficult fiscal times, KCC staff are especially aware that face-to-face meetings utilize a great deal of staff time and travel expense. For example, the Consortium endeavors to meet face-to-face quarterly, with e-mail and conference calls scheduled as necessary between meetings. Teams meet on an as-needed basis as projects arise. KCC staff and Team chairs do their best to make meetings timely, efficient, and productive, with detailed agendas and specific outcomes.

KCC members:

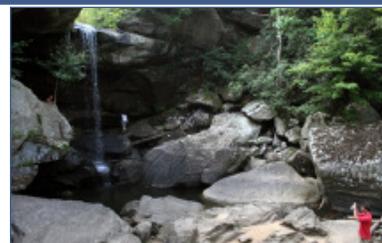
- Utilize cancer control data and best practices to identify and prioritize statewide needs for cancer prevention and control, identifying evidence-based interventions and resources to meet those needs.
- Provide a neutral forum for cancer control partners to network, coordinate and collaborate.
- Communicate identified needs, interventions and resources across groups and regions acting as a neutral clearinghouse of information.
- Increase efficiency and reduce duplication of effort by coordinating activities with major partners in cancer prevention and control.
- Seek financial and in-kind resources to fund Cancer Action Plan (CAP) priority areas.
- Maintain and update the CAP priority goals, objectives and strategies to address cancer prevention and control gaps.
- Conduct systematic evaluation of the cancer control prioritization and implementation process.
- Support efforts to reduce the burden of cancer inequities faced by underserved populations
- Participate in influencing policy development and educating policy makers.

Ultimately, KCC members do more together than they ever could by working on their own.

The KCC keeps information flowing via face-to-face meetings, a weekly news e-mail called "Wednesday's Word", a website (<http://www.kycancerc.org>), conference calls and webinars.

To learn more about membership, active Teams, and current KCC priorities, contact Katie Bathje, KCC Program Director, at 859-323-3534.

Cumberland Falls State Park, Corbin Ky.



Kentucky Cancer Consortium Member Organizations

- American Cancer Society
- American Cancer Society Cancer Action Network
- American College of Obstetricians and Gynecologists
- American College of Surgeons
- American Heart Association
- American Lung Association in Kentucky
- Area Health Education Centers (AHEC)
- Baptist Health
- Center for Health Equity
- Center of Excellence in Rural Health
- Colon Cancer Prevention Project
- Faith Moves Mountains
- Friend for Life Cancer Support Network
- Gilda's Club, Louisville
- Hispanic Disparities Research, UK College of Nursing
- Humana - Kentucky
- Kentucky Academy of Family Physicians
- Kentucky African Americans Against Cancer
- Kentucky Alliance of YMCAs
- Kentucky Association of Hospice and Palliative Care
- Kentucky Association of Radon Professionals
- Kentucky Cancer Foundation
- Kentucky Cancer Link
- Kentucky Cancer Program East,
University of Kentucky Markey Cancer Center
- Kentucky Cancer Program West,
University of Louisville Brown Cancer Center
- Kentucky Cancer Registry
- Kentucky Center for Smoke-free Policy
- Kentucky Cervical Cancer Coalition
- Kentucky Chamber of Commerce
- Kentucky Council on Post-Secondary Education
- Kentucky Department of Education
- Kentucky Department of Insurance
- Kentucky Department for Medicaid Services
- Kentucky Department for Public Health
 - Chronic Disease Branch
 - * Cancer Control Leadership Team
 - * Kentucky Colon Cancer Screening Program
 - * Worksite Wellness Program
 - Health Promotion Branch
 - * Tobacco Prevention and Cessation Program
 - * Obesity Prevention Program
 - Division of Women's Health
 - * Kentucky Women's Cancer Screening Program
- Kentucky Department for Public Health (cont.)
 - Office of Health Equity
 - Kentucky Radon Program
- Kentucky Environmental Foundation
- Kentucky Health Department Association
- Kentucky Homeplace
- Kentucky Hospital Association
- Kentucky LEADS Collaborative
- Kentucky Medical Association
- Kentucky Nurses Association
- KentuckyOne Health
- Kentucky Primary Care Association
- Kentucky Public Health Association
- Kentucky Retirement Systems
- Kentucky Rural Health Association
- Kentucky Voices for Health
- Kentucky Youth Advocates
- Kids Cancer Alliance
- Leukemia and Lymphoma Society
- Lung Cancer Alliance
- Norton Cancer Institute
- Operation UNITE
- Partnership for a Fit Kentucky
- Qsource (Medicare QIO)
- Susan G. Komen - Lexington
- Susan G. Komen - Louisville
- University of Kentucky:
 - Center for Clinical and Translational Science
 - Cooperative Extension Service
 - Markey Cancer Center Affiliate Network
 - Markey Cancer Center
 - Prevention Research Center
 - Rural Cancer Prevention Research Center
- University of Louisville, Brown Cancer Center

Natural Bridge State Park, Slade, Ky.



KCC Contacts

Kentucky Cancer Consortium staff members are dedicated to assisting your organization in your cancer prevention and control efforts. Below is our contact information. Please feel free to contact any one of us for technical assistance and support.

Katie Bathje, MA, LPCC

Program Director

katie@kycancerc.org

859-323-3534

Leadership areas: Consortium management (fiscal, staff, membership, initiatives, communications), Kentucky Cancer Program/regional cancer control liaison, CDC & KDPH liaison, patient navigation, survivorship, worksite wellness, national and state colon cancer screening initiatives, website, cancer control news & resources

Jennifer Redmond Knight, DrPH

Co-Principal Investigator

jredknight@kycancerc.org

859-509-4123

Leadership areas: Evaluation, data & epidemiology, Strategic planning, Resource Plan, Kentucky Cancer Foundation liaison, health systems, Affordable Care Act, lung cancer prevention and control, Kentucky LEADS C3, manuscript development, coordinated chronic disease prevention and health promotion, facilitation and training

Kristian Wagner, MS, RD, LD

Health Policy Director

kristian@kycancerc.org

859-327-1611

Leadership areas: Policy, systems and environmental (PSE) change: smoke-free, radon, shared use, obesity, nutrition and physical activity; PSE trainings, local/regional PSE liaison