

## The Ohio Comprehensive Cancer Control Plan 2015-2020

*The Ohio Comprehensive Cancer Control Plan 2015-2020* (The Cancer Plan) is a strategic plan to prevent and reduce the cancer burden for all Ohioans. It is designed to provide guidance to individuals and organizations that play a role in controlling cancer.

The following materials were designed to help you promote the Ohio Partners for Cancer Control (OPCC) and the Cancer Plan to your colleagues, constituents, other state and local stakeholders/partners and policy makers.

- **Q & A** - General talking points that summarize the key points of the Cancer Plan for use during meetings, presentations, etc. It explains why and how the Cancer Plan was developed, what it hopes to achieve, and how organizations can get involved.
- **Fact Sheet** -Graphic introduction to the Cancer Plan including its goals, long-term objectives, outcomes and framework for how it will be implemented.
- **A Call to Action** - Guidance for how various sectors, stakeholders and OPCC members can use the Cancer Plan to identify evidence-based objectives that fit specific community needs and align with a larger statewide effort.

For electronic copies of these materials and an OPCC logo that you can place on your organization's website, go to <http://www.healthy.ohio.gov/CancerPlan>. For questions about the Ohio Partners for Cancer Control, contact Tina Bickert at 614-387-0537 or [Tina.Bickert@odh.ohio.gov](mailto:Tina.Bickert@odh.ohio.gov)

Thank you for your commitment to preventing and reducing the burden of cancer in Ohio.



## Q and A

### Why does Ohio need to focus on preventing and reducing the burden of cancer?

- Ohio ranks 40th in the country for overall health of its population. A combined state ranking of health outcomes and healthcare costs shows that Ohio's health value ranking is 47th in the country, with Ohioans living less healthy lives and spending more on health care than people in most other states.<sup>1</sup>
- Cancer claimed the lives of more than 25,000 Ohioans in 2012, at a rate (182.0 per 100,000) 9 percent higher than the U.S. rate (166.5 per 100,000).<sup>2</sup>
- Rates for the most preventable risk factors: tobacco use, overexposure to sun and avoidance of preventative screenings are higher in Ohio than in many other states.<sup>3</sup>
- In 2009, cancer cost the U.S. \$86.6 billion in direct medical costs and \$130 billion in indirect mortality costs (cost of lost productivity due to premature death), according to National Institutes of Health reports.<sup>4</sup>
- In the United States, about one half of all males and more than one third of all females have a lifetime risk of developing some type of cancer.<sup>5</sup>
- The risk for developing a cancer is shaped by social and economic conditions. If you are a minority, live in poverty, did not go to college, or have a mental illness or disability, you are at a higher risk of being diagnosed with cancer and dying from the disease.

<sup>1</sup>Health Policy Institute of Ohio, 2015

<sup>2</sup>United States Cancer Statistics, 2012

<sup>3</sup>Ohio Annual Cancer Report, 2015

<sup>4</sup>National Institutes of Health, 2015

<sup>5</sup>Ohio Annual Cancer Report, 2015



### What is Ohio's Comprehensive Cancer Control Plan 2015-2020?

- The Cancer Plan is a five year guide to prevent and reduce cancer in Ohio. It was developed by the Ohio Partners for Cancer Control (OPCC), a collaboration of organizations, programs and individuals that are dedicated to reducing the cancer burden in Ohio and improving the overall population health.
- The purpose of the Cancer Plan is to develop, implement and evaluate comprehensive strategies to reduce cancer in Ohio through collaboration. OPCC provides statewide leadership and coordination while serving as a catalyst for cancer prevention, control and end-of-life activities throughout Ohio.

### What does the Cancer Plan hope to achieve?

- The goal of the Cancer Plan is to ensure a *cancer-free future for all Ohioans*. There are three core focus areas within the Cancer Plan:
  1. **Primary Prevention:** actions taken by individuals, communities, institutions and governments to reduce the incidence of preventable cancers.
  2. **Early Detection:** reliable screenings conducted to find precancerous and cancerous abnormalities prior to the onset of symptoms.
  3. **Patient-Centered Services:** specialized care for people with a cancer diagnosis that focuses on improving the quality of life for those persons and their support system.

### How was the Cancer Plan developed?

- The Cancer Plan was developed using the Centers for Disease Prevention and Control's (CDC) National Cancer Control Program Priorities.
  1. Emphasize primary prevention of cancer.
  2. Support early detection and treatment activities.
  3. Address public health needs of cancer survivors.
  4. Implement policy, systems and environmental changes to build sustainable cancer control.
  5. Promote health equity as it relates to cancer control.
  6. Demonstrate outcomes through evaluation.



- The goal of the Cancer Plan is to ensure a *cancer-free future for all Ohioans*. There are three guiding principles within the Cancer Plan
  1. Make data-driven decisions;
  2. Use evidence-based interventions; and
  3. Identify and address cancer disparities and achieve health equity.

### **How is the Cancer Plan going to be implemented?**

- The Cancer Plan will be implemented by the OPCC and other stakeholders.
- The OPCC consists of partners from many sectors—communities, individuals, schools, healthcare, worksites, government and public health—working together to leverage resources and maximize reach.
- The OPCC is open to all interested organizations/agencies/companies/individuals.

### **How can your organization or agency get involved?**

- Align with the larger statewide effort by using the Cancer Plan to identify the evidence-based objectives that best fit your community's specific needs.
- Join the OPCC coalition as objective partners and leads to share your progress and help meet the Cancer Plan's measures.



## The Ohio Comprehensive Cancer Control Plan 2015-2020

Goal: A Cancer-Free Future for All Ohioans

### Long-term Outcome

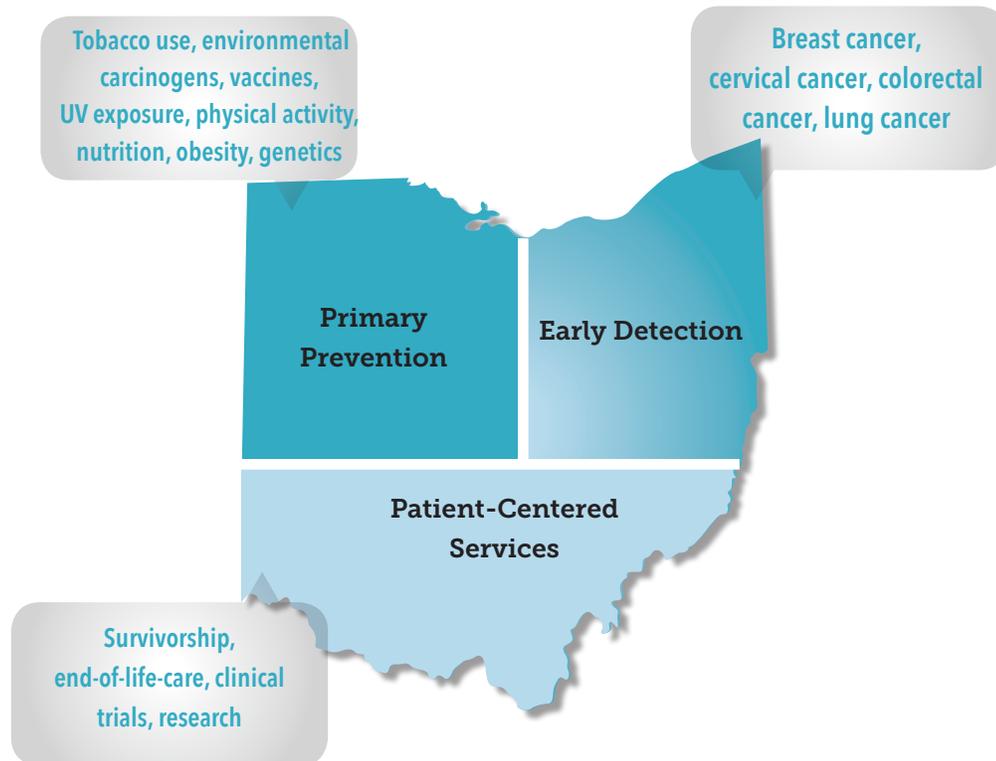
Reduce the cancer burden in Ohio.

### Three Core Focus Areas

**Primary Prevention:** Reduce the incidence of preventable cancers.

**Early Detection:** Identify cancer at the earliest possible stage.

**Patient-Centered Services:** Improve the life of persons diagnosed with cancer and their support systems.



### How to Get Involved

The success of the Cancer Plan relies on the collective efforts of many partners in multiple sectors working together to help reach the Cancer Plan's long term outcome. For information on how to join the Ohio Partners for Cancer Control, contact Tina Bickert by email at [Tina.Bickert@odh.ohio.gov](mailto:Tina.Bickert@odh.ohio.gov) or by phone at 614-387-0537.



## A Call to Action

The Cancer Plan cannot be implemented by only a few organizations or agencies. Its success will be measured by the collective efforts of many partners in multiple sectors working together to help reach the Cancer Plan's long-term outcomes. Listed below are a few examples of actions that could be implemented by you or your organization.

### Communities

- Your community-based cancer coalitions can use the Cancer Plan to identify the objectives and strategies that best fit the group's mission.
- Support policies and programs that decrease the use of tobacco by youth.
- Create a local level action plan that will assist in eliminating barriers to cancer screenings.

### Schools and Universities

- Your school may have a cancer coalition or disease prevention committee which can use the Cancer Plan to prioritize objectives to align with other local and state activities.
- Promote healthy lifestyle behaviors such as good nutrition, physical activity, and tobacco prevention activities, to students and staff.

### Healthcare Systems

- Partner with your local public health department to identify communities at risk and discuss how to use the Cancer Plan to fulfill relevant objectives.
- Promote the Human Papillomavirus (HPV) vaccine.
- Support and promote the use of evidence-based cancer screening guidelines.
- Implement a reminder system to identify patients due for recommended cancer screenings.

### Worksites

- Join the Healthy Ohio Business Council and make winning the Healthy Ohio Healthy Worksite Award one of your goals.
- Encourage employees to eat healthy and be physically active.
- Hold cancer screening events at the worksite.
- Provide full coverage and time off for recommended cancer screenings.



## A Call to Action *continued*

### **Government/Legislation**

- Support the regulation of tanning bed use by youth.
- Provide support for legislation that improves patient-centered actions, such as survivorship services, hospice and palliative care funding, and research and clinical trials.

### **Individuals**

- Spread the word in your households, schools, worksites, communities, places of worship, social media, etc. that everyone deserves opportunities to make patient centered decisions regarding their own health care.
- Become active in an organization or advocacy group working to improve the burden of cancer.
- Eat healthy foods, be physically active every day and quit or never use tobacco products.
- Get recommended cancer screenings.

### **Professional Organizations and Individual Healthcare Providers**

- Provide training opportunities for professionals members on standards of care and symptom management of cancer survivors.
- Ensure that members and individual healthcare professionals are aware of the importance and benefits of cancer clinical trials and make appropriate referrals.
- Ensure the Cancer Plan's objectives fit into your provider offerings.
- Identify and fill gaps that are omitted from your provider offerings.

### **State or Public Health Agency**

- Encourage communities to identify policy, systems and environmental interventions concerning cancer prevention and control.
- Address barriers to cancer screenings in underserved and high risk populations.
- Promote the use of evidence-based cancer screening guidelines and the HPV vaccine.
- Promote programs that encourage healthy eating and physical activity.

