

2003 Maryland State Council on Cancer Control Conference: *Unveiling the 2004-2008 Maryland Comprehensive Cancer Control Plan*



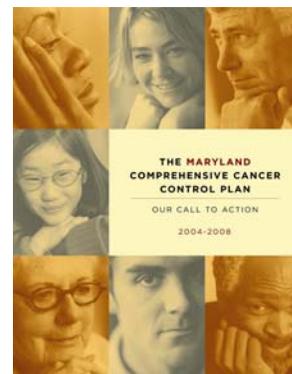
On November 12, 2003, at Martin's West in Baltimore, Maryland, the Maryland State Council on Cancer Control hosted its 12th Annual conference on the issues and challenges with cancer control in Maryland. The focus of the annual conference was on the unveiling of the 2004-2008 Maryland Comprehensive Cancer Control Plan. Over 350 individuals attended the conference and it was the largest event ever sponsored by the State Council on Cancer Control.

Council Chair Dr. J. Richard Lilly (**at right**) welcomed attendees to the conference and thanked them for taking the time out of their busy schedules to attend the conference. As the focus of the day was to unveil the new cancer plan, Dr. Lilly cited a quote from noted cancer survivor and cyclist Lance Armstrong to frame his comments about the benefits and endless possibilities of partnerships and the benefits they could bring. Dr. Lilly stressed the importance of working together for the benefit of all Marylanders.



Following Dr. Lilly, Dr. Carlessia Hussein (**at left**) welcomed the attendees on behalf of the Secretary of Health and Mental Hygiene, Nelson Sabatini. She praised the work of all the public health professionals in the room and, like Dr. Lilly, urged everyone to partner together in cancer control efforts across the state.

After the welcome from Drs. Lilly and Hussein, staff from the Cancer Council and DHMH discussed the development of the Maryland Cancer Coalition, spoke of the future initiatives around the cancer plan, and formally unveiled the 2004-2008 Maryland Comprehensive Cancer Control plan. Robert Villanueva, Executive Director of the State Council on Cancer Control, detailed the development of the new cancer plan. At the conclusion of his presentation, Mr. Villanueva unveiled the cover of the cancer plan (**at right**) to the public. Following the unveiling, Marsha Bienia, Director of the Center for Cancer Surveillance and Control at the Department of Health and Mental Hygiene, discussed how the new cancer plan could be used and the potential impact the new plan could have on public health. Michelle Spencer continued the theme of partnerships by announcing plans to form the Maryland Cancer Coalition. The Maryland Cancer Coalition will bring all members of the cancer control community into a forum to disseminate, act upon, and be informed about cancer control issues at the local, state, and national level.



Following the formal unveiling of the 2004-2008 Maryland Comprehensive Cancer Control Plan, Leslie Given from the Centers for Disease Control and Prevention and Dr. Jon Kerner from the National Cancer Institute gave the conference's keynote addresses. The title of the keynote address was "Comprehensive Cancer Control: Can We Practice What We Preach?"



Ms. Given (**at left**) discussed the development of the Comprehensive Cancer Control framework and model and reviewed the nature of CDC's Comprehensive Cancer Control Program, including the status of funding around the country. Focusing on the theme of partnerships, Ms Given highlighted national partners with whom CDC was working across the country and CDC's plans for helping states to build more effective partnerships in the future. Ms. Given closed her portion of the keynote address by using sections of the Maryland Comprehensive Cancer Control Plan to point out challenges Maryland may face as the state moves towards implementation.

After Ms. Given, Dr. Jon Kerner (**at right**) spoke about taking research from "the bench to the trench" in a timely manner so that research can be translated into improved outcomes. Dr. Kerner stated that "there is a critical disconnect between research discovery and program delivery and this disconnect is, in and of itself, a key determinant of the unequal burden of cancer in our society." Dr. Kerner also spoke about a project on which NCI, CDC, and the American Cancer Society have partnered called Cancer Control PLANET. Standing for Cancer Control Plan, Link, Network with Evidence based Tools, the project is a web portal providing access to data and resources that can help planners, program staff, and researchers to design, implement and evaluate evidence-based cancer control programs.



Following a question and answer session for Dr. Kerner and Ms. Given, Conference Chair Donna Cox introduced Dr. Martin Abeloff of the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins and Dr. Stephen Schimpff of the Greenebaum Cancer Center at the University of Maryland. In a session entitled "Emerging Issues in Cancer Control", Drs. Abeloff and Schimpff spoke about the future of cancer control and what the cancer research centers in Maryland see as the future.

Dr. Abeloff (**at right**) stated that his institution is focusing on prevention issues related to nutrition and chemoprevention, along with screening and early detection initiatives involving molecular markers and molecular imaging. Dr. Abeloff also highlighted the work of researchers at John Hopkins and the work they have done under federal funding, as well as funding from the State's Cigarette Restitution Fund Program.





Dr. Schimpff (**at left**) focused his presentation, “The Future of Cancer Care”, on genomics, the integration of new technology, information management, and palliative care. Regarding genomics Dr. Schimpff stated that the genome has been mapped, but now we need to find out the functions of each genome. Newer technologies, Dr. Schimpff said, are being developed at a rapid pace and how we integrate them into our practice of cancer care is a key consideration.

Dr. Schimpff also pointed out that palliative care is now considered to start when someone is diagnosed, not after diagnosis. Dr. Schimpff closed his presentation by reiterating that the National Cancer Institute’s 20-year goal of “no one suffers, no one dies” should be the goal of all cancer organizations.

After lunch, Dr. Jean Ford, from the Bloomberg School of Public Health at Johns Hopkins, and Dr. Claudia Baquet (**both pictured at right**) from the University of Maryland Special Populations Network and chair of the 2004-2008 Maryland Cancer Plan’s Disparities Chapter Committee, gave presentations on the issue of healthcare disparities in cancer and what can be done to eliminate disparities.



Dr. Ford began his presentation by looking at the pathways to disparities and used the CRFP Prostate Cancer Program in Baltimore City as a case study. By examining the incidence rates of prostate cancer in Baltimore City, Dr. Ford and his colleagues in the CRF Program at the Bloomberg School of Public Health developed the Baltimore City Prostate Cancer Plan, the goal of which is to reduce disparities in prostate cancer rates by partnering with community organizations and increasing access to screening.

Dr. Baquet started her presentation by defining what is meant by the term “disparities” and presenting cancer incidence rates, survival rates, and contributing factors to the development of these disparities based on racial factors. Dr. Baquet highlighted the University of Maryland’s model to eliminate cancer disparities. This program, headed by Dr. Baquet, includes the development of the Maryland Statewide Health Network under the CRFP, Maryland Special Populations Research Network created through a grant from NCI, and the Comprehensive Cancer Research Planning Grant.

The final panel presentation of the day was dedicated to providing an update on the programs, progress, and lessons learned in the three years since the CRF Program’s inception. Moderated by the CRFP’s Executive Director, Dr. Carlessia Hussein, the panel featured presentations by Dr. Diane Dwyer (Colorectal Cancer), Ilise Marrazzo (Oral Cancer), Rhonda Silva (University of Maryland Baltimore Breast and Cervical Cancer Program), Charlotte Neuhaus (John Hopkins Medical Institutions Prostate Cancer Program), and Joan Stine (Tobacco Use Prevention and Cessation.)



Exhibitors

As has been a tradition since the 2001 Cancer Council Conference, the hallways of Martin's West were filled with exhibits from various cancer-related organizations and programs. This year, 25 organizations exhibited, and the comments received on evaluations noted that the exhibits were very beneficial and informational to the attendees.



Conference Evaluation and Feedback



Conference participants were asked to complete a survey that allowed them to comment on the facilities and conference organization. Over 60% of the approximately 350 participants completed the survey.

Over 85% of the evaluation comments were excellent or good with regard to the facility and accessibility. In general, most comments were very favorable, with conference organization, content, clarity of presentations, and folder materials receiving very high marks. Over 80% of the evaluations said that the conference met or exceeded their expectations, and 82% of the respondents said that their knowledge of the Maryland Comprehensive Cancer Control Plan was increased.



Appendix C:

**Selected Materials from the 11th Annual State
Council on Cancer Control Conference:**

***Unveiling the 2004-2008 Maryland Comprehensive
Cancer Control Plan***

Cancer Issues and Challenges

The 10th Maryland State Council on Cancer Control Conference

November 12, 2003

Agenda

- 8:00-9:00:** **Registration and Continental Breakfast**
- 9:00-9:30:** **Call to Order, Welcome and Remarks**
- Nelson J. Sabatini, Maryland Department of Health and Mental Hygiene
 - Dr. J. Richard Lilly, Maryland State Council on Cancer Control
- 9:30-10:00:** **Unveiling the 2004-2008 Maryland Comprehensive Cancer Control Plan**
- Robert Villanueva, Maryland State Council on Cancer Control
 - Marsha Bienia, Maryland Department of Health and Mental Hygiene
 - Michelle Spencer, Maryland State Council on Cancer Control
- 10:00-10:10:** **Morning Break**
- 10:10-11:00:** **Comprehensive Cancer Control: Can We Practice What We Preach?**
- Leslie Given, Centers for Disease Control and Prevention
 - Dr. Jon Kerner, National Cancer Institute
- 11:10-11:45:** **Emerging Issues in Cancer Control: The Cancer Center Perspective**
- Dr. Martin Abeloff, Sidney Kimmel Comprehensive Cancer Center
 - Dr. Steven Schimpff, Marlene and Stewart Greenebaum Cancer Center
- 11:45-1:10:** **Networking Lunch**
- 1:15-1:45:** **Disparities and Cancer Control**
- Dr. Jean Ford, Johns Hopkins Bloomberg School of Public Health
 - Dr. Claudia Baquet, University of Maryland School of Medicine
- 1:45-3:15:** **Maryland's Fight Against Cancer: A Cigarette Restitution Fund Update**
- **Moderator:** Dr. Carlessia Hussein, Maryland DHMH
 - **Presenters:**
 - Oral: Ilise Marrazzo, Maryland DHMH
 - Colorectal: Dr. Diane Dwyer, Maryland DHMH
 - Breast & Cervical: Rhonda Silva, Univ. of Maryland at Baltimore
 - Prostate: Charlotte Neuhaus, SKCCC at Johns Hopkins
 - Tobacco: Joan Stine, Maryland DHMH



2003 Conference Exhibitors:

Organization

- 1 American Cancer Society
- 2 Baltimore City Breast and Cervical Cancer Program at Medstar
- 3 Baltimore County Cancer Program
- 4 Baltimore County Tobacco Program
- 5 Cancer Information Service
- 6 DHMH Minority Outreach and Technical Assistance Program
- 7 Eastern Shore Oral Cancer Coalition
- 8 Harbor Hospital
- 9 HarborView Cancer Center
- 10 Harford County Health Department
- 11 Hopewell Cancer Support
- 12 Howard County Health Department.
- 13 Johns Hopkins and University of Maryland Baltimore Cancer Programs (Joint)
- 14 Johns Hopkins Baltimore Cancer
- 15 Susan G. Komen Breast Cancer Foundation
- 16 Leukemia and Lymphoma Society
- 17 Maryland Public Health Association
- 18 Maryland Skin Cancer Coalition
- 19 MedChi - the Maryland State Medical Society
- 20 Office of Oral Health at DHMH
- 21 Smoke Free Maryland
- 22 State Council on Cancer Control
- 23 Maryland Statewide Health Network
- 24 University of Maryland CRF Program
- 25 Union Memorial Hospital
- 26 Calvert County Health Department

Conference Evaluation Summary

Total Respondents: 197

Total Attendees: 350

Conference Participants:

	# Respondents	Percentage
Member of Local Government	7	4%
Healthcare Provider	21	11%
Health Education/Community Outreach	45	23%
LHD Staff	69	35%
DHMH	17	9%
Researcher	8	4%
Administrator	8	4%
Student	3	1%
Cancer Council Member	3	1%
Other	16	9%
TOTAL	197	100%

Previously attended a Cancer Council Event:

Yes: 57% (average of 2 previous events attended per person)

No: 40%

Conference Facilities:

	Excellent	Good	Fair	Poor
Accessibility	57%	38%	4%	0.5%
Convenient Location	53%	36%	11%	1%
Luncheon	50%	33%	16%	2%
Time of event	53%	45%	3%	0%
Audio/visual set-up	57%	39%	4%	0%

Conference Program:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The information provided was valuable.	1%	2%	10%	48%	36%
The conference met my predetermined expectations.	1%	8%	16%	49%	24%
The CRF Program update was helpful in my understanding of the program's evolution over the last 2 years.	2%	3%	15%	45%	26%
Information gained from this conference helped in my understanding of the Maryland Comprehensive Cancer Control Plan.	1%	5%	11%	51%	31%
Overall the speakers provided relevant and useful information.	2%	3%	9%	51%	32%
The program was valuable	1%	2%	9%	49%	36%

The conference was helpful in establishing the need for partnership efforts in comprehensive cancer control:

Yes: 96%

No: 4%