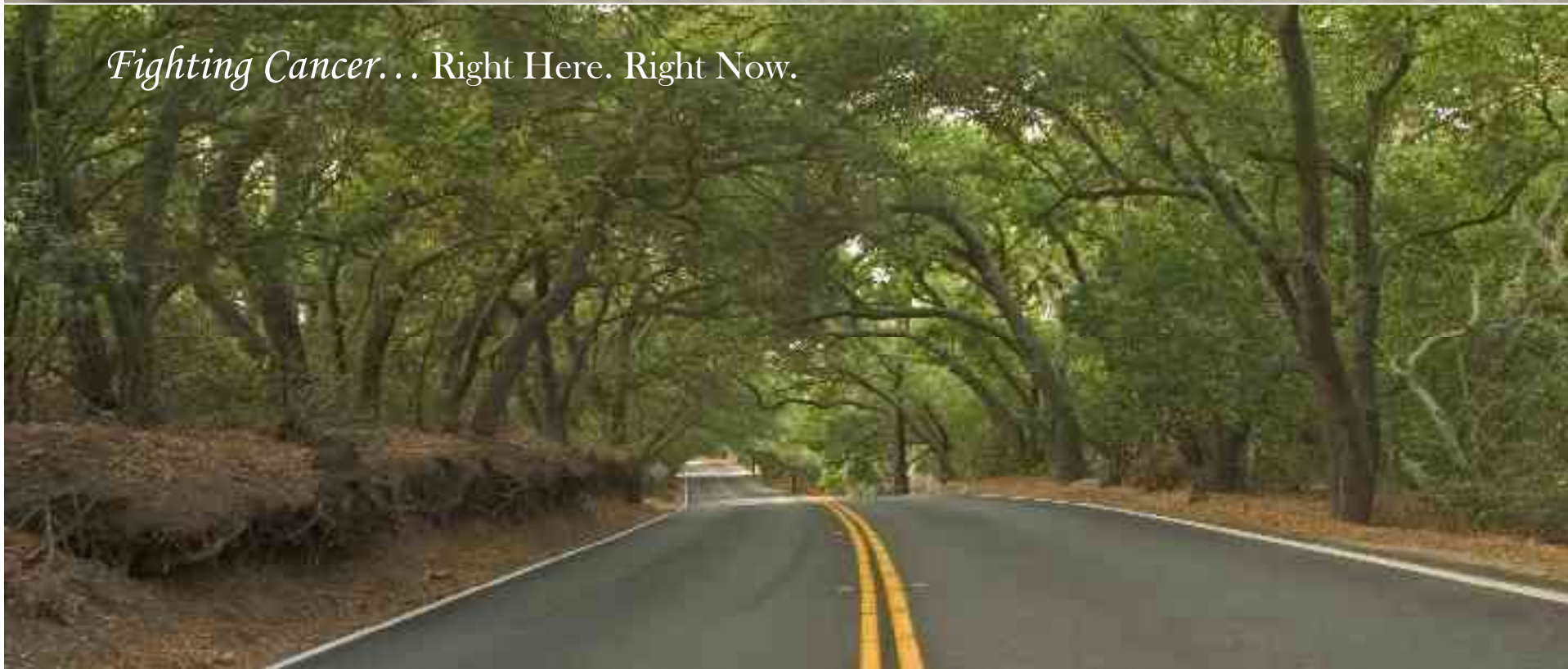


Fighting Cancer... Right Here. Right Now.



**Georgia's Comprehensive Control Plan
and the Regional Cancer Coalitions of Georgia**

Georgia Research Summit ~ May 2008

James Hotz, MD

Jim Hotz, M.D.



- Board Officer,
Southwest Georgia Cancer Coalition
- Medical Director,
Southwest Georgia Cancer Coalition
- Member, State Cancer Plan
Steering Committee
- **President, The Council of Regional
Cancer Coalitions of Georgia**

In the beginning

- Georgia made the landmark decision to utilize Tobacco Settlement Dollars for comprehensive cancer control and research
- The first Comprehensive Cancer Control Plan created the GEORGIA CANCER COALITION – a national model for statewide cancer control and translational research
- The GCC through a complex planning and competitive grant process then created REGIONAL CANCER COALITIONS - a national model for regional cancer control and translational research
- **THE VISION:**
GEORGIA #1 IN CANCER CONTROL
GEORGIA #1 IN CANCER RESEARCH INFRASTRUCTURE

The Regional Cancer Coalitions of Georgia



- Central Georgia Cancer Coalition, Macon
- East Georgia Cancer Coalition, Augusta
- Northwest Georgia Cancer Coalition, Rome
- Southeast Georgia Cancer Alliance, Savannah
- Southwest Georgia Cancer Coalition, Albany
- West Central Georgia Cancer Coalition, Columbus

The Council of Regional Cancer Coalitions of Georgia

- Estimated Population Covered: 3 Million+
 - Black: 30%
 - White: 65%
 - Hispanic: 5%
- Over 50% rural population
- COC Approved Cancer Centers: 23

The Council of Regional Cancer Coalitions of Georgia

Our Mission, adopted June 2007

“As Regional Cancer Coalitions of Georgia,
the six statewide counterparts join forces
to act as a catalyst
to minimize the burden of cancer in Georgia.”

Our Goals

1. Eliminate cancer disparities
2. Facilitate statewide cancer control innovations

The Council of Regional Cancer Coalitions of Georgia

Our Focus: Comprehensive Cancer Control

- Prevention
- Education
 - Community
 - Professional
- Screening
- Clinical Trials
- Survivorship
- Standards of Care
- Population-based Research
- Evaluation & Data Management



Georgia Comprehensive Cancer Control Plan 2008-2012

- Coordinated by the Georgia Cancer Coalition and Georgia Department of Human Resources
- Regional Cancer Coalitions on Steering Committee and Planning Workgroups
- Over 150 Georgians representing the continuum of cancer control working together for 2 years
- MAKING THE VISION A REALITY

Website: www.georgiacancer.org

Georgia Comprehensive Cancer Control Plan : Key Issues

Signed letter of support from Stuart Brown, MD; Georgia Division of Public Health; William Todd, GCC; Governor Perdue

Prevention

- \$1.00 increase in tobacco tax and comprehensive investment in tobacco control
- Comprehensive efforts on obesity prevention and control
- HPV vaccine access
- Invest 20% of tobacco settlement (~\$30 Million of \$150 Million each year) in prevention.

Screening and Early Detection

- Remove financial barriers to screening with 100% insurance coverage and increasing funding so that 20% of tobacco settlement goes into screening efforts
- Emphasis on cervical, breast, colon, and prostate
- efforts to become a leader in translational research in screening practices.

Georgia Comprehensive Cancer Control Plan : Key Issues

Treatment

- Significant increase in access to clinical trials and expansion of Georgia CORE
- Universal adherence to NCCN guidelines
- Statewide Pain Coalition

Evaluation

- IOM Metrics 52 evidence-based measures to serve as state dashboard.

Research

- Expand Distinguished Cancer Clinicians and Scholars
- Statewide Tissue Bank
- Georgia Cancer Study (COHORT STUDY)
- 6 Regional Cancer Coalitions for translational research
- Emory and MCG to become designated Comprehensive Cancer Centers

Georgia Comprehensive Cancer Control Plan : Prevention

PREVENTION GOAL 1

*Reduce the number of Georgians exposed
to the harmful effects of tobacco.*

- Ensure that Georgia has nationally experienced leadership setting priorities and strategies for comprehensive, statewide tobacco prevention
- work with organizations such as the Regional Cancer Coalitions (RCCs) on local initiatives and research. (*Strategy 1.3.5*)

Georgia Comprehensive Cancer Control Plan : Early Detection & Screening

Georgia is positioned to engage in statewide research efforts in cancer screening:

- GCC
- Georgia CORE
- Georgia Comprehensive Cancer Registry (GCCR);
- State tissue and tumor bank,.

Georgia's Regional Cancer Coalitions are well positioned to:

- facilitate the strategic assessment of local efforts,
- expedite statewide education, and
- play significant roles in the statewide adoption of best practices, including patient navigators and the mobilization of community groups

Georgia Comprehensive Cancer Control Plan: Early Detection & Screening

EARLY DETECTION AND SCREENING GOAL 1 *Remove barriers to cancer screening services.*

Expand and enhance Community Health Advocate (CHA) programs throughout the state. (*Strategy 1.2.4*)

Georgia Comprehensive Cancer Control Plan : Early Detection & Screening

EARLY DETECTION AND SCREENING GOAL 2

Increase participation in recommended screenings for breast, colorectal, cervical, and prostate cancers.

Use community networks represented by the RCCs to increase public awareness regarding risk factors for these cancers and the availability of effective screening. (*Strategy 2.2.1*)

Georgia Comprehensive Cancer Control Plan : Treatment & Palliation

TREATMENT AND PALLIATION GOAL 2

Increase accrual of Georgia residents to cancer clinical trials.

Evaluate the project and extend successful components to at least one other Regional Cancer Coalition. (*Strategy 2.1.2*)

Offer provider training for clinical trials program to two RCCs by the year 2008 and all RCCs by the year 2010. (*Objective 2.2*)

Georgia Comprehensive Cancer Control Plan: Regional Cancer Coalition Projects

	Prevention	Early Detection & Screening	Treatment & Palliation	Data & Metrics
Central		X	X	
East	X		X	
Northeast		X		X
Southeast			X	X
Southwest		X	X	
West Central	X	X		

Value of Regional Cancer Coalitions: Statewide Collaboration

The six regional coalitions create a translational research infrastructure to facilitate statewide comprehensive control efforts via collaborations:

- State Cancer Plan
- Regional Cancer Coalitions
- Georgia CORE
- Biorepository
- Georgia Cancer Study (COHORT STUDY)
- IOM Report
- Scholars

Georgia Comprehensive Cancer Control Plan: Regional Cancer Coalitions

*What does this mean for you?
Say it IS so Joe*

Joe Lipscomb PhD

*“Southwest Georgia Patient Dropout Study”
begets*

“Statewide Georgia CoC RQRS”



Regional Coalition Initiative: Commission on Cancer Rapid Quality Reporting System (RQRS)

National priority: ACoS Commission on Cancer, ASCO, NCI, CDC, ACS and others

Collection and assessment of critical data on clinical oncology management

Set the stage for timely submission of data to CoC for calculating national rates of QOC measures

Remarkable opportunity to highlight Georgia CoC hospitals

Complements the Georgia Cancer Coalition's Information Exchange and other state initiatives

Georgia Comprehensive Cancer Control Plan

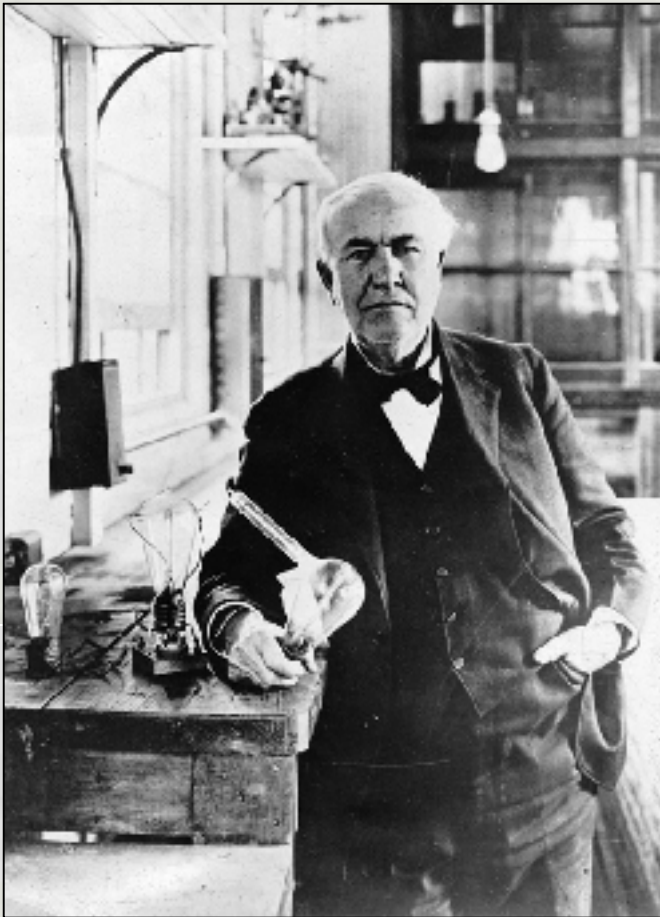
It is vital to obtain resources to implement this 92-page plan.

”A brilliant and vast plan for cancer control will not succeed with half-vast funding”

Organized ADVOCACY will be essential.

CALL TO ACTION: Promote New State Cancer Plan Objectives

I invite and strongly urge each one of you to participate in the implementation phase of the new State Cancer Plan.
“Together we can!”



*“Genius is one percent inspiration,
ninety-nine percent perspiration.”*

- Thomas Edison, 1932



Research Treatment
Clinical Trials
Prevention
Early Detection

Thank you!

For more information about today's presentation:

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