

*Maryland  
Cancer  
Collaborative*



# Maryland Cancer Collaborative and Future Cancer Plan Implementation

Niharika Khanna, MD, MBBS, DGO, Chair, Maryland Cancer  
Collaborative

Associate Professor of Family and Community Medicine, Psychiatry and  
Pediatrics at the University of Maryland, School of Medicine

# What is comprehensive cancer control?

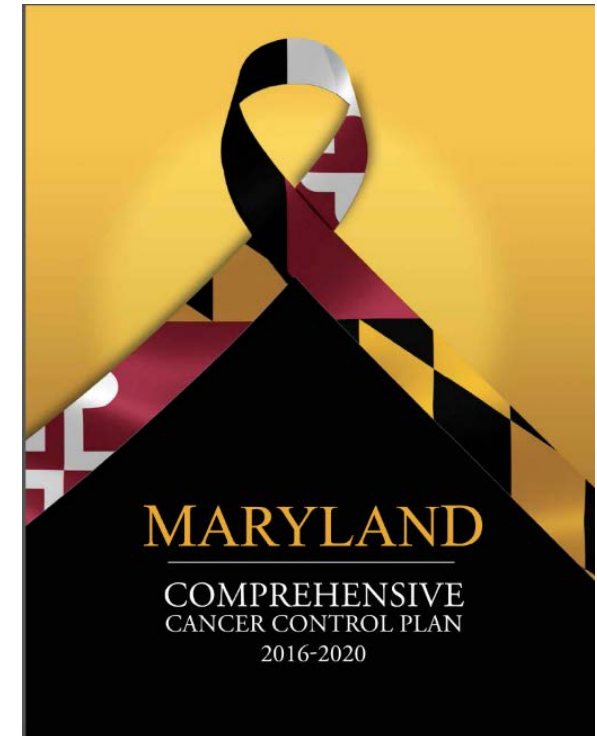
---

- Per the Centers for Disease Control and Prevention, **comprehensive cancer control** is a strategic approach
  - *to prevent or minimize the impact of cancer in communities*
  - *that brings together key partners and organizations to develop a plan to reduce the number of community members who get or die from cancer*
- Maryland Comprehensive Cancer Control Program at MDH implements these approaches and supports the Maryland Cancer Collaborative (MCC)

# Maryland Cancer Collaborative (MCC)

---

- Statewide coalition of volunteers who implement the Maryland Comprehensive Control Plan.
- Work with individuals and organizations throughout the state to implement the Maryland Comprehensive Cancer Control Plan.
- Bring together existing groups and new partners from across the state to collaborate on a common goal: **reducing the burden of cancer** in Maryland.



# MCC Annual Meeting, September 2018

---

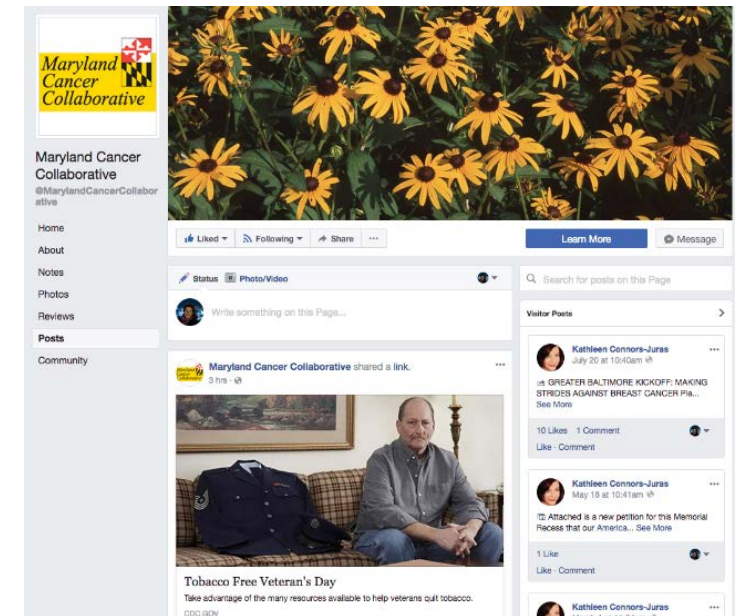
## New Priority Strategies include topics on:

- Tobacco Cessation
- HPV Vaccination
- Underappreciated and lesser known risk factors for cancer (alcohol consumption, hepatitis, radon exposure)
- Targeted outreach and education to minority and other underserved populations
- Survivorship care plans, palliative and hospice care awareness



# Join the Maryland Cancer Collaborative

- Join as an individual or as an organization
  - <https://pha.health.maryland.gov/cancer/cancerplan/Pages/collaborative.aspx>
- Follow our Facebook page:
  - [www.Facebook.com/MarylandCancerCollaborative](http://www.Facebook.com/MarylandCancerCollaborative)
- Receive monthly MCC E-Updates about upcoming events, news articles, and other opportunities to get involved in cancer prevention and control.



# Join an MCC Workgroup

- New Workgroups starting in 2019!
- Please try to sign up by **November 30<sup>th</sup>**
- <https://www.surveymonkey.com/r/MCCworkgroups>



The Maryland Cancer Collaborative (MCC) is recruiting members to new workgroups formed around its priority strategies from the Maryland Comprehensive Cancer Control Plan. Workgroups will begin meeting in January 2019 to create action plans to implement their priorities. Please indicate whether you would like to join one or more of the new workgroups by selecting below.

**Name** (First and Last Name):

# Tobacco Cessation Workgroup Update

---

**Strategy:** Educate Maryland hospitals about the importance of and encourage adoption of policies to provide inpatient counseling and treatment for patients who use tobacco

**Co-Chairs:** *Krystle F. Pierce*, Project Director, MDQuit Resource Center, & *Joanne H. Ebner*, Manager, Cancer Prevention Department & Anne Arundel Medical Center

**Project:** Conducted a survey of Maryland hospitals to assess the level of inpatient tobacco treatment services along with tobacco protocol & policies.

All hospitals are offering some type of referral treatment: NRT; Referral to 1-800-Quit-Now; Self Help Materials; Counseling; Referrals.

Next Steps: Using the information gathered from the survey to assist hospitals in developing & implementing evidence-based tobacco treatment services for inpatients by providing information and resources.

# Access to Care and Services Workgroup

---

**Strategy:** To ensure cultural, financial, and geographic access and provide information to underserved populations on how to access healthcare and supportive services.

**Chair:** Patsy Astarita, LCSW-C, OSW-C, Manager, Supportive Care & Community Services  
University of Maryland, Upper Chesapeake Health Kaufman Cancer Center

**Project:** Conducted a survey of providers at primary care centers and cancer centers regarding demographics of their patient populations and what type of resources would meet their needs.

Developing a resource guide for providers and office staff to raise awareness of cultural sensitivity issues and provide materials to further their learning on the burden of cancer in Maryland among disparate populations.

Next Steps: Plans to disseminate via MCC communication venues and through Workgroup member channels.



# Hospice Data Utilization Workgroup

---

**Strategy:** Create partnerships to develop and implement a plan to collect cancer patient hospice utilization data.

**Co-Chairs:** Peggy Funk, Hospice and Palliative Care Network of Maryland, & Michele Levin, Gilchrist

**Project:** Identified available hospice data and current gaps in existing data, survey hospices to gather additional data, as well as solicit Maryland Healthcare Commission to expand the data that is current being collected in the Annual Hospice Survey. The Workgroup reached out to Maryland Hospice providers requesting completion of brief survey to provide 2016/17 data, and asked the Maryland Healthcare Commission to add additional questions to Annual Hospice Survey to collect data in future surveys.

**Future Plans:** Once data has been collected it will be used to track hospice utilization increases/decreases among patients with the primary diagnosis of cancer and their length of stay.

# HPV Vaccination Workgroup

---

**Strategy:** Implement systems changes within healthcare practices to check teenage patients' vaccination status and offer all indicated vaccines at each visit; schedule the next HPV vaccination dose before the end of the current appointment; and, utilize reminder and recall strategies.

**Chair:** Dr. Niharika Khanna, University of Maryland

## **Projects:**

Anne Arundel Pediatric Offices: Provide various education events for providers (CME opportunities) and parents (community outreach); training and resources for pediatric offices, including toolkits, signage, best practices.

HPV vaccine “Catch-Up” Project: UMBC champions HPV Vaccine among students through systems changes and campus education and outreach.

HPV Vaccine Encouragement Letters to Universities and Colleges: Distributed letters to heads of colleges and universities to encourage leadership to champion HPV vaccine and reach out to MDH for additional resources.

# Communications Workgroup

---

**Strategy:** To use media outlets such as websites and social media outlets; print, radio, and television PSAs; billboards; and press releases to provide public health messages related to cancer.

**Chair:** Karen Warmkessel, University of Maryland Medical Systems

**Projects:**

Media Email List

Cancer Survivors Awareness Day Social Media toolkit

Family History Factsheets

Update on Cancer in Maryland White Paper

Palliative Care Awareness Video/PSA

# Palliative Care Awareness Video

---

*Special thanks to...*

- **Cathy Miller**, cancer survivor and palliative care patient
- **Maggie Kuhnlein, LCSW-C**, palliative medicine social worker, Anne Arundel Medical Center
- **Helen Gordon, MD**, director of palliative care, University of Maryland St. Joseph Medical Center
- **Dawn Goodburn**, marketing strategist, Anne Arundel Medical Center
- **Chris Lewkovich**, videographer, University of Maryland Medical System





**Thank you!**

**November 14, 2018**  
**Anne Arundel Medical Center, Doordan Institute,**  
**Annapolis, Maryland**