

THE COUNCIL TIMES



Issue 3 / March 2013

WELCOME to the *Council Times*, the official newsletter of the New Mexico Cancer Council

New Priorities Guide New Mexico Cancer Council Efforts

This year, the New Mexico Cancer Council will focus its efforts on several priority areas included in the *Cancer Plan*. **Quality of life issues** for cancer survivors remain a priority for the Council through the promotion of talking points to help people with cancer address quality of life issues with their health care providers. A focus on **collecting and disseminating data on cancer health disparities** will enable the Council to improve awareness among key decision makers about cancer health disparities and about issues including access to cancer pain management, palliative care, and end of life services. The Council will also seek out opportunities to **support proactive tobacco control efforts**, including collaborating with others to ensure tobacco funds are directed to appropriate tobacco control programming and conducting special outreach to cancer survivors around tobacco cessation. Finally, the Council will work to **increase access to cancer-related services** through expansion of community-based patient navigation services and health advocate services provided by Federally Qualified Health Centers.

At the November 2012 annual Cancer Council retreat, members participated in breakout groups related to the priorities to discuss how each priority could be addressed over the next year. Discussions resulting from the breakout groups are being used to determine whether new workgroups need to be formed to address the priorities or if existing workgroups have the interest or capacity to do this. A survey was recently sent out to existing workgroup chairs about how their groups align with the new priorities and suggestions for additional ways to support the *Cancer Plan*.

New Community Guide Cancer Fact Sheets

The Community Guide has posted two new [What Works](#) fact sheets that summarize the [Community Preventive Services Task Force](#) findings, and systematic reviews on which they are based, for cancer screening and skin cancer prevention. The fact sheets are in the public domain and may be printed as presentation or exhibit handouts, attached to webinar materials, or linked to from slides and websites. These two new *What Works* fact sheets are in addition to a Reducing Tobacco Use and Second-hand Smoke Exposure fact sheet also available from the Community Guide.

REMINDER!

The New Mexico Cancer Council Annual Retreat will be March 20, 2013; United Way of Central New Mexico, 8:00am-12:30pm

IN THIS ISSUE

New Priorities Guide Council Efforts

Community Guide Cancer Fact Sheets

Collaboration Corner

New Resources for New Mexico Cancer Data

Council Website Provides Access to Resources

Join Google Groups to Stay in Touch

Welcome New Members!

New Mexico Cancer Center Grant

CDC Smoking Cessation Resource

This newsletter is published to help New Mexico Cancer Council members stay connected between Council meetings and to share important information about past, present and upcoming Council events and initiatives. Be sure to visit the Council's website at www.cancernm.org/cancercouncil/

Collaboration Corner



Register for a webinar on Collaboration

Research to Reality (R2R) Cyber-Seminar Series: Tuesday, March 19th, 2013, 2:00-3:00pm EST

Join this webinar for two engaging presentations on how collaboration is a key factor in the successful use of multi-level interventions (MLIs) in communities. One presentation will provide an overview of multi-level interventions and the evidence behind this approach. In addition, concrete examples will be provided of how MLIs have been used in communities to improve health. The other presentation will present a case study of the *Shape-Up Somerville* program (in Somerville, MA), a collaborative MLI designed to increase daily physical activity and healthy eating through programming, physical infrastructure improvements, and policy work. Register for this webinar at <https://researchtoReality.cancer.gov/cyber-seminars>.

Developed and supported by the National Cancer Institute, Research to Reality is an online community of practice that links cancer control practitioners and researchers and provides opportunities for discussion, learning, and enhanced collaboration on moving research into practice.

New Resource for New Mexico Cancer Data

Opportunities for Cancer Control: An overview of screen- detectable and tobacco-related cancers in New Mexico

Developed by the New Mexico Tumor Registry in response to a request by the Rural Issues Workgroup, this document presents statewide and county-specific data for cancers that are amenable to public health interventions. The report was designed to enable public health professionals and other community members to identify and document opportunities for cancer prevention and control in our state. It includes information on stage of disease at diagnosis (i.e. local, regional, distant and unknown) for three screening-detectable cancers (female breast, colorectal and cervix) by Public Health Region and race/ethnicity; incidence and mortality rates for those three cancers by region; and incidence and mortality rates for the major tobacco-related cancers.

This data analysis can be used to identify cancer control projects that address the needs of diverse communities including communicating with them about reducing their risk for cancer and identifying actionable strategies to reduce the burden of cancer on New Mexico. You can access this document on the Council's website:

http://cancernm.org/documents/Revised_OpportunitiesforCancerControl_February2013.pdf

New Mexico Cancer Plan 2012-2017 available online

The *New Mexico Cancer Plan 2012-2017* can now be accessed online on the Cancer Council website, as well.

Council Resources Can be Found on Council Website

In addition to the new data document and the *Cancer Plan*, many other Council-related resources can be found on the Council's website. Meeting minutes are available from both the Executive Committee and the general Council and provide information about discussions, action items and decisions that impact the work of the Council. Reports related to Council initiatives, new member orientation information and materials from past Council educational trainings can also be reviewed by accessing the Council website: <http://cancernm.org/cancercouncil/>.

Member News

New Mexico Cancer Center's Medicare Innovation Center Grant

Last year, Dr. McAneny, chief executive officer with the New Mexico Cancer Center, received a \$19.7 million grant from the Medicare Innovation Center to improve treatment methods in order to keep patients healthier, prevent hospital stays and emergency room visits and lower costs for care. Using a team-based model, this approach provides patients with seamless, integrated, high-quality cancer care and has been referred to as an Oncology physician-directed medical home.

Congress created the Center for Medicare and Medicaid Innovation under the Affordable Care Act to test innovative payment and service delivery models to reduce program expenditures while preserving or enhancing the quality of care for those patients who receive Medicare or Medicaid benefits. For more information, read a full [press release here](#).

Commit to Quit Smoking in 2013 - Available Resources

Even though the New Year is well under way, it's never too late to give up smoking. The Centers for Disease Control and Prevention's Office on Smoking and Health has activities and products available that can help. Use these materials and resources to support those in your community who want to quit. The following websites include information and videos designed to support smokers in their cessation efforts:

<http://www.cdc.gov/features/smokingcessation/index.html>

CDC's one-stop shop on smoking and tobacco use:

<http://www.cdc.gov/tobacco/index.htm>

In New Mexico, the Department of Health's Tobacco Use Prevention and Control (TUPAC) Program offers free, comprehensive cessation services including web and phone-based cessation services and text message support. The web based services can be accessed through <http://www.quitnownm.com/> (QuitNowNM.com). The phone based cessation services can be accessed through 1-800- QUITNOW. Free Nicotine Replacement Therapy is available for both types of cessation services. Learn more about these services as well as TUPAC's new statewide cessation campaign during a presentation given by staff from the TUPAC program at the March 20th meeting!

Presbyterian Accreditation

The Presbyterian Breast Care Network received its three-year accreditation from the National Accreditation Program for Breast Centers (NAPBC) in September 2012.

Stay connected between Council meetings with Google Groups

The Cancer Council has a forum for sharing information and resources such as announcements of funding availability, job openings, professional education opportunities, and public education events. Email Marissa.kutzscher@state.nm.us to join.

Welcome New Council Members!

The Executive Committee has approved the following new NMCC member:

- Anna Permar, individual member (approved October 16th, 2012)

Spring 2013 SELECT HEALTH OBSERVANCES

March:

Colorectal Cancer Awareness Month

April:

Alcohol Awareness Month

May:

Melanoma/Skin Cancer Detection and Prevention Month

UPCOMING 2013 MEETINGS

Council Meetings

March 20, 2013 (United Way)
July 17, 2013 (location TBD)
Nov. 20, 2013 (location TBD)

Executive Committee Meetings

April 16, 2013: 2:30 - 4:30p
June 11, 2013: 2:30-4:30p
August 20, 2013: 2:30-4:30p
Oct. 15, 2013: 2:30-4:30p
Dec. 10, 2013: **2:00-4:00p**

All meetings can be found on the Council website:
www.cancernm.org/cancercouncil

Do you have ideas for the NMCC newsletter? Share them with the PR workgroup for consideration! Contact Christine Brown at christina.brown@state.nm.us.