C-CHANGE 15th ANNIVERSARY CELEBRATION

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Agenda & Program Book
2013 Annual Meeting

December 10, 2013
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December 10, 2013

Dear Members, Partners, and Friends –

Welcome to C-Change’s 2013 Annual Meeting and a celebration of our 15th Anniversary. An anonymous author once wrote, “An anniversary is a time to celebrate the joys of today, the memories of yesterday, and the hope of tomorrow.”

All of those elements are combined in today’s meeting. We will look at our past accomplishments since we first convened as leaders from the three sectors in 1998 at College Station, Texas. We will remember fondly and with thanks the extraordinary leadership provided by President and Mrs. Bush that was so crucial. We will look at the present and what we’ve done this past year on our collaborative mission. And we are grateful for the smooth transition in honorary leadership and the skills that Coach Mike Krzyzewski has brought to our organization.

And we will look to the future. The Board of Directors held a strategic retreat in Durham, NC in November with the incredible help of Dr. Sim Sitkin of the Fuqua School of Business at Duke University. Today you will hear highlights from their discussions about the organization’s next five years. More importantly, you will hear about our plans to engage all of you over the next several months in looking at new opportunities where we can make a unique contribution together to the rapidly changing field and society we are part of.

Our next annual meeting will be in May of 2014 and we see it as an extension of this meeting. At that time we will launch the next, 5-year generation of C-Change action as we continue our unique role in “collaborating to conquer cancer.”

With many thanks for all each of you do to make our collective success possible,

Tom Kean, MPH
President and CEO
ACKNOWLEDGEMENT

C-Change is very grateful to Lilly USA, LLC and Celgene for their generous support of the 2013 Annual Meeting and 15th Anniversary Celebration.

We are reminded often that our successes are made possible only through the tremendous commitment our members make to our collaborative efforts. We are deeply thankful for your generous commitment of time, expertise, enthusiasm, and hard work. We gratefully acknowledge those listed below who have financially supported our work this year as of December 1, 2013.

American Cancer Society, Inc.
American College of Surgeons
American Society of Clinical Oncology
President and Mrs. George H. W. Bush
Campaign for Tobacco-Free Kids
Celgene
CEO Roundtable on Cancer
Peggy Conlon and Robert Reale
Dana-Farber Cancer Institute
The Dana Foundation
Richard and Elizabeth Duke
Hogan Lovells US, LLP (pro bono)
Phillip Huang
Johnson & Johnson
Stephen Kindred
LEGACY - For Longer Healthier Lives
Life Beyond Cancer Foundation
Lilly USA, LLC

LIVESTRONG Foundation
The National Association of Social Workers
The National Breast Cancer Foundation
The North American Association of Central Cancer Registries
Oncology Nursing Society
Pfizer
Purdue Pharma
Gary and Cindy Reedy
Robert Wood Johnson Foundation
John R. Seffrin
State Farm Insurance Companies
UnitedHealthcare
The United Health Foundation
The University of Kansas Cancer Center
The University of Texas Health Science Center at San Antonio
Vital Options
2013 ANNUAL MEETING & 15TH ANNIVERSARY CELEBRATION
Ronald Reagan Building & International Trade Center | 1300 Pennsylvania Ave, NW | Washington, DC

Tuesday, December 10, 2013

8:00 am – 9:30 am  Registration & Networking Continental Breakfast
10:00 am – 10:10 am  Welcome
  • Governor Bob Wise, Alliance for Excellent Education
    Chair, C-Change Board of Directors

10:10 am - 10:30 am  Celebrating 15 Years of Collaborating to Conquer Cancer
  • Elizabeth “Betsy” Clark, PhD, ACSW, MPH
    Secretary, C-Change Board of Directors

10:30 am -11:20 am  Strategic Initiatives – Tackling Cancer’s Wicked Problems
  Overview of Wicked Problems
  • Betty Duke, PhD, University of Maryland
    Chair, C-Change Annual Meeting Committee
  Strategic Initiatives Progress and Action
  • Tom Kean, MPH, C-Change
    President & CEO

11:20 am – 11:35 am  Break

11:35 am -12:00 pm  C-Change Annual Report
  Overview / Introduction
  • Tom Kean, MPH, C-Change
    President and CEO
  Leadership and Membership
  • William Mayer, MD, Bronson Healthcare Group
    Chair, C-Change Membership Committee
      • 2013 New Members
      • Recognition of Service – Membership Committee & Board of Directors
  Finances and Fundraising
  • Greg Curt, MD, AstraZeneca
    Treasurer, C-Change Board of Directors
  President and CEO’s Report - Operations
  • Tom Kean, MPH, C-Change
Tuesday, December 10, 2013 (Continued)

12:00 pm – 12:15 pm  Break

12:15 pm – 2:15 pm  15th Anniversary Luncheon
  • Recognizing & Celebrating C-Change Leaders
  • Luncheon Opening Remarks - Mike Krzyzewski, Duke University, Honorary Co-Chair, C-Change
  • Tribute to Zora Brown – Wayne A. I. Frederick, MD, MBA & Maureen Lichtveld, MD, MPH
  • Tribute to Ronald B. Herberman, MD – Robert C. Young, MD
  • CCC Awards – Leslie Given, MPH & Marcus Plescia, MD, MPH
  • C-Change Hidden Hero Awards- Mike Krzyzewski, Duke University, Honorary Co-Chair, C-Change
  • Luncheon Closing Remarks - Mike Krzyzewski, Duke University, Honorary Co-Chair, C-Change

2:15 pm – 2:30 pm  Break

2:30 pm - 3:30 pm  The Future of C-Change – Strategy for the Next Five Years
  • Overview & Update on C-Change’s Strategic Plan - Governor Bob Wise, Chair, C-Change Board of Directors
  • Membership Q &A - Governor Bob Wise and Tom Kean

3:30 pm – 4:00 pm  Reflections and Call to Action
  • Mike Krzyzewski, Duke University, Honorary Co-Chair, C-Change
C-CHANGE: COLLABORATING TO CONQUER CANCER

GOALS
A world with no preventable cancers: All cancers detected early; optimal quality of life; patients treated with best therapies possible; advancing the science; eliminating inequalities in cancer.

STRATEGIES
Build Consensus
Act Collectively
Change the National Conscience
Advocate for System Change
Show Results

TEAM ACTIONS

Convening
Catalyzing
Networking

TEAM ACTIONS
National Biospecimen Network Blueprint
Clinical Trials Guidance Documents
Chemoprevention Research
Increasing Privacy Protection and Reducing Research Impediments

PREVENTION, EARLY DETECTION, AND RISK REDUCTION
Making the Business Case for Cancer Prevention and Early Detection
Risk Reduction Messaging
Tobacco Control

WORKFORCE
Promoting Careers in Cancer
Cancer Core Competencies for Non Oncology Professionals
National Cancer Workforce Strategy
Sustaining a Strong National Cancer Workforce

ACCESS, DISPARITIES, AND VALUE IN CANCER CARE
Access to Care
Patient Navigation
Cancer Surveillance and Information
Geographic Intervention Project
Palliative and Hospice Care

COMPREHENSIVE CANCER CONTROL (CCC)
State Cancer Plans
Technical Assistance and Training
Engaging Businesses in CCC Coalitions
Access to Care Guidance
Recognizing Excellence in State, Tribe, and Territory CCC Efforts

15th Anniversary “Milestones”
C-CHANGE MILESTONES OVER THE PAST 15 YEARS

Every journey is marked by milestones and between every milestone are many of steps. Those many steps are taken by many people. A hallmark of C-Change has been the incredible engagement of so many cancer leaders in our collaborative work over the last 15 years. And all who participated have given of themselves over and above their regular jobs and commitments.

Every person who gave time and ideas, every outline and concept paper published, every conference call and summit held, every dollar or in-kind service donated, and every toolkit, guide, position paper or product generated, contributed to our accomplishments over the past 15 years.

**RESEARCH**
- National Biospecimen Network Blueprint
- Clinical Trials Guidance Documents
- Chemoprevention Research
- Increasing Privacy Protection and Reducing Research Impediments

**PREVENTION, EARLY DETECTION, AND RISK REDUCTION**
- Making the Business Case for Cancer Prevention and Early Detection
- Risk Reduction Messaging
- Tobacco Control
- Promoting a National Shift to Cancer Risk Reduction

**WORKFORCE**
- Promoting Careers in Cancer
- Cancer Core Competencies for Non Oncology Professionals
- National Cancer Workforce Strategy
- Sustaining a Strong National Cancer Workforce

**ACCESS, DISPARITIES, AND VALUE IN CANCER CARE**
- Access to Care
- Patient Navigation
- Cancer Surveillance and Information
- Geographic Intervention Project
- Palliative and Hospice Care

**COMPREHENSIVE CANCER CONTROL (CCC)**
- State Cancer Plans
- Technical Assistance and Training
- Engaging Businesses in CCC Coalitions
- Access to Care Guidance
- Recognizing Excellence in State, Tribe, and Territory CCC Efforts
ACCELERATING RESEARCH AND PROTECTING PRIVACY

Several years ago the C-Change Research Advisory Committee agreed that reducing research and privacy burdens imposed by the HIPAA Privacy Rule was an important area of focus for C-Change. C-Change has provided HHS comments proposing specific regulatory changes on multiple occasions.

In January 2013, the Department of Health and Human Services (HHS) published a Final Rule modifying the current HIPAA Privacy, Security, Enforcement and Breach Notification Rules in accordance with the Health Information Technology for Economic and Clinical Health Act and the Genetic Information Nondiscrimination Act. In several places, language in this major Rule is consistent with repeated C-Change comments to HHS, suggesting that we played an important role in this huge step forward for research and privacy.

2013 Highlights

- Collaborated with Hogan Lovells US, LLP to analyze the January Final Rule including how it addressed C-Change objectives and remaining gaps in protecting patient privacy and accelerating research
- Educated C-Change members and partners about the Final Rule and how it relates to C-Change objectives (webinar available at www.c-changetogether.org/HIPAA)
- In an effort to support consistent and effective implementation of the new Final Rule, C-Change, in collaboration with Hogan Lovells, drafted common language and standards for consent forms

Moving Forward

C-Change will work with members, research societies and others to:

- Determine if the new regulations lead to the intended positive impact on clinical and research outcomes and ascertain problems in implementation as they arise
- Further educate researchers about the new Rule
- Finalize and disseminate consent form guidance

For now, C-Change will not continue advocacy for an opt-out strategy of consent, changes to de-identification standards, or federal preemption of state privacy laws related to health data, all of which were not addressed in the Final Rule. C-Change will monitor the political climate and ongoing progress/impediments and will re-assess the decision to advocate for these should that become necessary.

Get Involved:

C-Change needs help from you, our members and partners, to help educate about the Final Rule, and gain feedback about implementation. Contact Payal Shah at pshah@c-changetogether.org to discuss how you can help.
PROMOTING A NATIONAL SHIFT TO RISK REDUCTION

About half of all cancer cases are preventable through changes in diet, exercise, and smoking behaviors and even more deaths can be averted through increased screening. Despite this fact, America continues to focus on “sick care” rather than a more balanced “healthcare” approach. C-Change is working to catalyze a shift in America’s dialogue and behavior to focus more on cancer risk reduction with the following two strategies: 1) develop powerful messages and 2) mobilize leaders inside and outside of the cancer community to promote risk reduction publicly and within their spheres of control and influence.

2013 Highlights

- Cancer center directors within C-Change’s network took leadership this year in the fight for federal funding for prevention. This is the first time this group of leaders has spoken out collectively in favor of prevention, making it a huge step in mobilizing the cancer community to promote prevention.
- Fifteen cancer center directors communicated to their members of congress the importance of federal funding for prevention.
- Fourteen cancer center directors, signed onto a letter to Congress stating that they “reject the false choice between prevention, treatment, and research”.
- The Association of American Cancer Institutes made federal funding for prevention a priority.
- Several cancer center directors drafted op-eds on the importance of prevention and prevention funding.
- Continuously promoted the message that about half of all cancers are preventable—through social media, blogs, and other communications with leaders and the public.

Moving Forward: C-Change will engage national opinion leaders in the fight for prevention through continued national advocacy and community level change.

Get Involved: Help us promote the message that half of all cancers are preventable by educating and activating your networks or help us advocate for an item on the C-Change prevention platform. Contact Payal Shah at pshah@c-changetogether.org to discuss how you can help.

C-Change Risk Reduction Platform Summary:*
Evidence-based policies, interventions, and outcomes supported by C-Change

<table>
<thead>
<tr>
<th>Risk-specific</th>
<th>Cross-cutting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use proven ways to change six risks associated with getting cancer:</td>
<td>Support the following changes that transcend multiple risk factors:</td>
</tr>
<tr>
<td>• Reduce tobacco consumption</td>
<td>• Promote full utilization of preventive health benefits through employers, private health</td>
</tr>
<tr>
<td>• Reduce physical inactivity, poor diet, overweight, and obesity</td>
<td>insurance, Medicaid, and Medicare</td>
</tr>
<tr>
<td>• Promote evidence-based screening and early detection</td>
<td>• Promote accreditation by businesses under the CEO Cancer Gold Standard ™</td>
</tr>
<tr>
<td>• Increase vaccination against viruses that cause cancer</td>
<td>• Promote implementation of the U.S Department of Health and Human Services</td>
</tr>
<tr>
<td>• Protect against excessive ultraviolet light exposure</td>
<td>National Prevention Strategy including healthy communities, preventive clinical and community</td>
</tr>
<tr>
<td></td>
<td>services, empowered individuals, and health disparities-focused initiatives</td>
</tr>
<tr>
<td></td>
<td>• Advocate for the federal government to dedicate sufficient funds to key primary prevention and</td>
</tr>
<tr>
<td></td>
<td>early detection strategies, such as the Prevention Fund and Centers for Disease Control and</td>
</tr>
<tr>
<td></td>
<td>Prevention (CDC)</td>
</tr>
<tr>
<td></td>
<td>• Support research to develop more and better ways to reduce the risk of cancer</td>
</tr>
</tbody>
</table>

*For the full platform of policies and interventions, see http://c-changetogether.org/risk-reduction
SUSTAINING A STRONG NATIONAL CANCER WORKFORCE

The demand for cancer services is projected to exceed the supply of cancer health professionals threatening access and quality across the continuum of research and care. With existing and projected shortages, the current and worsening impact to individuals at risk for and living with cancer is significant, including delays in diagnosis and treatment and fragmented services. C-Change has defined and is pursuing a coordinated national strategy for ensuring the quantity, quality, and value of the cancer workforce.

Beyond traditionally trained cancer professionals, many individuals such as caregivers, volunteers, lay navigators, and clergy play a critically important role in cancer care. However, the literature describing the roles, systems, and impact of this “careforce” is sparse, suggesting an opportunity to better understand, engage, and support these individuals in the important roles they are playing. C-Change is committed to improving our collective understanding of the current and potential impact of the careforce.

2013 Highlights

• Convened for the first time the Cancer Careforce, a diverse group including caregivers, lay patient navigators, clergy, volunteers, and advocates in a Summit dialogue to understand barriers and opportunities to holistically support people with cancer. During the Summit two top barriers were identified, as well as opportunities to address those barriers:
  • Top Barriers: 1) Limited communication and interactions with the healthcare system; 2) Low levels of competency/preparedness
  • Opportunities: 1) Promote the importance of the Cancer Careforce; 2) integrate the cancer careforce into the healthcare system and workforce; 3) explore competencies and training for the cancer careforce
• Built awareness of the Cancer Careforce through educating national audiences, including Comprehensive Cancer Control Coalition leaders, associations, medical specialty societies, standards bodies, regulators, and government organizations.
• Awarded three Career Promotion Grants to build interest in careers in cancer care:
  • The Gulfcoast South Area Health Education Center - Engaged high school students from underserved communities to pursue cancer careers through a multi-pronged initiative including internships, workshops, and informational presentations.
  • Texas Christian University College of Nursing – Developed and implemented a model oncology nurse extern program designed to provide undergraduate nurses with an intensive clinical experience in oncology, spanning the continuum of research, prevention, care, survivorship, and end of life.
  • Alaska Native Tribal Consortium – Developed and implemented a training module for Behavioral Health Aides in survivorship support.

Moving Forward

C-Change will:
• Continue to educate national audiences about the importance of the Cancer Careforce, the challenges they face, and solutions to the barriers they encounter
• Educate grantee peer groups and C-Change partners about best practices identified in grant programs to continue to promote careers in cancer

Get Involved

Help us reduce barriers to the cancer careforce and promote lessons learned from our grantees. Contact Kristen Santiago at kcoxsantiago@c-changetogether.org to discuss how you can help.
ASSURING VALUE IN CANCER CARE

Improving the quality of life of cancer patients requires radical improvement in the conversations that occur when patients, families and providers talk about critical life decisions. Realistic discussions need to occur that include the goals of care and treatment options, the role of palliative care from the time of diagnosis to the end-of-life, and more timely referrals to hospice if appropriate so that patients and their families can receive the full benefit of those services.

C-Change is working towards a population wide, sustainable effort to increase American’s knowledge and understanding of palliative care and hospice care, and ensure that the health system environment is prepared and willing to support and respect the wishes of individuals. This will lead to 1) an increase in the number of patients and families accessing palliative care throughout the cancer care continuum, and 2) an increase in the number of patients and families accessing hospice care, and an increase in the length of hospice care.

2013 Highlights

- To fill existing gaps in information about the values, beliefs, and understanding of palliative care and hospice care in populations with cancer disparities, C-Change conducted a survey on palliative care and hospice care attitudes and beliefs in African American and Hispanic populations. The findings were shared beyond our membership to build the body of knowledge about the use and understanding of palliative care and hospice care.
- Informed the development of practice guidelines and potential policy solutions by contributing the multi-sector cancer perspective about the importance of palliative care and hospice care to nationally recognized bodies. Strategies included providing verbal and written testimony to the Institute of Medicine Committee on Transforming End-of-Life Care.
- Because restrictive policies to control pain medications can reduce access to needed medication for people with cancer, C-Change began the process of increasing public awareness, understanding, and actions related to existing pain management/control policies at the state and federal levels

Moving Forward

C-Change will:

- Convene experts in palliative care and hospice care research to create a consensus national research agenda.
- Promote findings from the research conducted in populations with cancer disparities and identify and act upon strategies to eliminate these disparities.
- Develop tools and improve existing infrastructures to increase the use of palliative care and hospice care at the community level.
- Support advocacy efforts to increase access to and use of palliative care and hospice care.

Get Involved

Help us develop a research agenda and advocate for the benefits of palliative care and hospice care, especially in populations with cancer disparities. Contact Kristen Santiago at kcoxsantiago@c-changetogether.org for more information on how to get involved.
IMPLEMENTING A NATIONAL CANCER HEALTH DISPARITIES STRATEGY

Every American deserves to live a long, healthy life. However, some Americans share an unequal burden of suffering from disease, far beyond what genetics alone would explain. Cancer health disparities are the differences in the prevalence of cancers, access to treatment and treatment outcomes. C-Change believes it is within our power to tackle the problem of cancer health disparities. As part of a long term, collaborative strategy to eliminate cancer health disparities, C-Change aims to 1) develop and promote messages that describe the societal and economic cost of cancer health disparities that will resonate with the public and policymakers to stimulate action, and 2) intervene in communities experiencing a significant cancer burden using a multi-sector, multi-organization collaborative approach through the Geographic Intervention Project (GIP).

2013 Highlights

• Geographic Intervention Project (GIP)
  • Agreed to pursue coordinated action in Hancock, Harrison, and Jackson Counties, Mississippi and produced the Gulf Coast Community Portrait (available at www.c-changentogther.org/disparities). The Gulf Coast Community Portrait outlines the strengths, weaknesses, and opportunities for collaborative action and provides a comprehensive overview of coordinated care throughout the cancer continuum in the MS Gulf Coast.
  • Convened C-Change members interested in the GIP to solidify their support and 3-5 year commitment to the effort.
  • Initiated communication, collaboration, and coordination among clinical and social service entities in the MS Gulf Coast through convening these stakeholders for a day long Summit.
• Finalized core disparities messages and developed a communications plan, resources, and tools.

Moving Forward

C-Change will:
  • Work with the MS Gulf Coast community to execute a GIP MS Gulf Coast community strategic plan to demonstrate proof of concept.
  • Expand the GIP to other communities.
  • Assist Comprehensive Cancer Control coalitions in promoting the disparities messages.
  • Review C-Change member’s objectives to identify increased opportunities for implementing disparities messages.

Get Involved

Help us promote the concept that disparities affect everyone, succeed in our collaborative actions to reduce cancer health disparities in Mississippi, or expand the GIP to other communities experiencing a high cancer burden. Contact Tasha Tilghman-Bryant at ttbryant@c-changentogther.org.
COMPREHENSIVE CANCER CONTROL (CCC)

The development and implementation of state, tribe/tribal, and territory comprehensive cancer control (CCC) plans has been a strategic priority of C-Change since its founding in 1998. To C-Change, CCC coalitions represent a major force for change at the state and local level. C-Change seeks to continually support progress and improvement in the implementation of state, tribe, and territory CCC plans by: 1) actively engaging CCC coalitions in the local implementation of C-Change priorities and strategies related to research and health system transformation, 2) facilitating the engagement of C-Change members in CCC coalitions, and 3) supporting the collaborative efforts of the CCC National Partnership in providing training and technical assistance to coalitions.

2013 Highlights

* Provided customized technical assistance (TA) to four coalitions:
  * Virginia Cancer Action Coalition – TA was structured to assist in addressing challenges encountered when it became a 501©3 and engaging the entire coalition in implementing the updated cancer plan.
  * Mississippi Partnership for Comprehensive Cancer Control – TA was structured to assist the coalition to reorganize and gaining commitments from its board and to assist in the developing the next edition of the state’s cancer plan for 2013-2018.
  * Illinois Partnership for Cancer Prevention and Control - TA was structured to assist in identifying priorities from the Illinois Cancer Plan (ICP) and agreeing to and defining approaches to implement those priorities in a manner that engages members from the ICP.
  * South Puget Intertribal Planning Agency (SPIPA) – TA was structured to address challenges and identify opportunities related to the SPIPA CCC Program and Advisory Committee’s efforts to implement the current CCC plan.

Executed a workshop for Pacific Island Jurisdiction (PIJ) CCC Coalition leaders entitled Reducing the Risk of Cancer in the PIJs: Using Policy to Reduce Tobacco Use Rates to increase the awareness, knowledge and skills of PIJ CCC leaders about effective tobacco control policies and how to advocate, implement and enforce them in the PIJs. C-Change also provided follow-up TA to assist the coalitions with challenges that arose in the execution of their action plans.

Educated coalition leaders and encouraged action on the importance of promoting tobacco cessation tools and resources, promoting tobacco control policies, and addressing the obesity epidemic through three webinars with between 150 and 200 participants respectively.

Facilitated the successful engagement of new C-Change members in CCC coalitions

* Identified 2013 Annual C-Change CCC Awardees

Moving Forward

C-Change will:

* Support CCC coalitions in the successful implementation of their CCC plans
* Identify and categorize roles for C-Change members in implementing CCC plan priorities in states, tribes and territories
* Work with C-Change members involved in developing the IOM report Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis to disseminate and apply relevant recommendations to CCC coalition efforts
* Continue to identify Annual C-Change CCC Awardees

Get Involved

Get engaged with your coalition and help be a local force for promoting comprehensive cancer control. Contact Tasha Tilghman-Bryant at ttbryant@c-changetogether.org for more information on how.
In Memorium

C-Change lost two valued leaders and dear friends in 2012, Zora Brown and Ron Herberman, MD. Both Zora and Ron embodied the spirit of C-Change, evidenced through their ongoing, active involvement. We deeply honor their memory as tireless advocates for cancer research, prevention, and care.

**Zora Brown (1949 – 2013)**

Zora was member of C-Change since its inception and devoted countless hours of service to advancing our mission. At the time of her death she was a member of the Board of Directors and Executive Committee. Zora truly embodied the spirit of collaboration, a spirit deeply missed by our entire membership and staff.

“It was my great pleasure to consider Zora Brown a friend and colleague. She served on the National Cancer Advisory Board (NCAB) under my administration and was an ardent patient advocate at C-Change – always focusing our work back to a patient’s perspective. She was a hard and dedicated cancer warrior, but I think it is her smile that I will miss the most.”  
- President George H.W. Bush.

“The cancer community has lost one of its strongest fighters, most compassionate advocates, and above all, wonderful human beings.”  
- John R. Seffrin, PhD, American Cancer Society Inc.

“Zora had a glow … a glow that enveloped her and that drew all of us to her. Her glow was a beacon of hope and help to countless cancer patients. Her glow was especially bright when it lighted the way for women, including women of color and those whose lives were often tempest tossed even before they had to confront a catastrophic cancer diagnosis.”  
- Martin J. Murphy, PhD, DMedSc, CEO Roundtable on Cancer, Inc.

Zora was no stranger to the disease that took her life. She was first diagnosed with breast cancer in 1981 at age 32. After her diagnosis, she learned that cancer mortality rates for African-American women were increasing while rates for Caucasian women were decreasing. Alarmed by these statistics, she formed the Breast Cancer Resource Committee (BCRC) in 1989, an advocacy organization that vowed to lower the mortality rate among African-Americans. As part of the BCRC, Zora organized Cancer Awareness Program Services (CAPS), a comprehensive education and prevention program focusing on cancers affecting women. She also established “Rise-Sister-Rise,” an all-African-American, free gathering on Saturday mornings in local venues that taught women the means of healthy living and cancer prevention.

Zora fought long and hard for her own life, and for the lives of countless people with cancer she never knew. She did so not motivated by recognition or accolades or to please other people, but because she felt her own suffering and recognized that same suffering in so many others.

All who knew Zora were influenced by her spirit, passion and drive – and by the hard fight she fought, time and again. We miss her greatly even as we remain inspired by the life she led.
Ronald B. Herberman, MD (1941-2013)

Dr. Ronald Herberman became a member of C-Change in 1998. He was a very active member and played a leadership role in many initiatives related to research, clinical trials, prevention, and comprehensive cancer control over the past fifteen years.

Among his most notable contributions to our collective work was his tireless leadership of C-Change’s Cancer Chemoprevention Initiative which began with a seminal summit meeting in 2009. The summit sparked the development of groundbreaking papers defining barriers and solutions to the field including patent law, reimbursement, clinical trial design, and the regulatory approval process for cancer-preventing drugs and vaccines.

Dr. Herberman was also a vocal member of the Board’s Mission, Strategy and Implementation Committee. As an NCI-designated Comprehensive Cancer Center Director, Dr. Herberman’s personal and enthusiastic involvement and leadership in the Pennsylvania Cancer Control Consortium and, in particular, the State’s efforts in tobacco control made a notable impact on the growing movement to pursue comprehensive cancer control at the state and community level.

“He truly was a quiet giant who spoke softly and cared deeply which made it possible to accomplish so much. He will be greatly missed.”
- Andrew C. von Eschenbach, MD, Samaritan Health Initiatives (former Director of the National Cancer Institute and Commissioner of the Food and Drug Administration)

“Ron was a scholar and gentleman. In one of his many advisory board roles, he taught me nearly everything I needed to know about starting a cancer center at UC-Irvine. Most notably, Ron carried himself with a certain civility that seems harder and harder to find in academic life and, frankly, in society today. He treated everyone with respect, always.”
- Frank L. Meyskens, Jr., MD, Director Emeritus, Chao Family Comprehensive Cancer Center, Vice Dean, School of Medicine, University of California, Irvine

“Ron had many qualities that will be missed. He was visionary and tenacious, both of which contributed greatly to his successes as a scientist and cancer institute founder. Ron was deeply committed to his work and had high expectations for his colleagues and staff which he modeled in his own tireless effort.”
- Barbara Duffy Stewart, MPH, Association of American Cancer Institutes

Dr. Herberman was an outstanding scientist, architect and director of a major cancer center, and a successful corporate leader. He led by speaking out, softly but candidly, on the major issues of our time. He also led by doing; taking on volunteer leadership roles; participating personally in meetings whether leading or not; suggesting new lines of activity; and treating everyone with respect even when disagreeing.

His unshakable commitment to progress through research, practice, and policy are deeply missed by all of us.
2013 CCC Awardees

COMPREHENSIVE CANCER CONTROL (CCC) 2013 AWARDS

DESCRIPTIONS OF RECIPIENTS

State, Tribe, Territory and Pacific Island Jurisdiction (PIJ) CCC coalitions play an increasingly important role in our Nation’s ability to fight cancer. By understanding the highest priorities within their communities and regions, coalitions are able to engage local experts, leaders, and advocates to address the needs in their communities. From C-Change’s earliest days as the National Dialogue on Cancer, CCC has remained a priority. Recognizing excellence through the CCC Awards is one unique way in which we support this important work.

We are pleased to acknowledge the following 2013 CCC Award recipients. Please join us in congratulating all of the awardees for their accomplishments.

- **The Exemplary Leadership by an Elected Official Award** which recognizes leadership in promoting and advocating for CCC efforts goes to Senator Jesse Raglmar Subolmar, Yap State, Federated States of Micronesia. Senator Raglmar Subolmar is a passionate advocate that has been instrumental in promoting strong public health policies that compliment efforts to implement the State of YAP CCC Plan. Most notably, Senator Jesse was instrumental in passage of the Bill #7-75 in 2010 which bans smoking within any government building, vehicle, vessel, and private businesses used for public purposes such as restaurants, taxi’s etc. In addition, there is no smoking allowed within 50ft of any open entrance, exit or window to the aforementioned buildings and signs must be posted. This is the first of this kind of legislation for the State of Yap, FSM.

- **The CCC Champion Award** recognizes a coalition member that has been a champion of the CCC movement, going above and beyond the call of duty to advance projects and/or interventions consistent with priorities in their respective CCC plan. Warren Larson from Minnesota Cancer Alliance (MCA) is the recipient of this year’s award. A cancer survivor and well-respected community leader, Warren has gone above and beyond his membership in the MCA by mobilizing further support for cancer policy in Minnesota by engaging and educating policymakers from his home district. For example, throughout Minnesota’s successful campaign to raise the price of tobacco products, Mr. Larson maintained consistent communication with his state senator, spoke publicly in favor of the tax increase at town hall meetings, wrote letters to the editor, sent e-mails, made phone calls and motivated other volunteers to get involved throughout the Coalition’s three year campaign.

- **The CCC State Coalition Impact Award** recognizes a state CCC coalition that has successfully achieved evidenced-based and measurable impact in projects and/or interventions consistent with priorities in their respective CCC plan. The Kentucky Cancer Consortium is the recipient of this year’s award. The Consortium successfully decreased incidence and mortality from colon cancer by 22% from 2001-2010. This was accomplished by the Consortium’s support for policy change that resulted in an insurance mandate for colon cancer screening and a screening program for the uninsured. The Consortium also implemented a statewide public awareness campaign that involved state leaders as well as 15 regional district cancer councils and their communities and implemented several provider-focused trainings and focus groups in order to encourage them to promote screening within their clinics and practices.

- **The PIJ Coalition Impact Award** recognizes a PIJ CCC coalition that has successfully achieved evidenced-based and measurable impact in projects and/or interventions consistent with priorities in their respective CCC plan. The American Samoa Community Cancer Coalition (ASCCC) is the recipient of the Exemplary PIJ Coalition Impact Award. The ASCCC revised the territorial CCC Plan for 2012-2017 and developed a “plan” that was more representative and visually pleasing for the community as a whole. The plan consists of a “map” that provides a visual depiction of CCC plan goals objectives and strategies using a road map approach. One side providing a “legend” and description of the necessary steps to CCC planning and the other side the visual or “map” portion. This has proven more effective for partners and members of the ASCCC in understanding their roles and responsibilities for CCC implementation.
C-Change Hidden Hero Awards

Everyone who gives of their time, expertise, resources and influence on behalf of C-Change is a hero and inspiration to us. This year, the C-Change Board of Directors is recognizing four individuals and organizations that have made extraordinary contributions to furthering our work as Hidden Heroes. We will solicit nominations for awardees in these four categories beginning in 2014.

The George H.W. & Barbara Bush Collaboration Award

The inaugural honoree is Armin Weinberg, PhD, Chief Executive Officer, Life Beyond Cancer Foundation. Dr. Weinberg has been a member of C-Change since its inception. He has served on the Board of Directors and countless committees. He chaired the Annual Meeting Committee for many years, as well as the Access Team. Currently he co-chairs the Disparities Advisory Committee and its steering committee for the Geographic Intervention Project. Dr. Weinberg is tireless in his efforts to connect us to other individuals and organizations who share common interests with us, many of whom are now active in C-Change initiatives.

The Mike Krzyzewski Leadership Award

The inaugural honoree is Jean Becker, Chief of Staff, Office of George H.W. Bush. Jean facilitated President and Mrs. Bush’s involvement in the organization from the very beginning. Every appearance, speech, and special occasion was a result of her tireless collaboration with the Board and staff. She has served on the Communications Committee and is currently serving on the Board of Directors, providing guidance, opening doors, and ensuring the continued success of C-Change. She keeps us closely connected to President and Mrs. Bush and is always looking for new ways to help C-Change meet its mission responsibilities.

The LaSalle D. Leffall Hidden Hero Award

The inaugural honoree is the firm of Hogan Lovells US, LLP. Hogan Lovells has been providing pro bono health policy and governance support to C-Change since 2010. Time after time they brought their unique experts to help us navigate the complexities of patent law, FDA regulations, and the HIPAA Privacy Rule. They analyzed the Affordable Care Act shortly after its passage, allowing our members to see new opportunities for advancing our mission and our own. Their expertise has been invaluable as C-Change has increasingly expanded its efforts into the policy and advocacy realms. And each time we see them, they offer to do more.

The Zora Brown Mission Award

The inaugural honoree is John R. Seffrin, PhD, Chief Executive Officer, American Cancer Society, Inc. Dr. Seffrin is a founding emeritus Board Member of C-Change and remains active in Board deliberations. He was instrumental in helping conceive the original idea of forming the National Dialogue on Cancer and was one of several individuals that helped secure the commitment of President and Mrs. Bush to found C-Change. Dr. Seffrin constantly pushes C-Change to take on challenges as great as our collective selves on behalf of millions of Americans. Perhaps as much anyone, Dr. Seffrin from the beginning adopted the orientation that C-Change was about our collective work and not any one organization, including his own. He embodies the spirit that no one organization can solve all the problems of cancer, but all organizations can contribute something of themselves to the collective good.
Dear Coach K and the entire C-Change Team:

Barbara and I are thinking of all of you as you celebrate the 15th Anniversary of C-Change. We don’t travel much anymore, and our days of meetings and dinners are long past, but just know we are there with you in spirit.

All those years ago when you pitched to us the idea of a national cancer coalition, we thought it was a wonderful idea. We just didn’t know how we could help. As it turns out, the best thing we could do was just stay out of your way and let you do all the heavy lifting. It was always amazing to listen and hear the reports of what you had accomplished in the year past, and what your new ideas were for the year ahead.

And what a wonderful, inspirational leader you have in Coach K, a true American icon. No matter the challenge, Coach K knows how to inspire his team to get to the finish line. Listen to him. Learn from him. Under his leadership, it’s possible that you won’t just conquer cancer ... you might make USA’s 2016 Olympic basketball team.

I also want to make special mention of Tom Keen, who — along with his superb staff — quietly, diligently, and professionally transformed C-Change from an idea into an organization that is truly making a difference in all our lives. He and his team have made us all look good.

We treasure all our memories and all the friends we made from our C-Change Days. It was an honor to be your chairs.

We look forward to seeing what you do with the next 15 years.

All the best,
Oncology Nursing Society
is proud to congratulate C-Change on its 15th anniversary.

Thank you for your dedication and commitment to the fight against cancer.

www.ons.org
The American Society of Clinical Oncology (ASCO)
and The Conquer Cancer Foundation

Congratulate C-Change
on its 15th Anniversary

The spirit of collaboration that has brought together leaders from
government, industry, and the private sector has enhanced the work that
each of us do individually to conquer cancer. We look forward to continuing
our work together to promote cancer research, optimize value in cancer
care, and ensure the highest quality care for every patient.

ASCO
American Society of Clinical Oncology

CONQUER CANCER FOUNDATION
of the American Society of Clinical Oncology
Committed to Improving the Lives of Patients Worldwide

www.celgene.com
C·Change
Collaborating to Conquer Cancer

With pride and in gratitude for your steadfast commitment, we send our warmest congratulations on your Fifteenth Anniversary.

CEOROUNDTABLEONCANCER

The CEO Roundtable on Cancer is proud to be a vital part of the C-Change lineage of working towards the global eradication of cancer.
Happy 15th Anniversary C-CHANGE!

On behalf of Dr. Amelie G. Ramirez and the faculty, staff, and programs of the Institute for Health Promotion Research (IHPR) and the Cancer Therapy and Research Center (CTRC) at The UT Health Science Center at San Antonio...

http://ihpr.uthscsa.edu
www.ctrc.net
www.redesenaccion.org

Salud America!
The IHPR Research Network to Promote Equity Among Latino Children
www.salud-america.org

...Thanks for your strong commitment to conquering cancer among vulnerable populations!
The Robert Wood Johnson Foundation congratulates C-Change on 15 years of leadership in the fight to eliminate cancer as a public health problem.
IT’S TIME
TO INNOVATE
TO MAKE A CHANGE
TO USE YOUR IMAGINATION
TO REACH HIGHER

Real people. Real change.

Inspiration leads to innovation, which leads to change. UnitedHealthcare would like to congratulate C-Change on its 15th Anniversary, and we thank them for their efforts in helping people live healthier lives.™

uhc.com

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UHCOP-000005B-000
Lilly Oncology is committed to making a meaningful difference for patients by answering the complex questions of cancer care. We’re partnering with organizations all over the world to provide valued resources and support.

To learn more, visit [www.LillyOncology.com](http://www.LillyOncology.com).
The Campaign for Tobacco-Free Kids congratulates C-Change on your 15th anniversary.

Thank you for your leadership in the fight against cancer and for working to end the death and disease caused by tobacco use.

We are proud to work with you to improve health and save lives.
Congratulations to **C-Change** on your 15th Anniversary and for your outstanding work to control cancer.
Happy 15th birthday, C-Change!

Birthdays are a reason to celebrate, whether they are for individuals or for organizations working each day to ensure more people around the world enjoy more of them. In fact, the American Cancer Society is marking a milestone of our own this year – our 100th year of saving lives from cancer. We are honored to be a member of C-Change, and we know that together, we will finish the fight against cancer.

Congratulations to C-Change on 15 years of collaborating to conquer cancer.

C-Change has been shaping a cancer free nation for 15 years. The Cancer Council of the Pacific Islands humbly salutes and thanks C-Change on this Anniversary for their trusting partnership and the high impact contributions for cancer prevention and control for all. Thank you for your leadership and commitment to improving the lives of our Pacific Islander peoples.

Imua Kalou.
We salute C-Change’s founders
Co-chairs President George H.W. and Barbara Bush and LaSalle Leffall, John Seffrin and Andy von Eschenbach for their vision and foresight.
With deepest gratitude to Tom Kean and all members who have made collaborating to conquer cancer a reality.

Peggy Conlon
Robert Reale

On behalf of the board of the Life Beyond Cancer Foundation, the members of our Providers for Survivors Network and their patients, we salute C-Change for putting the “big C” into Collaboration and taking it out of cancer!

Armin D. Weinberg, PhD
Chief Executive Officer

Lloyd K. Everson, MD
Chairman
Dear C-Change,

On behalf of the American Cancer Society, it is my pleasure to wish you a very happy 15th birthday. It is an honor and privilege to be a charter member of C-Change, and to continue to collaborate today with fellow members from all sectors to help save lives from cancer.

As we at the American Cancer Society reflect on our own 100th birthday this year, we recognize that the key to real progress in the cancer fight is collaboration. That's why C-Change plays such a vital role in the war on cancer. Thanks in part to your success in harnessing the collective knowledge and power of leaders from public, private, and nonprofit sectors, we are indeed moving the marble. Today, 2 out of 3 people survive cancer. Since the early 1970s, cancer death rates have fallen by 20 percent in this country – translating to 1.2 million lives saved during that time. That is certainly something to celebrate.

We look forward to continuing to work with you to end this disease – and to finish the fight against cancer once and for all.

Kind regards,

John R. Seffrin, PhD
Chief Executive Officer
American Cancer Society, Inc.
The American Samoa Community Cancer Coalition congratulates C-Change on its 15 year anniversary and its continued support to our mission of “Helping the people of American Samoa fight Cancer.”

Fa’afetai Tele Lava

Hoomaka’i from the State of Hawai’i to C-Change on its 15th Anniversary

We commend C-Change for promoting collaboration and outreach to new partners to strengthen the fight against cancer in our unique and diverse communities. Mahalo for providing opportunities that accelerate the momentum toward our coalition’s vision of “No More Cancer” in Hawaii, as together we continue to “Collaborate to Conquer Cancer.”

Hawaii’s Comprehensive Cancer Control Coalition
Senator Ikaika Baker, former chair
Would like to join others in recognizing the dedication of President and Mrs. George H. W. Bush in the fight against cancer. Their leadership in this effort will continue far into the future.

Thank you, C-Change, for 15 transformative and meaningful years. And for the opportunity to be a part of Collaborating to Conquer Cancer!
We would like to congratulate C-Change on its 15th Anniversary. We are grateful for all the great work demonstrated and milestones achieved in this battle against cancer throughout the years. Thank you for your partnership and for providing the artillery we need to fight our enemy — CANCER. We are few in numbers and therefore your alliance with us is crucial in our efforts to protect our population against cancer. The time spent understanding who we are is something we treasured. It is through your dedication and commitment we are encouraged to keep striving forward regardless of the hurdles we face daily. Your passion continues to inspire us.

Again, Kalahngan Lap (big thank you in native tongue).

X-ner Luther, on behalf of the Steering Committee and National Cancer Coalition.

“Working together to make every cancer count.”

The North American Association of Central Cancer Registries congratulates C-Change on 15 years of progress toward conquering cancer. Cancer Registries across North America are proud to support C-Change and our partners by providing high quality cancer data for measuring the burden of cancer, monitoring trends, and promoting and sustaining research.
The Chuuk Comprehensive Cancer Control and Prevention Program would like to join the rest of the cancer fighters (cancer control programs, consortiums, coalitions, or however we call our fighters) in congratulating C-Change on its 15th Anniversary. Thank you very much for your continued commitment to conquering cancer. We are very grateful.

THANK YOU.

PHIL HUANG, MD, MPH

Congratulations C-Change on its 15th Anniversary.
I can’t believe it’s been 15 years. Thank you for your continued commitment to conquering cancer!
“We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services.”

—OUR CREDO

Johnson & Johnson

is proud to congratulate C-Change on its 15th Year Anniversary
The University of Kansas Cancer Center is proud to be a member of C-Change as we continue to our mission to reduce the burden of cancer through research, treatment and prevention.

THE UNIVERSITY OF KANSAS CANCER CENTER

The Nebraska Cancer Coalition and the Nebraska Comprehensive Cancer Control Program would like to congratulate C-Change on 15 years of bringing together partners to address cancer at the national level. The planning, tools, and resources you've created have provided immense support to local cancer control partners.

Thank you for collaborating with our state and programs across the country as we work together to conquer cancer. Happy Anniversary!
The C-Change staff would like to recognize the members, partners, and friends who carry out our mission by lending their time, talent and resources to our collective pursuits.

Your commitment reenergizes us every day.
Notes . . . .