

# NEVADA CANCER COUNCIL

*One hope. One promise.*



MEMBERSHIP PACKET





September 4, 2007

Dear Colleagues:

Thank you for your interest in the Nevada Cancer Council. According to the American Cancer Society's *Cancer Facts and Figures 2006*, an estimated 11,600 Nevadans were diagnosed with cancer and 4,680 cancers related deaths occurred last year. As cancer is the second leading cause of death in Nevada, your participation in the Nevada Cancer Council is crucial in decreasing this burden. Developing more effective treatments and eventually finding a cure is a high priority and a tremendous challenge for thousands of dedicated cancer researchers, medical professionals and concerned citizens.

*The Nevada Cancer Council is dedicated to bringing together and coordinating cancer prevention, early detection, treatment, support, and research efforts to improve the quality of life for everyone in Nevada.* Its aim is to increase coordination and collaboration among programs, to reduce duplication, and to increase opportunities for cancer prevention and control.

We welcome you to join the NVCC comprised of representatives from state government, universities, cancer centers, hospitals, health coalitions, and community organizations. Our goal is to work together to reduce the number of new cancer cases and cancer related deaths, as well as improve the quality of life for people affected by cancer.

Please review the enclosed information regarding the NVCC and contact us for further information. Additionally, we encourage you to share the information in this packet with interested and appropriate colleagues. We look forward to partnering with you to reduce the burden of cancer in the state of Nevada.

Sincerely,

NVCC Steering Committee  
Nevada Comprehensive Cancer  
Control Program  
Nevada State Health Division  
4150 Technology Way, Suite 101  
Carson City, Nevada 89706



# VISION, MISSION, GOALS AND VALUES

*Dedicated to coordinating cancer prevention, early detection, treatment, support and research to improve quality of life for Nevadans.*

**VISION:** The vision of the Nevada Cancer Council is to reduce the number of new cancer cases as well as the illness, disability, and death caused by cancer for all Nevadans.

**MISSION:** The Nevada Cancer Council is dedicated to evidence-based strategies and coordination of cancer prevention, early detection, treatment, support, and research efforts to improve the quality of life for everyone in Nevada. Its aim is to increase coordination and collaboration among programs, to reduce duplication, and to increase opportunities for cancer prevention and control.

**GOALS:** The Nevada Cancer Council, with input from diverse community groups, approaches cancer prevention and control by addressing cancer prevention, early detection and diagnosis, treatment, clinical trials, and quality of life and palliative care. In considering these categories, the Nevada Cancer Plan has set six broad goals:

- *Reduce the risk for developing cancer*
- *Increase early detection and appropriate screening for cancer*
- *Increase access to appropriate and effective cancer treatment and care*
- *Increase access to clinical trial initiatives*
- *Address quality of life issues for health care consumers affected by cancer*
- *Improve the coordination and collaboration between cancer control efforts*

The objectives and strategies included in the Nevada Cancer Plan are varied and intended to provide numerous opportunities with which interested partners can connect.

# VISION, MISSION, GOALS & VALUES

*Dedicated to coordinating cancer prevention, early detection, treatment, support and research to improve quality of life for Nevadans.*

## VALUES:

The Nevada Cancer Council values a process that encourages broad participation and is:

- *Prevention oriented*
- *Science based*
- *Data driven*
- *Culturally competent*
- *Survivor informed*
- *Outcome oriented*
- *Comprehensive in nature*
- *Respectful of individual's autonomy and rights, including the rights to fully informed consent*

**To learn more about the Nevada Comprehensive Cancer plan, visit <http://health.nv.gov> or phone (775) 684-5900.**

# ABOUT COMPREHENSIVE CANCER CONTROL

## *Frequently Asked Questions*

### WHAT IS COMPREHENSIVE CANCER CONTROL?

Comprehensive cancer control is an integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation, and palliation. It is an emerging model for identifying and addressing statewide cancer priorities. Comprehensive cancer control involves collaboration between public and private stakeholders whose common mission is to reduce the overall burden of cancer.

The Nevada State Health Division's Comprehensive Cancer Control Program is funded through a cooperative agreement with the Centers for Disease Control and Prevention (CDC). Funding supports the infrastructure for the effort. The grant provides a program manager and other professional staff in the Comprehensive Cancer Control Program who provide operational and technical support to the NVCC.

### WHY IS COMPREHENSIVE CANCER CONTROL PLANNING IMPORTANT?

Although much progress has been made in the fight against cancer, much remains to be done. Cancer costs \$585 per year for every resident of Nevada. Every year at least 11,000 Nevadans are diagnosed with cancer.\*

A comprehensive approach seeks to improve outcomes by identifying gaps in current strategies, programs, and services and integrating and coordinating efforts to address identified priority issues.

#### **A comprehensive approach to cancer control may lead to:**

- Better public health and medical care outcomes
- Reduced duplication of effort through coordination among multiple stakeholders
- Increased capacity and more efficient utilization of available resources through collaboration
- Better targeted efforts to reduce disparities through coordination and collaboration

### WHO DEVELOPED NEVADA'S PLAN?

The NVCC is an open-membership group including participants representing a variety of organizations and constituencies. Plan components were developed by the 56-member Council that represented a cross-section of researchers, clinicians, advocates, hospitals, health plans, and government representatives from 30 statewide organizations. A list of organizations can be found in the Nevada Comprehensive Cancer Control Plan that can be located at <http://health.nv.gov>.

\*Estimate is based on Nevada Cancer Registry and the American Cancer Society 2006 Cancer Facts and Figures.

# ABOUT COMPREHENSIVE CANCER CONTROL

## *Frequently Asked Questions*

### **NVCC PLAN IMPLEMENTATION COMMITTEES WERE DEVELOPED TO ADDRESS GOALS, OBJECTIVES, AND STRATEGIES IN FIVE MAJOR AND SPECIFIC CATEGORIES:**

**Primary Prevention** – Reduces or eliminates exposure to risk factors and promote healthy behaviors.

**Early Detection and Screening** – Reduces mortality by improving access to early detection and appropriate screening for cancer.

**Treatment/Access to Care** – Improves quality of and access to cancer treatment and care.

**Clinical Trials/Research** – Increases the number and diversity of Nevada clinical trials participation.

**Quality Of Life/Palliative Care** – Addresses the issues that face the cancer patient and their family from point of diagnosis to end of life.

### **HISTORY OF COMPREHENSIVE CANCER IN NEVADA**

**2001** - After Nevada representatives attended Phase 1 of the National Comprehensive Cancer Control Leadership Institute, the Nevada Cancer Council was formed.

**2002-2003** – State of Nevada received capacity funding from the Centers for Disease Control and Prevention to develop a state comprehensive cancer control plan. During the same period the Council logo was developed, a data subcommittee was set up and met. Work on the plan began in September 2003.

**2004** – Focus group met, steering committee and partnerships expanded and the first large planning workshop was held in November 2004. Members attended Phase 2 of the National Comprehensive Cancer Control Leadership Institute.

**2004-2006** – Six subcommittees were formed to research and develop the Comprehensive Cancer Control Plan.

**2006** – The Nevada Comprehensive Cancer Control Plan was published.

**2007** – NVCC moves into implementation of the plan with help from over 30 organizations from the public and private sector.

# ABOUT COMPREHENSIVE CANCER CONTROL

## *Frequently Asked Questions*

### NOW THAT THE PLAN IS DEVELOPED, WHAT'S NEXT?

#### **The Plan...**

The Plan includes goals, objectives, and strategies for dealing with the broad spectrum of cancer issues in Nevada. It is an end product of the planning process; however, it is just an intermediary outcome within a longer, sustained, comprehensive cancer control process.

#### **Implementation...**

The Plan itself cannot affect cancer incidence and mortality rates. The planned strategies must be implemented in order to achieve the goals and objectives. This will require a coordinated and integrated approach from multiple stakeholders. The NVCC will also seek additional sources of funds beyond the CDC grant to support these efforts.

#### **Long-term outcomes...**

Effective strategies will lead to systematic, environmental, and behavioral changes that impact cancer. These changes will ultimately result in long-term outcomes including decreased cancer incidence, morbidity and mortality, and improved quality of life.

### HOW CAN I BECOME INVOLVED?

Broad participation is critical to our success. Whether you are interested in actively participating in a work group, attending only the quarterly NVCC meetings, or simply keeping abreast of the process by joining our NVCC e-mail list, your participation would be greatly appreciated.

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*Thank you for your time in reviewing these materials.*

**For more information, or to become involved, please contact:**

**Charlene Herst, Manager**

**Chronic Disease Section, Nevada State Health Division**

**Telephone: (775) 684-5900**

**E-Mail: [cherst@health.nv.gov](mailto:cherst@health.nv.gov)**

**National, state, and local resources regarding comprehensive cancer control can be found at <http://health.nv.gov/>.**

# ABOUT YOUR MEMBERSHIP

## *Frequently Asked Questions About Membership*

### What is the Nevada Cancer Council?

The NVCC is a statewide planning group with participants representing a variety of organizations and constituencies involved in cancer prevention and control. Representation of this diverse group includes individuals, health professionals, associations, and public and private organizations around the state. Participation in the NVCC is open to anyone interested in cancer issues. The NVCC is supported and funded by the Nevada State Health Division through a federal grant from the Centers for Disease Control and Prevention.

### What is the purpose of the Nevada Cancer Council and why should I become a member?

The NVCC, through a collaborative effort, has developed a comprehensive state plan to reduce the burden of cancer in Nevada. The plan includes goals, objectives, and strategies for dealing with the broad spectrum of cancer issues. Implementation of the plan will require a coordinated and integrated approach from many partners. Broad participation in the implementation process is critical to the plan's success. Whether you are interested in serving on a Plan Implementation Committee or attending quarterly NVCC meetings, your involvement is instrumental to improving the health of our state.

### How can I become a member of the Nevada Cancer Council?

**The NVCC membership is open to any organization or independent individual that meets the following requirements:**

1. Be a legally operating entity within the State of Nevada (e.g., non-profit organization, for-profit corporation, governmental agency) OR be an independent individual (e.g., advocate, cancer survivor, concerned citizen) that is interested in working towards reducing the burden of cancer in Nevada.
2. Endorse the mission, vision, roles, and values of the NVCC.
3. Agree to be identified as a NVCC Partnership member organization or independent member.

### How do I fill out the application if I am affiliated with an organization?

Select and complete one of the two applications included in this packet. Submit a membership application designating an official representative for the organization OR identifying the independent member. Organizations are expected to also identify an alternate representative to act on behalf of the organization in the absence of the official representative.

CONTINUED ON OTHER SIDE

# ABOUT YOUR MEMBERSHIP

## *Frequently Asked Questions About Membership*

### **After I complete the membership application, what is next in the membership process?**

Upon receipt, review, and approval of the membership application, you will receive a copy of the Nevada Comprehensive Cancer Plan and a NVCC information packet which will include the NVCC Bylaws and a schedule of NVCC quarterly meetings.

### **What if I have more questions or concerns?**

If you need more information or have any questions, please call (775) 684-5900 or visit <http://health.nv.gov/>.

# NEVADA CANCER COUNCIL PLAN IMPLEMENTATION & OPERATIONAL COMMITTEES

## IMPLEMENTATION COMMITTEES

### **PRIMARY PREVENTION**

Cancer prevention is a proactive approach to keeping the population healthy; therefore reducing the risks for developing cancer involve a long-term commitment and continuous efforts at all levels of society, including community development and mobilization, public policy, public health initiatives, and informed personal choices. The Primary Prevention plan implementation committee will work to reduce or eliminate exposure to risk factors and promote healthy behaviors.

### **EARLY DETECTION AND SCREENING**

Although many cancers could be prevented by lifestyle and behavioral changes, there are no known risk factors for some cancers. For many of these cancers, regular population-based screening or high risk targeted screening, and early detection could provide a good approach to cure or control cancer. Unfortunately, routine adequate screening methods are not available for many other types of cancer and population-based screening has not yet been shown to increase survival rates of some cancers. The Early Detection and Screening plan implementation committee will work to reduce mortality by improving access to early detection and appropriate screening for cancer.

### **TREATMENT/ACCESS TO CARE**

Surgery, chemotherapy, and radiation therapy have long been the mainstays of cancer treatment. In more recent years, new approaches such as biologic response modifiers and monoclonal antibodies have been added to standard treatment options. The goals of cancer treatment vary from patient to patient. The Treatment/Access to Care plan implementation committee will work to improve quality of and access to cancer treatment and care.

### **CLINICAL TRIALS/RESEARCH**

Cancer clinical trials are research studies conducted with cancer patients or with healthy people at higher than average risk for the disease. Trials are designed to answer specific questions about the effectiveness of new ways to prevent, detect, diagnose, and treat cancer. In order to advance in these areas, it is essential to have participation in clinical trials. Currently, less than 5% of adults participate in clinical trials. The Clinical Trials/Research Committee will strive to enhance public awareness about clinical trials and through these efforts will work towards achieving an increase in the number and diversity of participants in Nevada Clinical Trials.

### **QUALITY OF LIFE/PALLIATIVE CARE**

Survivors define quality of life as a concept that encompasses spiritual, psychological, emotional, financial, and physical well-being. It is influenced by age, gender, sexual orientation, urban/rural location, socioeconomic status, level of education, immigration status, culture, and access to health care. Palliative care addresses relieving pain and other symptoms associated with a newly diagnosed cancer patient from the onset of the diagnosis through end of life. The Survivorship/Palliative Care Implementation Committee will work to address challenges faced at diagnosis and treatment that may also persist throughout the health care continuum.

CONTINUED ON OTHER SIDE

# NEVADA CANCER COUNCIL PLAN IMPLEMENTATION & OPERATIONAL COMMITTEES

## OPERATIONAL COMMITTEES

Operational Committees are responsible for the ongoing administrative and operational activities of the NVCC and include the Membership, Communications, Evaluation, and Policy and Legislation committees.

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### MEMBERSHIP COMMITTEE

The Membership Committee makes recommendations to the Steering Committee regarding applications for the membership in the NVCC and for recruitment of new members to ensure a diverse and representative partnership and collaborates with nominating committee to verify voting.

### COMMUNICATIONS / MARKETING COMMITTEE

The Communications/Marketing Committee will be responsible for communication outreach and marketing efforts for the state Comprehensive Cancer Plan and the NVCC.

### DATA/EVALUATION/SURVEILLANCE

The Data/Evaluation/Surveillance committee will work to assess and evaluate the efficacy of the Nevada Cancer Plan's strategies by determining its impact on the knowledge and behavior of the citizens of Nevada. By performing an annual evaluation and developing a written report, outcomes of the Nevada Comprehensive Cancer Plan will be made available to the community and disseminated at an annual Nevada State Cancer Conference. Outcomes from the annual evaluation will also be used to revise the plan as needed.

### POLICY AND LEGISLATION COMMITTEE

The Policy and Legislation Committee monitors the current political environment as it relates to decision-making about cancer prevention and control and makes policy recommendations to the NVCC. The Committee will also serve as a resource to coordinate between the NVCC and other cancer related advocacy groups.

# NEVADA CANCER COUNCIL MEMBERSHIP RECOMMENDATIONS

## ORGANIZATIONAL COUNCIL MEMBERSHIP

1. **Nevada Cancer Council (NVCC) membership is open to any organization that meets the following requirements:**
  - a. Be a legally operating entity within Nevada (e.g., non-profit organization, for-profit corporation, governmental agency) that is interested in working towards reducing the burden of cancer in Nevada;
  - b. Endorse the vision, mission, roles, and values of NVCC;
  - c. Agree to be identified as a NVCC member organization;
  - d. Have a vested interest in cancer control in Nevada.
2. **Official representatives of member organizations have the following rights and responsibilities:**
  - a. Vote to elect NVCC Steering Committee members and vote to adopt or reject bylaw amendments;
  - b. Serve on the NVCC Steering Committee (if nominated by the Nominating Committee and elected by the members) or on other NVCC committees;
  - c. Communicate their organizations' viewpoints to NVCC and inform their organizations of NVCC decisions and activities;
  - d. Select an alternate representative to take the place of the official representative when needed.
3. **Additional interested representatives have the following rights and responsibilities:**
  - a. Participates in NVCC activities as an interested member from the organization.

## INDEPENDENT COUNCIL MEMBERSHIP

1. **The NVCC membership is open to any individual who meets the following requirements:**
  - a. Be an individual (e.g. advocate, cancer survivor, concerned citizen) who is interested in working towards reducing the burden of cancer in Nevada;
  - b. Endorse the mission, vision, roles, and values of the NVCC;
  - c. Agree to be identified as an independent member of the NVCC.
2. **Independent members have the following rights and responsibilities:**
  - a. Vote to elect one NVCC Steering Committee member to represent independent members (independent members have one permanent seat on the Executive Board);
  - b. Serve on NVCC Steering Committee (if nominated by the Nominating Committee and elected by independent members) or on other NVCC committees;
  - c. Represent their individual views to NVCC.

## ALL MEMBERS' RIGHTS AND RESPONSIBILITIES

**All members of NVCC, whether organizational or independent, have the following rights and responsibilities:**

- a. Attend NVCC quarterly meetings regularly;
- b. Support efforts to implement and evaluate the goals, objectives, and strategies of the Nevada Comprehensive Cancer Plan;
- c. Retain the right to resign from membership at any time;
- d. Are encouraged to participate in at least one plan implementation committee of interest.

# MEMBERSHIP APPLICATION

*Organizational or Individual*

## ORGANIZATION MEMBERSHIP *(Please complete sections A-C below.)*

### A. Organization Member Information

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Web Site Address: \_\_\_\_\_

Head of Organization (e.g., Director, CEO): \_\_\_\_\_

*Your signature indicates that your Organization agrees to comply with membership requirements and bylaws.*

\_\_\_\_\_  
*Printed name/credentials* *Title*

\_\_\_\_\_  
*Signature* *Date*

### B. Official Organization Representative to NVCC Partnership

**This person serves as the official organization representative capacity, as needed. In addition, this person participates in NVCC activities as an interested member from the organization.**

Designated *Official* Representative: \_\_\_\_\_

\_\_\_\_\_  
*Printed name/credentials* *Title*

\_\_\_\_\_  
*Signature* *Date*

Mailing Address: \_\_\_\_\_ Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### C. Alternate Organization Representative to NVCC Partnership

This person takes the place of the official organization representative when needed. In addition, this person participates in NVCC activities as an interested member from the organization.

Designated Alternate Representative: \_\_\_\_\_

\_\_\_\_\_  
*Printed name/credentials* *Title*

\_\_\_\_\_  
*Signature* *Date*

Mailing Address: \_\_\_\_\_ Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## INDIVIDUAL MEMBERSHIP

**This person participates in NVCC activities as an interested member.**

Individual's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Your signature indicates that you agree to comply with membership requirements and bylaws.*

\_\_\_\_\_  
*Signature* *Date*

*Please complete committee selection section on other side. ►*

# MEMBERSHIP APPLICATION

*Organizational or Individual*

## COMMITTEE SELECTION

Please select the plan implementation committee(s) in which you would like to be involved.

- Primary Prevention:* Reduces or eliminates exposure to risk factors and promote healthy behaviors.
- Early Detection and Screening:* Reduces mortality by improving access to early detection and appropriate screening for cancer.
- Treatment/Access to Care:* Improves quality of and access to cancer treatment and care.
- Clinical Trials/Research:* Increases the number and diversity of Nevada clinical trial participants.
- Quality of Life/Palliative Care:* Addresses quality and end of life issues for health care consumers affected by cancer.
- Data/Evaluation/Surveillance:* Assesses and evaluates the efficacy of the Nevada Cancer Plan's strategies by determining its impact on the knowledge and behavior of the citizens of Nevada.

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Please provide name of persons who may be interested in joining NVCC.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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Send completed application to:

**Comprehensive Cancer Control Program  
Nevada State Health Division  
4150 Technology Way, Suite 101  
Carson City, NV 89706**

For membership questions, please contact Charlene Herst at (775) 684-5900 or [cherst@health.nv.gov](mailto:cherst@health.nv.gov).

<http://health.nv.gov>

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