

# Master Course: Cancer Control Planning and Implementation

## Pre-Webinar Course Overview & Online Platform Information

Brenda Kostecky, PhD – National Cancer Institute  
Roxanne Brew – National Cancer Institute

# Master Course Overview: Objectives and Outcomes

- Increase knowledge of:
  - How to maximize the health impact and use of resources through strategic national cancer control planning;
  - Best practices to develop, implement, and evaluate a national cancer control plan;
  - How cancer control plan development and implementation can be used to address needs in specific areas (e.g. cancer screening);
- Exchange information on different strategies other countries have used and lessons learned;
- Develop specific strategies to move national cancer control planning efforts forward

# Master Course Sponsors and Faculty



**INTERNATIONAL  
CANCER CONTROL  
PARTNERSHIP**

- **ICCP Partners:** ACS, AORTIC, ASCO, BHGI, Cancer Council of Pacific Islands, CDC, IAEA-PACT, IARC, ICCCA, Livestrong, London School of Hygiene and Tropical Medicine, NCI, NCCN, SLACOM, RINC, UICC, University of Hawaii, PAHO, WHO HQ and regional offices



**INTERNATIONAL  
CANCER CONTROL  
PARTNERSHIP**

- **Partnership's Vision:** to support cancer planners and decision-makers in development, implementation and evaluation of high impact and comprehensive NCCPs.
- **Partnership Objectives:**
  - Develop and promote cancer control planning at global and local levels
  - Provide a web-portal that serves as a one-stop-shop of best-practice resources, including a database of published NCCPs
  - Provide technical assistance to countries

# Master Course Overview: Format

- 8 webinars (pre-recorded)
  - Online discussions following each webinar that follow the 1-1-1 format:
    - ☐ Answer **1** question
    - ☐ Respond to **1** comment
    - ☐ Ask **1** question
  - One practical assignment
  - Reading assignments and supplementary reading materials for some webinars
- In-person workshop: Paris, France - October 31, 2016

# Participant Expectations

- Course attendance and participation policy:
  - Course participants are expected to actively participate in all **8 webinars, each online discussion, and the in-person workshop;**
  - Participants unable to participate in the webinars and discussions will not have the background needed to fully participate in the in-person workshop in Paris and will be excluded;
  - Participants completing the full workshop will receive a **Certificate of Participation.**

# Course Online Site: What we'll use it for

Everything

- Review the course syllabus, faculty bios
- Introduce yourself and meet your fellow course participants
- Get course materials
  - Webinars, reading materials, etc.
- Online discussions
  - Communicate with faculty and other participants
  - Answer and post questions


# Course Online Site: Getting started

1. Log-in using to the Wikispace site using the username and password you were sent via email
2. Visit the Wiki help page
3. Enter your information on the **Introductions** page


For help, contact Roxanne Brew at [roxanne.brew@nih.gov](mailto:roxanne.brew@nih.gov)



# Cancer Control Planning & Implementation Wiki




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**Welcome!**


This is a private workspace for participants in Master's level **Cancer Control Planning & Implementation** Course co-hosted by the National Cancer Institute. You can find the course materials by using the sidebar navigation. Please take a moment to familiarize yourself with the wiki. Basic how-to information can be found here.


If you are accessing this Wiki on a mobile device (e.g. Apple iPad/ Android Tablet, etc.) the navigation links can be found by clicking the three-bar icon at the top left of your screen.


Course content will be added as we move along.


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
**Office hours** will take the form of Discussion posts written by Faculty within the Webinar pages.


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## ☆ How To Use

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### How to use the Implementation Science Training Wikispace site:

Only community members with an ID and password may log in to the Training Wikispaces system at this time.

For a full help menu please click the **HELP** button in the upper right hand corner of this page.

### To Sign In:

1. Click on the '[Sign In](#)' link in the upper right hand corner.
2. Enter your username and password.
3. You are now logged into the implscitraining.wikispaces.net system.

### Username:

Please note your account has been created using a "first.lastname" convention (e.g. jane.doe). It is important to the course organization and record keeping that these usernames remain in this format. If for any reason your name has been misrepresented or you have a preferred name, please contact the site administrator, or your course leader and we are happy to accommodate requests when possible.

### Your Wikispaces:

You can find the wikispace(s) you are a member of by clicking the '[My Wikis](#)' link in the upper right hand corner of this page or by using the [Directory](#).

### Discussions:

Each wiki page has a Discussions feed at the bottom of the page.

### Start a New Discussion

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1. Click on Add Discussion
2. Type in the Post's subject and content
3. Choose whether to receive reply notifications, these notifications will flag any responses to your post for you.
4. Click the Post button to post your reply.

### Reply to a Discussion Post


1. Click on Comment, located underneath the specific Discussion thread you'd like to reply to.
2. Enter your content and click the Post button.


### Notifications


When you create a discussion post, it is recommended that you turn on notifications for your submission. Office hours will be held after each session, but due to time zones it may be that the instructor is providing feedback at a time that is inconvenient for you. This feature notifies you via message that feedback has been provided, by instructors and other course members.

1. Post your new discussion.
2. Move your mouse to the right hand corner of your discussion post.

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



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## ☆ Introductions

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### Welcome!

Please fill out your information below (do scale your image so that it is relatively in line with the others shown).

Click 'Edit' from the above menu to add your information. For more on how to use the table function, [click here](#).

Photo	Name/Title	Organization	Research Interest	E-mail
	Roxanne Brew, Cancer Control Planning Administrator	Center for Global Health, National Cancer Institute	Global public health and program analysis	<a href="mailto:roxanne.brew@nih.gov">roxanne.brew@nih.gov</a>

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## ☆ 1. Webinar - Introduction

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### Introduction and Overview (June 27, 2016)

Recording (s) available here. The link will open a new internet page, please select the playback option.

Speaker: Cynthia A. Vinson, PhD

Slide deck:

Office Hours: July 1st from 8 am - 10 am (EDT)

### Session 1: Assigned Reading:

- [Writing implementation research grant proposals: ten key ingredients](#)

### Additional/optional reading:

- [National Institutes of Health Approaches to Dissemination and Implementation Science: Current and Future Directions](#)



Glasgow-Vinson Future Directions.pdf

[Details](#) [Download](#) 566 KB

### Questions:

1. Based on the introductory presentation, are you focusing on dissemination, implementation or a combination of both dissemination and implementation research?
- Are you still trying to decide your research focus? If so, as us some questions during office hours on the Wiki.
- Are you modifying your original concept/proposal? If so, what changed?

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# Let's get started!

- If you haven't already – introduce yourself on the Online Platform.
- Watch Webinar 1: **National Cancer Control Planning – Foundational Elements and Partnerships**

*...webinars are pre-recorded, so watch them at the time of day convenient for you*

- Discuss online 1 - 1 - 1 :
  - ☐ Answer **1** question
  - ☐ Respond to **1** comment
  - ☐ Ask **1** question

*...at a convenient time for you or during “office hours”, which will be posted in the notice for each bi-weekly webinar.*

## Office hours explained

- You can engage in each post-webinar discussion whenever you have time in the week following the webinar or during “office hours” when you’ll get guaranteed quick responses from faculty;
  - A 3-hour time of "office hours" will occur about 3-4 days after the webinar is posted to answer questions in real time
  - Office hours will be posted in the notice for each bi-weekly webinar
- For the first webinar: The “office hours” real-time discussion will be on July 8, 2016 from 8-11am Eastern U.S. Time



# Master Course: Cancer Control Planning and Implementation

## Webinar #1

### **National Cancer Control Planning – Foundational Elements and Partnerships**

Brenda Kostecky, PhD – National Cancer Institute  
Karin Hohman, MBA – Strategic Health Concepts  
Leslie Given, MPA – Strategic Health Concepts



# Webinar 1 Overview

1. A National Cancer Control Plan
  - What is it?
  - Why should you have one?
  - How do you get started?
2. The power of a national cancer partnership
3. Cancer plan development and assessment tool



# What is a National Cancer Control Plan (NCCP)?

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- A strategic plan to control cancer based on the country's cancer burden, cancer risk factor burden and the resources available to implement the plan in the context of the culture and health care system in that country  
*(Union for International Cancer Control)*

# A plan is like a roadmap

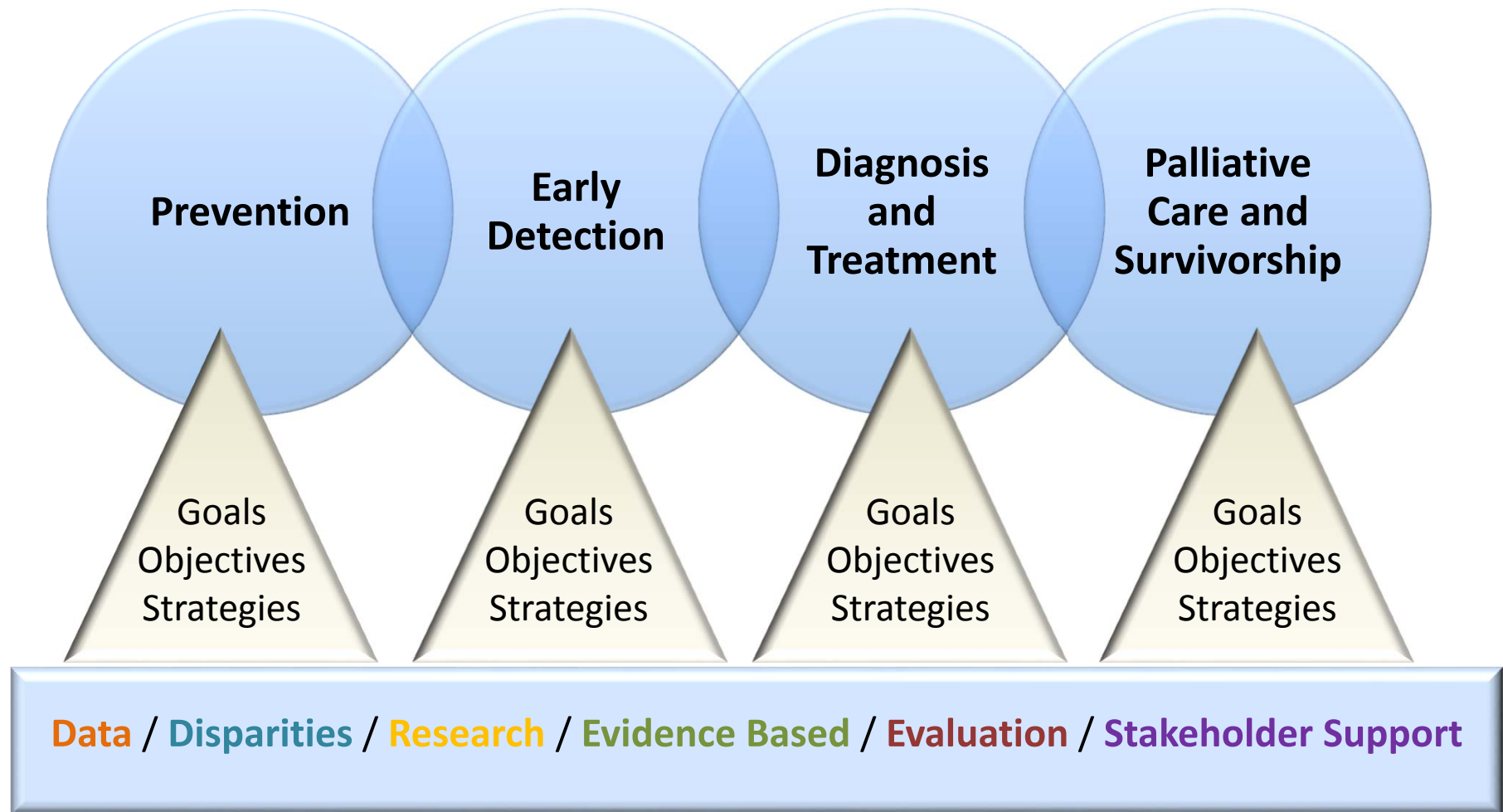


It shows the final destination(s) and how to get there

## Other definitions

- **Cancer Control** - Reduction in the incidence, prevalence, morbidity or mortality of cancer
- **Comprehensive Cancer Control** – A collaborative process through which a community and its partners pool resources to reduce cancer risk, find cancer earlier, improve access to quality treatment, and improve survivors' quality of life  
*(U.S. Centers for Disease Control and Prevention)*
- **National Cancer Program** - The total of all cancer control activities being taken by a whole country to address the cancer issues in that country  
*(Union for International Cancer Control)*

## NCCP scope



# Why develop a National Cancer Control Plan?



“ a goal  
without a  
plan is just  
a wish ”

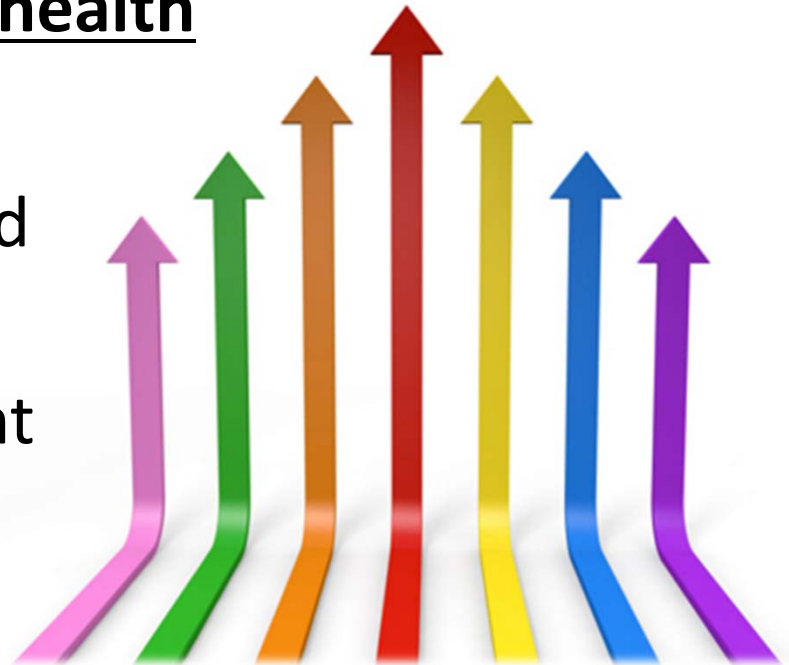
## Benefits of an NCCP

- ✓ **Increase** financial, political and social support
- ✓ **Maximize** use of resources
- ✓ **Build** a partnership to combat cancer
- ✓ **Coordinate** efforts in cancer and other health areas to build on each other and avoid duplication
- ✓ **Increase** the use of evidence to guide policy and programs
- ✓ **Ensure** accountability
- ✓ **Communicate** cancer challenges, needs, and path forward to the community, policymakers, and international partners
- ✓ **Improve** health outcomes

## NCCP outcomes

### Improvements in population health

- Reduced cancer risk
- Earlier cancer detection and diagnosis
- Earlier and better treatment
- Improved palliative care
- Increased quality of life





# Cancer control is a “whole-of-society” challenge

- Needs to be embraced by government, civil society, private sector, professionals, patients, and public;
- Interventions need to take into account social determinants of health, public health, and existing health services and systems;
  - This takes time and sustained effort
  - Addressing social determinants involves virtually all government agencies/ministries
  - The importance of government support for broad-based cancer control (fully supported by civil society, professionals and the public) through legislation including universal health care, tobacco control policies, and social policy reforms can't be minimized.

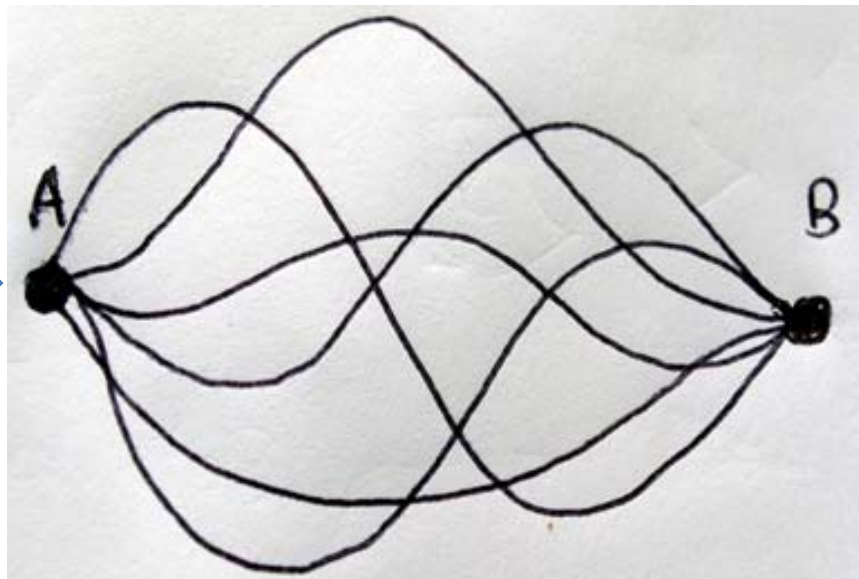
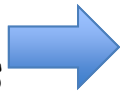
*Chokshi & Farley. New Engl. J Med 2012.367: 295-7*

# How do you get started?



# Similar Issues, Different Paths

Point "A"  
is cancer  
challenges



Point "B"  
is a  
healthier  
country



There are best-practices and guidelines  
to guide your work along the way



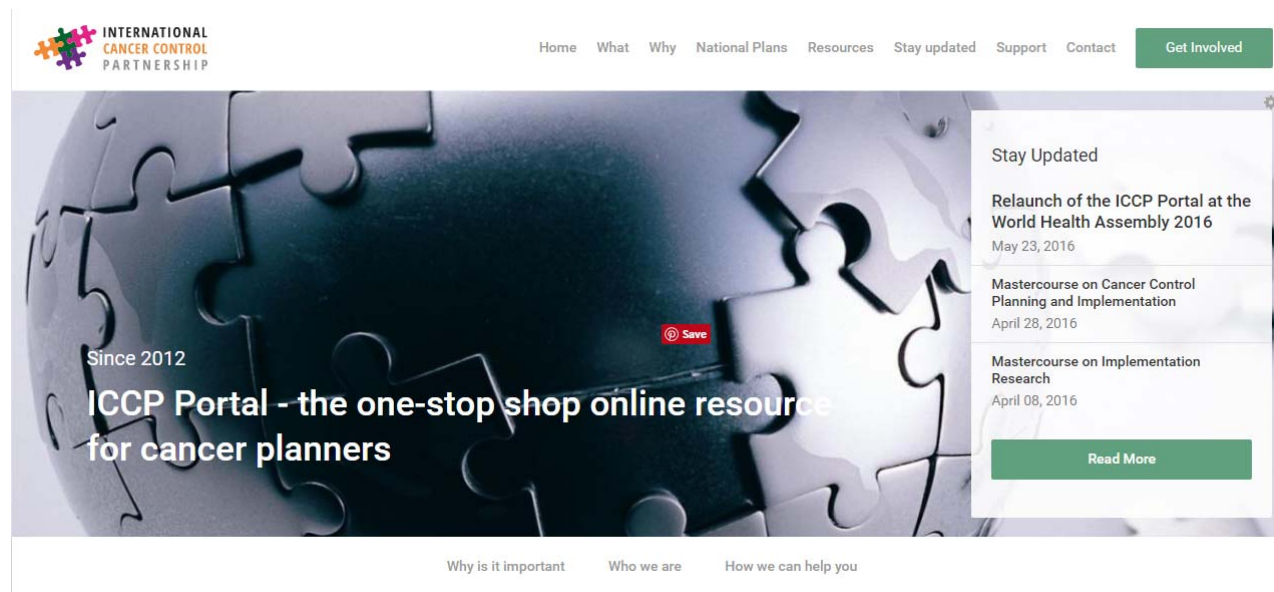
# INTERNATIONAL CANCER CONTROL PARTNERSHIP

## What does the ICCP offer?

- **National Cancer Plans:** interactive map of over 160 published national cancer control plans and almost 50 non-communicable disease (NCD) plans
- **Selected resources on planning and capacity-building for cancer control:** Library of Resources provides access to essential materials and tools on cancer control planning and capacity-building at local, national and regional levels
- **Best practices and experience:** expert Networks collate the latest evidence and showcase successes in the field of cancer control
- **Technical assistance opportunities:** technical assistance offers from ICCP Partners and stakeholders
- **Global cancer initiatives and advocacy:** current global initiatives dedicated to delivering global, regional and local NCD and cancer control commitments

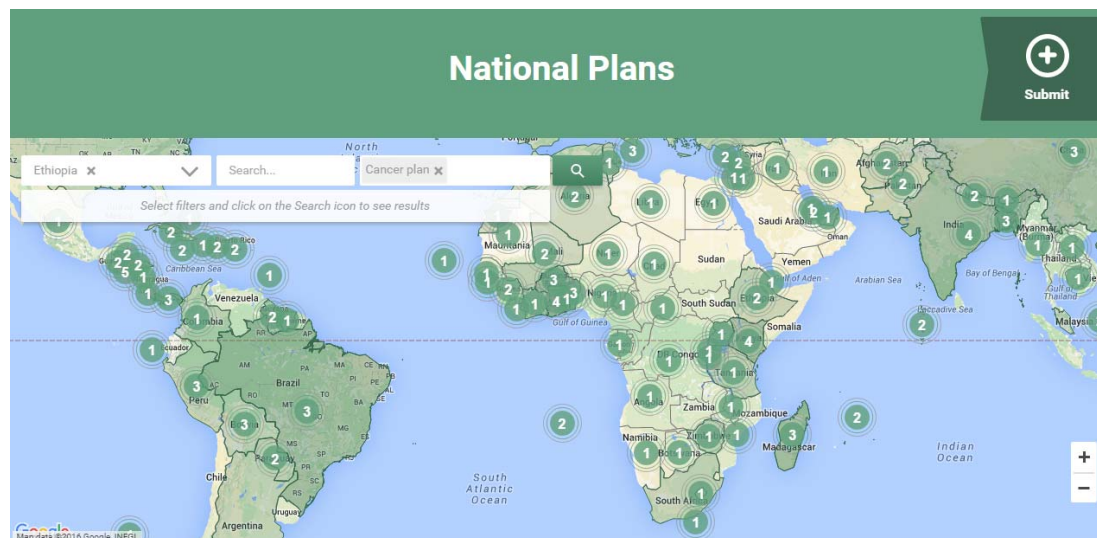
# ICCP Portal

An online one-stop shop for cancer planners and policy-makers: <http://www.iccp-portal.org/>



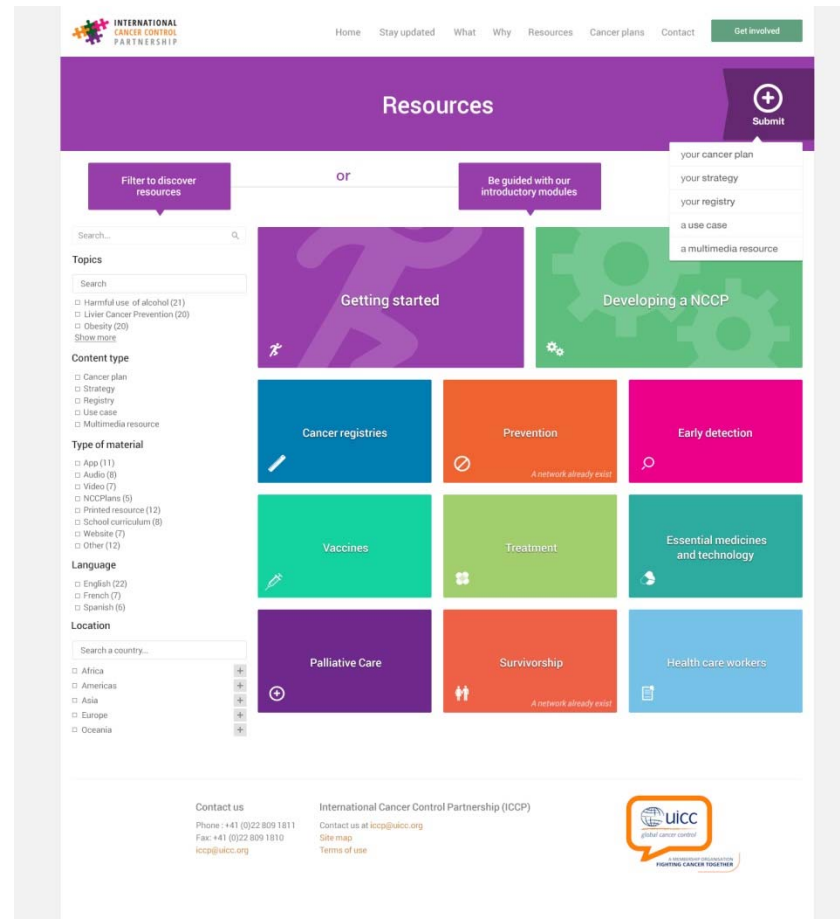
# Access to published plans

<http://www.iccp-portal.org/>



- **Interactive map** and listing of current publicly available NCCPs
- **Searchable database** to identify best practices and lessons learnt in other countries
- Progressive integration of **emerging NCD plans**

# Library of Materials and Tools



<http://www.iccp-portal.org/>

National Cancer Institute



# Specific Cancer Planning Resources

Some key starting resources on cancer control planning that can be found on the ICCP portal:

- US Centers for Disease Control and Prevention
  - <http://www.cdc.gov/cancer/ncccp/>
- World Health Organization
  - <http://www.who.int/cancer/nccp/en/>
- Union for International Cancer Control
  - <http://www.uicc.org/national-cancer-control-planning-nccp>



# Getting started: Are you ready for planning?

- Strong foundations and preparation for planning are essential to effective **implementation**
  - Leadership
  - Political will, policy and financing
  - Public and community support
  - Partnership/coalition



# Leadership starts with you



## You can lead by:

- **Building** a coalition to develop public and political support, financing
- **Coordinating** cancer efforts & build on successes
- **Focusing** on priority issues and gaps
- **Assuring** evidence based strategies are used
- **Leveraging** skills, expertise and resources
- **Tracking** progress and identify areas to change

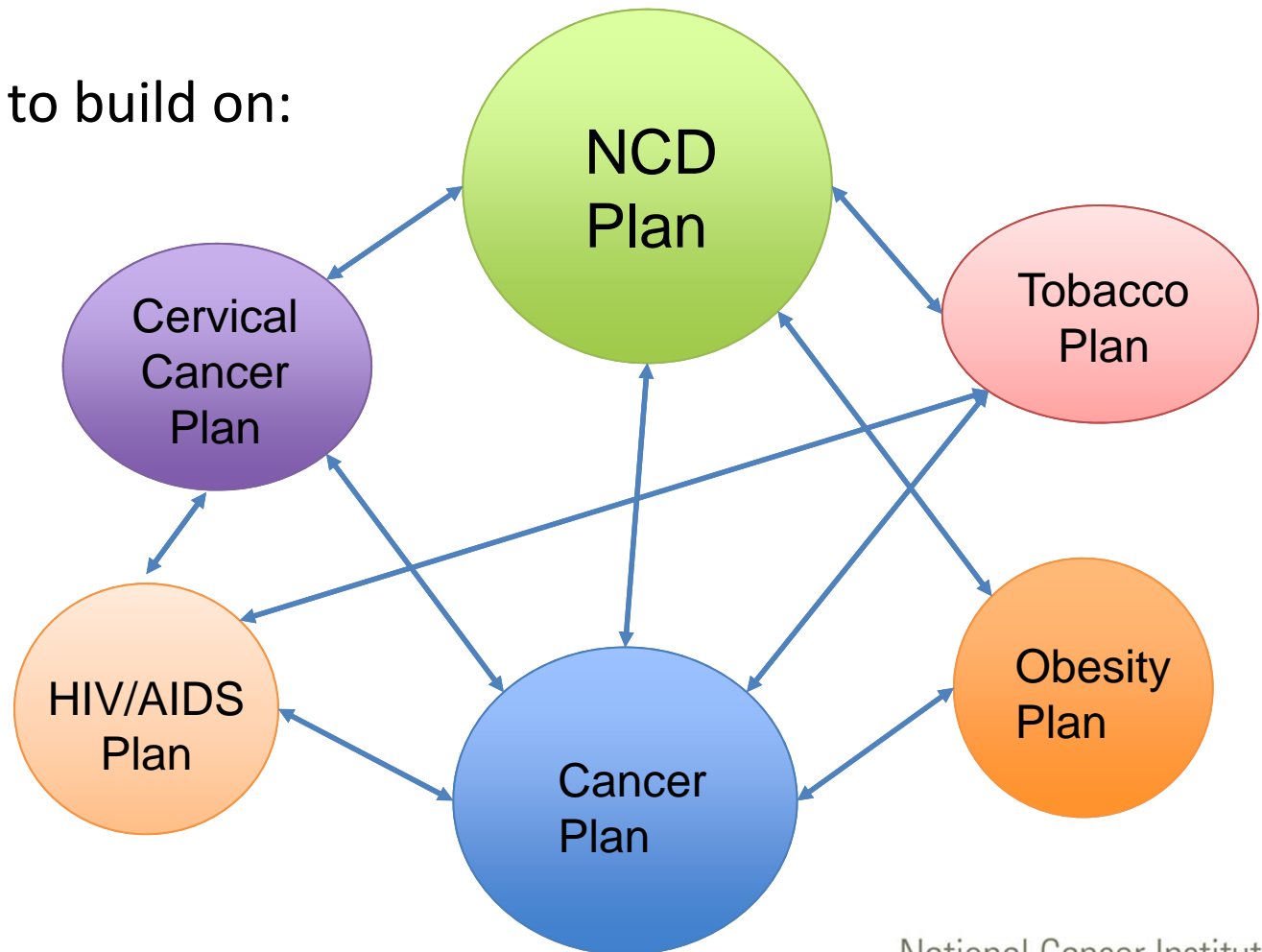
# Getting started: What other plans exist in your country?



# All these plans are connected

Commonalities to build on:

- Data
- Populations
- Messages
- Settings
- Healthcare



# Getting started: Understanding the essential elements of a plan



## Essential elements of an NCCP

- Outlines vision, mission, goals, objectives, strategies
- Comprehensively covers prevention to end of life
- Uses available data and evidence to identify needs, gaps, strategies
- Takes into account unique country context and social determinants of health
- Sets up clear monitoring and evaluation of plan outcomes
- Communicates clearly to intended audiences including policymakers, care providers, the public
- Outlines a plan for financing, developing additional sources of revenue, and leveraging existing resources

## Develop a SMART plan

- **Goals** – Broad aims
  - Example: Improve colorectal cancer screening
- **Objectives** – Specific (SMART)
  - Example: Increase colorectal screening of 50-70 year olds by 30% within 5 years
- **Evidence-based Strategies** – Plans of action
  - Example: Develop and distribute educational material on colorectal screening to patients through family doctors

# SMART objectives

**S – Specific**

**M – Measurable**

**A – Achievable**

**R – Relevant**

**T – Time-bound**

- Example: By 2018 reduce the percentage of youth aged 15-18 who have used tobacco in the past 30 days from 10% to 8%.



# Example 1: Goals, Objectives, Strategies

- **Goal:**  
Prevent cancer from occurring
- **SMART Objectives:**
  - Reduce youth smoking from 33% to 20% by 2020
  - Reduce adult smoking from 28% to 22% by 2020
- **Evidence-Based Strategies:**
  - Increase the tax on tobacco
  - Enforce policies that limit access to tobacco products
  - Conduct youth-focused counter-marketing campaign

## Example 2: Goals, Objectives, Strategies

- **Goal:**  
Detect cancer in it's earliest stage
- **SMART Objectives:**
  - By 2018, increase the percent of women from 65% to 85% who receive cervical cancer screening according to nationally accepted standards guidelines
  - By 2019, increase the percentage of patients who receive treatment within 30 days after receiving a cancer diagnosis
- **Evidence Based Strategies:**
  - Develop a process in which cervical cancer screening standards and guidelines are agreed to by all identified stakeholders
  - Develop and disseminate provider practice guidelines to ensure appropriate follow up for all cancer diagnoses
  - Include “amount of time from diagnosis to treatment” as part of all quality indicators

## **Plan Development Steps: An Example**

1. Establish leadership group and define roles
2. Recruit partners to help draft sections of the plan
3. Gather and summarize data
4. Partners discuss the plan and use the data to identify goals, objectives and strategies
5. The designated writers take all information and input and create a draft plan
6. All partners review and approve the plan

# The Power of National Cancer Partnerships

- Why build a partnership?
- Who should be involved?
- How to build a partnership



# Benefits of partnerships

Combine resources



Maximize support



Promote coordination



Increase comprehensiveness



# More benefits of partnerships

Drive innovative solutions



Reduce disparities



Enhance sustainability



Improve health outcomes





# What is a cancer control partnership?

- A group of diverse and committed organizations who agree to work together to develop and implement a national cancer plan
  - provide input and ideas on cancer problems and solutions
  - bring expertise to the partnership and leverage their existing programs and networks

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# Who should be involved?

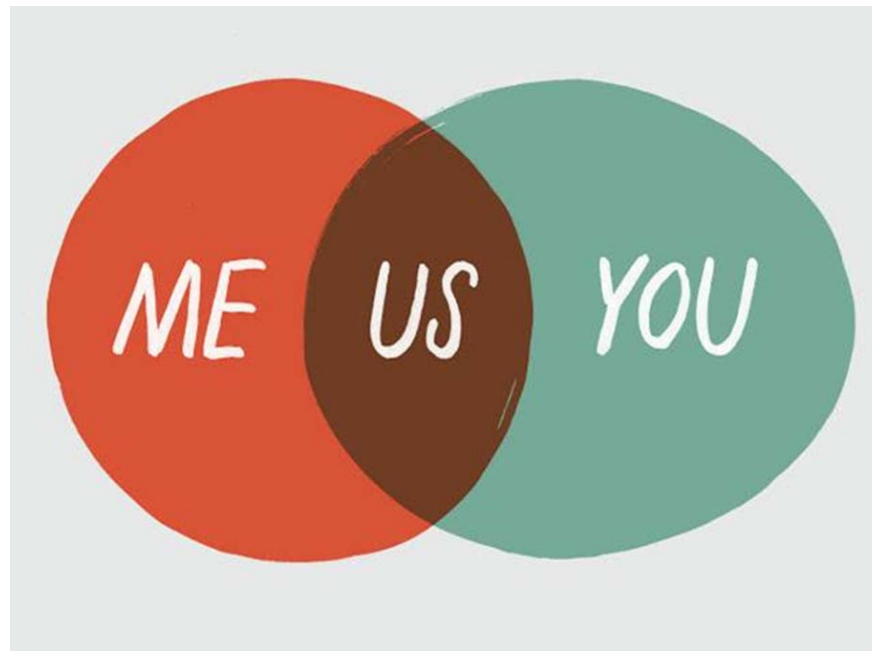


Whole of society approach



# What does a cancer control partnership do?

The partnership should commit to doing things together that wouldn't otherwise happen



# What kinds of people should be involved

- Influencers
  - Decision-makers and people with high-level influence and connections
  - Those with connections, trust, and influence within the community
- Experts
  - Those good at seeing bigger picture
  - People with specific expertise
    - E.g. Public health, cervical cancer, cancer surveillance, evaluation

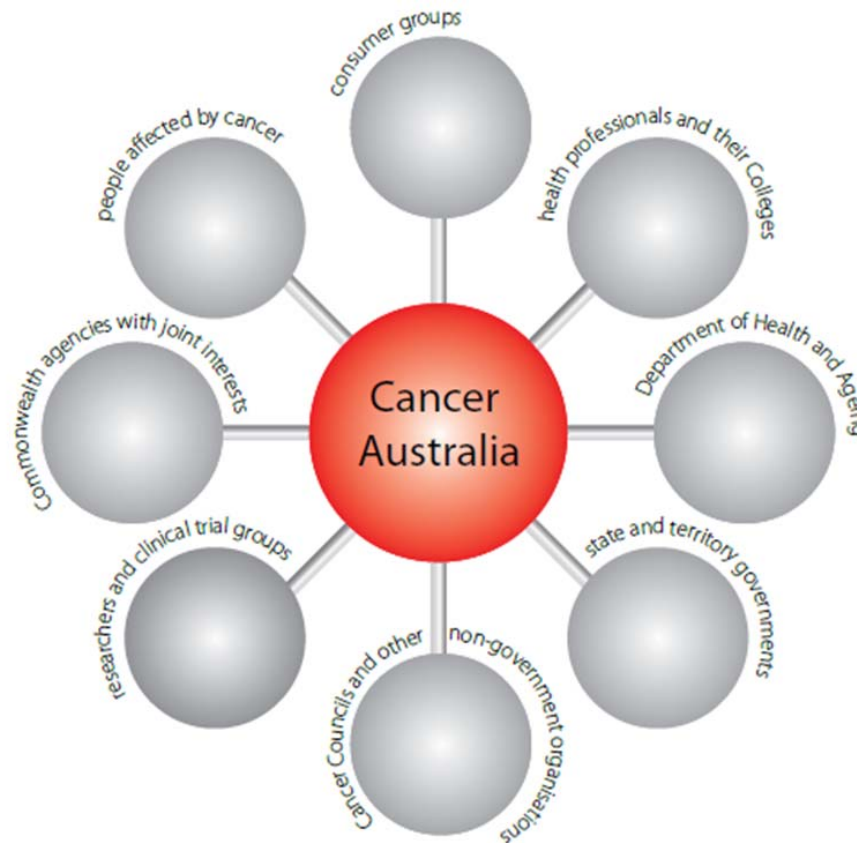
# What kinds of organizations should be involved

- Depends on the country context
  - Government (national and local)
  - Civil society, patients, survivors
  - Universities
  - Cancer centers, physicians and other health workers
  - Media, businesses, educators

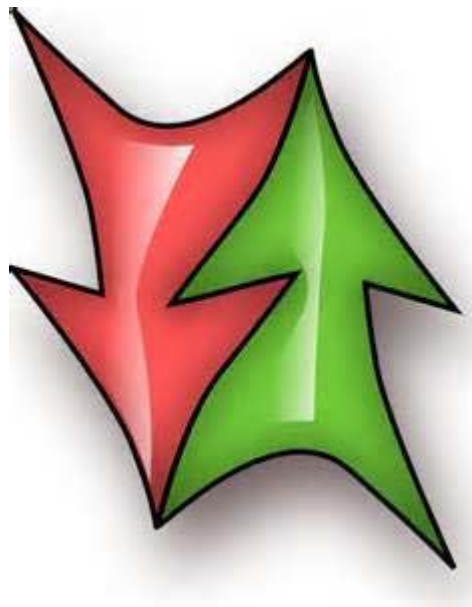
## Not just the “usual” partners

- Specific population groups
- Certain geographic areas in the country
- Representation along the entire cancer continuum
- Specific expertise such as evaluation specialists, resource development, information technology
- People who care about the same thing for “different” reasons
  - Vaccine coalitions
  - Heart association (risk factors)
  - Human rights groups
  - Women & children’s advocates

# Cancer Control Partnership Example: Australia



# Cancer control partnerships begin in different ways



- Some partnerships are established by the government
- Others are formed by motivated stakeholders
- Regardless, it's important to involve all sectors and key organizations

# Steps for Building A Partnership

1. Gather a core group of individuals to start the partnership
  - Who cares about these issues? Who will work well with others? Who can influence others and make decisions? Who wants to do this?
2. Make the case: Core group develops talking points and what they want to accomplish
3. Systematically recruit others
4. Define roles and keep moving forward with decisions and progress
5. Establish meeting schedules, agendas with outcomes and communication methods

## Step 1: Gather core group

- Who is already involved? Who is missing?
  - Hospitals and clinic health care leaders
  - Elected and community officials
  - Community members
  - Cancer survivors
  - Businesses/private partners
  - Government programs
  - Community leaders
  - Advocates





## Step 2: Make the Case

“Make the case” for additional partners to join the cancer partnership



Briefly explain:

- The country's cancer problem
- The importance of a national cancer plan
- What's been accomplished so far and what could be accomplished with their support
- How you'd like them to be involved

## Step 3: Systematically recruit others

- Partner Recruitment Tips
  - Build on personal relationships
  - Communicate directly with the person
  - Look for “win-win” opportunities
  - Talk together about what specific role the partner can play



## Step 4: Define Specific Roles for Partners

- Examples of possible roles:
  - Provide data and information  
*Who: Government staff and programs*
  - Communicate with the public, policy makers  
*Who: Respected, credible leaders*
  - Work on specific strategies in the cancer plan  
*Who: Program staff, survivors, youth, nurses, researchers...*
  - Provide funding or donate resources  
*Who: Businesses and private organizations*
  - Advocate for changes in policies, laws, resources  
*Who: Political and community leaders*

## Step 5: Get organized

- Establish meeting schedules
- Make meetings count – have an outcome with clear next steps
- Establish communication methods to keep moving

# Don't forget to link to other plans

- Non-Communicable Disease (NCD) plans, risk factor plans, HIV/AIDS plans, etc.
  - Work together on similar goals
  - Avoid duplicating efforts
  - Coordinate messages, materials
  - Leverage common resources



# Cancer Control Partnerships are Ongoing



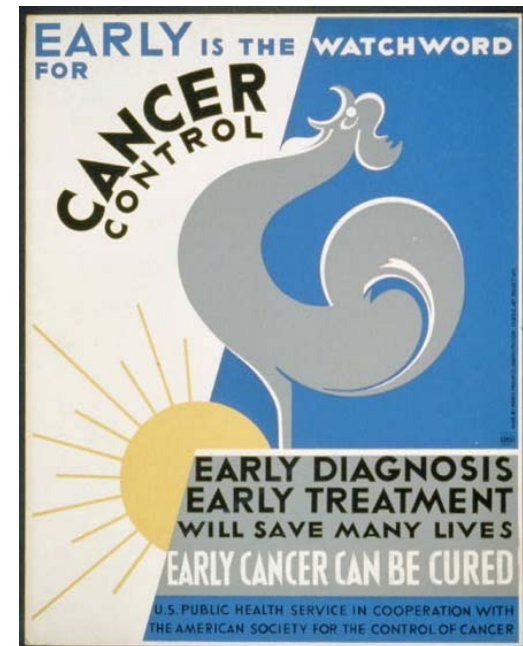
- Working on your cancer partnership doesn't only happen at the beginning of your efforts – it's an continuous effort, throughout planning and implementation
- Assess, strengthen and build your partnership no matter where you are in the cancer plan process

# **National Cancer Control Plan Development and Implementation Assessment Tool**

## Purpose of the Tool

Identifies the critical elements of

1. preparing to develop a national cancer plan,
2. developing a national cancer plan,
3. implementing a national cancer plan,
4. evaluating the implementation of the national cancer plan,
5. and updating a national cancer plan.

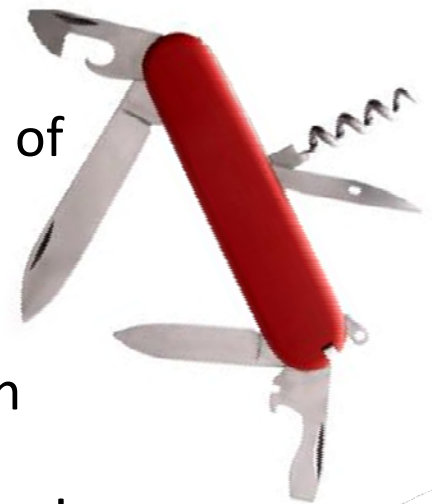


*The tool provides countries with an opportunity to assess their own efforts in each of these areas to develop a plan of action to address critical planning and implementation elements.*



# Purpose of the Tool

- The tool is meant to
  - engage key stakeholders in a thoughtful discussion of essential elements,
  - assist in identifying areas for enhancement and improvement,
  - shed light on reasons for challenges that have been encountered.
- The tool is NOT a guide about how to develop and implement a plan or provide specific solutions to uncovered issues.
- There is a resource guide at the end of the tool to link to further information.



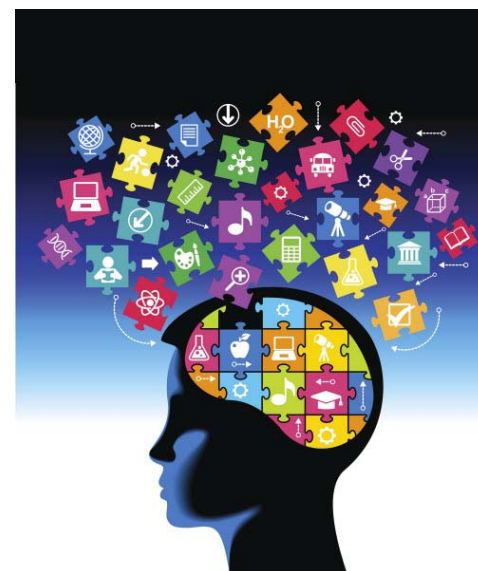
# Contents

- Section A: Determining Where to Start in this Tool
- Section B: Before You Develop a Plan
  - Building Support to Develop a Plan
  - Building a Diverse Partnership to Guide Plan Development
  - Determining Our Cancer Burden, Our Strengths and Opportunities
- Section C: Developing, Implementing and Updating a Cancer Plan
  - Plan Development - Process and Content
  - Plan Implementation
  - Plan Monitoring and Evaluation
  - Plan Update
- Section D: Resources You Can Use




## How to Use the Tool

- Assemble a small team of people (3-7)
- Team should be diverse and include
  - government
  - civil society
  - universities/academia
  - professional associations
  - and private and public health systems such as insurers, hospitals and cancer centers
- Diverse perspectives, experiences and expertise will enhance discussions, decisions and support for making progress.



# Example



Components to Address	Incorporated? (Y or N)*	Action Steps to Get Started or Move Forward (*brief description if Y)	Who is responsible?
We have identified a staff person(s) to lead development of the plan	YES	We have a staff person identified within the Ministry of Health, however that person is overextended. Our action step to help address this is to identify additional staff from partnership members to assist the MOH staff person	Organizations responsible: MOH, Cancer Society, Central Hospital

# How to complete a section of the tool for this course

- Where to Start:
  - Use the “Where to Start” questions to determine where to begin in this tool.
  - These questions quickly assess your country’s needs and where you are in the national cancer plan development and implementation process
  - You do not need to complete the entire tool, only relevant sections
- Upload your completed section(s) before the July 18 webinar
- How to Use the Results:
  - As your team identifies areas that need to be developed or improved, you will create “actions steps” to guide future efforts
  - Areas of improvement will be the focus of your efforts during the in-person workshop

# Reminders

- Engage in online discussions
  - ☐ Answer **1** question
  - ☐ Respond to **1** comment
  - ☐ Ask **1** question
  - ☐ Discuss more if you want!
- Complete assessment tool, share results online with this group
- Webinar 2: Week of July 18, 2016 – National Cancer Control Plan Implementation and Evaluation