

## ADVOCATING FOR QUALITY PROGRAMS AND ACCESS

### VISION

*An active coordinated advocacy program and quality tracking system to address issues covered in the Connecticut Comprehensive Cancer Control Plan*

Each day local, state, and national legislative decisions are made that influence the lives of cancer patients and survivors. Connecticut has a long tradition of organizations and agencies working together to enact legislation and to formulate and implement policies regarding cancer. Advocacy at all levels will be needed for successful implementation of the Connecticut Comprehensive Cancer Control Plan.

Advocacy strategies have been delineated in each area of the Plan (Table 1). The Advocacy Committee of the Connecticut Cancer Partnership will work to build a collaborative program, taking into account the needs of each of the other committees. It will promote beneficial laws, regulations, and policies, and will coordinate advocacy efforts needed for the Plan as a whole. Together with the Core Committee and the organizations most involved in advocacy in the state, it will help set priorities for the advocacy program.

### OBJECTIVE 1

*Develop internal structure and tracking instruments to coordinate advocacy efforts for the Connecticut Comprehensive Cancer Control Plan*

#### *Strategies*

1. Support advocacy issues identified in the Plan (Table 1)
2. Build cancer advocacy capacity through recruitment of key decision-makers, such as legislators, insurers, lobbyists, pharmaceutical companies, corporations, state agencies, families, survivors
3. Identify, engage, and involve interested public/private companies and agencies to garner ongoing support for the Plan
4. Create programs to educate legislators and their staff about important issues in the Plan
5. Create tracking system and data base of persons and legislation, to monitor progress on advocacy
6. Create and publish a data base of enacted laws and policies related to cancer
7. Create an expanded grassroots effort, working with organizations already in the field

---

**Table 1**  
**Connecticut Comprehensive Cancer Control Plan**  
**Strategies from Each Priority Area Related to Advocacy**

---

**Prevention**

- ✓ Advocate for increase in state tobacco tax sufficient to fund state cancer and tobacco plan implementation
- ✓ Advocate for statewide smoking cessation program that meets Public Health Service and National Action Plan guidelines, including evidence-based counseling, pharmacotherapy, and a marketing campaign. These interventions should be available at no charge to the Medicaid and uninsured population
- ✓ Advocate for and support implementation of the State Tobacco Use Prevention and Control Plan, including funding through federal, state, and local sources
- ✓ Advocate for and support implementation of local tobacco prevention and control plans
- ✓ Advocate for nutrition labeling in chain restaurants
- ✓ Advocate for changes in policies and curricula to better support healthier eating in schools and education about nutrition
- ✓ Advocate for program of coordinated school health councils
- ✓ Advocate for intervention research in nutrition, obesity and physical activity
- ✓ Advocate for changes in policies and curricula to better support and increase amount of physical activity for all students
- ✓ Advocate for tax breaks for physical activity programs such as building walking trails
- ✓ Advocate for Connecticut to participate in Youth Risk Behavior Surveillance questions on obesity
- ✓ Advocate for a pilot school-based program to educate children about the dangers of the sun
- ✓ Advocate for sun protection policies such as trees in schoolyards, the wearing of protective clothing and wrap-around sunglasses with UV absorption factor
- ✓ Support sound legislation that reduces the risk of exposure to UV light in tanning facilities

**Early Detection**

- ✓ Advocate for breast, cervical, and colorectal screening that meets or exceeds American Cancer Society and U.S. Preventive Services Task Force guidelines
- ✓ Advocate for the Breast and Cervical Cancer Early Detection Program
- ✓ Develop and implement methods to reduce economic barriers to access breast cancer screening
- ✓ Advocate for pilot programs to improve meaningful early detection of cancers without proven screening tests, such as lung, ovarian, and prostate cancer.

**Treatment**

- ✓ Advocate for a Statewide Cancer Clinical Trials Network to bring state investigator-initiated trials to Connecticut's cancer patients
- ✓ Form statewide collaborative effort to address issues such as cost of treatment and ancillary needs and to develop methods of lessening and/or eliminating barriers and gaps in treatment

**Survivorship**

- ✓ Identify barriers to quality cancer care and gaps in survivorship services
- ✓ Utilizing information on barriers and gaps to promote public policy change
- ✓ Advocate for increased funding to expand survivorship research

**Palliative and Hospice Care**

- ✓ Support changes in Connecticut's advanced directive legislation to make procedures easier to understand and implement
  - ✓ Advocate for adoption of Medicaid benefit for hospice and palliative care
  - ✓ Advocate for legislation and public policy supporting pain, palliative, and hospice care services
-