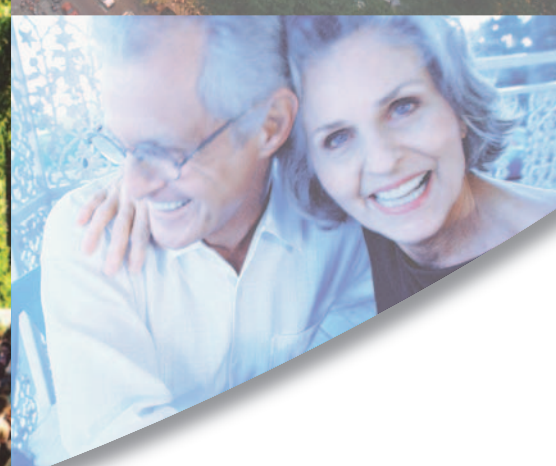


Section II: Connecticut Cancer Plan 2009 – 2013

C. Cross-Cutting Activities and Support

2. Communications, Education, and Training

The Power of Unity.



COMMUNICATIONS COMMITTEE

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American Cancer Society
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2. COMMUNICATIONS, EDUCATION, AND TRAINING

A creative, well-organized communications program targeted to reach specific audiences — patients, health professionals, present and new partners, policy makers, state leaders, public agencies and organizations, disadvantaged populations, the public and the private sectors — is essential to the success of the Connecticut Cancer Partnership and its **Connecticut Cancer Plan 2009-2013**.

The role of the Communications Committee, comprising experts in public relations and communications, is to work collaboratively with other Partnership committees to support their communications needs in a structured, orderly manner.

Goal: *Provide an active, coordinated communications program that will raise awareness about the **Connecticut Cancer Plan 2009-2013** and the Partnership for a wide variety of audiences.*

In developing new approaches for the **Connecticut Cancer Plan 2009-2013**, the Communications Committee focused on five areas:

1. Communicating with existing partners

Regular and effective communication with Partnership members is essential to obtaining the greatest participation in the work of the Partnership and Plan implementation. In 2005-2008, several channels of communicating information about the Partnership and the *Comprehensive Cancer Control Plan 2005-2008* were developed, including a web site, quarterly newsletter, fact sheets, slide presentations, briefings for legislators, and a speakers' bureau. These methods of communication, while effective, would benefit from refinement, enhancement, and professional management.

2. Presenting the new Connecticut Cancer Plan 2009-2013 to the public and major target audiences

The new Plan creates a unique opportunity to communicate the new goals and objectives to all audiences.

3. Collaborating with Partnership Committees to communicate implementation activities to specific audiences

There is a need to keep diverse audiences apprised of the Partnership, the Plan and its progress on implementation. Many of the funded implementation activities have educational or promotional components, such as increasing public awareness and recruiting participants for projects, which would benefit from coordination with the Communications Committee.

4. Exploring new communications technologies to support Partnership efforts

Communications technologies and new delivery models such as social media, Web 2.0, blogs, and podcasts affect how information is delivered and received and how constituents are reached and engaged. In this rapidly changing field, it is essential for the Communications Committee to explore new avenues, channels, and delivery methods.

5. Coordinating and supporting education and training needs of Partnership committees.

Increasing the knowledge of health care professionals and populations at risk for or living with cancer is vital to achieving the Plan objectives. Whether the information is about clinical trials, screening, risk factors, or available services and making choices, health care professionals and the general population benefit by having the most current and accurate information available. The Communications Committee convened an education and training subcommittee to support, as needed, education and training implementation activities of the Partnership's committees.

Communications Objectives

OBJECTIVE 1. Improve existing methods for ongoing communications with Partnership members.

Strategies:

- Create/update fact sheets on specific issues
- Develop new materials to recruit new partners
- Expand and improve the Partnership web site.
- Develop mechanism for resource listings
- Identify and implement more effective methods of producing and distributing a quarterly electronic newsletter
- Select and implement more effective methods of sharing information with partners, through an e-mail management system
- Retool speakers' bureau, including a plan for recruiting new speakers, a training program for existing and new speakers, the updating of ancillary materials and creation of new exhibits
- Evaluate web site and other communications tools currently used by Partnership

OBJECTIVE 2. Prepare campaign for release of Connecticut Cancer Plan 2009-2013.

Strategies:

- Create logistics action plan: time and place of releases; news conference plan, speakers; and invitees (media, others)
- Prepare materials for press kit; news releases, photos, fact sheets, lists of committees, etc.
- With the Advocacy Committee, create/update fact sheets on specific topics and issues, develop new materials targeting legislators. Prepare materials for policy change requests or funding ("asks") from the Connecticut State Legislature and other funding sources
- Develop an abbreviated version of the **Connecticut Cancer Plan 2009-2013** to be used for education and promotion purposes

OBJECTIVE 3. Inform the general public, target audiences and population groups about funded implementation activities.

Strategies:

- Collaborate with project staff, contractors, and committees to identify target audiences and activities that need to be promoted. Determine specific tactics to be used in reaching each group and materials needed for each segment
- Engage a marketing/health communications firm to create, produce, and supervise multi-media campaigns to reach target audiences
- Design and implement multi-media, sustained public awareness campaign(s) for the Connecticut Cancer Partnership and the **Connecticut Cancer Plan 2009-2013**
- Develop a mechanism for producing and distributing regular updates on the progress of implementation activities.

COMMUNICATIONS COMMITTEE

Strategies for implementation in collaboration with Partnership Committees

Marketing/Media Campaigns

Prevention

- Conduct a marketing campaign to support statewide smoking cessation program that meets Public Health Service and National Action Plan guidelines.
- In collaboration with DPH and MATCH (Mobilize against Tobacco for Connecticut’s Health) initiate and fund a statewide tobacco education media campaign like those shown to be effective in other states such as Florida, Maine, Massachusetts, and California.
- Develop, implement, and evaluate a sun-safety media education campaign targeting young adults.

Early Detection

- Increase awareness of breast cancer risk factors and the benefits of early detection.

Treatment

- Conduct public awareness campaigns involving community organizations (including faith-based), health care providers, and insurers on quality treatment options, standards of care, and support services.

Survivorship

- Market availability of resource inventory and accessible centralized clearinghouse to providers and patients.

Palliative and Hospice

- Promote educational opportunities for the public to learn about the benefits and availability of palliative and hospice care and the benefits of creating a living will.
- Working through church leaders, senior citizen groups, and local public health officials, institute culturally competent outreach, education, and partnership efforts within diverse communities to reach minority, immigrant, and ESL population groups.

OBJECTIVE 4. Explore new technologies and delivery methods for communicating information about the Partnership and the Plan.

Strategies:

- Work with a marketing/health communications firm to coordinate projects
- Convene a group of experts to outline possible technologies and Partnership uses of them
- Dialogue with partners to identify needs and approaches
- Produce a plan that identifies future communications tools and technologies including costs and other resources needed

OBJECTIVE 5. Support the education and training implementation activities of the Partnership's committees.

Strategies:

- In collaboration with Partnership committees, increase opportunities for educating and training health care professionals on specific cancer issues
- Work with cancer health care professional workforce development initiatives
- Work with committees to inform and educate target populations on cancer issues

EDUCATION/TRAINING COMMITTEE

Strategies to be Implemented by Education/Training Committee in Collaboration with Partnership Committees

Prevention

- Partner with groups such as Regional Action Councils, MADD (Mothers Against Drunk Drivers), and mental health organizations to develop a forum to help support efforts to reduce high risk behaviors in youth and adults related to alcohol and sexual activity and share effective programs.
- Educate the public, employers, health professionals, and policy-makers about cancer-related environmental exposures, especially radon, pesticides, and home use products, including disparities in exposure risk for specific population groups.
- Educate pediatricians on the importance of informing parents about caring for the skin of babies and young children.
- Increase awareness of the dangers of artificial sun tanning.

Early Detection

- Identify and/or develop information regarding early signs and symptoms of lung, ovarian, prostate, testicular, skin, and oral cancer for dissemination to the public, ensuring appropriate informational resources are available to underserved and minority groups through appropriate channels.
- Develop and implement a plan to reach targeted audiences (i.e. specific populations underutilizing cervical cancer screening for targeted educational activities).

- Identify and promote and/or provide educational opportunities to health care providers to increase knowledge of the early signs and symptoms of ovarian, prostate, testicular, skin, and oral cancers, for which there are no widely accepted, evidence-based, screening modalities (through medical student training, outreach to rural providers, and continuing education programs).
- Identify and promote evidence-based cancer prevention and screening education and outreach initiatives aimed toward disparate population groups, including materials designed for multi-cultural and low literacy populations.
- Increase awareness of breast cancer risk factors and benefits of early detection.
- Use the Partnership web site to provide timely notification of educational opportunities, conferences, and continuing education on survivorship.
- Partner with academic institutions and professional organizations to develop and offer educational opportunities for health care providers on topics such as survivorship issues and care guidelines.
- Disseminate information on the importance of psychological screenings to address depression and other factors that may impact quality of life.

Treatment

- Increase number of mechanisms in place for organizations to list professional educational opportunities, including link to Connecticut Cancer Partnership web site.
- Educate professionals and the public about the importance of clinical trials.
- Promote training/education on clinical trials for health care professionals.
- Promote dissemination of current and accurate information on clinical trials to patients.

Survivorship

- Educate community members, groups, and organizations about survivor issues and the value of support services (during and post-treatment) and how to access services, with a special focus on reaching underserved population groups.
- Make survivorship care guidelines and information available on the Partnership web site.

Palliative

- Disseminate information on programs designed to help educate staff of hospitals and long-term care facilities in integrating palliative care into clinical services.
- Include palliative and hospice care curricula in programs at medical, nursing, counseling, and pastoral care schools.
- Provide links to information and resources for health care professionals on palliative and hospice care on the Cancer Partnership web site.
- Support partner efforts to educate public on benefits and availability of palliative and hospice care, including benefits of creating a living will and efforts targeted to broad spectrum of health care providers and diverse communities.
- Promote educational programs in colleges, health care facilities, and communities about best practices in pain management targeting health care professional audiences (physicians, nurses, administrators, social workers, pharmacists, substance abuse counselors).