

Provincial Cancer Control Advisory Committee

Activity Plan

April 1, 2014 - March 31, 2017

Chairperson's Message

In December 2013, I was appointed as the new chairperson for the Cancer Control Advisory Committee. I look forward to working with the committee and preparing advice on cancer control issues to present to the Minister of Health and Community Services.

In accordance with the *Transparency and Accountability Act*, I am pleased to present the 2014-17 Activity Plan for the Provincial Cancer Control Advisory Committee, a Category 3 entity under the *Transparency and Accountability Act*. In this capacity, the Advisory Committee is required to prepare three-year activity plans and annual performance reports. This process better enables the Advisory Committee to enhance recognition of issues related to cancer control and achieve its accountability requirements to the public.

In the development of this Activity Plan, consideration was given to the Provincial Government's strategic directions, as well as the mandate and activities of the Advisory Committee. In particular, the Advisory Committee's work relates to the focus area of Cancer Care. This Activity Plan builds on the past achievements of the Advisory Committee in providing advice on the implementation and monitoring of *Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador*, and in identifying emerging and priority cancer control issues for government to consider.

The Cancer Control Advisory Committee was established by the Minister of Health and Community Services in June 2011. My signature below is indicative of the entire Committee's accountability for the preparation of this Activity Plan and achievement of the objective contained in this Plan.

Sincerely,



Sharon Smith, Chairperson
Provincial Cancer Control Advisory Committee

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1.0 Overview

In June 2011, the Minister of Health and Community Services established the Cancer Control Advisory Committee (CCAC). The Minister appointed the membership from a broad representation of the cancer prevention and control community throughout Newfoundland and Labrador. The establishment of the Committee was an early action of *Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador* (“the Framework”) released in November 2010 (see Appendix A). Policy Direction 9 of the Framework: Accountability and Measuring Success, identified the creation of the committee. This policy direction committed the Provincial Government to establishing a committee to advise the Minister of Health and Community Services on actions to advance and improve cancer control in Newfoundland and Labrador.

Since its establishment, the CCAC has fulfilled its mandate by providing advice to the Minister on cancer prevention and control issues including: the age of inclusion for the breast cancer screening program, the regulation of the tanning bed industry, and the development of an evaluation plan for the Cancer Control Policy Framework.

To further advise the Minister, the CCAC will continue to review the policy directions in the Framework, analyze current reports and research findings on cancer issues, and collect and assess other relevant information from other jurisdictions and stakeholder groups in Newfoundland and Labrador and in Canada. The CCAC will strive to collect and review the best information available and to consider the information from various perspectives to provide the best advice to the Minister.

Membership

The CCAC is led by an independent chairperson and has a membership of 12 to 15 people, at least one-third of which is to be stakeholder individuals and community based organizations. All members and the Chairperson are appointed by the Minister of Health and Community Services. (See Appendix B). In December 2013, the Minister appointed a new chairperson and two new members representing physicians and other stakeholders.

The committee now has a full complement of members, consisting of a diverse cross-section of individuals with a broad range of expertise, to provide input on all aspects of cancer prevention and control. The membership includes representatives from the four Regional Health Authorities, community organizations, Memorial University, volunteers, cancer survivors, and other stakeholder groups.

Funding

The work of the CCAC is supported and funded by the Healthy Living Division of the Department of Health and Community Services. Membership on the Committee is voluntary; however travel and other expenses associated with duties as members are reimbursed by the Department, in accordance with the government travel guidelines.

Associated costs incurred by the CCAC are covered by the Healthy Living Division of the Department of Health and Community Services.

2.0 Mandate

The role of the Provincial Cancer Control Advisory Committee is:

- i. To advise the Minister on:
 - priorities for action;
 - monitoring progress;
 - the development of an evaluation plan for the Framework;
- ii. To liaise with the cancer control community nationally and provincially, including patients, survivors, advocates and community organizations; and
- iii. To identify for the Minister's consideration, additional evidence-based objectives or priority directions that have the potential to improve the control of cancer in Newfoundland and Labrador.

3.0 Primary Clients

The CCAC recognizes the Minister of Health and Community Services, Government of Newfoundland and Labrador, as its primary client. By fostering an environment of understanding with government about cancer, individuals living with or at risk of developing cancer are also served.

4.0 Values

The Department of Health and Community Services' values are reflected daily as employees fulfill their roles and responsibilities in serving their clients. The CCAC has considered the departmental values and has adapted the values to better align with the role of the Committee:

Transparency and Accountability

Each member takes their responsibilities seriously and contributes to a culture of openness in decision-making and reporting.

Collaboration

Each member engages others in the health and community services system and in the broader cancer prevention and control community, in a positive manner, respectful of others and their different perspectives.

Innovation

Each member actively considers current evidence and new approaches to inform the development of committee recommendations for improving cancer prevention and control efforts in this province.

Privacy

Each member manages and protects information related to persons/families/organizations/communities and the Department of Health and Community Services appropriately.

Excellence

Each member brings an important perspective to the committee and from that perspective makes decisions based on the best evidence and information available to provide a high standard of advice to the Minister.

5.0 Vision

The CCAC supports the following vision of the Department of Health and Community Services:

The vision of the Department of Health and Community Services is for individuals, families and communities to achieve optimal health and well-being.

The CCAC contributes to achieving this vision by providing advice to the Minister on: priorities for action, monitoring progress, and the development of an evaluation plan for the Framework.

Performance Section

6.0 Mission

The CCAC has adopted the mission of the Department of Health and Community Services' Strategic Plan 2011-2017 as follows:

By March 31, 2017 the Department of Health and Community Services will have provided leadership to support an enhanced health care system that effectively serves the people of the province and helps them achieve optimal health and well-being.

The CCAC contributes to the above mission statement through its mandate, identified actions and the collaborative efforts that are made individually and collectively by member organizations to further cancer prevention and control efforts within the Province. The CCAC shares the same vision and supports the mission of the Department. The performance indicators that accompany the Department's mission relate to leadership support and implementation, which are separate and distinct from the CCAC, which has an advisory capacity to the Minister.

7.0 Annual Objectives

Cancer touches most people at some point in their lives, if not directly as a patient, then as a relative or friend of someone with cancer. The impacts of this disease are multiple and far reaching, affecting people of all ages. It is a major cause of concern to the public.

The Canadian Cancer Society projected that in 2013, there would be 3,250 new cases of cancer and 1,470 deaths due to cancer in Newfoundland and Labrador. Newfoundland and Labrador has the highest incidence and mortality rates for colorectal cancer in Canada. This province is seeing an increase in the numbers of people who are developing cancer. There are a range of reasons for this increase such as the aging population, increased life expectancy, high rates of risk factors (e.g. inactivity, unhealthy eating, smoking, and overuse of alcohol) and some genetic factors.

Many are unaware of how much can be done to prevent, diagnose and treat cancer. One third of cancer can be prevented, and early detection and effective treatment of another third is also possible. Due to advances in cancer care, cancer is increasingly viewed as an illness from which people can survive. As is stated in the Canadian Strategy for Cancer Control (2006), it is recognized that true cancer control “aspires to prevent cancer, to detect cancer at an early stage, and to treat and hopefully cure the disease in those who are diagnosed, and to increase the survival and the quality of life in those who develop it.”

Great strides have been made in cancer prevention and control in Newfoundland and Labrador, including:

- The reduction in smoking through coordinated tobacco control efforts;
- The continued growth of the Cancer Care Program;
- The expanded use of telehealth services for oncology consultations;
- The introduction of the HPV vaccination program;
- The creation of the cancer patient navigator program; and
- The expansion of cancer screening programs.

However, it is recognized that a continued, coordinated and forward-looking approach to cancer prevention and control is needed in the province.

There are many partners in the cancer control community that contribute to the collective efforts in preventing, detecting and treating this disease. These partners include local, provincial and national organizations and governments; professional groups and associations; regional health authorities; research centres and institutions; volunteer groups; advocacy groups; and cancer survivors and family members.

To inform policy direction, the Provincial Government considers input from all cancer prevention and control partners. The Cancer Control Advisory Committee (CCAC) will facilitate this information exchange by providing advice to the Minister of Health and Community Services from cancer survivors, community groups, regional health authorities, health care professionals, and other key stakeholders and partners in the cancer prevention and control community. In developing its advice, the committee considers peer-reviewed research and best practice evidence in the context of Newfoundland and Labrador. As actions for select cancer prevention and control initiatives are implemented in Newfoundland and Labrador, the CCAC will advise the Minister on the progress of initiatives.

The CCAC has reviewed and considered the strategic directions of the Provincial Government. Under the strategic direction for Population Health, the focus area of Cancer Care relates to the work of the CCAC (see Appendix C).

Objective: By March 31, 2015/2016/2017 the Cancer Control Advisory Committee will have provided advice to advance and improve cancer control efforts in Newfoundland and Labrador.

Measure: Provided advice

Indicators 2015-2017:

- Provided advice on select priority actions of the Cancer Control Policy Framework.
- Provided advice on identified emerging cancer control issues and interests.
- Provided advice on the monitoring of progress of select cancer control initiatives.

The above objective applies to the 2014-15, 2015-16 and 2016-17 fiscal years and will be reported on in the respective annual reports by the Cancer Control Advisory Committee.

Appendix A - Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador

Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador outlines the Provincial Government's response to the burden of cancer in the province. The goal of the Framework is to provide key policy directions that will be used to guide cancer control efforts in the province in the coming years. This Framework provides a foundation upon which the Provincial Government, the Regional Health Authorities (RHAs) and community-based organizations can build specific action plans that will strategically focus on advancing and improving cancer control in Newfoundland and Labrador.

The Framework is supported by government initiatives that focus on improving health and the delivery of health services. Provincially, these initiatives include *Improving Health Together: A Policy Framework for Chronic Disease Prevention and Management in Newfoundland and Labrador*, the Provincial Wellness Plan, the Poverty Reduction Strategy, the Recreation and Sport Strategy and the Healthy Aging Policy Framework. It also complements the work being done nationally in the areas of cancer prevention and care through the Canadian Strategy for Cancer Control, currently being implemented by the Canadian Partnership Against Cancer. The Framework also supports the efforts of other organizations, health professionals and community-based agencies and their volunteers involved in the many aspects of cancer prevention and control.

The guiding principles of the Framework are consistent with the Canadian Strategy for Cancer Control.

Guiding Principles

- **Research to Policy to Practice** - Support research that addresses the needs, gaps, and opportunities in Newfoundland and Labrador, and support the development of evidence to inform policy regarding cancer care.
- **Population Health Based** - Address both patient-oriented and population components of cancer control.
- **Accessibility** - Promote reasonable and fair access to appropriate care, regardless of where a person lives.
- **Sustainability** - Support long-term sustainability of the health care system by dealing effectively with, and reducing the rise in the number of cancer cases.
- **Collaboration** - Ensure the Framework is collaboratively led bringing together people living with cancer, the public, service providers, community-based organizations and governments.

- **Integration** - Recognize the common risk factors and opportunities for collaborative, integrative action to reduce the incidence of chronic disease such as cardiovascular disease, diabetes, and respiratory disease, in addition to cancer.
- **Accountability** - Be accountable to the people living with cancer and their families and the organizations that are involved in cancer control efforts including health professionals, administrators, government, community groups and the public.

The Framework identifies gaps and opportunities for improvement in current cancer control efforts. It then establishes nine policy directions, together with a series of goals and actions, to address identified needs.

Policy Directions

1. Cancer Prevention through Promoting a Healthy Population

Promoting a healthy population and preventing cancer in the province will require a targeted approach, focusing on the six priority areas of tobacco use, nutrition, physical activity, ultraviolet radiation, infectious diseases, and environmental and occupational exposures.

2. Identifying Individuals at Risk

Detecting cancer early, before it has a chance to spread, remains the best strategy for reducing cancer-related deaths. Further development and enhancements to the provincial breast, cervical, and colon cancer screening programs are needed to ensure that programs are as integrated and comprehensive as possible. In addition, establishing screening guidelines and a targeted, organized screening program for individuals with hereditary cancer syndromes is an important step in ensuring early detection and treatment and ultimately increased survival rates.

3. Coordinating Care

Supporting enhanced continuity of care for individuals with cancer is a requirement to help ensure that care is delivered in a logical, connected and timely manner so that the medical and personal needs of the patient are met.

4. Supportive and Palliative Care

Raising the profile of supportive, rehabilitative, and end-of-life care in the province is a requirement to address gaps within these service areas.

5. Clinical Practice Guidelines

Developing or adopting Clinical Practice Guidelines, based upon best practice from around the world, help health care professionals and patients make decisions about prevention, screening, early detection, and/or treatment of a specific health condition. The application of guidelines across the cancer control continuum promotes a coordinated approach to cancer control,

ensures consistency in standards of care, and helps to ensure accountability and transparency regarding cancer care.

6. Access and Advocacy

Accessing needed services along the cancer control continuum is essential for those living with cancer. To help ensure reasonable access to cancer care services, innovative approaches to addressing barriers to access in all areas of the cancer continuum need to be actively explored and encouraged.

7. Surveillance and Information Systems and Technology

Collecting information regarding the effectiveness of cancer control efforts, including preventative, diagnostic and treatment programs and services is essential to the ongoing development of appropriate cancer control policies, program planning and evaluation. Data collection efforts need to be supported and expanded to ensure that data in the province is valid, reliable, timely, and population based.

8. Education and Training

Providing education and training to the general public, individuals and families living with cancer, and health professionals is important to reduce the incidence and impact of cancer in our province.

9. Accountability and Measuring Success

Establishing a Provincial Cancer Control Advisory Committee will help to ensure progress in cancer control. The Committee will advise the Minister of Health and Community Services on: i) priorities for action; ii) monitoring progress; and, iii) the development of an evaluation plan for the Framework

Appendix B – Committee Membership as of April 2014

Chairperson:

Ms. Sharon Smith

Members:

Department of Health and Community Services – Mr. Bruce Cooper

Eastern Health – Ms. Katherine Chubbs

Central Health – Dr. Richard Lush

Western Health – Dr. Susan Gillam

Labrador-Grenfell Health – Ms. Delia Connell

Memorial University Faculty of Medicine – Dr. James Rourke or designate

Canadian Cancer Society - NL Division – Mr. Matthew Piercey

Young Adult Cancer Canada – Mr. Geoff Eaton

Representative for Cancer Survivors – Mrs. Rosemary Hedderson

Representative for Community Volunteers – Mrs. Margot Reid

Representative for Physicians – Dr. Elizabeth Bautista

Stakeholder Representative – Dr. Anne Kearney

Appendix C – Strategic Directions 2014-17

Strategic directions are the articulation of desired physical, social, or economic outcomes and normally require action by or involvement of, more than one government entity. These directions are generally communicated by government through platform documents, Throne and Budget Speeches, policy documents and other communiqués. They summarize the outcomes desired for the health sector and are communicated to entities that plan and report in collaboration with the Department.

Strategic Direction 1

Title: Population Health

Outcome: Strengthened Population Health and Healthy Living

Population health refers not just to the health “status” of the population, but to the ability of people to adapt and respond to various aspects of life. Health is affected by many factors such as social, economic, physical and environmental conditions. A population health approach encompasses a range of services and supports that can help individuals, families and communities experience the best outcomes possible.

Initiatives that focus on social and emotional well-being, the prevention of illness and injury, as well as initiatives to support people in managing and maintaining their own health and lifestyle, form a solid foundation for addressing population health.

Under the strategic direction for Population Health, the focus area of Cancer Care relates to the work of the CCAC.

Focus Areas of the Strategic Direction 2014-2017	The Population Health Strategic Direction is		
	Addressed by the Cancer Control Advisory Committee's:		
	Activity Plan	Operational Plan	Work Plan
Cancer Care	✓		

Appendix D – Reference Documents

The following reference documents support the work of the Provincial Cancer Control Advisory Committee and can be accessed at:

<http://www.health.gov.nl.ca/health/index.html>:

- *Improving Health Together: A Policy Framework for Chronic Disease Prevention and Management for Newfoundland and Labrador*
- *Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador*
- Cameron Inquiry Report
- Canadian Strategy for Cancer Control

Contact Information

Healthy Living Division
Department of Health and Community Services
3rd Floor, Confederation Building, West Block
P.O. Box 8700
St. John's, NL A1B 4J6

Inquiries Telephone: (709) 729-4984 or (709) 729-3117
Fax: (709) 729-7778 or
Email: healthinfo@gov.nl.ca
<http://www.health.gov.nl.ca/health/>