

Provincial Cancer Control Advisory Committee

Activity Plan

April 1, 2011 - March 31, 2014

Chairperson's Message

In accordance with the *Transparency and Accountability Act*, I am pleased to present the 2011-14 Activity Plan for the Provincial Cancer Control Advisory Committee. The Advisory Committee has been included under the *Transparency and Accountability Act* as a Category 3 entity and will be planning and reporting in keeping with these requirements. 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 Government's strategic directions, as well as the mandate and activities of the Advisory Committee. This Activity Plan represents the Advisory Committee's continued efforts to advance and improve cancer control, to build on *Gaining Ground: A Provincial Cancer Control Policy Framework for Newfoundland and Labrador*, and to provide advice to enhance an understanding in Government of select cancer control issues.

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,



Bruce Cooper, Board Member
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 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 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. In this role, the CCAC will help foster a culture of enhanced understanding by Government of cancer control issues.

To advise the Minister, the CCAC will 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 will be led by an independent chair and will have a membership of 12 to 15 people, at least one-third of which is to be stakeholder individuals and community based organizations. The membership consists of a diverse cross-section of individuals who are familiar with cancer control issues, and includes representatives from the four Regional Health Authorities, community organizations, Memorial University, and a cancer survivor. All members and the Chairperson are appointed by the Minister of Health and Community Services. (See Appendix B).

Funding

The work of the CCAC is supported and funded by the Chronic Disease Control 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 Chronic Disease Division of the Department of Health and Community Services. The CCAC meets at least once every three months, or at the call of the Chair.

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:

Professionalism

Each member is qualified, competent and respectful in the discussions and decision-making processes undertaken when providing advice to the Minister.

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.

Transparency and Accountability

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

Values continued

Collaboration

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

Privacy

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

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 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.

In 2006, there were 2,550 new cases of cancer and 1,260 deaths from cancer in Newfoundland and Labrador. The province also has the highest incidence of colorectal cancer in Canada, and the highest mortality rates for breast and colorectal cancer. Newfoundland and Labrador, along with many other provinces and countries, 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. obesity, inactivity, smoking and sun exposure) 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 control in Newfoundland and Labrador. However, it is recognized that in order to be more effective, a more concerted and coordinated, forward-looking approach to cancer control is needed in the province.

The Cancer Control Advisory Committee (CCAC) contributes to this forward-looking approach by advising the Minister of Health and Community Services on current issues in the cancer control environment. This advice helps foster a culture of understanding within Government about cancer control issues. As actions for select cancer control initiatives are implemented in Newfoundland and Labrador, the CCAC will advise the Minister on the monitoring process and on the development of an evaluation plan.

Annual Objectives continued

The CCAC has reviewed and considered the strategic directions of 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, 2012/2013/2014 the Cancer Control Advisory Committee will have provided advice to advance and improve cancer control efforts in Newfoundland and Labrador.

Measure: Provided advice

Indicators 2011-2014:

- 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 2011-12, 2012-13 and 2013-14 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 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 colorectal 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 and implementation of an evaluation plan for the Framework

Appendix B – Committee Membership as of December 2011

Members:

Department of Health and Community Services - Mr. Bruce Cooper

Eastern Health – Ms. Katherine Chubbs

Central Health – Dr. Michael Zuckerman

Western Health – Dr. Susan Gillam

Labrador-Grenfell Health – Mr. Boyd Rowe

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 Family Physicians – Dr. Thomas G. Costello

Appendix C – Strategic Directions

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. 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: Population Health Outcome: Improved Population Health

To achieve “improved population health”, focusing efforts on public health interventions that will; promote healthy lifestyles and reduce health inequalities, prevent acute and chronic illness and injury, and protect people from health hazards, are necessary.

An integrated and collaborative approach, which preserves and promotes health and prevents and controls disease, is needed to:

- reduce the incidence of many of the illnesses that currently contribute to the burden of illness in Newfoundland and Labrador; and
- prepare the health system for illnesses and threats to health that are expected to emerge as society and the physical environment change.

Activities in these areas will decrease the burden of illness and associated health care and treatment costs, and contribute significantly to a sustainable health system. Focus areas for 2011-17 may be population specific or relate to health initiatives or programs to improve the health of the population.

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

Focus Area of the Strategic Direction 2011-2017	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

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