

Maryland State Health Plan Vision Area 5 - Chronic Disease: **Cancer**

Goal: Prevent and Control Chronic Disease in Charles County

Maryland Vision Area 5 Goal: Reduce the overall cancer death rate. (169.2 pr 100,000***)

Reduce cigarette smoking among adults.(14.6%*)**

Reduce tobacco use among adolescents. (22.3%*)**

Healthy People 2020 Goal: C-1: Reduce the overall cancer death rate.(160.6 deaths per 100,000 population or 10% improvement**)

*Charles County Health Indicators based on Maryland SHIP Objectives **Healthy People 2020 Objective Topic Areas *** SHIP Target Objectives for 2014

Target Objectives:

- A. Reduce the number of deaths caused by cancer in Charles County from 199.3 to 190.8 per 100,000 or by 4.3%.
- B. Reduce the incidence of cancer in Charles County from 458.9 to 455.3 per 100,000 or by 2.9%.

Strategies	Action Plan		
	Who? Will do What? By When?	Resources Needed?	Who Should Know?

OBJECTIVE A: Reduce the number of deaths caused by cancer in Charles County from 199.3 to 190.8 per 100,000 or by 4.3%.

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
X Membership Development Grow and expand the Membership of the Cancer Team for long-term Sustainability	Ask Omega Psi Phi Fraternity to get involved Ask for Minister Alliance member/church involvement Ask Lifestyles of Maryland, Inc. Ask other organizations -Tri-County Youth Services -Young Researchers Community Project (YRCP) -UMD Cooperative Extension -VFW, American Legion, Lion's Club members	Diversification of Cancer Team participation for ideas, skill sets, fresh energy, resources, etc. Omega Fraternity confirmed Lifestyles of MD - confirmed	Everyone Develop simple Membership Form	Telephone Word-of-Mouth	# of new members

Cancer Team Co-Chairs: Mary Beth Klick & Judy Rudolf

Document prepared by Mary Beth Klick (2/8/2012)

ACTION PLAN:

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
<p>X Providing Information</p> <p>Community-wide Health Marketing Campaign Promoting Prostate Cancer Screening, Colorectal Cancer Screening and Cigar Use Dangers to reduce Lung Cancer</p>	<p>Funding Required: Seek funding source of approximately \$30,000 to successfully complete objectives.</p>			<p>Grant Funding</p> <p>Designated phone line for information</p>	

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
<p>Target #1:</p> <p>Prostate Awareness Campaign</p>	<p>BILLBOARD CAMPAIGN</p> <ul style="list-style-type: none"> - Develop audience-appropriate billboard advertisement to encourage prostate cancer screening 	<p>Increase Awareness & Educate</p>	<p>Contact Clear Channel for Media Kit</p> <p>Ask Civista’s Marketing Dept or the local Pilot Group to help with message development and ad design</p> <p>Seek stats on specific populations not currently being reached</p>	<p>Contract with Clear Channel</p>	<p># of phone calls</p> <p># of “new” men receiving prostate screenings in 2012 - 2014</p>

Action Plan continued

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	SPEAKERS BUREAU ON PROSTATE	In-Person Education of Men on Prostate Health	Fraternity Team (Men's groups) Leaders to organize Sample PowerPoint presentation outlines are available for revisions. Speaker Training Outreach to men's groups in county	Grant funds for materials, speaker's bureau training refreshments, access to laptop and LCD, etc. Copies of Cancer Resource Guide	# of people educated # of prostate cancer screenings scheduled

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	RADIO AD & PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN	Increase Awareness & Educate	Request media kit from local radio stations Develop written 15 sec, 30 sec Radio Ad Contact with radio station marketing dept	Grant Funds to pay financial contract with radio stations	# of phone calls

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Action Plan continued

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>EACH ONE-BRING ONE FRATERNITY OUTREACH PROJECT</p>	Each Omega Psi Phi Fraternity member reach out to (1) man to be screened during Civista Hospitals Annual Prostate Screening program in September	Fraternity Team (Men's groups) Leaders to organize	E-mail or Telephone	# of fraternity-bring one pairs

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>SOCIAL MEDIA CAMPAIGN</p> <ul style="list-style-type: none"> - FaceBook - Twitter - E-mail - Agency Web Sites 	Increase Awareness	Designated team members to maintain social media outreach	<p>Access to internet</p> <p>Message Planning</p> <p>Time expenditure to implement</p>	# of calls for info

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>PROSTATE-CANCER PRESENCE IN THE COMMUNITY</p> <ul style="list-style-type: none"> - Maintain existing participation in community events -Conduct forums to educate men on the new screening guidelines 	Increase Awareness	<p>Team Members attend male-focused events</p> <ul style="list-style-type: none"> -Pitching for Prostate -Blessing of the Bikes -Car Shows 	<p>Outreach Materials</p> <p>Copies of Cancer Resource Guide</p>	<p># of materials provided</p> <p># of men reached</p>

Action Plan continued

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>CANCER RESOURCE GUIDE PRINTING</p>	Utilize existing document to promote support and screening resources	<p>ACS to make copies</p> <p>Seeking local business to contribute printing funds (tax-deductible)</p>	<p>ACS</p> <p>Local Funds</p>	# of Resource Guides distributed

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>BLUE-LIGHT CAMPAIGN</p> <ul style="list-style-type: none"> - Blue light bulbs place outside county government buildings during September 	Increase Awareness	Shirley Hancock contacted county administrator for permission.	Blue light bulbs	<p>Anecdotal stories</p> <p>Newspaper coverage</p>

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
<p>Target #2:</p> <p>Awareness Campaign of Dangers of Cigar Smoking</p> <p>*MD Quit has created “The Cigar Trap” media campaign materials www.TheCigarTrap.com</p>	<p>BILLBOARD CAMPAIGN</p> <ul style="list-style-type: none"> - Develop audience-appropriate billboard advertisement to encourage cessation of Cigar Smoking (and all tobacco use) 	Increase Awareness & Educate	<p>Clear Channel info has been obtained.</p> <p>Seek assistance from Civista’s Marketing Dept for message development and ad design.</p>	<p>Contract with Clear Channel</p> <p>Funds for Tobacco Quit Kits</p>	<p># of phone calls for info</p> <p># of Quit Kits distributed</p>

Action Plan continued

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	<p>BILLBOARD CAMPAIGN (Coordinated with Prostate effort)</p> <ul style="list-style-type: none"> - Develop audience-appropriate billboard advertisement to encourage cessation of Cigar Smoking (and all tobacco use) 	<p>Increase Awareness & Educate</p>	<p>Clear Channel info has been obtained.</p> <p>Ask Civista’s Marketing Dept or the local Pilot Group to help with message development and ad design</p> <p>Seek stats on populations most-using cigars</p>	<p>Contract with Clear Channel</p> <p>Funds for Tobacco Quit Kits</p>	<p># of phone calls for info</p> <p># of Quit Kits distributed</p>
	<p>TOBACCO CESSATION</p> <ul style="list-style-type: none"> - Conduct three cessation classes each year to educate people on the dangers of smoking and assist them in quitting. 	<p>Increased Awareness Decreased tobacco use</p>	<p>Charles County Department of Health CRF Tobacco Program</p>	<p>CRF Tobacco Funding for Cessation</p>	<p># of people educated # of people quitting tobacco</p>
	<p>ANTI-TOBACCO ADVOCATE PROGRAM</p> <ul style="list-style-type: none"> - Develop and Implement a program to educate youth on the dangers of cigar and tobacco use. Encourage them to become advocates for change in their schools and homes. 	<p>Increase Awareness and Educate</p> <p>Increase Youth involvement</p>	<p>Charles County Department of Health CRF Tobacco and CTG Programs X2Rep Inc.</p>	<p>CHRC LHIC Grant Funding</p> <p>CTG Funding</p> <p>CRF Tobacco Funding</p> <p>Fundraising</p>	<p># of youth educated # of events held # of youth becoming advocates</p>
	<p>YOUTH EDUCATION ON DANGERS OF TOBACCO USE</p> <ul style="list-style-type: none"> - Conduct school-based tobacco prevention education through SADD, YRCP, and other youth 	<p>Increase Awareness and Education</p> <p>Increase Youth Involvement</p>	<p>Charles County Department of Health CRF Tobacco Program and Charles County Public Schools</p>	<p>CRF Tobacco Funding</p>	<p># of schools participating # of clubs educated # of students educated # of materials</p>

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Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
	CCPS Spring 2012 TRANSITION NIGHT DINNER PROGRAMS	Increase Parental Awareness Include Flavored Cigar info in large-group presentation Host an Info Table	“The Cigar Trap” campaign materials Team Members attend and staff resource table at (8 DINNERS) Request topic to be included in large-group presentation	Make copies of “The Cigar Trap” campaign materials from DHMH	# of parents reached # of individual visits to info table Anecdotal comments

Strategy	Activities	Outcome	Responsibility	Resources	Tracking Measure
Target #3: Colorectal Cancer Awareness	Provide information to the community	Increase the number of people screened by the Department of health	Department of Health	Brochures	Number of people screened

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