

Northwest Michigan Cancer Advisory Board

Mission

The mission of the Northwest Michigan Cancer Advisory Board is to organize and promote cancer-related services and prevention opportunities available in our service region (Crawford, Kalkaska, Lake, Manistee, Mason, Mecosta, Missaukee, Newaygo, Oceana, Osceola and Wexford counties).

Goals

1. **Communicate** the effect of cancer
2. **Educate** constituent groups and the public about cancer
3. **Collaborate** with cancer-related organizations
4. **Manage** cancer-related resources

Goals and Strategies

1. **Communicate** the effect of cancer
 - Communicate cancer impact and challenges among local public health, primary care professionals and the public
 - Develop and implement a comprehensive communication strategy that includes creating networking among members
 - Review member activities at quarterly meetings
 - Post member activities to the coalition's message boards
2. **Educate** constituent groups and the public about cancer
 - Expand provider (e.g. support staff, social workers) and general public knowledge regarding the impact of cancer
 - Develop an annual media campaign to inform providers and the public about the risks, prevention, and testing for early detection for the regional priority areas (e.g. breast, cervical, colorectal and prostate cancer screening and tobacco/lung cancer prevention)
 - Establish a regional method/media/tool to make information and resources more readily available to the public and providers
 - Develop a video/audio CD/poster for the waiting rooms and other places (public TV/cable access, community calendars, 411/211 call centers) about cancer information, screening, treatment and follow-up services
 - Identify non-medical (libraries, newsletters, billboards, food pantries, Walmart) venues to increase awareness of the screening programs
 - Coordinate with insurance agencies to have colorectal screening electronic messages to promote the program
 - Create a multi-resources list for individual organizations
 - Identify Michigan focused CME videos/webinars about the screening programs such as BCCCP and MCRCS
 - Identify partners for the development or modification of current education initiatives
 - Include MCRCS information packets to promote program among office staff (e.g. Angel Food Network)

**Northwest Michigan Cancer Advisory Board
Mission, Goals and Strategies (continued)**

3. Collaborate with cancer-related organizations

- Identify stakeholders (pharmaceutical companies, MALPH, NWM area health coalitions) as member and organizational representatives
- Invite stakeholders to participate in advisory board meetings and activities
- Identify and invite a representative from Manistee and others outside of 11-county region
- Invite free clinic contacts (Cadillac, Crawford, Grayling, Manistee, Mecosta and Osceola city/count), SOAR – SSI, SSDI, Outreach Access and Recovery, hospital and cancer treatment facilities, ACS and NCI and insurance organizations
- Develop methods to link members to cancer resources
- Develop a network listserv to promote and link (Yahoo groups) resources among coalition members
- Create organization distribution list

4. Manage cancer-related resources

- Explore strategies of financing NWM CAB awareness activities
- Identify funding sources for collaborative initiatives (marketing/promoting screening)
- Establish a procedure for managing board funding
- Explore cost-effective methods of providing cancer education to health care providers and the public
- Increase referrals to BCCCP for the uninsured and underinsured
- Provide links between DHD#10 and representing organizations about the BCCCP and Wisewoman programs
- Increase referral into DHD#10 Michigan Colorectal Cancer Screening Program (MCRSCP)
- Provide links between DHD#10 and representing organizations about the MCRSCP Program

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