

Campaign to Control Cancer

November 2006 Stakeholder Summary

While we are all anxiously awaiting the announcement of the new governing council for the CSCC, the Campaign to Control Cancer (C2CC) is working on the development of provincial efforts to ensure the CSCC is sustainable - and that the CSCC moves forward to being publicly recognized, utilized and supported. Here's what's up on the planning front.

Provincial Survey

Over the next two months, the C2CC will survey senior leaders of provincial cancer treatment organizations. Our purpose is to clarify the provincial priorities, understand how the CSCC will roll out in the provinces, determine current status of stakeholder relationships and what role the C2CC might play in helping to advance provincial cancer control efforts. The C2CC will seek the cooperation and support from many of the agencies through our existing provincial supporting organizations. Our target: publish the findings of the survey in early 2007 to inform provincial advocacy issues and messages.

On-Line Learning Community

Canadians need to be connected and engaged in cancer control efforts. The C2CC is redesigning our web site to become an authoritative source where Canadians can receive up-to-date, accurate cancer information and will rely on the C2CC website as the "go to" place for cancer control news, facts/statistics, required actions, resources, online tools, etc. The site will also have province-specific information to encourage the creation of provincial plans and actions aligned with the national strategy.

The C2CC website will have five target audiences to use the website for various purposes:

- Stakeholders - as a tool to arm members with the information required to promote the C2CC and to keep them up-to-date with C2CC activities
- Citizens - as the "go to" place to receive current and comprehensive information about cancer control, as well as opportunities for citizenship engagement
- Government - as "the source" on what Canadians are calling for in cancer control and ongoing C2CC activities/programs/advocacy efforts in the country
- Corporate - as a tool to learn more about C2CC and the various opportunities where they can help to control cancer
- Media - as the principle source for cancer control news in Canada

Stakeholder Relations Chair

We are pleased to announce that **Tara Addis**, who has been a volunteer with the C2CC/NCLF Stakeholder Relations Team since the first Forum in December 2003, has accepted to act as **our new Stakeholder Relations Chair**.

Professionally, Tara works at AstraZeneca Canada advising their Leadership Team on the design and execution of a company-wide, Pan-Canadian Stakeholder Engagement Strategy.

Previously, she held the position of Director, Hospice Relations and Programs at the Hospice Association of Ontario. Tara will be focusing on rallying provincial cancer community organizations, skill-building and effective dialogue across the C2CC network.

With our new seasoned community relations professional leading our efforts, the C2CC has initiated a series of quarterly conference calls with our circle of Provincial Champions. The November 8th conference call was an excellent opportunity for provincial groups to do some planning and co-ordination, and info sharing about how people are dealing with common challenges. One of the most pressing concerns expressed was that while provincial meetings often produce great Action Plans, the work of delivering the plans often falls on only one or two people, who are often already swamped with commitments. The C2CC is exploring ways to sustain implementation efforts in several target provinces - including Alberta, British Columbia, Saskatchewan, Ontario and Québec.

Provincial Updates

Coalition Priorité Cancer au Québec

In May 2001, a group of Québec cancer organizations, concerned about the situation of people living with cancer, formed the *Coalition Priorité Cancer au Québec*. The Coalition leverages its collective leadership, calling on the Government of Québec to provide the human, financial and organizational resources needed to implement the *Programme québécois de lutte contre le cancer* (Quebec anti-cancer program). It is estimated that in 2006, some 36,000 Quebecers will be diagnosed with cancer.

Coalition representatives Dr. Pierre Audet-Lapointe, Fondation québécoise du cancer, Michel Bissonnette, Groupe 2000 neuf, and Gilles Léveillé, Société de recherche sur le cancer, along with representatives of the C2CC recently met in Montréal to discuss collaboration between organizations. It was agreed that we share common ground in supporting the CSCC and the CPCQ wishes to be associated with the C2CC as a member organization in order to play a lead role in implementing a jointly agreed upon communications plan for QC. The CPCQ has some urgency to implement a communications plan in anticipation of the Estates General to take place in Sept. 2007 at the Palais des Congrès. For more information, visit the website at:

<http://www.fqc.qc.ca/coalition/declaration.asp>

Ontario

C2CC is beginning work on the development of a broad, stakeholder network in Ontario, starting with participation in CCO's Board Retreat on November 23. The theme is Patient-Centred Care in a LHIN (Local Health Network) environment. C2CC will work to advance common priorities with CCO, including: colorectal screening, inconsistencies in surgical outcomes, palliative care, and developing a brief for presentation to the provincial finance committee.

Alberta

C2CC/Alberta members attended a recent dinner in honour of Prime Minister Harper - and had a chance to meet informally with Premier Klein. The savvy Alberta advocates sought the Premier's advice on advancing collaborative relationships between grassroots cancer organizations and provincial cancer agencies and they await a follow-up meeting on the issues. Alberta advocate and National Ovarian Cancer Association Executive Director Kathleen Crowley also participated in a recent advocacy training program within the province, targeting access to medications and increasing government relations skills.

Meanwhile, cancer survivor and advocate from Calgary - Brian McGregor - who heads up the "Calgary to Austin Pelletton Project" (CTAPP) provided the following inspiring report of the success of his recent ride for the Wild Roses!

CTAPP 2006 is now winding down with the vehicles coming home, expenses being settled and donations still coming in. The entire project was a phenomenal success - beyond anyone's wildest imagination. It is sometimes hard to believe how far we have all come in just 18 months. The common theme from this entire project is just how important teamwork is and how so much can be accomplished by working together. Those that give the most reap the highest rewards.

We have built on last year's project with several new initiatives that combined bode well for future growth. Changes to the ride itself included more riders, the motorhome, a new route, increased ride and recovery times and the inclusion of a complete team of riders from Edmonton. Our repeated projects (the gala and golf tournament) were again successful and this year some new projects (the one day Cycle of Life Charity Ride and the Edmonton Peloton Prologue) were added to our program. These projects will continue to be the foundation for our fundraising efforts going forward.

The ride from Calgary to Austin will continue to serve as our flagship for us to be ambassadors for the fight for cancer survivors. We did Canada proud this year with several impacts on the towns we traveled through and garnered media attention

everywhere we went. There are enough stories to fill a library.

The highlight however was the warrior program and bringing down 20 warriors to participate with us at the LiveSTRONG event. The proudest moment for CTAPP was when the plane was unloading in Austin and you could feel the electricity of excitement in the air. This proudest moment was exceeded later that night at the warrior supper when you could look around and see over 100 of the CTAPP family relishing the moment. Once again this moment was exceeded at the LiveSTRONG Challenge Sunday morning. Looking around there was a sea of CTAPP jerseys, people hugging, tears of joy and ear-to-ear grins; a moment that will never be forgotten.

Thank you to all who have sponsored us, joined us, encouraged us, and supported us.

Thank you and LiveSTRONG.

Brian McGregor

Cancer Warrior

PS: We also grossed almost \$400,000 in fundraising which will support the LAF, the warrior program and Wellspring Calgary.

The C2CC/Alberta group is fortunate to have the talents and energies of Brian McGregor and Kathleen Crowley who have jumped-started this powerful new force in cancer leadership in their province. More action planning is in the works for Alberta - including a planned "Day in the Legislature" in early spring - and we'll be hearing more from this high-energy group!

Saskatchewan meets Austin, Texas

Experienced cancer advocate and survivor Harley Ast was also seen pedaling around Austin this month as he attended the first Lance Armstrong Foundation Summit. The Summit brought together some of the "best and brightest" new cancer advocates and offered some important insights into the future of global cancer leadership, characterized by:

- § Strong, diverse, non-clinical leadership;
- § Corporate leaders bringing business savvy, "Best Practices" from corporate expertise rather than the traditional non-profit approach;
- § Informal, non-hierarchical dialogue supported by technology;
- § Reduced bureaucracy;
- § Intolerance for delays, inefficiencies.
- § Increasing demand for transparency & accountability;
- § Sense of urgency, integrity, perseverance and connectivity;

Cancer survivor and seven-time Tour de France champion cyclist Lance Armstrong led with the first of many powerful presentations.

"Capitol Hill is a much bigger mountain than I've ever climbed. And the mission is bigger than any seven Tours. If every one of the 10 million cancer survivors in this country said, 'That's it. I am going to use my vote for you or against you,' it would be the most powerful voting block in the country. It would be overwhelming what kind of change could happen."

Other presenters included:

- Senator John Kerry
- LaSalle D. Leffall, Jr., M.D., President's Cancer Panel Chair
- Author Jim Collins - "From Good to Great"
- Mike Milken, FasterCures Chairman
- Antonia C. Novello, Former U.S. Surgeon General

Delegates left Austin feeling empowered, inspired and prepared to energize their state's - and their provinces' - survivorship population and help change the face of cancer. Harley was joined by seven other young and energetic Canadians - including Kelowna, BC's Sindi Hawkins - speaker of the provincial legislature and cancer survivor. The Canadian delegates will be continuing to build momentum with a conference call follow-up and support from the C2CC!

To learn more about the LAF Summit- go to:

<http://www.livestrong.org/site/c.jvKZLbMRIsG/b.1579935/k.CF7A/Summit.htm>

CEO Roundtable on Cancer

Building on the success of the recent C2CC /Pamela Wallin/ Steven Fletcher/ Charlie Coffey/ Mike Cloutier Friendraiser event at RBC Headquarters in Toronto, the C2CC will be undertaking a CEO poll to investigate what Canadian business leaders know in relation to cancer control and their companies. A recent article in Fortune reported that US-based CEOs are banding together to address cancer as a health-care problem that costs corporate America billions of dollars annually from lost revenue. The CEO Roundtable on Cancer is a nonprofit corporation comprising chief executives of 24 major US companies - led by former Glaxo Wellcome CEO Robert Ingram, as well as academic and medical institutions. Its mission: "to make continual progress toward the elimination of cancer as a personal disease and a public-health problem." The group started by asking what they were doing for their own employees. The answer was: not enough. To really move the needle on cancer, the founding companies had to make prevention, detection and treatment priorities within their own for-profit companies. The numbers made a compelling business case for doing well by doing good. These companies initiated the CEO Cancer Gold Standard - an initiative that boldly recognizes companies

that are making a profound commitment to the health of companies and their families through cancer control efforts. To earn accreditation, corporations have to excel in critical areas known as the five pillars: diet and nutrition; physical activity; screening and early detection; elimination of tobacco use and access to quality treatment and clinical trials. To date, six companies have earned the Gold Standard designation. To learn more - check out <http://www.ceoroundtableoncancer.org/>

C2CC is working hard and looking better than ever as Harry Rosen joins the Campaign!

Thanks to the efforts of Mark Sarnier at Manifest, the high-profile men's wear designer and retailer to Canada's best-dressed leaders, Harry Rosen, has signed on as a supporter, promoter and ally of the C2CC. C2CC welcomes the entrepreneurial spirit and the culture of excellence that Harry Rosen brings to our efforts - and we're hopeful that Page 3 of the Globe and Mail may soon be decked in the newest campaign.

**C2CC - Making Change - Growing Stronger
The Campaign to Control Cancer**

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