



20 Years of Progress and Innovation in Comprehensive Cancer Control

A 2023 Cancer Summit Presentation

In the Beginning (2001) - Georgia Cancer Coalition

Goal 1: Prevent Cancer and Detect Existing Cancers Earlier.

Reduce the number of deaths due to cancer through a focused cancer prevention and early detection effort; and provide education to and screen Georgians for cancer, emphasizing the cancers that are the major causes of death.

Goal 2: Improve Access to Quality Care for All Georgians with Cancer.

Increase access to quality care and upgrade the availability of world-class medical care for Georgians with cancer through state-of-the-art technology and methods.

Goal 3: Save More Lives In The Future.

Create a new leading body of knowledge and leading products that contribute to the ultimate eradication of cancer in Georgia and for humankind.

Goal 4: Train Future Cancer Researchers and Caregivers.

Leverage the overall effort to benefit future generations by training the next wave of cancer researchers and caregivers.

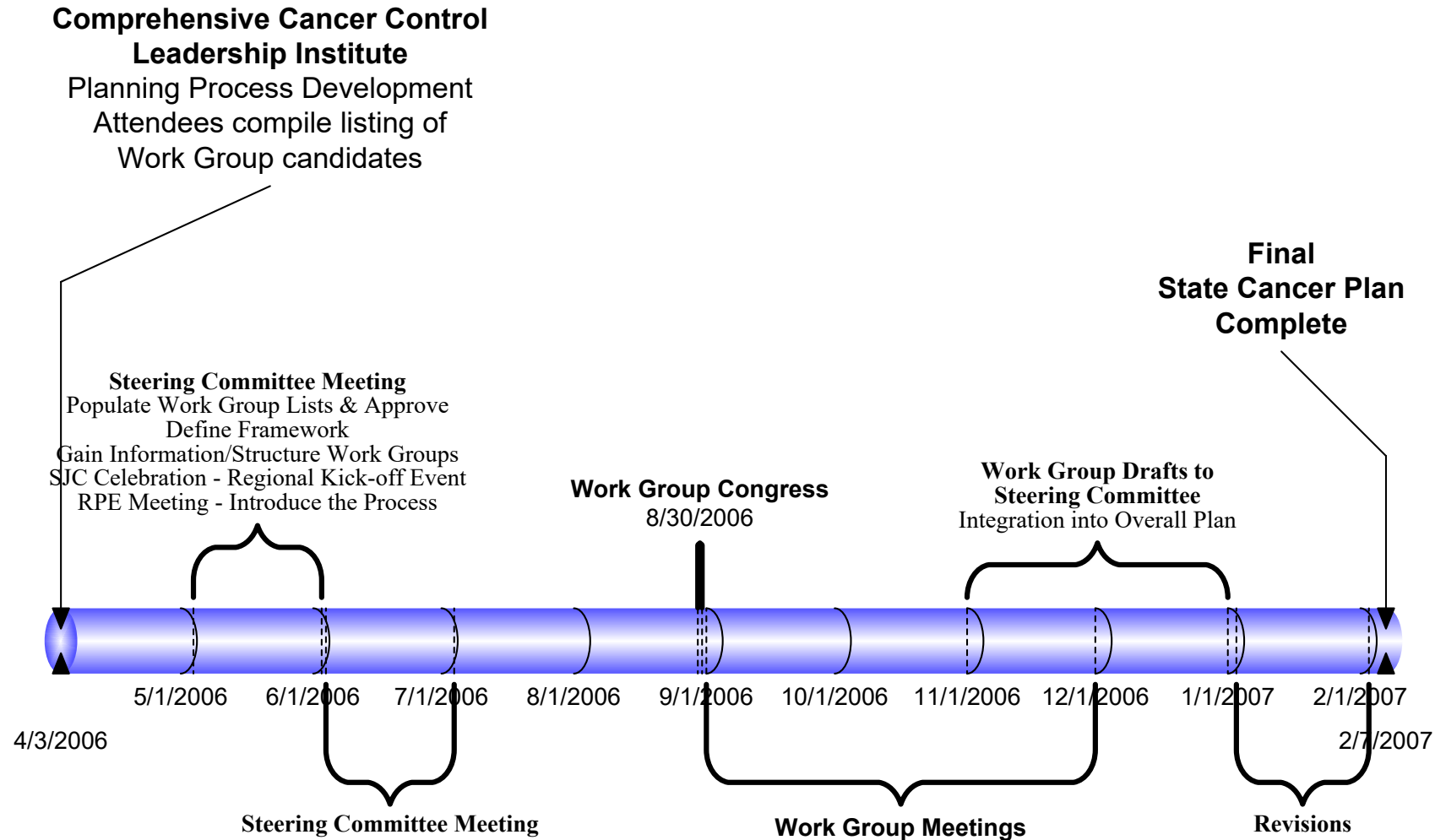
Goal 5: Turn the Eradication of Cancer into Economic Growth.

Create and enhance existing partnerships with pharmaceutical and biotechnology companies that will provide quality jobs to Georgians and environmentally clean additions to the economy.

IOM Report Overlay (2004)

- **Measures Related to Preventing Cancer**
 - Smoking rates and interventions
 - Trend in obesity
 - Cancer incidence rates
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- **Measures Related to Detecting Cancer Early**
 - Use of cancer screening interventions
 - Cancer stage at diagnosis
- **Measures Related to Diagnosing Cancer**
 - Adequacy of diagnostic and surgical specimens
 - Adequacy of pathology reports on surgical specimens
 - Documentation of cancer pathologic stage before chemotherapy or radiation treatment begins
- **Measures Related to Treating Cancer**
 - Receipt of appropriate primary therapy for cancer
 - Receipt of appropriate adjuvant therapy for cancer
 - Receipt of appropriate follow-up after treatment for cancer
 - Minimization of cancer patients' suffering
 - Cancer survival and mortality rates

Pathway to the First Revision (2007)



Strategic Priorities (2008-2013)

PREVENTION

Reduce the number of Georgians exposed to the harmful effects of tobacco.

Reduce overweight and obesity and increase physical activity among children, adolescents, and adults in Georgia.

Reduce the incidence of cervical cancer in Georgia.

EARLY DETECTION AND SCREENING

Remove barriers to cancer screening services.

Stimulate participation in recommended screenings for breast, colorectal, cervical, and prostate cancers.

Improve the quality and effectiveness of cancer screening and follow-up services.

Become a national leader in translational research related to screening practices for Georgia's cancers with the greatest burden.

DIAGNOSIS AND STAGING

Ensure the timeliness and quality of tissue acquisition, pathology, and staging prior to treatment for cancer.

Ensure the uniformity and accuracy of documentation regarding cancer diagnosis and staging.

TREATMENT AND PALLIATION

Ensure compliance with National Comprehensive Cancer Network (NCCN) guidelines for the treatment of colorectal, lung, breast, and prostate cancers in Georgia's hospitals.

Increase accrual of Georgia residents to cancer clinical trials.

Increase the proportion of cancer patients in Georgia who receive palliative care and support from the time of diagnosis.

DATA AND METRICS

To establish ongoing, collaborative processes for addressing cancer data and metrics issues in Georgia.

To improve stakeholder knowledge and use of available cancer data.

To expand and enhance cancer data collection from existing and new sources.

To implement improved information management tools and technologies.

16 Member Steering

American Cancer
Society (GA)

Cancer Information
Service (GA) –
National Center for
Primary Care

Commission on
Cancer – American
College of Surgeons
(GA)

Dia de La Mujer
Latina (GA)

Georgia Cancer
Coalition

Georgia Cancer
Quality Information
Exchange

Georgia
Department of
Human Resources

Georgia
Department of
Community Health

Lewis Cancer &
Research Pavilion –
St. Joseph's/Candler
Hospital System

Rollins School of
Public Health,
Emory University

Southwest Georgia
Cancer Coalition

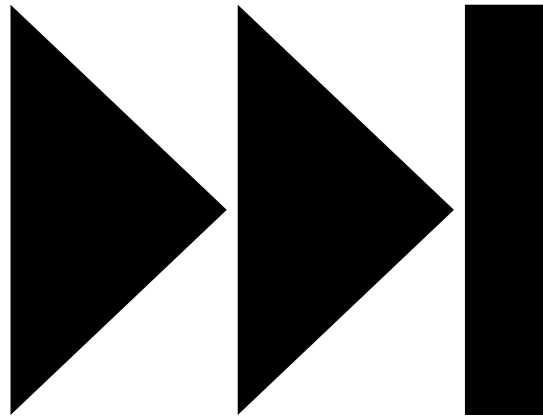
West Central
Georgia Cancer
Coalition

We're Off!



FAST FORWARD

- Changes in leadership and “home” of the plan
- Growth of, and support for the Regional Coalitions
- Focus on NCI designated facilities
- Clinical scholars
- Two more plan revisions driven by data defined needs, Georgia context, PSE approaches and disparities



Current Plan

Current Goal (2019-2024)

Supporting cancer prevention efforts with a focus on HPV prevention

- **Objective 1:** Increase the number of females and males who complete the human papillomavirus (HPV) vaccine series in accordance with the Advisory Committee on Immunization Practices (ACIP) and recommendations.

Current Goal (2019-2024)

Detecting cancers early and screening appropriately for target cancers

- **Objective 1A:** Increase the early detection and use of evidence-based screening approaches for **breast, cervical, colorectal, lung and prostate** cancers in Georgians.
- **Objective 1B:** Increase early detection in high-risk persons who fall outside of current criteria and recommendations for screening for breast, cervical, colorectal, lung, and prostate cancers.
- **Objective 2:** Reduce disparities in screening rates among populations throughout Georgia.
- **Objective 3:** Increase early detection rates for non-screenable and potentially aggressive cancers, such as pancreatic, and childhood leukemias and lymphomas.

Current Goal (2019-2024)

Facilitating statewide access to palliative care and support

- **Objective 1:** Accurately define the baseline landscape of oncological palliative care by 2021 and update annually through 2024.
- **Objective 2:** Develop and implement a sustainable strategy to connect and inform professionals, providers, patients, organizations, and institutions in Georgia about oncological palliative care best practices, networking, educational opportunities, and quality standards including an underserved and vulnerable population focus.
- **Objective 3:** Improve access to quality oncological palliative care for adults and children in Georgia.

Current Goal (2019-2024)

Maintaining excellence in the diagnosis and treatment of cancers

- **Objective 1:** Improve the use of quality standards and practice guidelines for the timely diagnosis, staging and treatment of cancers throughout Georgia, with emphasis on, though not limited to, lung, colorectal, breast, prostate, and cervical cancer.
- **Objective 2:** Reduce diagnoses, staging and treatment disparities (by race, residence, income and insurance status) in Georgians with lung, colorectal, breast, prostate, and cervical cancer: and study the impact on outcomes.
- **Objective 3:** Study and understand the impact of reductions in diagnosis, and treatment disparities on survivorship outcomes.

Current Goal (2019-2024)

Improving quality of life for cancer survivors

- **Objective 1:** Establish and maintain surveillance of the physical and psychosocial quality of life for Georgia cancer survivors of all ages.
- **Objective 2:** Increase the dissemination of information about cancer survivorship that is inclusive and relevant (e.g., geography, language, cancer type, culture, literacy level, income, education, etc.) among survivors, caregivers, practitioners, and the population of Georgia.
- **Objective 3:** Increase resources that are available to support quality survivorship care in Georgia

OVERARCHING GOALS (2019-2024)

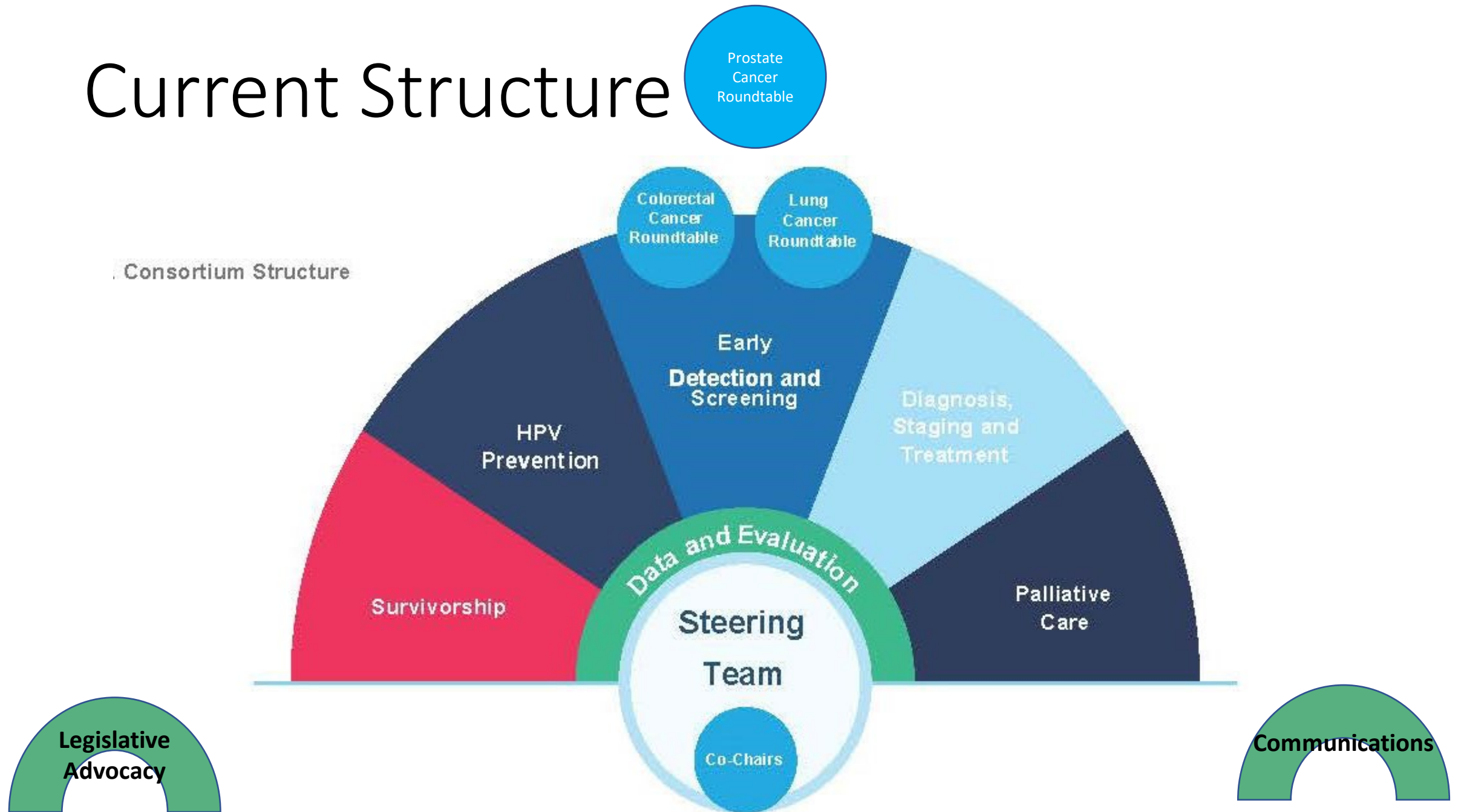
Equity – addressing the root cause of disparities and the factors that prevent some populations from attaining their best health

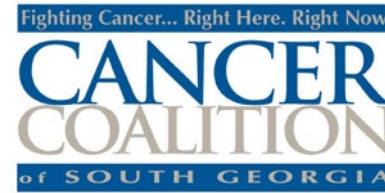
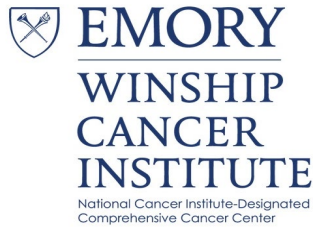
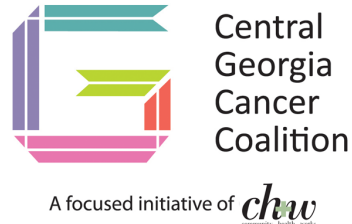
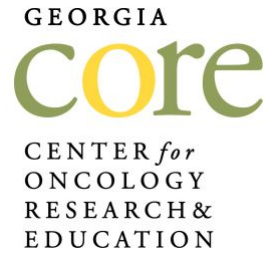
Translational Research – a commitment to continuous learning through Georgia-based research studies that are conducted, translated and disseminated across the cancer control continuum

Communications – appropriate messaging and broader engagement and inclusion of Georgians, including survivors, to increase awareness, knowledge, and understanding about cancer control

Advocacy – being in action to ensure supportive policy and funding to address cancer control at the level of organizations, institutions, and agencies
Surveillance – having excellent, high-quality data and information to inform planning and assess progress over time.

Current Structure





Highlighted Achievements

Increased
philanthropic
investments

Growth in National
Cancer Institute
funding

Proliferation of
clinical trials and
accredited cancer
centers

Escalation in federal
funding and
academic research

Decreases in cancer
mortality; emphasis
on screening and
survivorship

Addition of
bioscience jobs

Highlighted Achievements

Increase in the number of 100% Tobacco Free Schools

Decreasing cancer mortality rates

Greater than 80 % of cancer care occurring at Commission on Cancer accredited institutions

Increasing colorectal screening efforts and more early diagnosis

Maturation of RCCGs and their role in facilitating multi-sector collaboration in prevention/screening

Community level engagement of Prevention Research Centers

Some legislative success – RCCGs as an example

Highlighted Achievements

Cutting edge work ongoing
at Academic Cancer
Centers (Emory/GRU)

Large number of cancer
scholars in place due to
clinical scholars program

Georgia CORE establishes
web portal
www.georgiacancerinfo.org
to facilitate awareness of
trials

Palliative Care assessment
at Commission on Cancer
accredited hospitals
completed

Formation and ongoing
role of Georgia Hospice
and Palliative Care
Organization

Creation of Georgia Cancer
Patient Navigator
Association

National leaders in use of
RQRS

Statewide Expansion of
SEER

ON THE
HORIZON:
Plan Revision
2024 - 2029



THE ASK

- What ideas do you have about strategic focus areas for the next 5 years?
- How willing are you to participate in process of planning and implementation for the period?

2023 Georgia Cancer Summit
Attendee Interest Form



The background is a dark, muted purple-grey color. On the left side, there are several 3D cubes of varying sizes, some of which are connected by thin, light-colored lines, suggesting a network or a path. On the right side, there is a complex network diagram consisting of many small dots (nodes) connected by thin, light-colored lines, forming a web-like structure. The overall aesthetic is modern and tech-oriented.

Thank You

Chris Parker MBBS, MPH
Director, Population and Global Health
Georgia Health Policy Center
Chrisparker@gsu.edu