



Welcome to the March 2021 edition of the "**CCC Circular**" – a communication from the American Cancer Society (ACS) Comprehensive Cancer Control Technical Assistance and Training grant team highlighting ACS events and resources for your CCC program/coalition efforts.



## ACS News

### Cancer Screening Messaging Guidance During COVID

The American Cancer Society would like to share an exciting new resource! The [2021 Messaging Guidebook: Effectively Messaging Cancer Screening During the COVID-19 Pandemic](#) includes information on both old and new barriers to cancer screening, delivers updated findings on how the pandemic has impacted cancer care, and shares tested messages that will resonate throughout the pandemic.

A [companion brief and additional communications assets](#) were also developed, to support your organization's return to cancer screening outreach efforts. We encourage you to use this research and the recommended messages to strengthen communications campaigns and create resources that resonate with your priority audiences.

### Increasing Healthy Nutrition and Physical Activity in Cancer Survivors

[This January 2021 workshop](#) was designed to assist 11 state CCC teams (AR, FL, IA, KY, MI, MT, TN, TX, UT, VT, WV) in choosing an evidence-based intervention to increase healthy nutrition and physical activity (NUPA) for cancer survivors. ACS is currently conducting technical assistance with teams, to help in implementation of their interventions.

**Two panel discussions from the Workshop are now posted on [acs4ccc.org](https://acs4ccc.org) website:**

- "[What Do We Know About Cancer Survivors And NUPA?](#)" with panelists Emily Tonorezos, MD, MPH, Director, Office of Cancer Survivorship, National Cancer Institute; Kathryn Schmitz, PhD, MPH, Professor, Department of Public Health Sciences and Department of Physical Medicine and Rehabilitation, Penn State Cancer Institute; and Corinne Leach, PhD, MPH, Senior Principal Scientist of Behavioral Research, American Cancer Society.
- "[PSE Change to Increase Healthy NuPA In Survivors](#)" with panelists Mary Puckett, PhD, Health Scientist, Centers for Disease Control and Prevention, Policy Change; Elizabeth Franklin, PhD, MSW, Executive Director, Cancer Policy Institute, Cancer Support Community; and Wendy Demark-Wahnefried, PhD, RD, Associate Director for Cancer Prevention and Control, O'Neal Comprehensive Cancer Center, University of Alabama at Birmingham.

We received extremely positive feedback in our evaluation survey for the Workshop. Respondents reported they can apply what they have learned (92-97%) and intend to use or share the information / strategies discussed (100%). 70% of respondents indicated that their knowledge and skills strongly improved (very/extremely). Themes for the most valuable elements of the workshop were: peer-to-peer engagement, team huddles and expert panels. View the [one-page infographic highlighting the EBIs](#) chosen by state teams who attended the Workshop.



## Research News

A [recent study by ACS researchers](#) in the journal *Cancer Epidemiology* found that alcohol accounts for a “considerable proportion” of cancer diagnoses and deaths in all US states. From 2013 to 2016, drinking alcohol was tied to more than 75,000 new diagnoses of cancer and almost 19,000 deaths from cancer each year. The January 2021 study provides up-to-date estimates about the **link between drinking alcohol and cancer across all 50 states and the District of Columbia**. New England and Western states (except Utah), in general, had the highest estimated proportion of new diagnoses and deaths attributed to drinking alcohol, while Midwestern and Southern states generally had the lowest estimates.

State-level health policies can help reduce the harm from drinking alcohol. Read more about how community action can implement policy and environmental changes to impact health outcomes in the 2020 [ACS Guideline for Diet and Physical Activity for Cancer Prevention](#).



## Roundtables' Resource Round-up

**National HPV Roundtable:** The US faces a significant vaccination gap for school-age children, especially adolescents, due to the pandemic. The HPV Roundtable [released new tools](#) this month to activate health plans between now and May 2021, to catch up adolescents on their recommended vaccination. Tools include social media shareables, infographics, newsletter content, letter templates, videos and more. [Time to "Spring" into action!](#)

**National Colorectal Cancer Roundtable:** NCCRT has released ["What Can Comprehensive Cancer Control Coalitions Do To Advance 80% In Every Community?"](#), a brief containing useful information and resources to accelerate your efforts to improve CRC screening rates in your state, tribal organization, or territory.

And it's not too late to [register for the NCCRT's Annual National Colorectal Cancer Awareness Month Webcast](#) this **Tuesday, March 16th at 3:00PM ET!** Hear from Richard Wender, MD, and Robert Smith, PhD, NCCRT co-chairs; Lisa Richardson, MD, MPH, Director of CDC's Division of Cancer Prevention and Control; Rebecca Siegel, MPH, Senior Scientific Director, Surveillance Research, American Cancer Society; Folasade May, MD, PhD, MPhil, UCLA Health, our 2021 80% in Every Community National Achievement Awards grand prize honoree; and other special guests. [Join us](#) to celebrate national achievements and to hear the latest state of the field updates that inform our work.

**National Lung Cancer Roundtable:** This month, the [United States Preventive Services Task Force \(USPSTF\) updated its recommendation for lung cancer screening](#), lowering the recommended age to begin screening from 55 to 50, and lowering the minimum smoking history from 30 pack-years to 20 pack-years. It is estimated that these changes will almost double the number of at-risk individuals who are eligible for lung cancer screening, and also addresses the disparity in eligibility for lung cancer screening for some groups who are at higher risk of lung cancer at a younger age and with a lighter smoking history. [Watch a 3-minute video of NLCRT Chair](#) Dr. Ella Kazerooni's comments on behalf of the Roundtable.



**American Cancer Society Cancer Action Network (ACS CAN)**

**Senate Passes Relief Bill with Expanded Access to Health Coverage** The U.S. Senate has passed legislation that will expand access to health care coverage to more Americans, including cancer patients and survivors, who may have lost their insurance due to the ongoing pandemic. The bill will increase the eligibility and generosity of subsidies to cover the costs of marketplace health plans—including offering subsidies to those who are receiving unemployment benefits—offer financial support to cover all of the premium costs for laid off workers who choose to keep their employer-sponsored health care plans, and boost the federal reimbursement for states to expand their Medicaid programs. Also included are provisions to provide economic assistance to some nonprofits, many of which are struggling to provide essential services during this time. [Read more.](#)



## Fill Your CCC Toolbox

**Revising or updating your Cancer Plan?** If you missed this resource in our last newsletter -- it bears repeating! The [Comprehensive Cancer Control National Partnership](#) (CCCNP) has released a [series of Tip Sheets](#) to help in the revision of your state/tribe/territorial cancer plans! The first four Tip Sheets in the series address:

- [HPV Vaccination](#)
- [Tobacco Control](#)
- [Colorectal Cancer Screening](#)
- [Addressing Risk Factors for Cancer Survivors](#)

Each document suggests key partners to engage, helps identify data sources to measure your efforts, gives examples of objectives and strategies for consideration, as well as providing a worksheet of questions to guide your discussion process. You can download the Tip Sheets individually by topic area (i.e. for use by a topical coalition workgroup), or [download them as a complete set in one guide.](#)



## Cultivating Coalition Health

From the [Nine Habits of Successful Comprehensive Cancer Control Coalitions](#):

### Habit #8: Flexible Structure

Like it or not -- COVID-19 has forced all of us in coalition work to practice Habit #8! Coalitions who practice this habit have a flexible coalition structure and are able to adapt to challenges. The coalition strives to operate in a way that maximizes the effective and efficient work of its coalition members.

Read the statements below and rate your coalition from 1 (needs improvement) to 5 (we got this!), and then follow the link for simple ideas on how to improve your coalition's flexibility:

- Coalition members get help in finding an active role within the coalition's efforts.
- Our coalition structure is flexible and adapts when needed to best implement our priorities.
- Our coalition's capacity is aligned with the number of workgroups we have.
- We have a structure that involves all communities and populations, regardless of their location.

### [Habit 8: Find out more!](#)



## CCC National Partners Discuss Vaccinations

The [Comprehensive Cancer Control National Partnership's](#) (CCCNP) Vaccine Preventable Workgroup is hosting a Zoom session on vaccine hesitancy and emerging opportunities! Join us on **Tuesday, April 13th at 3pm EST**, as speaker Melinda Wharton, MD, MPH, Director, Immunization Services Division, Centers for Disease Control and Prevention, discusses returning to routine cancer vaccinations during the COVID-19 pandemic.

**Imagine a world free from cancer.**

## Help us make it reality.

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For more information about ACS Comprehensive Cancer Control training and technical assistance, contact ACS CCC's Strategic Director, Katie Bathje, at [katie.bathje@cancer.org](mailto:katie.bathje@cancer.org)

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