

MEETING MINUTES
Florida Cancer Control and Research Advisory Council
Tampa Airport Marriott Hotel
November 3, 2008

Members Present:

Guy I. Benrubi, MD
Florida Obstetric and Gynecological
Society

Mary Broccard, LCSW
Florida Society of Oncology Social
Workers

JoAnne Bujnoski, DO
Florida Osteopathic Association

Robert Cassell, MD, PhD
Florida Society of Clinical Oncology
(FLASCO)

Representative Marti Coley
Florida House of Representatives

Rose Marie Cossick
General Public Consumer Advocate

Ellen Daley, PhD
University of South Florida
School of Public Health

Susan Fleming
Florida Department of Health

Anna Giuliano, PhD
H. Lee Moffitt Cancer Center

Paul Gordon, MD
Florida Pediatric Society

Michael Kasper, MD, FACRO
American Cancer Society

Helen Lewis
Florida Tumor Registrars

Dorothy Parker, MPH
Sylvester Comprehensive Cancer Center

Naushira Pandya, MD
NOVA Southeast College of Osteopathic
Medicine

Todd Parrish
General Public Consumer Advocate

Eric Sandler, MD
Association of Pediatric Tumor
Programs

Tonja Lemon Webb
General Public Consumer Advocate

Members Excused:

Jerry Barbosa, MD
Florida Pediatric Society

Cynthia Brown, MS, ARNP
Florida Nurses Association

Thomas J. George Jr., MD, FACP
University of Florida College of
Medicine

Lance F. Grenevicki, DDS, MD, FACS
Florida Dental Association

Robert Kirsner, MD, PhD
School of Medicine University of Miami

Honorable Evelyn J. Lynn
State of Florida Senate

Cathy Reed, MS, RD, LD/N
Florida Department of Education

Phil Roland, MD
American College of Surgeons

James Schwade, MD
Florida Medical Association

Guests Present:

Nina Entrekin
American Cancer Society

Tara Hylton
Florida Department of Health

Sue Higgins
Florida Department of Health

David Lee, PhD
University of Miami School of Medicine

Jill McKinnon, PhD
University of South Florida

Bobbie McKee
American Cancer Society

Recinda Sherman
Florida Cancer Data Systems

Jamie Wilson
H. Lee Moffitt Cancer Center

Megan Wessell
American Cancer Society

Welcome

Chair, Dr. Michael Kasper, opened the official meeting with introductions and the approval of the meeting minutes from May, 12 2008.

New appointments

Six new members were appointed by Governor Charlie Crist.

JoAnne Bujnoski, of Pensacola, self-employed radiation oncologist, reappointed for a term beginning October, 3 2008, ending December 1, 2009. She represents the Florida Osteopathic Association.

Dorothy Parker, of Coral Gables, director of Disparities and Community Outreach Core with University of Miami Sylvester Cancer Center, reappointed for a term beginning October 3, 2008, and ending December 1, 2010. She represents Sylvester Comprehensive Cancer Center.

Eric Sandler, of Ponte Vedra Beach, chief of hematology and oncology with Nemours Children's Clinic, reappointed for a term beginning October 3, 2008, and ending December 11, 2011, and as board chairman. He represents the Association of Pediatric Tumor Programs.

Susan Fleming, of Tallahassee, cancer program administrator with Florida Department of Health, appointed for a term beginning October 3, 2008, and ending December 31, 2011. She represents the Florida Department of Health.

Paul Gordon, of Windermere, physician with Nemours Children's clinic, succeeding Stephan Hunger, appointed for a term beginning October 3, 2008, and ending December 1, 2008. He represents the Florida Pediatric Society.

Naushira Pandya, of Plantation, chair and associate professor of Department of Geriatrics with Nova Southeastern College of Osteopathic Medicine, succeeding Ronnie Martin, appointed for a term beginning October 3, 2008, and ending July 1, 2012. She represents Nova Southeastern College.

Update on the AHEC sun education project

Ms. Middleton updated the group on the funded AHEC sun awareness education project for the Florida Keys elementary schools. The Donald A. Adam Melanoma Research Center at H. Lee Moffitt Cancer Center funded the \$33,680 project, which will provide education of 3rd graders in all Florida Keys schools in the current calendar year. The project uses the Environmental Protection Agency (EPA) 'Sunwise' product approved by the CCRAB sun advisory technical advisory council in 2006. The EPA product is free to schools, used in over 15,000 schools nationwide and has been tested for effectiveness in changing attitudes and behavior. The year-long project will serve as a pilot project and we will look for transferability statewide. Ideally, sun awareness education will become a required component of the Florida DOE wellness efforts. We believe such an addition to Florida's elementary schools would be budget neutral.

In addition to the school component of the funded project, there will be 10 skin cancer screenings throughout the year, training both the community and screeners.

Discussion of RULES related to CCRAB statute

The Department of Health (DOH) requested that CCRAB consider RULES for the fund created in our statute 1004.435. The DOH proposed rules similar to those covering HIV/AIDS. The HIV/AIDS rules allow for medical services coverage for low income families when funds are available. The CCRAB Executive Committee will review the proposed rules and make any desired changes, and the Council will then approve the rules for proposed adoption into the statute.

Presentation of appreciation gift to Dr. Michael Kasper and new Chair appointed

Dr. Michael Kasper, the outgoing Chair, was provided with a gift of appreciation for his three years of service as Chair. Dr. Kasper has effectively moved the Council forward, making us more visible and productive. The council membership is very appreciative of his dedication and service. Dr. Eric Sandler replaces Dr. Kasper as Chair of the Council.

Cancer control goal setting

The council divided into four predetermined working groups in order to develop priorities and strategies for reducing the Florida cancer burden. Each workgroup had representation from clinical experts, epidemiology and data experts and community and/or American Cancer Society representatives. The groups worked together and discussed their topics through lunch. Below is a breakdown of each group, and their recommendations follow:

Cervical & Breast Cancer

Anna Giuliano – co-chair

Sue Fleming – co-chair

Guy Benrubi

Ellen Daley

Phil Roland

Tara Hylton

Joanne Bujnoski

Nina Entrekin

Helen Lewis

Rep. Marti Coley

The Cervical and Breast Cancer group recommends:

- 1) Increase education to parents of middle-school age girls regarding the vaccination that prevents most cases of cervical cancer.
- 2) Increased education should lead to higher utilization of the VFC doses available to the state of Florida via the CDC
- 3) We need to support the Department of Health in its efforts to vaccinate 11 and 12 year old girls and catch up ages 13-26 without creating administrative burdens that cost the DOH funds.
- 4) Support the current level of funding for the Breast and Cervical Cancer program and work over time to increase the funding, so utilization can be increased to cover a higher percentage of qualified patients

- 5) Support the DOH in only covering cancer diagnosed ICD-9 codes in medical payments and not covering unrelated medical payments under the breast and cervical cancer program.

Prevention & Screening

Dorothy Parker – chair
 Deb Stecklein
 Tonja Lemon Webb
 James Schwade
 Naushira Pandya
 Sue Higgins
 Megan Wessell
 Jill McKinnon

The Prevention and Screening group recommends:

- 1) Focus on initiatives that have the greatest impact and/or highest incidence with prevention and screening possibilities

Table 1. Number of New Cancer Cases by Sex and Race, Florida, 2005

	All Cancers	Lung & Bronchus	Prostate	Breast	Colorectal	Bladder	Head & Neck	Non-Hodgkin(1)	Melanoma	Ovary	Cervix
Florida (2)	99,745	16,531	13,253	12,428	10,336	5,016	3,729	4,008	3,479	1,482	910
Female	46,575	7,414		12,428	5,018	1,152	987	1,817	1,404	1,482	910
Male	53,095	9,105	13,253		5,306	3,863	2,738	2,185	2,071		
Black	8,734	1,100	1,701	1,077	990	170	318	363		100	145
White	88,333	15,186	11,125	11,034	9,087	4,702	3,324	3,531	3,479	1,353	720
Black Female	3,970	441		1,077	483	51	103	162		100	145
White Female	41,370	6,857		11,034	4,407	1,076	858	1,597	1,404	1,353	720
Black Male	4,759	658	1,701		507	119	215	200			
White Male	46,905	8,319	11,125		4,671	3,625	2,462	1,931	2,071		

Source of data: Florida Cancer Data System

(1) Non-Hodgkin refers to Non-Hodgkin's lymphoma throughout this report.

(2) Florida incidence totals throughout this report include 1,140 new cancers in persons of "Other" races, 882 cases with unknown race, 44 cases with unknown or unspecified sex, and 2 cases with unknown age. Totals by sex include cases with unknown age and race, as well as cases with Other race. Totals by race include unknown sex and age.

- Cancer can be screened and screening reduces loss of life
- Cancer is largely preventable through healthy behavior
- Cancer can be screened and healthy behaviors or vaccination can prevent occurrence

- 2) Lung Cancer Prevention: increase the cost of tobacco products, which is shown to decrease use.
- 3) Prostate, breast and colorectal cancer are cancers that can be detected at early stages. When found early loss of life and health care costs are reduced.

- 4) Skin and cervical cancer can both be prevented and detected in screening: Provide HPV vaccination education to parents of middle-school age girls. Provide sun awareness education to elementary school children.
- 5) Promote continuing medical education to increasing vaccinations and screenings for all applicable cancers. Educate providers on new screening techniques available such as “F.I.T.”.
- 6) Evaluate the use of HEDIS insurance data to evaluate healthy behavior compliance.

Tobacco Control & Prevention

Robert Cassell – chair

Recinda Sherman

Bobbie McGee

Katie Lenover

Jamie Wilson

David Lee

Michael Kasper

The Tobacco Control and Prevention group recommends:

- 1) Review and assessment of the current tobacco control funds of \$59 million. The group questioned the effectiveness of the funding allocations. The ‘quit line’ has been over-burdened at times, as an example. It is recommended that a formal evaluation be requested of the use of these funds.
- 2) Increase the cost of tobacco products. We never take lightly increasing cost to consumers or increasing taxes. However, the long term cost savings associated with increasing the cost of tobacco products cannot be denied. Increasing the cost of tobacco products is the single most effective way to reduce the number of new smokers and reduce the number of current smokers. Florida would still have reasonably priced tobacco products that would be lower than the national average after a \$1/pack increase in cigarette cost.

Survivorship

Eric Sandler – chair

Mary Broccard

Todd Parrish

Michael Nieder

Rose Marie Cossick

Paul Gordon

The Survivorship group recommends:

- 1) CCRAB should encourage cancer centers and providers to provide cancer survivors with a treatment summary at the end of their cancer course of treatment.
- 2) CCRAB should encourage cancer centers to develop comprehensive screening guidelines for late effects. These guidelines should be made available to all Florida physicians involved in the follow-up care of cancer patients.

- 3) CCRAB should work with the Medical Board to develop education on survivorship issues. This should be one of a rotating set of mandatory CME's for physician re-licensure.
- 4) CCRAB should work with our stakeholders and the DOH to develop a system of late effect and insurance navigators.
- 5) CCRAB should encourage the legislature and the insurance commissioner to consider cancer and its follow-up care a chronic illness and require ongoing care medical insurance coverage.

Government appointments process;

The Council discussed the process for appointments through the Governor's appointments office. The current process took 2 years to make any new appointments to the Council, which has inhibited the Council's ability to have full meetings and to have representation from desired member organizations. After talking with Representatives and the Governor's appointments office, we believe it will improve our appointment process to have a Membership Committee. The Membership Committee was developed and will consist of Dr. Joanne Bujnoski, Rose Marie Cossick and Helen Lewis. Recommendations for membership will be sent from the Membership Committee to the Executive Committee for approval, and then on to the Governor's appointments office.

Florida Cancer Plan

The DOH comprehensive cancer control program is in the process of compiling information and data for a new State of Florida Cancer Plan. CCRAB provided drafts of several cancer site sections in late 2006 and early 2007. The Florida Cancer Plan Council (FCPC) has been working with the Florida Cancer Data Registry to add data to the cancer site sections. We should have a draft of the new state Cancer Plan to review early in 2009.

The meeting was adjourned at 3:30pm

The next full council meeting will be May 11, 2009