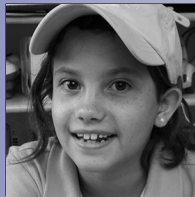


South Carolina Cancer Alliance Annual Report

2005



SCCA 2005 Activities at a Glance...



The SCCA Prevention Task Force's Ultraviolet Ray/Environmental Safety Subcommittee was awarded a \$5000 Healthy Athlete Capacity Grant from the Special Olympics International Office in September. The focus of the activities is to promote Sun Safety among the Special Olympic (SO) athletes, families and their coaches across SC.

Pictured here (L to R):

Katora Campbell (SCCA member & Coordinating Council), Grace Calhoun, Brook Harmon (SCCA member), Colette R. Davis, Musette Hoefler (SCCA member & Coordinating Council), and Marian Chapman-Robinson (SCCA member & Coordinating Council)

Peggy Baxter reads the names of the 2005 Excellence award winners at the SCCA annual meeting.



Previous SCCA Chair Terry Day receives his award from the newly appointed Chair John Ureda at the 2005 SCCA annual meeting.

Message from the Chair Annual Report 2005



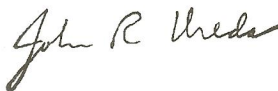
Dear SCCA Partners, Members and Friends,

The 2005 year has been one of focus for the SCCA. A milestone comprehensive cancer control plan for the State of South Carolina was developed by the Task Forces of the Alliance and published by SCDHEC. This dynamic approach to preventing deaths due to cancer gives us the framework to move forward in the most effective and efficient manner possible. Although it will certainly change and evolve, we now have the means to coordinate our actions and bring to bear a fuller range of partners and resources for cancer control. Working together we will be able to create those environments and opportunities that will bring to us all the health we seek.

We have begun to implement many activities. Expansion of the Breast and Cervical Cancer Act was a major achievement. Now, any women needing treatment can get it, no longer will economic barriers impede women as they strive to overcome their cancer. Progress is being made in efforts to control tobacco use as we helped launch a statewide quit line and supported community efforts to go smoke free. The Lion in the House survivor and family issue program engaged numerous partners as we brought this remarkable program to South Carolina. Research, recruitment for clinical trials and screenings all embodied aspects of SCCA initiatives. Renewal of the Cancer Education Guide and subsequent training is bringing basic information about cancer and cancer prevention to many citizens of the state as well. The SCCA is off and running. Although a great start, there is so much more to do.

The challenge continues. We must further build and use our Alliance to become the driving force to create a State of change. The SCCA membership represents almost all the individuals and organizations in South Carolina who are in a position to positively impact cancer. If we can learn to work together, to listen to and support each other, to focus our efforts, there is little we will be unable to do. We, the SCCA, can be a major force. We are the resources. We have the will. I am confident in you the membership and we the Alliance. South Carolina will become a leader in cancer prevention and control.

Sincerely,



John R. Ureda, MPH, DrPH
Chair, Coordinating Council
South Carolina Cancer Alliance

Covering The SCCA

The SCCA is comprised of individuals from all walks of life. Pictured on our cover are some of the individuals who make up the SCCA. From left to right: Isabel Law, John Tully, Denyse Petry, Lee Moultrie, Suzanne Henson, Leroy Benjamin, Anthony Coggiola, Deloris Smith, Dr. Omar Bagasra, Caroline Morgan, Dr. Mark O'Rourke and Musette Hoefler.

SCCA Accomplishments 2005

Communication and Networking

- Promoted the expanded Medicaid coverage for treatment of breast and cervical cancer to all indigent women in South Carolina.
- Promoted Sun Safety among the Special Olympic (SO) athletes, families and their coaches across SC.

Funding

- Secured \$19,500 in private funding to support the Cancer Education Guide project.
- Received \$5000 Healthy Athlete Capacity Grant from the Special Olympics International Office.

Education and Research

- Completed the revision of the Women's Cancer Coalition Cancer Education Guide.
- Conducted regional Cancer Education Guide Facilitator Training Sessions in Columbia (October 2005) and Florence (December 2005). Thirty nine community members participated in the training events and became Cancer Education Facilitators.
- Created Clinical Trials work group to address patient protection for cancer patients enrolled in clinical trials.
- Began surveying Columbia, Charleston and Greenville hospitals and survivors to determine gaps in services and/or resources for cancer patients and their families in South Carolina.
- Helped reestablish the South Carolina Pain Initiative.

Public Policy

- Advocated for coverage of colorectal cancer screening for Medicaid recipients.
- Advocated for cigarette tax increase to prevent children from tobacco addiction.

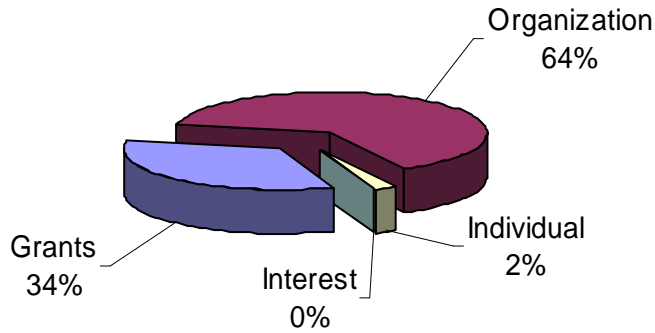
Planning and Evaluation

- Developed and established the SC Cancer Plan 2005-2010.
- Initiated public awareness campaign plan for ETV's *A Lion in the House* Broadcast.

2005 Financial Overview

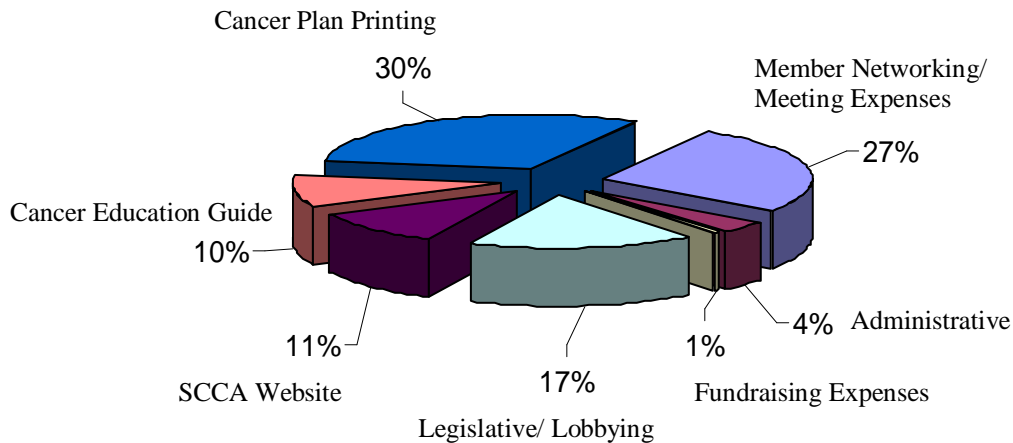
Income Summary

Grants	\$ 17,000.00
Organization	\$ 32,150.00
Individual	\$ 1,030.00
Interest	\$ 53.29
Total	\$ 59,233.29



Expenditures Summary

Member Netwk./Meeting Exp	\$ 4,597.17
Administrative	\$ 622.70
Fundraising Expenses	\$ 125.00
Legislative/Lobbying	\$ 2,996.75
SCCA Web Site	\$ 1,839.85
Cancer Education Guide	\$ 1,702.00
<u>Cancer Plan Printing</u>	<u>\$ 5,274.17</u>
Total	\$17,157.67



Contributors

Cornerstone
(\$5,000 - \$24,999)



Professional Circle
(\$2,500 - \$4,999)



Contributors

Advocates

(\$1,000 - \$2,499)

AustraZeneca Pharmaceuticals
Blue Cross Blue Shield of SC
Dr. James Hebert
Macy's
MUSC Medical Center
SC Oncology Society

Supporters

(\$500 - \$999)

Coastal Cancer Center

Friends

(up to \$499)

Jeanne Musgrove
Pansy Yates
Anonymous

Honorariums

Terry Day (by the SC Oncology Society)

Recognizing Excellence - South Carolina Cancer Alliance Awards

The SCCA seeks to recognize individuals and activities across the state that best exemplify the mission and values of the SCCA. The following were awarded honors at the 2006 Annual Meeting for their outstanding contributions toward reducing the impact of cancer on citizens in South Carolina during 2005.



Mary Lynn Donovan

Category: Advocacy and Policy (Individual)

Mary Lynn's passionate commitment to ensuring that all women have access to education, screening and treatment for breast cancer can be seen in all the activities she undertakes. She is an advocate for cancer issues at both the state and federal levels. Mary Lynn was responsible for attracting the attention of the local media to the issue of South Carolina's significant disparities in cancer outcomes for African American women. The original Greenville News articles, along with the focused advocacy efforts of Mary Lynn and others, resulted in increased funding for treatment for low-income women through the Breast and Cervical Cancer Treatment Act.

American Cancer Society

Category: Advocacy and Policy (Organization)

Accepting Award: Pat Ray, Lisa Turner, Nancy Cheney, Suzanne Hyman



The SCCA is successful because of the efforts of its members. The committed staff at the American Cancer Society is a critical part of that success. One of the important ways ACS contributes to the SCCA is through their advocacy work. Some of the SCCA's most important priorities lie in the area of Advocacy and Policy: the cigarette tax, smoke free workplaces, screening and treatment for breast, cervical and colorectal cancers, and more. The ACS advocacy team of Nancy Cheney, Lisa Turner and Suzanne Hyman lead these statewide policy efforts. The leadership and experience of these and other ACS staff such as Henry Well, Simbonika Spencer and more, in support of the SCCA mission and its policy goals, has been and continues to be invaluable.



Jo-Ellen DeLuca

Category: Early Detection (Individual)

Jo-Ellen DeLuca is an active, committed and passionate member of the Early Detection Task Force with the SCCA. Her personal mission is to reduce the mortality and incidence of colorectal cancer in Spartanburg, SC by 10%. In order to accomplish this ambitious goal, Jo-Ellen has developed, organized and created numerous early detection opportunities in her community to increase awareness about colorectal cancer. Some of her activities include: Co-Chairing South Carolina's first Colorectal Cancer Summit; organizing the Support and Awareness group in Spartanburg; and each year distributing 5,000 of Katie Couric's colorectal cancer brochures around Spartanburg.

Joseph F. Sullivan Center

Category: Early Detection (Group)

Accepting Award: Rachel Mayo



The Joseph F. Sullivan Center at Clemson University uses a comprehensive approach to screen low-income women in the Upstate for breast cancer with a special focus on African American and Latina women. Minority women tend to have the most barriers to care, such as early detection screenings, and benefit greatly from services that help alleviate the transportation, financial, and language barriers that exist. The Sullivan Center approach includes: Bilingual Outreach Workers, Mobile screening events, care coordination, Community partnerships, and Hispanic Lay Health Advisors. From January 1, 2002 through September, 30, 2005, 584 women were screened and **nearly 40%** of those women were either African American or Hispanic.

Excellence Awards



Dr. Drew Monitto

Category: Patient Care (Individual)

During his nearly 10 years working at Spartanburg Regional, Dr. Drew Monitto has introduced new and effective prostate therapies, led the hospital pain initiative, and volunteered often to educate men on the importance of screening and seeking early treatment. Dr. Monitto makes a tremendous impact at Spartanburg Regional, in the Spartanburg community and in our State trying to decrease the risk of cancer and improve the treatment of this disease. For these efforts and much more, Dr. Monitto is much loved by both staff and patients.

McLeod Cancer Center

Category: Patient Care (Organization)

Accepting Award: (L to R) Aquila Brown, Leroy Benjamin, Jo Capotosti, Mary Ann Staab, Judy Bibo, Jeannette Glenn



The McLeod Cancer Center is very involved in the early detection and treatment of cancer for residents of the Pee Dee. In 2005, McLeod doubled its efforts to reduce cancer disparities by sponsoring 14 cancer screenings: for a total of 675 people screened. McLeod feels strongly about reaching underserved Pee Dee residents. Uninsured patients are provided free mammograms, pap smears, and PSA testing. McLeod maintained an indigent cancer clinic even after the State Aid program was de-funded. During 2005, the clinic had 801 visits by indigent patients, provided \$750,000 of free medication, and still regularly provides free transportation to patients for cancer clinic visits, radiation therapy, and outpatient chemotherapy appointments.



Musette Hoefer

Category: Prevention (Individual)

Musette Hoefer has been making an impact on cancer prevention with the SCCA from the start. She was President of the Women's Cancer Coalition and has remained very active with the SCCA. Musette has spent countless volunteer hours on the Cancer Education Guide- revising it, marketing it, and training others to become facilitators. She selflessly gives her time, talents, and care to every SCCA workgroup and committee that is privileged to have her on their team. Musette recently demonstrated her tremendous commitment prevention once again with the Special Olympics Sun Smart mini-grant project. Musette is a model SCCA grassroots member and she will surely continue to make a difference with cancer prevention in SC.

Cancer Education Guide Workgroup

Category: Prevention (Organization)

Accepting Award: Musette Hoefer and Diane Klebanow



The SCCA Cancer Education Guide workgroup is comprised of the following dedicated and talented volunteers: Gloria Dorris, Susan Skaff Hagan, Musette Hoefer and Diane Klebanow, who represent both the Early Detection and Prevention Task Forces. The workgroup has labored tirelessly for the past year and a half to update this valuable SCCA education and outreach tool. The Cancer Education Guide presentations provide community members with an opportunity to learn about cancer prevention and early detection. Their efforts will touch the lives of hundreds of South Carolina citizens – from students, to church members, to underserved communities. The dedication and hard work of this workgroup exemplifies the collaborative spirit of the SCCA.

Excellence Awards



Dr. Michael Wargovich

Category: Research (Individual)

Dr. Michael Wargovich, Professor at USC School of Medicine, is a cancer researcher and teacher of great accomplishment and international renown. In 1998, he was recruited from the MD Anderson Cancer Center in Houston to direct Basic Research at the fledgling SC Cancer Center. Loved by all his students and staff, his expertise is the chemoprevention of colon cancer. In 1999, his picture was on the cover of Cancer Research, an honor reserved only for researchers of distinction. He can make complex scientific information understandable by anyone, and often speaks to lay organizations regarding nutrition, herbs and supplements and cancer prevention.

Cancer Data Management Center

Category: Research (Organization)

Accepting Award: Marilyn Jenkins, Kristen Lauing, Dyonne Loudon, Donna Keisler (manager), Faith Johnson, Mona Carter, and Michelle Ingham



The Palmetto Health Cancer Data Management Center is a staff of nine that manages a database of over 48,000 records and has recently supported 72 research and data related inquiries. The Data Center's efforts support program development, cancer research, outcome analysis and assessment of new technologies for the improvement of patient care. Researchers have come to depend on the Data Center in two particular areas, Populations Studies and Tissue Bank. One hallmark of the integral relationship between the Data Center and research lies in the relationship with the SC Cancer Center Tissue Bank. Clinical data from the cancer registry is provided for each banked tissue sample to form a comprehensive database of de-identified information that is available to researchers statewide.



Anthony Coggiola

Category: Survivor and Family Issues (Individual)

Anthony Coggiola is a very active member of the Survivor & Family Issues Task Force. He is the Chair of the Lion in the House Project committee, which has taken the lead in introducing the Project as a shared initiative of the SCCA. Anthony is a visionary who saw how this national media event could also promote the role and mission of the SCCA.

Anthony's passion for the Lion Project and his service to the SC Cancer Alliance comes from his personal experience of losing a child to cancer. The SCCA is proud to have Anthony as an active member and appreciates all the time and effort he has contributed to this exciting initiative.

Children's Chance

Category: Survivor and Family Issues (Organization)

Accepting Award: Samantha Higgins, Ginie Daguise, Dee Ann Jones

Children's Chance was founded by two mothers who both had daughters battling cancer in September of 1996. These parents saw the gaps in the services provided for families facing pediatric cancer.

Seeking to close the gaps, Children's Chance has been assisting families with financial, emotional and psychological support over the last ten years. Thanks to Children's Chance, many families have a special resource to rely on during what may be the most difficult and stressful time of their lives.



SCCA Leadership

The SCCA is led by a Coordinating Council comprised of members of diverse backgrounds.

Coordinating Council 2005

Executive Committee

John Ureda, DrPH, Chair	James Hebert, ScD, Vice-Chair
Debbie Seale, MN, Treasurer	Stephanie Brundage, MD, MPH
Lee Moultrie	Karl Pfaehler
Lisa Waddell, MD, MPH	Diane Gluck

Elected Positions

Community Representatives

Peggy Baxter, LCSW - Greenville	Susie Busbee - Columbia	Marian Robinson - Anderson
Mary Lynn Donovan - Greenville	Diane Gluck - Greenville	Debbie Seale, MN - Chapin
John Ureda, DrPH - Columbia	Pansy Yates, RN - Rock Hill	Deirdre Young, RN - Columbia

Task Force Representatives

Advocacy & Policy	Carolyn Reed, MD , Chair
Early Detection	Stephanie Brundage, MD, MPH , Chair
Patient Care	Anand Sharma, MD , Chair
Prevention	Diane Wilson , Chair
Research	James Hebert, Sc.D , Chair
Survivor & Family	Judith DeNoyior , Chair

Medical Representatives

Leroy Benjamin, RN - Hartsville
Terry Day, MD - Charleston
Label Law, RN - Columbia
Lisa Leary, RN - Spartanburg
Stephen Lloyd, MD - Columbia

Appointed Positions

Partner Organizations

American Cancer Society - **John Tully**
Blue Cross Blue Shield of SC - **Ashby Jordan, Sr, MD**
National Black Leadership Initiative on Cancer - **Lee Moultrie**
SC Congregational Nursing Network - **Katora Campbell, RN**
SC Dept. of Health & Environmental Control
Lisa Waddell, MD, MPH
SC Dept. of Health & Human Services - **Alicia Jacobs**
SC Hospital Association - **Karl Pfaehler**
SC Medical Association - **Anne Harvin Gavin**
SC Oncology Society - **Darren Mullins, MD**
SC Press Association - **Bill Rogers**
SC Women's Cancer Coalition - **Musette Hoefer**

Hospital Cancer Centers

Georgetown Hospital System
Suzie Doscher
Medical University of SC
Peggy Anthony, RN
Palmetto Health
Mary Ellen Doyle
MeLeod Regional Medical Center
Jeannette Glenn, RN, MSN
Greenville Hospital System
W. Larry Gluck, MD

Legislators

Representative Gloria Arias-Haskins - District 22, Greenville
Representative James E. Smith, Jr. - District 72, Richland
Senator Clementa C. Pinckney - District 45, Low Country