

**Memorandum of Understanding
Between
The American Cancer Society
The Nebraska Colon Cancer Program
Nebraska Comprehensive Cancer Control Program**

This Memorandum of Understanding (MOU) is made and entered into between the American Cancer Society, the Nebraska Colon Cancer Screening Program (NCP), and Nebraska Comprehensive Cancer Control Program. This MOU establishes a general framework for a uniformed understanding of the basic premises of a collaboration to develop and support the framework for a statewide colon cancer screening consortium to increase awareness and screening for colorectal cancer among all Nebraskans 50-75 years of age.

I. PURPOSE

The purpose of this MOU is to facilitate collaborative planning and formally articulate goals and objectives to produce real measures that will have an impact on outcomes to reduce colon cancer incidence and mortality in all parts of the state. Planning will include messaging and strategic planning for a statewide consortium of both public and private organizations to develop and implement appropriate community based awareness and screening programs with appropriate referral into the Nebraska Colon Cancer Program. Overall impact will be measured utilizing BRFS. The activities outlined in this MOU support the goals of participating partners.

II. Background

In 1999, The American Cancer Society formed a strategic planning committee to address colon cancer screening rates in Nebraska. At this time a telephone survey was conducted by the American Cancer Society that showed that Nebraskans are aware of colon cancer but less than half thought that it was extremely important that they themselves be tested. In 1999, the Douglas and Sarpy Colon Cancer Task Force (currently known as the Great Plains Colon Cancer Task Force) was formed to address colon cancer screening rates in the Omaha area. In 2001, the Lancaster County Crusade against Cancer was formed in the Lincoln area, and in 2005, Fremont Area Medical Center formed an internal coalition in the Fremont area. The primary goal of the groups was raise public awareness of colon cancer and increase screening rates in Nebraska.

All 3 coalitions follow a Community Collaborative Colorectal Screening Model comprised of six key components. These components include: local partner involvement, healthcare provider outreach and education, public awareness activities, structured FOBT distribution, kit processing and clinical follow-up on all positive tests, and evaluation and quality improvement. The colon cancer coalitions are community driven and made up of the following community collaborators: American Cancer Society, Cancer Survivors, Colon Cancer Alliance, Community Organizations, Corporate Partners, Health Departments, Accredited Cancer Centers that are part of larger hospital systems, , Media, Medical Professionals, Nebraska CARES, Nebraska Colon Cancer Program, , , Pharmacies, and Primary Care Physicians. Other partners for some of the collaborations include the local Area Agency on Aging, pharmaceutical companies, parish nurses, interested community residents and others. Medical professionals typically include pharmacists, registered nurses, oncology nurses and oncology nursing associations, the Black Nurses Association representative, oncology social workers, colon and rectal surgeons, other surgeons, gastroenterologists and nurses working with endoscopy practices.

Nebraska Health and Human Services began to receive a CDC award for comprehensive cancer control in 2001. The funds were used initially to build a statewide partnership currently known as Nebraska CARES. The partnership, once formed in August 2002, began to develop a State Cancer Plan. This plan, effective June 2004 to 2010, set out six broad goals. Several of these goals support increasing colon cancer screening rates in Nebraska: eliminate cancer disparities; increase screening and detection; prevent cancer by reducing cancer risks (e.g. tobacco control and improved nutrition and physical activity); networking cancer centers to ensure

access to quality cancer care and supporting enrollment in cancer clinical trials; and raising awareness and educating the public and health care professionals.

The Nebraska DHHS Comprehensive Cancer Control Program staff work in collaboration with the statewide partnership as one partner in the partnership. The primary responsibilities of the program staff are to maintain the partnership, implement and revise the state cancer plan and bring partners together to collaborate on projects and activities. Supporting colon cancer screening projects and activities is among the highest of the program priorities.

In August 2005, the CDC awarded the Nebraska Health and Human Services the Colon Cancer Screening Demonstration Grant. Prior to this the state had no statewide screening initiatives for colon cancer. The demonstration grant became known as the Nebraska Colon Cancer Screening Program (NCP). In 2008 the NCP partnered with Nebraska CARES the Nebraska Medical Association, the American Cancer Society and Husker Sports Network to create the statewide colon cancer screening campaign known as *Stay In The Game*, targeting Nebraska men and women 50 years of age and older to screen for colon cancer. To advance this objective, the partners agreed to facilitate collaborative planning among the current *Stay In The Game* partners as well as broaden the partnership to include others that have similar goals and objectives for colon cancer screening. The Nebraska State Legislature also pledged their support to *Stay In The Game* by passing LB 459 during the One Hundred First Legislature appropriating \$400,000 to *Stay In The Game* for direct screening services for colon cancer.

III. OBJECTIVES

The objectives stated for this partnership include:

1. Utilize *Stay In The Game* media campaign as appropriate to tie in awareness messages for Community Based Screening Programs targeting men and women 50 years of age and older with messages to increase **Awareness, Education, and Activation** related to colon cancer screening.
2. Utilize CDC's *Screen for Life* and ACS colon cancer awareness and education materials as appropriate to increase awareness and education about screening for colon cancer.
3. Create consistent materials and messaging to be made available for both public and provider education to increase awareness and screening for colon cancer.
4. Increase number of men and women 50-75 years of age who receive appropriate colorectal cancer screening from 60.2% to 80% as measured through the state's BRFSS by 2014.
 - a. Facilitate structured interaction to foster relationship building (For example, Quarterly meetings /teleconferences) between partners.
 - b. Provide resources, technical assistance and infrastructure to local health departments and community organizations to develop and implement quality colon cancer screening in their communities.
 - c. Provide resources and educational materials as appropriate for distribution to community based CRC screening coalitions to increase awareness and education in the populations they serve. This may include providing educational materials and evidence based strategies to minority and underserved communities.
 - d. Support state wide messaging for all appropriate colon cancer screening tests, FOBT, colonoscopy, sigmoidoscopy, and double contract barium enema as appropriate.
 - e. Incorporate recommendations and suggestions for the Colon Cancer Screening Subcommittee of the DHHS Advisory Committee for Every Woman Matters.
 - f. Assist as appropriate in evaluation of community based screening activities and outcomes; this may include identifying other appropriate resources beyond this partnership.
 - g. Jointly assess and publish activities and outcomes between partners.

5. ACTIVITIES

All partners agree that the following activities are essential in order to successfully implement the objectives of the MOU:

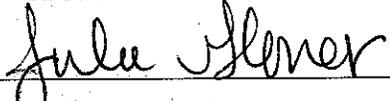
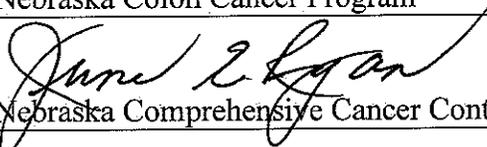
- NCP will provide *Stay in the Game* logo and any materials created for use by partners specifically to meet common objectives as stated in the MOU.
- NCP will provide schedule of *Stay In The Game* events and distribution opportunities to Community Based Screening Programs.
- NCP will distribute any health related materials or promotional items on behalf of its partners at *Stay In the Game* activities as deemed appropriate.
- NCP will provide appropriate web space for community based screening resources, materials, and registration, event calendaring as they relate to coalition development and implementation, community based screening modules and best practices, or awareness and educational materials resource site.
- NCP will provide a web based tracking, monitoring, and reporting system for use by community based colon cancer screening programs.
- NCP will provide financial support to Community Based Screening Coalitions through contracts with Local Health Departments.
- All articles and references related to this MOU or the outcomes realized because of this MOU must include approval and acknowledgment of all three partners.
- ACS will support to Community Based Screening Coalitions by assigning an ACS representative to each coalition. The ACS representative will identify cancer center staff or key community members that would be a good addition to the coalition, brain storm with the group on the most effective ways to run a coalition, and provide prevention/early detection materials as needed.
- ACS will support community based screening initiatives by providing resources, materials, community based screening modules and best practices, and awareness and educational materials as needed.
- ACS will support *Stay In The Game* by working to protect the \$400,000 granted by the State Legislature to *Stay In The Game* for direct screening services for colon cancer.
- ACS will support *Stay In The Game* by promoting *Stay In The Game* events and distribution opportunities by assisting with promotion.
- Nebraska Comprehensive Cancer Control Program (NCCCP) will inform and update its partners in the activities and progress of the community based coalitions. The NCCCP will engage its partners, as is appropriate, to invite them to participate in coalition activities, providing technical assistance and information or serving as a members of local coalitions.
- NCCCP will provide resources or access to resources to support screening including National Cancer Institute resources.
- NCCCP will offer an opportunity for this partnership of NCP, NCCCP and ACS to offer a colon cancer screening track at its annual Cancer Summit and to provide information and updates at the Spring meeting as needed.
- NCCCP will continue to participate in the Subcommittee on Colon Cancer Screening both to provide input as well as to participate in strategic planning and policy setting.
- NCCCP will continue to make colon cancer screening a high priority in implementing the state cancer plan.
- NCCCP will continue to participate in community collaboratives as possible to provide technical assistance and to identify possible issues and concerns.

IV. EFFECTIVE DATE

This Memorandum of Understanding will commence upon signature of all partners. This agreement may be modified by written agreement of all partners.

V. SIGNATURE

DATE

	02-17-10
American Cancer Society	
	2-17-10
Nebraska Colon Cancer Program	
	2-17-10
Nebraska Comprehensive Cancer Control Program	

VI. CONTACTS

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