Perspectives on the Ontario Cancer Plan from the US NCI

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The Ontario Cancer Plan

- US NCI perspective:
- Global health priorities
- Public communication & advocacy
US citizens coming to learn from Canada
Global Tobacco Control

- Framework Convention for Tobacco Control; adopted 2003; active 2005
- First global treaty focused on health
- Signed by 168 countries; legally binding in 178 countries
Global Health Priorities

• UN 2011 High-Level Meeting on NCDs
• World Health Assembly approved NCD Action Plan 2013
• World Bank Disease Control Priorities
• Global Burden of Disease
WHO Global NCD Targets

Set of 9 voluntary global NCD targets for 2025

- Harmful use of alcohol: 10% reduction
- Physical inactivity: 10% reduction
- Salt/sodium intake: 30% reduction
- Tobacco use: 30% reduction
- Raised blood pressure: 25% reduction
- Diabetes/obesity: 0% increase
- Essential NCD medicines and technologies: 80% coverage
- Drug therapy and counseling: 50% coverage
- Premature mortality from NCDs: 25% reduction
WHO Global NCD Monitoring Framework

Global Monitoring Framework

Mortality & Morbidity
- Unconditional probability of dying between ages 30 and 70 years from cardiovascular diseases, cancer, diabetes or chronic respiratory diseases
- Cancer incidence by type of cancer

Risk Factors
- Harmful use of alcohol (3)
- Low fruit and vegetable intake
- Physical inactivity (2)
- Salt intake
- Saturated fat intake
- Tobacco use (2)
- Raised blood glucose/diabetes
- Raised blood pressure
- Overweight and obesity (2)
- Raised total cholesterol

Total number of related indicators in brackets

National Systems Response
- Cervical cancer screening
- Drug therapy and counselling
- Essential NCD medicines & technologies
- Hepatitis B vaccine
- Human Papilloma Virus vaccine
- Marketing to children
- Access to palliative care
- Policies to limit saturated fats and virtually eliminate trans fats

25 Indicators
Cancer Control Planning and Implementation

• International Cancer Control Partnership
  – WHO, IARC, IAEA, UICC, ACS, NCI, etc

• Help countries develop and implement national cancer control plans

• Technical assistance
Mary Lasker, 1900-1994

- Rebuilt American Cancer Society
- Mobilized advocates to encourage US Congress to pass “War on Cancer” legislation, 1971
- Created Lasker Foundation and Lasker Awards
US DHHS Commitment to Public Education and Advocacy

• Patient-Centered Outcome Research Institute (PCORI)
  • Established 2010 by Affordable Care Act
  • www.pcori.org

• NIH Director’s Council of Public Representatives
  • www.nih.gov/about/copr/index.htm

• NCI Office of Advocacy Relations
  • Director’s Consumer Liaison Group
  • www.cancer.gov/aboutnci/organization/oar/about-oar
NCI Information Products

- NCI’s web site: www.cancer.gov
  - www.cancer.gov/español
- Physician Data Query (PDQ®)
- NCI Fact Sheet Collection
- What You Need to Know About Cancer series
- Publications: Making Health Communications Work, Theory to Practice in Health Promotion, Guide to Developing Publications for People with Limited Literacy, Making Data Talk
NCI Advocacy Participation

• Scientific planning
• Peer review of grant proposals
• Peer review of clinical trial proposals
• Adult and pediatric national IRBs
• Development of educational materials
• Clinical trials education and promotion
Strengthening patient-reported outcomes (PROs)

• Patient-reported outcomes version of Common Toxicity Criteria/ Adverse Events experienced by patients undergoing cancer treatment
  • Begun in 2007; 126 questions about 81 symptoms
  • Symptom presence, frequency, severity, and interference with usual activities
  • Web-based collection
NIH PROMIS

- Patient Reported Outcomes Measurement Information System
- Dynamic tools to measure health outcomes from the patient perspective
- www.nihpromis.org
- Comparability, reliability/validity, flexibility, inclusiveness
PROMIS domains

• Sleep disturbance & sleep-related impairment
• Gastrointestinal symptoms
• Positive and negative impact of illness
• Applied cognition
• Self efficacy, social isolation, quality of social support
• Satisfaction with social roles and discretionary activities; ability to participate
Returning to the US with good ideas on cancer plans
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