Comprehensive Cancer Control Goals in American Samoa

Prevent Cancer
- Increase Physical Activity
- Promote Healthy Diets
- Reduce Tobacco Use by 25%
- Screen for Oral Cancer

Detect Cancer Early
- Increase Screening Rates by 25%

Provide, current, available, treatment
- Increase Immunization Rates
- Provide Health Education Opportunities

Improve Quality of Life
- Improve Access to Services

Improve & Maintain Data Collection
- Improve Survival Rates

Lessen Impact
- Reduce the Cancer Burden

Evaluate
- Comprehensive Cancer Control Destination

Coordinate... Integrate...
- It's up to us!
What is Comprehensive Cancer Control?

The Centers for Disease Control and Prevention (CDC) define Comprehensive Cancer Control (CCC) as a process through which communities and partner organizations pool resources to reduce the burden of cancer. These combined efforts help to:

- Reduce cancer risk
- Find cancers earlier
- Improve treatments
- Increase the number of people surviving cancer

CCC in American Samoa:

American Samoa has remained within the top 3 states of death for the past 5 years (2007-2012). Throughout these five years efforts were made to implement newer screening projects such as the Men’s Health Clinic for prostate and lung cancer. The “Tai la Ota” Radio Drama, and the Smoke Free Environment Act. These efforts represent the base of CCC planning and implementation. Activities that cover the cancer care continuum in order to make a coordinated and integrated approach to reduce the cancer burden within the territory.

Developing a CCC map is a step by step process that ranges from guiding principles to evaluation: The following sections guide you through the process and the decisions that were made accomplishing the ASCCC’s overall mission.

Step 1: Identify Guiding Principles

The CCC Map will identify existing efforts and strive to duplicate these efforts, but rather where appropriate, to build, enhance, and expand All decisions will be made by the best available data:

When available, state-of-the-art knowledge, technology, and practices will be the foundation for all strategies and actions.

Coordination and collaboration is pivotal in the completion of a CCC Map.

The map actively supports the recommendations and strategies found in other territorial plans.

The cancer plan will be a road map of the efforts needed in American Samoa to reduce the cancer burden.

- Cultural competency by health professionals and health systems in American Samoa is key.
- For a comprehensive approach, equal access to cancer services must be available to all residents.

Step 2: Develop Goals

The goals are to be “ensuring” and open the cancer care continuum: Four of these goals deal with changing cancer rates, while two of these goals enhanced the infrastructure from occurring with an emphasis on education and behavior changes:

- When there are no symptoms and treatment leads to a higher cure rate.
- As soon as cancer is detected.

For patients to enjoy a normal life while receiving cancer treatment:

- Assuring correct decision making of cancer treatment on patients and their loved ones.

Step 3: Develop Objectives and Strategies

Objectives and Strategies were developed to identify how the ASCCC would like to see the situation improved and what specifically needs to happen to achieve the goals. They were developed with the following criteria:

- Specific, Measurable, Achievable, Realistic, and Time-bound (SMART)
- When possible, be Evidence Based
- When completed by 2017, unless specified otherwise
- Will focus on Breast, Cervix, Colon, and Prostate Cancer.

Strategies are color coded to match the coinciding goal:

- Increase awareness to tobacco use:
- Reduce tobacco sales to minors.
- Reduce awareness of the effects of tobacco use.
- Develop and conduct media campaigns.
- Develop educational materials for employers.
- Support policies that increase access to screening services.
- Conduct focus groups.

- Develop and implement a culturally competent curriculum.
- Develop a curriculum focusing on the importance and benefits of early detection screening methods.
- Develop policy agendas focusing on strategies for cancer care.
- Provide training through weekly in-service meetings.
- Develop training schedules to identify resources and availability.
- Maintain a coordinated and central location for treatment resources.
- Continue to write social workers.
- Maintain contact with healthcare providers.
- Advocate for a health promotion education.

Step 4: Get Involved!

Evaluation acts as a compass and provides a direction of where we should focus. Annually, the ASCCC will evaluate its progress in three important areas:

- Partnership
- Program
- CCC Map

The results of the evaluation will go to its members and partners to see if the efforts were successful or not. Either way, we will continue to look at ways to improve and effectively and efficiently help the people of American Samoa.

To obtain copies of Evaluation Reports from 2007-2011, visit the ASCCC’s website.

Step 5: Get Involved!

The mission of the ASCCC can only be complete with your help. If you would like to know more information on how you can join or volunteer, contact the ASCCC or CCC Program at 633-4489 or visit the website at www.amcan.org/ccc.