

# Oregon Comprehensive Cancer Plan



## **OUR CALL TO ACTION**

A statewide blueprint for cancer prevention and control in Oregon  
2005–2010

**Oregon Partnership for Cancer Control  
June 2005**

# Guiding Principles for Comprehensive Cancer Control in Oregon

1. Everyone in Oregon will be touched by cancer at some time. Thus, cancer control is the responsibility of all Oregonians—public and private organizations, individual citizens, communities, families and businesses.
2. This cancer plan promotes a common vision for Oregon's cancer control activities, from prevention and early detection through treatment, rehabilitation, end of life and cancer survivorship.
3. This cancer plan is a roadmap of the efforts needed in Oregon to reduce the state's cancer burden. The plan is to be used to establish priorities for action—opportunities to work together to address the greatest needs and perform the most achievable, realistic actions.
4. This cancer plan actively supports the recommendations and strategies found in other statewide plans that address cancer-related activities, such as the Oregon Statewide Tobacco Control Plan 2005–2010, A Healthy Active Oregon Statewide Physical Activity and Nutrition Plans 2003, and Healthy Kids Learn Better.
5. The Partnership seeks to recognize and enhance the many worthwhile and effective efforts of dedicated individuals and organizations that contribute to Oregon's cancer control efforts.
6. Special emphasis in this plan will be given to Oregon's urban and rural communities, as well as underserved populations that may face cancer disparities.
7. The statewide cancer control plan will define priority activities to be implemented by a broad range of partners.
8. The Partnership understands the need for cultural competency among Oregon's health professionals and health systems to achieve effective communication and the best possible cancer care.
9. The Partnership will advocate for individual, organizational, community and environmental conditions that promote healthy behaviors to reduce cancer risk.
10. Data and evaluation are integral components of all comprehensive cancer control activities and will guide decision-making.
11. The Partnership members will seek funding sources, as needed, to implement priority activities.
12. The Partnership will establish and maintain mechanisms to share information, resources and progress of individuals and organizations throughout the state.

# Oregon's Call to Action, 2005–2010

## GOALS, OBJECTIVES AND STRATEGIES



### **SECTION I.**

**Prevention and Early Detection**

### **SECTION II.**

**Treatment and Quality of Life**

### **SECTION III.**

**Cancer Disparities**

### **SECTION IV.**

**Public Policy and Legislation**

### **SECTION V.**

**Data Management and Surveillance**

# Prevention and Early Detection

*Cancer control depends on preventing cancer whenever possible and—when cancer does occur—detecting it at the earliest possible stage.*

## KEY ISSUES

In the nine Prevention and Early Detection chapters that follow, we discuss lifestyle and behavioral changes through which we can prevent many cancers from occurring. We also discuss proven methods for early detection of cancer, such as Pap tests and mammograms.

Early detection means screening when there are no symptoms of a problem. Regular cancer screening examinations by a health professional can find cancer at its earliest stage, when treatment is most effective and the chances for survival are increased.

Screening can effectively detect breast, cervix and colon cancer. Some cancers, such as cervical and colorectal, can actually be found and treated in a pre-cancerous condition—before cancer even develops. Other cancers, such as oral cavity and skin cancers, can be found by noting changes in the look or feel of an area.

### Overall Goals

#### Prevention and Early Detection:

- Promote healthy behaviors that can reduce cancer risk.
- Promote screening for early detection of cancer.
- Reduce deaths from cancer.

## CURRENT EFFORTS

In Oregon, many efforts promote healthy behaviors that reduce cancer risk and prevent cancer-related deaths in children and adults. These efforts are outlined in the chapters that follow, each of which defines a concern and discusses key issues, current efforts and remaining challenges.

At the end of each chapter, objectives and strategies define actions that individuals and organizations in Oregon can take, such as creating supportive environments to contribute to cancer control efforts.

### Cancer Risk Factors

- Age.
- Gender.
- Lifestyle behaviors such as lack of physical activity, poor nutrition and use of tobacco and alcohol.
- Genetics.
- Environmental exposures.
- Infectious agents such as Hepatitis B and C and Human Papilloma Virus.



*“I’m sick and tired of all the talk about a cure. If we’re ever going to conquer cancer, it’s time to focus our efforts on prevention.”*

–DIANE LUND-MUZIKANT,  
9-YEAR BREAST CANCER SURVIVOR, PORTLAND

The nine Prevention and Early Detection topics in this section were selected based on:

- The number of Oregonians affected.
- The available and known interventions, such as screening to reduce cancer risk and deaths, and the identification of specific at-risk populations.

The prevention topics in this section are:

- Tobacco and Related Cancers.
- Physical Activity and Nutrition.
- Environmental Risk Factors.
- Genetics.

The early-detection topics are:

- Breast, Cancer Screening (in Women).
- Cervical Cancer Screening.
- Colorectal Cancer Screening.
- Prostate Cancer.
- Skin Protection and Melanoma Prevention.

### Key Cancer Prevention Messages

Prevention Strategy	CANCER RISK REDUCTION BENEFIT												
	Bladder	Breast	Cervical	Colorectal	Oesophageal	Kidney	Lung	Oral	Pancreatic	Prostate	Skin	Stomach	Uterus
Avoid tobacco use.	●		●	●	●	●	●	●	●			●	
Be physically active.		●		●									
Maintain a healthy weight.		●		●	●	●							●
Eat a healthy diet.	●	●		●	●		●	●	●	●		●	
Limit alcohol.		●		●	●			●					
Limit number of sexual partners and use condoms.			●										
Get appropriate cancer screening tests.		●	●	●						●			
Avoid excess sun exposure.								●			●		

Source: Modifiable Risk Factors of Cancer, C.J. Stein and G.A. Colditz, The British Journal of Cancer. Vol. 90, #2, 2004, pgs. 209–303.