How Your Organization Can Support the Cancer Moonshot Initiative

The Cancer Moonshot Initiative is a national "call to action on cancer screening to jump start progress on screenings that were missed as a result of the pandemic, and help ensure that everyone in the United States equitably benefits from the tools we have to prevent, detect, and diagnose cancer." The White House

There are many ways your organization can support the Cancer Moonshot Initiative. Learn how companies, organizations, health systems, and communities can support the relaunch of the Cancer Moonshot Initiative below.

Goal #1: Diagnose Cancer Early

Promote cancer screening, especially among people who lack comprehensive healthcare coverage, are uninsured, or have low incomes.

- Centers for Disease Control and Prevention (CDC)'s National Breast and Cervical Cancer Early Detection Program provides free and low-cost cancer screening resources.
- CDC's Colorectal Cancer Control Program is working to increase colorectal cancer screening rates.

Foster collaboration between health systems, organizations, and workplaces to coordinate cancer prevention and screening campaigns, host on-site cancer screening events, and share cancer screening resources.

- SelfMade Health Network (SMHN)'s Healthier Nation Fact Sheet Series features resources to improve employee health for employers of all kinds.

Promote and utilize colorectal cancer screening and prevention resources developed by the National Colorectal Cancer Roundtable.

- Promote stool-based colorectal cancer screening with the *Clinician's Reference: Stool-Based Tests for Colorectal Cancer Screening*.
- Learn how to develop a mailed fecal immunochemical test (FIT) outreach program with the *Mailed FIT Implementation Guide.*
- Increase colorectal cancer screening with *Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices*.
- Help employers increase colorectal cancer screening rates among employees with the *80% In Every Community Employer Challenge Guide*.

Create systems that allow all healthcare team members to promote and implement cancer screening programs and practices.

- Invest in programs to create risk assessment, screening, and follow-up care guidelines for cancer and other diseases.
- Include clinical decision support for cancer risk assessment and screening in standard Electronic Health Record (EHR) systems.
- Make it easy for clinical decision support developed by others to be integrated into EHR systems.
- Learn how to examine breast and colorectal cancer screening information stratified by socioeconomic status through The Future of HEDIS webinar Digital Measures and Health Equity.
- Learn how to meet The Joint Commission's health care equity standards through the Health Care Equity Accreditation Standards and Resource Center.

Goal #2: Prevent Cancer

Collaborate with health systems to promote lifestyle changes that reduce the risk of preventable cancers.

- Promote early screening with the CDC's Screen for Life Campaign.
- Promote HPV vaccination with CDC's Inside Knowledge Campaign.
- Promote tobacco cessation with CDC's Patient Cessation Materials.

Promote resources to reduce tobacco-related cancers, especially among people who are underinsured, are uninsured, or have low incomes.

- State tobacco quitlines provide free, confidential tobacco cessation services (1-800-QUIT-NOW).
- Smokefree.gov has free, confidential tobacco cessation services and SmokeFreeTXT programs.
- CDC's Tips From Former Smokers Campaign has resources for various sectors.

Provide ongoing training to ensure community health workers (CHWs) have the knowledge necessary to do their jobs.

- SMHN's Cancer Moonshot webinars discuss a range of topics, including how to support CHWs.

Goal #3: Increase Cancer Equity[1]

Share tobacco cessation resources with people in communities that are disproportionately targeted by aggressive tobacco marketing.

- CDC's guide Improving Tobacco-Related Disparities discusses the causes of tobacco-related disparities and ways to improve them.
- CDC Quitlines are free and available in multiple languages.

Help people find adequate health insurance coverage to support cancer screening, treatment, and survivorship.

- Centers for Medicare and Medicaid Services' 2022 From Coverage to Care Enrollment Toolkit helps people find care and understand health insurance coverage.

Build partnerships with CHW associations to establish a routine source of medical care for people in communities in need[2] through safety net health systems.

- National Association of Community Health Workers brings together CHWs from around the United States.

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[1] By improving access to cancer screening, diagnostics, and treatments for all people, including those with low incomes, those of all races, ethnicities, genders, and resources, and those who live in rural communities, metropolitan communities, or tribal regions.

Goal #4: Target the Right Cancer Treatments to the Right Patients

Partner with organizations that serve to increase awareness of the availability of clinical trials.

- National Cancer Institute (NCI) has a list of current clinical trials.

Support and promote cancer research and data sharing initiatives.

- NCI has a list of Cancer Moonshot research initiatives.

Increase genetic testing to identify those at high risk of developing certain cancers.

- Enable providers to offer genetic testing with informed consent.
- Eliminate requirements for pretest counseling by a certified genetic counselor or medical geneticist for coverage of genetic testing.

Goal #5: Improve Treatments Against Deadly and Rare Cancers

Expand health system interventions to reduce late-stage lung cancer.

- The National Lung Cancer Roundtable LungPlan Overview helps organizations develop a plan to establish or expand lung cancer screening and nodule management programs.

Connect patients with NCI's programs for people with deadly and rare cancers.

- NCI-CONNECT helps people with rare central nervous system cancers.
- NCI's MyPART helps adults and children with rare tumors.

Goal #6: Support Cancer Patients, Cancer Survivors, and Caregivers

Utilize resources designed to reduce the risk of cancer recurrence among cancer survivors.

- NCI's monograph *Treating Smoking in Cancer Patients: An Essential Component of Cancer Care* includes strategies to assist cancer survivors with tobacco cessation.

Connect cancer survivors with relevant resources.

- NCI's Partners in Cancer Research Portal connects patients with Cancer Moonshot-supported resources.

Goal #7: Learn from Cancer Survivors

Partner with organizations in communities in need[2] to increase awareness of the value of participating in research programs that share patients' stories and data while respecting their privacy.

- National Institutes of Health's All of Us Research Program is gathering information on the health of Americans from all backgrounds.
- NCI's Cancer Moonshot Biobank uses samples from cancer patients to improve future cancer treatments.

Encourage cancer survivors to share their stories.

- Places to Share:
  - On Twitter, Facebook, and Instagram, using #CancerMoonshot
  - Through newsletters, blogs, and websites
  - On the White House's official Cancer Moonshot page

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[2] Including communities that are rural, metropolitan, tribal, medically underserved, pharmacy deserts, or food deserts, that lack broadband access, or that have high numbers of people who are uninsured, are underinsured, or have low incomes.