

<i>IDENTIFIED PRIORITIES</i>	<i>EXISTING PROGRAMS/ RESOURCES</i>	<i>ACTION ITEM</i>	<i>SUGGESTED BODY RESPONSIBLE</i>	<i>OBCIEP ACTION</i>
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I PREVENTION				
EDUCATION				
Public/Patient Education				
<ul style="list-style-type: none"> Develop education programs to encourage healthy lifestyles with a focus on maintaining health 	Health Canada's Guidelines to Healthy Active Living, Canada Food Guide, etc.		Health Canada	
<ul style="list-style-type: none"> Teach women to be advocates for their own health 		Promotional campaign	CCS, Willow, CBCN	
<ul style="list-style-type: none"> Provision of education and information about breast health needs to high school students 			CCS	
<ul style="list-style-type: none"> A shift in thinking needs to occur from considering cancer a death sentence to a disease which can be prevented 		Promotional campaign	CBCN, CCS, CIS, Willow	
<ul style="list-style-type: none"> Use more channels to get message out 	Resources currently available in print, audio tape, video, Internet, telephone and group support	Encourage dialogue among groups	CCS, CIS, Health Canada, Willow, OBCIEP, etc.	
<ul style="list-style-type: none"> Standardize the health message for public breast health and cancer screening 			CCS, OBSP	
<ul style="list-style-type: none"> Use industry as an information vehicle 				
<ul style="list-style-type: none"> Convince industry to provide prevention information on company time to all employees who have the right to know about working conditions 		Lunch and learn sessions	Industry	
Professional Education				
<ul style="list-style-type: none"> Develop a continuing education program for general practitioners designed by CCO/MOH to review prevention issues and advise how these can be integrated into busy practices 			Canadian Medical Association Medical Schools Ministry of Health CCO	
<ul style="list-style-type: none"> Train physicians to perfect skills in interpersonal relations and communications 			Medical Schools CMA PD Training	

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RESEARCH				
<ul style="list-style-type: none"> Produce epidemiological proof that prevention strategies work—“quantify the results” 		Identify measures to prevent cancer	Canadian Institutes of Health Research	Communicate results to appropriate body(ies) Breast Cancer Prevention Coalition
<ul style="list-style-type: none"> Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community concept	OBCIEP	
<ul style="list-style-type: none"> Conduct more research into successful prevention strategies 			Medical Research Council CBCRI	
ADVOCACY				
Media				
<ul style="list-style-type: none"> Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby	CCS, CBCN, CBCF	
<ul style="list-style-type: none"> Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> Lobby CancerCare Ontario for the integration of psychosocial supports and medical care 				
<ul style="list-style-type: none"> Lobby to have occupational health and safety agencies, Ministry of Health, CancerCare Ontario, Workplace Compensation, WSIB unions, and ISO quality control develop and regulate safety standards (includes WHIMIS) 			Ministry of Health Workplace Compensation Unions CCO	
<ul style="list-style-type: none"> Encourage employees to challenge production procedures to make recommendations to maintain a safe working environment 			Unions, Health Canada	
<ul style="list-style-type: none"> Lobby for professional support (?) 				
<ul style="list-style-type: none"> Develop local advocacy approaches or lobbies 		Create breast cancer group at Cancer Care Ontario	Health Canada	

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<ul style="list-style-type: none"> • Need legislation to support and ensure culturally appropriate programs 			Lobby groups	
<ul style="list-style-type: none"> • Encourage women to continue to maintain a strong voice for change 		Encourage involvement in coalitions, not only organizations		
<ul style="list-style-type: none"> • Maintain a strong coalition of support groups 		Continue collaboration and cooperation with other groups		
<ul style="list-style-type: none"> • Encourage women to continue to maintain a strong voice for change 				
<ul style="list-style-type: none"> • Lobby at all levels about environmental and occupational causes of cancer 			Lobby groups	
CARE DELIVERY				
<ul style="list-style-type: none"> • Provide information to women in small groups related to breast cancer 				
<ul style="list-style-type: none"> • Promote patient access to medical charts to understand one's own history 				
II EARLY DETECTION				
EDUCATION				
Public/Patient Education				
<ul style="list-style-type: none"> • Increase public awareness of the importance of breast assessment 				
<ul style="list-style-type: none"> • Provide information about support care services at mammography clinics, ultrasound clinics, pre-admission clinics 	CBCI, Guidelines for the Care and Treatment of Breast Cancer (Guidelines #1 - #10)		Ontario Breast Assessment Collaborative Group	
<ul style="list-style-type: none"> • Promote breast examination and demystify the breast assessment process to make it routine rather than a rare or extreme event 		Publish activities and accomplishments of the Ontario Breast Screening Program	OBSP, CBCF, CCO	
<ul style="list-style-type: none"> • Standardize the health message for public breast health and cancer screening 				
Professional Education				
<ul style="list-style-type: none"> • Train physicians to perfect skills in interpersonal relations and communications 			Medical Schools CMA PD Training	

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<ul style="list-style-type: none"> Encourage general practitioners to participate in a screening program through the Ontario College of Family Physicians 			Ontario College of Family Physicians	
<ul style="list-style-type: none"> Provide information to general practitioners (especially new) as guidelines are inconsistently applied across the province 	CCO/Heath Canada Clinical Practice Guidelines, 1998		CCO	
<ul style="list-style-type: none"> Provide breast cancer screening information to physicians 			OBSP, CCO	
RESEARCH				
<ul style="list-style-type: none"> Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community concept	OBCIEP	
ADVOCACY				
Media				
<ul style="list-style-type: none"> Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby	CCS, CBCN, CBCF	
<ul style="list-style-type: none"> Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> Lobby for timely assessment which has province-wide consistency with regional modifications 			Women's Groups, OBSP	
<ul style="list-style-type: none"> Need legislation to support and ensure culturally appropriate programs 			Lobby groups	
<ul style="list-style-type: none"> Encourage mandatory accreditation of screening sites 			OBSP, Ministry of Health	
<ul style="list-style-type: none"> Promote wide affiliation of screening agencies with OBSP 			OBSP	
<ul style="list-style-type: none"> Develop local advocacy approaches or lobbies 		Create breast cancer group at Cancer Care Ontario	Health Canada	

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<ul style="list-style-type: none"> Encourage women to continue to maintain a strong voice for change 		Encourage involvement in coalitions, not only organizations		
<ul style="list-style-type: none"> Lobby Cancer Care Ontario for the integration of psychosocial supports and medical care 				
<ul style="list-style-type: none"> Lobby for professional support (?) 				
CARE DELIVERY				
<ul style="list-style-type: none"> Provide better information and education resources for women going through screening 	CBCI, Guidelines for the Care and Treatment of Breast Cancer (Guidelines #1 - #10), CIS, CCS, etc.		OBSP	
<ul style="list-style-type: none"> Promote patient access to medical charts to understand one's own history 				
<ul style="list-style-type: none"> Need professional resources to assist and support women and their families in understanding their perspective in the assessment process 				
<ul style="list-style-type: none"> Eliminate the waiting process for review and assessment of abnormalities 			Ontario Breast Assessment Collaborative Group	
<ul style="list-style-type: none"> Provide radiologist with mammography training and develop consistency in skill of interpretation 			Cdn Assoc of Radiology, Ministry of Health	
<ul style="list-style-type: none"> Identify gaps in the assessment process 			OBSP	
III DIAGNOSIS				
EDUCATION				
Public/Patient Education				
<ul style="list-style-type: none"> Find new ways of disseminating information to patients and their families using a variety of strategies 			OHA, CCORC	
<ul style="list-style-type: none"> Develop support and resources for men with breast cancer 				

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<ul style="list-style-type: none"> Develop specific resources material to give to patients when they are discharged from hospital and link the information sources to general hospitals where cancer-related surgery may be done 				
Professional Education				
<ul style="list-style-type: none"> Train physicians to perfect skills in interpersonal relations and communications 			Medical Schools CMA PD Training	
<ul style="list-style-type: none"> Disseminate information on Clinical Practice Guidelines for the Care and Treatment of Breast Cancer 		Guidelines published 1998	Heath Canada, Canadian Medical Association	
RESEARCH				
<ul style="list-style-type: none"> Develop less invasive diagnostic techniques 				
<ul style="list-style-type: none"> Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community concept	OBCIEP	
ADVOCACY				
Media				
<ul style="list-style-type: none"> Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby	CCS, CBCN, CBCF	
<ul style="list-style-type: none"> Develop local approaches or lobbies 		Create Breast Cancer Group at Cancer Care Ontario		
<ul style="list-style-type: none"> Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> Need legislation to support and ensure culturally appropriate programs 			Lobby groups	
<ul style="list-style-type: none"> Develop local advocacy approaches or lobbies 			CBCN	

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<ul style="list-style-type: none"> Encourage women to continue to maintain a strong voice for change 				
CARE DELIVERY				
<ul style="list-style-type: none"> Customize the way information is presented during the care planning process to provide women with the time they need to make decisions 			OMA, College of Physicians and Surgeons	
<ul style="list-style-type: none"> Find approaches for making informed choices more widely available 			CIS	
<ul style="list-style-type: none"> Find new ways of disseminating information to patients and their families using a variety of strategies 			CCS, CIS, OBCIEP	
<ul style="list-style-type: none"> Provide simple information at point of diagnosis so people are not overwhelmed, especially at the beginning 			OMA, College of Physicians and Surgeons	
<ul style="list-style-type: none"> Ensure every cancer centre provides patient information (including support group information, readings, etc.) 			CCORC	
<ul style="list-style-type: none"> Develop specific resources material to give to patients when they are discharged from hospital and link the information sources to general hospitals where cancer-related surgery may be done 				
<ul style="list-style-type: none"> Develop support and resources for men with breast cancer 				
IV TREATMENT				
EDUCATION				
Public/Patient Education				
<ul style="list-style-type: none"> Teach women to be advocates of their own health 			CBCN	
Professional Education				
<ul style="list-style-type: none"> Continually reinforce information/ education to clinical staff (could be part of orientation to new clinical staff) 			RCCC	

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<ul style="list-style-type: none"> Ensure all women with breast cancer receive a reasonable standard of care (includes education of professional of all stripes to ensure clinical expertise) 		Disseminate practice guidelines to achieve delivery of standardized treatment		
<ul style="list-style-type: none"> Train physicians to perfect skills in interpersonal relations and communications 			Medical Schools CMA PD Training	
RESEARCH				
<ul style="list-style-type: none"> Emphasize research that helps us understand the process for providing information and how to use decision aids in helpful ways 			CBCRI	
<ul style="list-style-type: none"> Continue to support research concerning new drugs and treatments but ensure research also is also conducted in basic informational and health services 			CBCRI	
<ul style="list-style-type: none"> Explore innovative methods of care delivery (i.e., cancer team “on wheels”; goes to patient instead of patient coming to service providers) 			CCORC	
<ul style="list-style-type: none"> Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community concept	OBCIEP, Ministry of Health	
ADVOCACY				
Media				
<ul style="list-style-type: none"> Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby	CCS, CBCN, CBCF	
<ul style="list-style-type: none"> Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> Lobby Cancer Care Ontario for the integration of psychosocial supports and medical care 			CCO	

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<ul style="list-style-type: none"> • Make funds available for cancer patients who face economic barriers 	Publication from Willow: <i>Coping With Your Financial Concerns</i>			
<ul style="list-style-type: none"> • Need legislation to support and ensure culturally appropriate programs 			Lobby groups	
<ul style="list-style-type: none"> • Develop local approaches or lobbies 		Create Breast Cancer Group at Cancer Care Ontario	CBCN-Ontario Network	
<ul style="list-style-type: none"> • Encourage women to continue to maintain a strong voice for change 			CBCN, CBCF	
<ul style="list-style-type: none"> • Change guidelines on drug coverage regarding length of disability coverage 			Ontario Health Benefit Plan	
CARE DELIVERY				
<ul style="list-style-type: none"> • Ensure every cancer centre provides patient information (including support group information, readings, etc.) 				
<ul style="list-style-type: none"> • Work toward accessibility and equity of cancer care no matter where a woman lives within the province 			CCORC CCO OHA	
<ul style="list-style-type: none"> • Develop community-based programs of systemic treatment and supportive care 			CCORC	
<ul style="list-style-type: none"> • Identify ways to reach and appropriately support women living in poverty during treatment 				
<ul style="list-style-type: none"> • Review policies about transportation, medication, cost of access in the north and elsewhere 			CCO, CCS	
<ul style="list-style-type: none"> • Find ways for information systems to assist in communication and care delivery 				
<ul style="list-style-type: none"> • Find ways to provide wider accessibility to supportive care services 			CCO Supportive Care Networks	
<ul style="list-style-type: none"> • Provide resources within the cancer care system for adequate time to deal with issues 			Family Physicians Community Care Surgeons, nurses, etc.	

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<ul style="list-style-type: none"> Implement flexible guidelines to ensure there is equity in accessibility for community care, home services, and general treatment 			CCO	
<ul style="list-style-type: none"> Identify the appropriate time and way to present treatment information 				
<ul style="list-style-type: none"> Allow more than one appointment to make the treatment option decision 			CCO, OMA, College of Physicians and Surgeons	
<ul style="list-style-type: none"> Allow patients an opportunity to prioritize what information they need to do not need to make a treatment decision 				
<ul style="list-style-type: none"> Ensure all women with breast cancer receive a reasonable standard of care 	Practice Guidelines, 1998		CIS, Willow	
<ul style="list-style-type: none"> Customize the way information is presented during the care planning process to provide women with the time they need to make decisions 				
<ul style="list-style-type: none"> Find approaches for making informed choices more widely available 				
V REHABILITATION				
EDUCATION				
Professional Education				
<ul style="list-style-type: none"> Develop a common understanding among health care professionals about rehabilitation, regaining health, in relation to cancer care 			Medical/Nursing Schools, PD Programs	
<ul style="list-style-type: none"> Develop a definition of rehabilitation for health care professional that is not medicalized but includes psychosocial and, broadly, supportive care 			OBCIEP	
<ul style="list-style-type: none"> Recognize that rehabilitation ends, survivorship goes on 				
<ul style="list-style-type: none"> Continually reinforce information/ education to clinical staff (could be part of orientation to new clinical staff) 			Cancer programs/centres	

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RESEARCH				
<ul style="list-style-type: none"> • Make funds available for cancer patients who face economic barriers 				
<ul style="list-style-type: none"> • Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community model	OBCIEP	
ADVOCACY				
Media				
<ul style="list-style-type: none"> • Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby		
<ul style="list-style-type: none"> • Develop local approaches or lobbies 		Create Breast Cancer Group at CCO		
<ul style="list-style-type: none"> • Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> • Lobby Cancer Care Ontario for the integration of psychosocial supports and medical care 			Support & Advocacy Groups	
<ul style="list-style-type: none"> • Need legislation to support and ensure culturally appropriate programs 			Lobby groups	
<ul style="list-style-type: none"> • Lobby for professional support 				
CARE DELIVERY				
<ul style="list-style-type: none"> • Ensure every cancer centre provides patient information (including support group information, readings, etc.) 				
<ul style="list-style-type: none"> • Work toward accessibility and equity of cancer care no matter where a woman lives within the province 			CCORC CCO OHA	
<ul style="list-style-type: none"> • Promote patient access to medical charts to understand one's own history 				

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VI PALLIATIVE CARE				
EDUCATION				
Professional Education				
<ul style="list-style-type: none"> Continually reinforce information/ education to clinical staff (could be part of orientation to new clinical staff) 				
RESEARCH				
<ul style="list-style-type: none"> Explore ways the Internet could be used to enhance information dissemination and support in a user-friendly manner 		Virtual community concept	OBCIEP	
ADVOCACY				
Media				
<ul style="list-style-type: none"> Have press coverage around breast cancer events 		Develop marketing kits and training program for volunteers to heighten awareness and engage in local institution lobby		
<ul style="list-style-type: none"> Develop local approaches or lobbies 		Create Breast Cancer Group at CCO		
<ul style="list-style-type: none"> Encourage responsible reporting through forming a relationship with the media, have experts available to answer questions, provide advice 				
Legislation				
<ul style="list-style-type: none"> Need legislation to support and ensure culturally appropriate program. 			Lobby groups	
CARE DELIVERY				
<ul style="list-style-type: none"> Work toward accessibility and equity of cancer care no matter where a woman lives within the province 			CCORC CCO OHA	
<ul style="list-style-type: none"> Develop community-based programs of systemic treatment and supportive care 			CCORC	
<ul style="list-style-type: none"> Identify ways to reach and appropriately support women living in poverty during treatment 				

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VII STRUCTURE				
<ul style="list-style-type: none"> Integrate primary prevention across the continuum 			CCS, CCO	
<ul style="list-style-type: none"> Work with the pharmaceutical industry with a focus on prevention 				
<ul style="list-style-type: none"> Encourage government, industry, grassroots organizations and scientists to work together to reach common ground solutions 			CCO, Industry, Prevention Network	
<ul style="list-style-type: none"> Improve collaboration among various breast cancer and environmental groups 			OBCIEP	
<ul style="list-style-type: none"> Build and encourage a strong regional network or partnership to deal with current gaps in information and supportive and community action plans (OBSP, Public Health) 			Community Capacity Building, OBCIEP	
<ul style="list-style-type: none"> Development of a province co-ordinated breast assessment program which includes: <ul style="list-style-type: none"> functional linkage to screening programs; inclusion of supportive care in assessment shorter time frames between identification and diagnosis critical paths, evaluation, documentation and QA set by provincial body funding and resourcing of province-wide model on-going current inventory of approved screening and assessment sites in each region of the province strong affiliation with local partners to identify regional needs for support and develop strategies/evaluation of regional initiatives 			CCORC, OBSP, CIS, CCS, Ontario Breast Assessment Collaborative Group	

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<ul style="list-style-type: none"> • CCOR, CIS, Public Health, and OBSP to develop greater local inventory of breast screening/assessment and support services 			OBSP, Ontario Breast Assessment Collaborative Group	
<ul style="list-style-type: none"> • Form functional network of breast assessment centres (current and new) 			OBSP, Ontario Breast Assessment Collaborative Group	
<ul style="list-style-type: none"> • Enhance Ontario Breast Assessment Working Group's role in developing critical paths, quality assurance and evaluation of breast assessment 			OBSP, Ontario Breast Assessment Collaborative Group	
<ul style="list-style-type: none"> • Provide link between different cancer site screening programs to facilitate recruitment and recall 			OBSP	
<ul style="list-style-type: none"> • Find ways to improve our communication and strengthen our networks 			OBCIEP	
<ul style="list-style-type: none"> • Maintain a strong coalition of support groups 		Continue collaboration and cooperation with other groups	OBCIEP	
<ul style="list-style-type: none"> • Find ways to ensure that women's voices will be heard 			CBCN, OBCIEP	
<ul style="list-style-type: none"> • Develop a co-ordinated information network 				
<ul style="list-style-type: none"> • Enhance current OBCIEP website 			OBCIEP	
VIII RESOURCES				
<ul style="list-style-type: none"> • Develop funding to increase knowledge and skills in the area of prevention 		Fund raising	CBCF, CBCI, NCIC, CCS	
<ul style="list-style-type: none"> • Provide incentives to family physicians for screening (preventative activities fees) 			Ministry of Health	
<ul style="list-style-type: none"> • Develop a central registry for information 			CIS	
<ul style="list-style-type: none"> • Seek corporate funding for support groups 			Willow	

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OTHER				
<ul style="list-style-type: none"> Increase women's comfort level with breast cancer 		Promotional health campaign		
<ul style="list-style-type: none"> Implement a referral source for patients so they can learn about prevention such as a travelling nurse practitioner dedicated to such patient counselling (could be available for GP's to have in their offices, e.g. 2 days per week) 	Health Canada's Guides to Healthy Active Living, www.paguide.com	Involve nurse practitioners and the OBSP health promotion officer in the promotion of prevention and lifestyle issues	Canadian Cancer Society, Cancer Information Service, Willow	
<ul style="list-style-type: none"> Provide public with correct and appropriate information from unbiased sources so citizens can make informed choices 		Promotional health campaign, use of different media, techniques	CCS Cancer Information Service Willow GPs, Oncologists	Add to OBCEIP website?
<ul style="list-style-type: none"> Provide "health without harm"—increase drug testing to ensure drug therapies are meeting appropriate standards 				
<ul style="list-style-type: none"> Listen to what women tell health care professionals, organizations, and advocacy groups about what they need and want in terms of prevention 			CBCN	
<ul style="list-style-type: none"> Publicize prominently the names of accredited screening clinics 				
<ul style="list-style-type: none"> Continue enhancement of the provincial screening program through affiliation (CAR accredited) of all screening sites and initiatives to target hard to reach and high risk groups 				
<ul style="list-style-type: none"> Reach a consensus on the age of screening 			CMA, OBSP	
<ul style="list-style-type: none"> Re-examine accreditation process and expand to all mammography service centres 			Cdn Assoc of Radiologists Ministry of Health	
<ul style="list-style-type: none"> Find ways for all experts to collaborate with patients, to achieve a patient-centred system, form a strategic lobby 		Frequent meetings of organizational leaders	Canadian Breast Cancer Network, Cancer Care, survivor and support groups	

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<ul style="list-style-type: none"> Publicize prominently the names of accredited screening clinics 	Information currently available from CIS		Ministry of Health	
<ul style="list-style-type: none"> Conduct appropriate marketing of information sources 				
<ul style="list-style-type: none"> Disseminate information about resources throughout Ontario 	CIS		CIS, CCORC, clinics, physicians	

Organizations

CBCF	Canadian Breast Cancer Foundation
CBCN	Canadian Breast Cancer Network
CBCRI	Canadian Breast Cancer Research Initiative
CCO	Cancer Care Ontario
CCORC	Cancer Care Ontario Regional Councils
CCS	Canadian Cancer Society
CIS	Cancer Information Service
CMA	Canadian Medical Association
OBCIEP	Ontario Breast Cancer Information Exchange Partnership
OBSP	Ontario Breast Cancer Screening Program
OHA	Ontario Hospital Association
OMA	Ontario Medical Association