



EXECUTIVE SUMMARY

Hawai'i Cancer Plan 2030

INTRODUCTION

The Hawai'i Cancer Plan (HCP) 2030 Executive Summary is an overview of the HCP 2030, a ten-year strategic plan for collective action in cancer prevention and control across the state. The plan provides program leaders, policy makers, and researchers a vision, goals, strategies, and resources needed to reduce the burden of cancer across the state.

Cancer remains the second leading cause of death in our state and affects every individual, family and community. Certain populations, such as Native Hawaiians, Filipinos, Other Pacific Islanders and those who are socioeconomically disadvantaged, continue to experience higher cancer rates and health disparities. Partners and stakeholders remain committed to planning, improving and expanding cancer prevention and treatment services, including the promotion of healthy lifestyle choices that can reduce cancer risks for all ethnic, geographic, and socioeconomic populations of Hawai'i.

The overall goal to reduce the burden of cancer in Hawai'i can be accomplished through the implementation of the following objectives:

- » Build prevention and screening capacity and services through policy, systems, and environmental (PSE) change.
- » Provide services that increase the quality of life for cancer patients, survivors, and families.
- » Serve as the primary forum for information exchange for critical cancer control issues in Hawai'i.
- » Ensure that the strategies detailed in the HCP 2030 are implemented.

The HCP 2030 incorporates principles of the Social Ecological Model and is organized into four sector areas: Community Design and Access, Education, Health Care, and Worksite. The plan prioritizes goals, objectives, and strategies that lead to PSE change. Objectives were developed using current data, best practices, and evidence-based science, and reflect one or more cross-cutting themes.

The HCP 2030 supports and reinforces the following comprehensive, chronic disease strategic plans for the state: the Healthy Hawai'i Strategic Plan 2030; the Hawai'i Asthma Plan 2030; the Hawai'i Diabetes Plan 2030; the Hawai'i Heart Disease and Stroke Plan 2030; the Hawai'i Physical Activity and Nutrition Plan 2030; and, the Hawai'i Tobacco Prevention and Control Plan 2030.



VISION

No More Cancer

MISSION

Bringing people together to help coordinate cancer prevention, early detection, equitable access to care, and ongoing research efforts to improve the quality of life for all residents of Hawai'i.

GOALS

- » Identify and eliminate cancer disparities.
- » Prevent future cancers by reducing exposure to known risk factors.
- » Increase early detection to decrease late stage cancer.
- » Provide all Hawai'i residents, including the most vulnerable and the medically underinsured populations, access to state-of-the-art cancer prevention, screening, and treatment.
- » Improve the quality of life for survivors and loved-ones battling the effects of cancer.



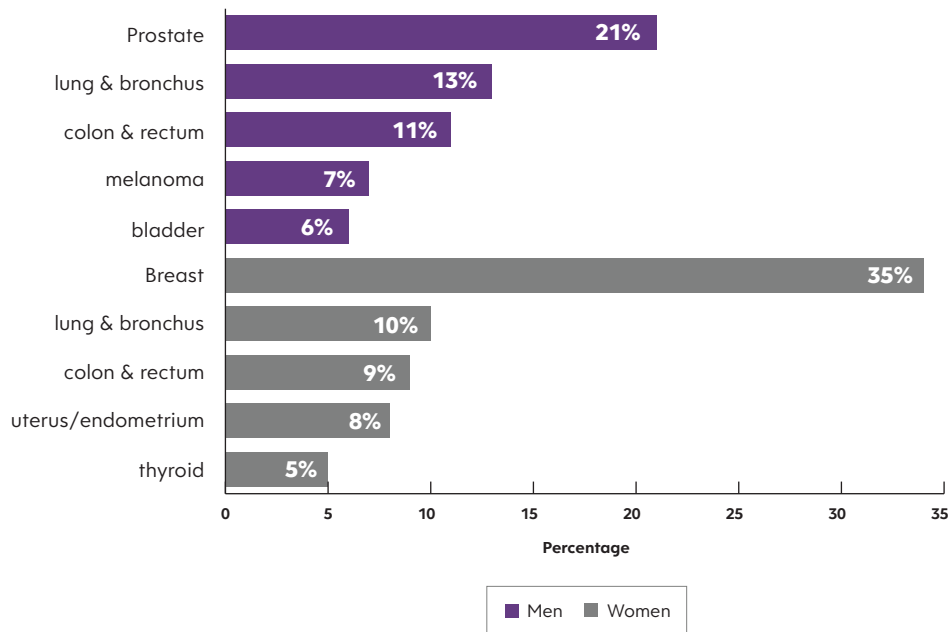
BACKGROUND

Cancer is the second leading cause of death in Hawai'i, and more than 2,300 die annually from the disease.¹ From 2012–2016, the average annual mortality rate for all cancers combined was 158 per 100,000 males and 110 per 100,000 females.² Lung cancer is the leading cause of death among both men and women.¹

In 2016, there were over 62,200 Hawai'i residents living with cancer.² The annual incidence rate from 2012–2016 for all cancers combined was 426 per 100,000 in males and 400 per 100,000 in females.² Breast cancer is the most common cancer among women, and prostate cancer is the most common cancer among men.²



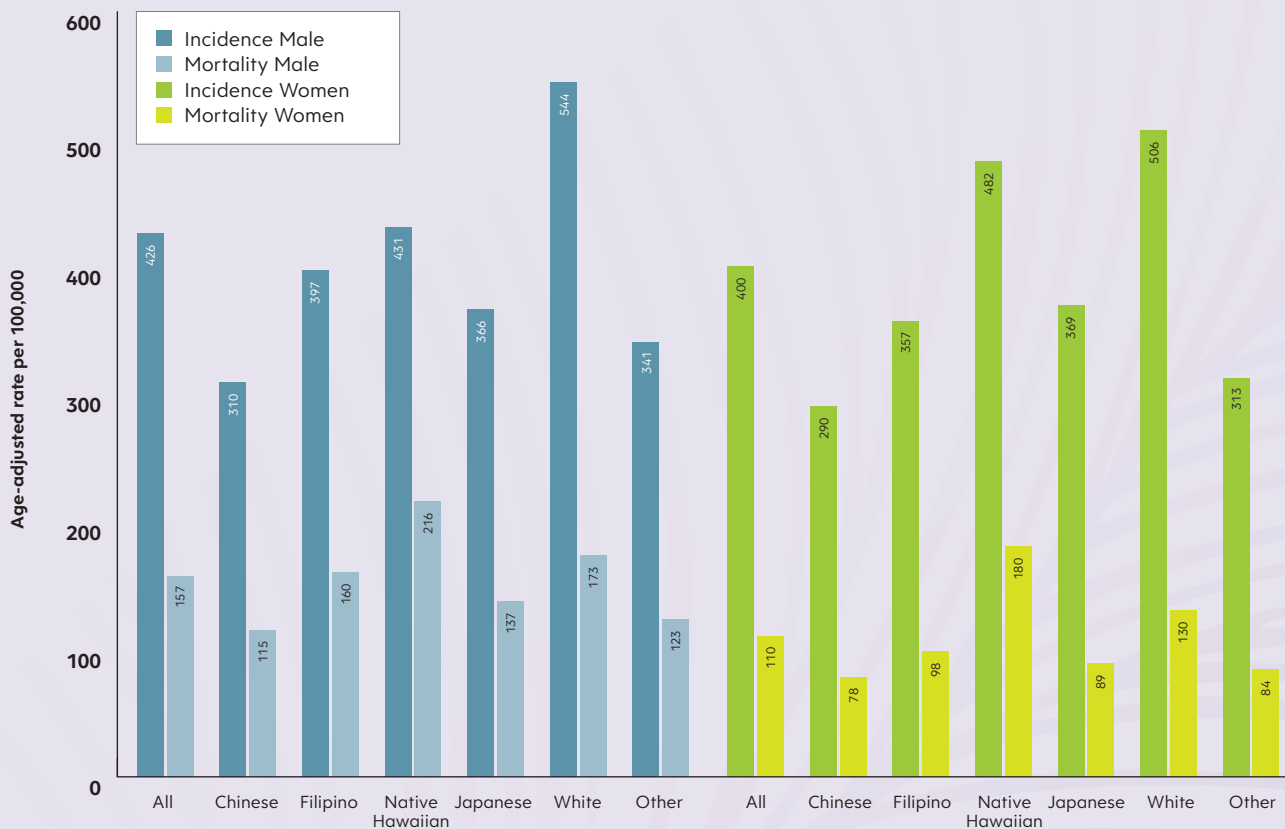
Top five leading cancers for men and women in Hawai'i



PRIORITY POPULATIONS

As a state that ranks second nationally in the number of diverse racial and ethnic groups, Hawai'i's cancer leaders and advocates have prioritized engaging underserved groups to identify specific, cultural strategies that effectively reduce cancer risks. In Hawai'i, subgroups disproportionately affected by cancer include Native Hawaiians, Filipinos, Other Pacific Islanders, and people with lower income or lower educational attainment.³ These subgroups are more likely to lack insurance, encounter long distances to health services, or experience culturally inappropriate health care.³

Incidence and mortality by ethnicity in Hawai'i





Objectives and Strategies

The HCP 2030 objectives strive to create sustainable change that will transform our communities, schools, health care, and worksites to enhance cancer control and prevention efforts and support the health of the people of Hawai'i. Stakeholders developed the HCP 2030 objectives to shape PSE change in the four sector areas: Community Design and Access; Education; Health Care; and Worksite. The objectives are showcased by sector area and include key strategies, baseline, and target measures. The HCP 2030 is meant to be a living document that is reviewed and updated throughout the plan's timeframe. Implementation of the plan will be a collective effort by individuals and organizations across the state.

*Additional background information, including definitions of some terminology used in the objectives and strategies, can be found at the following website: www.HHSP.hawaii.gov



Objectives with this icon are being worked on by multiple program areas.



Community Design and Access Sector Objectives

GOAL >> All of Hawai'i's people will live in communities that have access to tobacco- and nicotine-free settings, healthy food choices, physical activity opportunities, evidence-based chronic disease self-management programs, and minimal exposure to unhealthy options through policy, programs, communications, and environmental supports.

OBJECTIVE

BASELINE: 0 TARGET: 2

CANCER-01

Develop at least one multi-island, small media campaign to promote Hepatitis B virus and Human Papillomavirus (HPV) vaccinations to prevent cancer.

STRATEGIES

- Identify stakeholders such as DOH Hepatitis Program and Hawai'i Comprehensive Cancer Coalition's (HCCC) Vaccine-Preventable Cancer Workgroup to establish a communications workgroup to develop a small media campaign
- Identify and secure resources for the campaign
- Evaluate the effectiveness of the campaign

OBJECTIVE

BASELINE: 0 TARGET: 6

CANCER-02

Develop at least one multi-island, small media campaign to increase awareness about each of the following topics: cancer as a chronic disease; the importance of family history for cancer; clinical trials; palliative care and hospice; prostate cancer; and cancer survivorship and issues faced by cancer survivors.

STRATEGIES

- Collaborate with cancer partners like the University of Hawai'i Cancer Center and Kokua Mau, the Hawai'i Genomics Program, and the HCCC Quality of Life Action Team to establish a communications workgroup to develop a small media campaign
- Identify and secure resources to develop the campaign
- Evaluate the effectiveness of the campaign

OBJECTIVE

BASELINE: 0 TARGET: 1

CANCER-03

Develop at least one cancer survivorship and caregiver resource guide that will include follow-up care, lifestyle, psychosocial, and financial information.

STRATEGIES

- Establish a working group to develop the cancer survivorship resource guide in partnership with the HCCC Quality of Life Action Team
- Evaluate the validity and value of the cancer survivors and caregivers' resource guide
- Identify and secure resources to develop and update the guide

OBJECTIVE

BASELINE: 4.80% TARGET: 5.80%

CANCER-04

Increase by 20%, the proportion of adults who are diagnosed with cancer and participated in a cancer-related clinical trial.

STRATEGIES

- Address barriers to clinical trial participation and increase promotion of counter messages through outlets such as print, broadcast, and web-based media
- Integrate clinical trials into the training curriculum of academic institutions
- Identify and implement strategies to improve efficiency and resources related to clinical trials coordination for physicians
- Support access to clinical trials for neighbor island residents diagnosed with cancer



Education Sector Objectives

GOAL >> All of Hawai'i's educational settings will promote tobacco- and nicotine-free lifestyles, healthy eating, daily physical activity, and health management through programs, policies, environmental supports, and professional development opportunities.

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5

CANCER-05

Increase by five, the number of schools that implement 1 to 2 of the recommended CDC Sun Protection Guidelines.

STRATEGIES

- Conduct an assessment of the readiness of one or more schools to implement one or more of the recommended CDC Sun Protection Guidelines
- Partner with cancer partners such as the Hawai'i Skin Cancer Coalition to promote the recommended CDC Sun Protection Guidelines

OBJECTIVE

BASELINE: Pending TARGET: 100%

CANCER-06

100% of eligible school-based clinics become Vaccines for Children providers.

STRATEGIES

- Conduct an assessment of eligible schools to determine their ability to become Vaccines for Children (VFC) providers
- Partner with the HCCC's Vaccine Preventable Cancers Workgroup to promote the importance of making vaccines (e.g., HPV) available



Health Care Sector Objectives

GOAL >> All of Hawai'i's health care systems will promote health equity and maximize utilization of prevention, early detection, and evidence-based chronic disease self-management services by improving coverage, health information technology, programs, practices, and guidelines.

OBJECTIVE

BASELINE: Pending TARGET: Increase by 10

CANCER-07

Increase by ten, the number of health care systems that use Health Information Technology to address Hepatitis B vaccination.

STRATEGIES

- Identify key HIT stakeholders to establish a HIT workgroup
- Convene HIT workgroup regularly to identify the HIT priorities to enhance Hepatitis B vaccination rates
- Assess capacity of partner Federally Qualified Health Centers (FQHCs) to track and remind providers about Hepatitis B immunization rates
- Compile best practice models to increase immunization rates using HIT at FQHCs
- Identify and secure resources to implement HIT at partner FQHCs

OBJECTIVE

BASELINE: 0 TARGET: 10

CANCER-08

Increase by ten, the number of new community pharmacies that implement activities to increase Hepatitis B vaccination.

STRATEGIES

- Identify pharmacies that serve communities at risk for Hepatitis B (e.g., Asian and Pacific Islander populations)
- Develop a workplan for increasing patient recruitment and reimbursement
- Identify and secure resources to implement the workplan

BASELINE	TARGET
LUNG: 8.5%	LUNG: 9.5%
BREAST: 87.0%	BREAST: 97.4%
CERVICAL: 82.7%	CERVICAL: 92.6%
COLORECTAL: 75.1%	COLORECTAL: 84.1%

OBJECTIVE

CANCER-09

Increase the proportion of adults receiving lung, breast, cervical, and colorectal cancer screenings.

STRATEGIES

- Partner with the Hawai'i Primary Care Association to increase and implement evidence-based interventions (EBI) at FQHCs
- Identify resources and secure funding for implementation
- Evaluate the effectiveness of the implementation of the EBI

OBJECTIVE

BASELINE: 36.7% TARGET: 41.1%

CANCER-10

Increase the proportion of adults who have an Advance Health Care Directive.

STRATEGIES

- Develop an educational and promotional program that emphasizes the importance of advance care planning and having an Advance Health Care Directive
- Provide education to health professionals about the benefits of advance care planning that includes sensitivity to culturally diverse patient needs
- Educate employers on the importance of advance care planning, especially Advance Health Care Directive

OBJECTIVE

BASELINE
TREATMENT SUMMARIES: 43.8%
CANCER SURVIVORSHIP CARE PLANS: 32.1%

TARGET
TREATMENT SUMMARIES: 49.5%
CANCER SURVIVORSHIP CARE PLANS: 33.1%

CANCER-11

Increase the proportion of cancer survivors who have received treatment summaries and cancer survivorship care plans.

STRATEGIES

- Conduct an assessment of Commission on Cancer accredited cancer programs in the state on their methods of providing treatment summaries and cancer survivorship care plans
- Develop a plan in partnership with the HCCC Quality of Life Action Team members to educate cancer survivors on the benefits of treatment summaries and cancer survivorship care plans
- Develop a training for health care providers on ways to increase utilization of treatment summaries and cancer survivorship care plans



Worksite Sector Objectives

GOAL >> All of Hawai'i's worksites will create a culture of wellness through supportive programs and policies that promote tobacco-and nicotine-free workplaces; breastfeeding; healthy food and beverage choices; physical activity and active commuter opportunities; health screenings; and early detection, risk reduction, and self-management of chronic diseases.

OBJECTIVE

BASELINE: Pending TARGET: Increase by 5

CANCER-12

Increase by five, the number of employer groups that adopt a policy that allows time off for cancer screenings.

STRATEGIES

- Assess the employer groups ability to establish a policy that allows time off for cancer screenings
- Partner with selected employer groups to develop a policy
- Implement the policy and evaluate the effectiveness of the policy

OBJECTIVE

CANCER-13

ASTHMA-11 • DIABETES-07 • HEART DISEASE AND STROKE-09
PHYSICAL ACTIVITY AND NUTRITION-19 • TOBACCO-12

Implement a statewide, comprehensive worksite wellness recognition program that at least 10 very small-, 15 small-, 10 medium-, and 5 large-employers will participate in.

STRATEGIES

- Identify stakeholders and convene an advisory group to develop a Hawai'i-specific, evidence-based worksite wellness recognition program that includes the following areas:
 - Asthma
 - Cancer
 - Diabetes
 - Heart Disease and Stroke
 - Physical Activity and Nutrition
 - Tobacco
- Pilot the recognition program with a group of diverse employers and modify the program based on their feedback.

BASELINE:

very small = 0
small = 0

medium = 0
large = 0

TARGET:

very small = 10
small = 15

medium = 10
large = 5

ADDITIONAL INFORMATION

Please refer to www.HHSP.hawaii.gov for comprehensive details and information related to this Executive Summary, in addition to an overview of statewide goals and strategies for the prevention and management of chronic diseases.

The Hawai'i Cancer Plan 2030 works in coordination with other chronic disease prevention and management plans in the state, specifically the following:

- Healthy Hawai'i Strategic Plan 2030
- Hawai'i Asthma Plan 2030
- Hawai'i Diabetes Plan 2030
- Hawai'i Heart Disease and Stroke Plan 2030
- Hawai'i Physical Activity and Nutrition Plan 2030
- Hawai'i Tobacco Prevention and Control Plan 2030





REFERENCES

- ¹ *Stats of the State of Hawaii*. (2019, May 28). <https://www.cdc.gov/nchs/pressroom/states/hawaii/hawaii.htm>
- ² *Hawai'i Cancer at a Glance*. (2012–2016). Retrieved October 26, 2020, from https://www.uhcancercenter.org/pdf/htr/Hawaii%20Cancer%20at%20a%20Glance%202012_2016.pdf
- ³ University of Hawaii Cancer Center. Hawai'i Cancer at a Glance 2012–2016. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2914228/>. Accessed May 21, 2021.



David Ige, *Governor of Hawai'i*
Elizabeth A. Char, M.D., *Director of Health*

For more information contact:

Hawai'i State Department of Health
Chronic Disease Prevention and Health Promotion Division
1250 Punchbowl St. Room 422
Honolulu, Hawai'i 96813
PHONE: (808) 586-4488

The HCP 2030 can be accessed, downloaded, and interacted with
at the following website: www.HHSP.hawaii.gov

*This publication was supported by Cooperative Agreement Number,
6NU58DP006274-04-01, funded by the Centers for Disease Control and
Prevention. Its contents are solely the responsibility of the authors and do not
necessarily represent the official views of the Centers for Disease Control and
Prevention or the Department of Health and Human Services.*

Non Discrimination in Services

We provide access to our programs and activities without
regard to race, color, national origin, language, age, sex, religion, or disability.
Write or call the Chronic Disease Prevention and Health Promotion Division
or our Affirmative Action Officer at P.O. Box 3378, Honolulu Hawai'i 96801-3378
or (808) 586-4110 (voice/TTY) within 180 days of a discrimination incident.