

# Assessing Need: Cancer Information Service

Workshop 1  
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# Presenters



- **Facilitator:**

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- **Presenters:**

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- Member, Board of Directors, ICISG
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# Objectives of workshop



- Present tool to assess key issues when planning to start or expand a CIS
- Look at case studies
- Answer questions from participants
  
- Assign buddies from ICISG

# Overview of the workshop



- Presentation
  - What is a CIS
  - Assessment tool
  - Case studies
- Questions and discussion
- Getting help from ICISG

# Cancer Information Service



- Service that provides comprehensive, accurate and reliable information about cancer and cancer control to anyone who asks, free of charge.
- Service can be delivered by;
  - Telephone
  - Email
  - Webpages
  - Fax or mail
  - In person visits

# CIS Minimum standards



- Be sensitive to, and respect the unique needs, values and culture of the service user.
- Respect a person's right to make informed choices in relation to their care.
- Promote and uphold the provision of quality service for all people.
- Provide a confidential and anonymous service.
- Respect and support the patient/doctor/health professional relationship.

# Assessment tool



- Helpful checklist to conduct a basic assessment of the needs, environment and proposed structure for starting a CIS
- Useful for organizations who want to start a CIS or those who planning to expand their existing service.

# Evaluate context



- Health government
- Economics of health
- Cultural health beliefs
- Medical practices
- National statistics
- Community involvement
- Cancer incidence
- Languages, literacy
- Computer literacy
- Cultural sensitivities
  - Physical
  - Screening
  - Family values
  - Religious beliefs



# Determine users



- Audience
  - Age, sex, income, education
- Geographic area
- Languages
- Cancer incidence by type
- Cultural beliefs
- Information seeking behavior

# Consider scope of service



- What?
  - Information
  - Support or counseling...
- How will you deliver the service?
  - One on one (phone, email)
  - Web pages, pamphlets...
- What will be involved ?
  - Accurate resources of cancer information
  - Services in the community
  - Statistics for keeping track of inquiries...

# Assess environment



- Existing services
  - Hospital, cancer centres
  - Other cancer organizations
- Information sources
  - Developed in house
  - Third party resources
- Competing programs
  - Other health information line or websites
- Collaboration opportunities
  - Complementary expertise and resources

# Measure capacity of sponsors



- **Gaps analysis**
  - Fit with organizational strategy, priorities
  - Expertise in health education
  - Technology
- **Human resources**
  - Highly-qualified staff
  - Recruitment and training
- **Services already available**
  - Patient services or support groups
  - Cancer information development, dissemination
- **Available funding**

# Calculate barriers



- Major problems
- Solutions

# Write strategic plan



- Mission, vision
- Core principles
- Guidelines for goals and objectives
- Strategies, delivery mechanisms
- Minimum standards
- Performance measures, evaluation
- Partnerships and collaborators

# Prepare operations plan



- Outline each type of service
- Describe planning steps
- Recruitment and training
- Summarize infrastructure plan
- Include checklist for readiness to start service

# Other considerations



- Hours of service
- Estimated volume
- Information sources
- Policies and procedures
- Staffing requirements
  - Qualifications, training
- Technology and database



# Recent examples



- Singapore
- South Korea
- Italy
- Israel
- France

# Case studies



- National Cancer Centre, South Korea
- Ligue nationale contre le cancer
  - Background on decision to start CIS
  - Assessment and research
  - Service delivery model
  - Current status and next steps

# National Cancer Centre, South Korea



- National Cancer Centre identified the information needs of cancer patients
- Given national strategy for cancer control, CIS was seen as essential tool to increase awareness for prevention
- Researched other CIS on internet (ICISG)
- Visited Canada – shared resources
- Developed website, email and automatic response system for specific cancers
- Phone-based one-on-one service in one year

# Ligue nationale contre le cancer, France



- President declared cancer as priority – gave mandate to the Ligue nationale
- Ligue nationale had already one-on-one counseling phone service and cancer information pamphlets
- Contacted ICISG, visited Canada
- Developed web-based software for cancer information, inquiry protocol and statistics
- Contracted call centre service
- Looking into establishing in-house service

# What is ICISG?



- Group established under the auspices of UICC
- Independent organization of cancer information services around the world
- Over 42 member organizations worldwide
- Mission is to provide high-quality cancer information services and resources on all aspects of cancer to those concerned or affected by cancer.

# ICISG Goals



- Promote collaborations between CIS
- Share information and tools for management, evaluation, training and quality
- Act as forum for exchange and discussion
- Develop and update minimum standards
- Increase awareness of CIS
- Support the development of new services throughout the world

# ICISG buddies



- Create mentoring program between experienced CIS and new CIS
- Facilitate problem solving, understanding of better practices
- Establish contact for on-going exchange

# ICISG Website



- To find out more about the International Cancer Information Service Group

[www.icisg.org](http://www.icisg.org)

Who we are

What we do

How to become a member

How to start a CIS

Publications, references etc..



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