

# Next Steps

## Southwest Riverside County Cancer Care Task Force



**Problem 1:** People are unaware of the existing resources

**Solution 1:** Raise awareness of local cancer resources

- Create a local resource guide and host on ACS website
- Create a resource map and host on ACS website
- Publish an annual magazine-style comprehensive cancer guide



**Problem 2:** There are not enough "prestigious" cancer care facilities in the region

**Solution 2:** Change perceptions

- Utilize the annual magazine-style comprehensive cancer guide to feature local providers' qualifications and the high-quality care available locally
- Hospitals pursue accreditation by the Commission on Cancer



**Problem 3:** There are not enough healthcare providers

**Solution 3:** Attract new providers

- Ensure local pay and benefits are competitive with competing regions
- Join Riverside County Medical Association (RCMA) and attend socials
- Hospitals pursue creating residency programs to "grow our own"
- Create an ad campaign (featuring billboards and/or short videos) to attract providers to the region by emphasizing high quality of life



**Problem 4:** Low-income patients require financial assistance

**Solution 4:** Create a funding program

- Design a treatment assistance program (TAP) to provide financial assistance for low-income cancer patients
- Fundraise the \$50,000 needed to launch the program
- Hire and train new staff, administer the program, and refer clients
- Serve on TAP Advisory Board and solicit funds to support TAP



**Problem 5:** There are environmental factors that increase the risk of cancer

**Solution 5:** Reduce environmental risks

- Be an active member of Riverside County's Healthy Cities Network
- Adopt a Health Element in General Plan; adopt a H.E.A.L. Resolution
- Encourage active transportation
- Create a skin cancer awareness campaign

SW Riverside County Cancer Care Task Force  
Transition Plan - Matrix Format

Problem	Solution	Activities	Key Point Person/ Organization	Notes	Deliverable(s)
People are unaware of the existing resources	Raise awareness of local cancer resources among the community at large	Create a resource guide of local resources, host said guide on ACS website (as well as other websites, as desired)	HARC/ACS	Ready now	List of local resources, available online
		Create a resource map of local resources, host said map on ACS website (as well as other websites, as desired)	HARC/ACS	Ready now	Map of local resources, available online
		Publish an annual magazine-style comprehensive cancer guide for SW Riverside County that includes educational pieces, resources, and highlights local quality of care	Reeder Media & Contractor to lead, all Task Force Members to contribute content	6 months to complete	Printed comprehensive cancer resource guide available at all local provider offices and support offices
There are not enough "prestigious" cancer care facilities in the region	Change perceptions	Utilize the annual magazine-style comprehensive cancer guide to feature local providers' top-tier qualifications and the high-quality care available locally	Reeder Media, Providers	6 months to complete	Comprehensive cancer resource guide showcases local high-quality providers
		Hospitals pursue accreditation by the Commission on Cancer (CoC)	Loma Linda Murrieta	Complete!	Accreditation received
There are not enough healthcare providers in the area	Attract new providers	Ensure local pay and benefits are competitive with competing regions (i.e., Riverside, San Diego, Orange County, etc.)	Hospitals, providers offices		Jobs here are appealing to potential physicians
		Join the Riverside County Medical Association (RCMA) to network	Providers	\$86/month	All local providers are RCMA members
		Regularly attend social activities hosted by the association.	Providers, hospital recruiters		Local providers socialize at RCMA events
		Hospitals pursue creating residency programs to "grow our own" physicians	Hospitals		Residency programs are active
		Create an ad campaign designed to attract new providers to practice the in the area; utilize billboards and/or short videos to highlight the high quality of life in SW Riverside County	Hospital recruiters, RCMA, economic development agencies		Video is available on socialdocjobs.com, billboards are visible to commuting providers

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Transition Plan - Matrix Format

Problem	Solution	Activities	Key Point Person/ Organization	Notes	Deliverable(s)
Low-income cancer patients require financial assistance	Create a funding program to support low-income patients	Design a treatment assistance program (TAP) to provide financial support to low-income cancer patients	Michelle's Place	In progress	There is an active and sustainable treatment assistance program at Michelle's Place
		Create a job description to staff the program	Michelle's Place	In progress	
		Fundraise the \$50,000 needed to launch the program	All Task Force	See handout for fund details	
		Hire and train the new staff member	Michelle's Place		
		Administer the program	Michelle's Place		
		Refer clients in need	Providers		
		Serve on the TAP Advisory Board	Providers		
		Write grants/solicit funds to sustain TAP	Michelle's Place		
There are environmental factors that increase the risk of cancer	Reduce environmental risks	Be an active member of Riverside County's Healthy Cities Network	Cities, County	Likely already occurring	Local cities actively engage in best practices to provide residents with the healthiest city possible, and to make health the easy choice
		Adopt a Health Element in General Plan	Cities		
		Adopt a H.E.A.L. City Resolution	Cities		
		Be an active member of the Riverside County Health Coalition	All Task Force		
		Encourage active transportation (walking, biking) as an alternative to driving (e.g., build bike lanes, provide incentives for carpooling, etc.)	Cities, County		
		Create a skin cancer awareness campaign, since that is the only cancer that disproportionately impacts our residents	County, Providers		