

NORTHERN CALIFORNIA PAIN INITIATIVE

Strategic Plan

Draft Updated February 2006

PRIORITY GOAL #1: Educate and empower people with pain, their families and caregivers, that pain management is an integral aspect of health care and the quality of life, as well as promote societal attitudes and behaviors that support quality pain management

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Update and maintain the NCPI website to include capacity for internal NCPI communications and networking, along with information and education targeted to patients and caregivers (bulletin board style).</p> <p>A. Define guidelines for inclusion of information/content</p> <p>B. Design website to include sections for “health care professionals”, “patients”, and “advisory council”. (Chuck)</p> <p>C. Content to include “monthly topics” for education/information purposes (i.e. Herbal Remedies, Nutrition, Biofeedback, Pain Medications, Part D Medicare benefit, etc.)</p> <p>2) Work with Stephanie H. Lane Cancer Research Network to maintain updated resources for the Community Resources Database. (NCIC number: 1-800-ACS-2345). Pain organizations, pain management referral organizations, community health organizations, hospital pain programs (Stanford, Kaiser, UCSF, etc.).</p> <p>A. Appoint a chairperson.</p> <p>B. Set up a method and a schedule to collect and submit information to</p>				<p>-Patient Support & Training Mgrs. Hired</p> <p>-Assess specific training needs</p> <p>-Recruit & hire additional mgrs as regions are rolled on.</p> <p>-Scheduled “DOCTalks” on pain & “ICC” for cancer patients & caregivers</p>

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<p>Community Resource Database (CRD). C. Determine criteria for inclusion in CRD.</p> <p>3) Recruit at least one consumer advocate and person with pain for active participation on the Advisory Council of NCPI. A. Obtain referrals from Penney Cowan (ACPA) and the American Pain Foundation for enthusiastic consumer advocate(s).</p> <p>4) Promote positive messages regarding issues of pain management, the use of opioids; overcoming misconceptions. A. Develop key messages, identify spokespersons (physician experts). B. Monitor for opportunities C. Develop a practical tool that unifies our messages and can be regionalized (North & South), to communicate a clear, consistent pain management message.</p> <p>5) Include NCPI Mission Statement on all materials developed or distributed through NCPI that can be used to increase awareness of and membership in NCPI among health care professionals. (change</p>				<p>Two-sided fact sheet on NCPI was created August 2005 for purpose of informing members, displaying at pain management meetings, and establishing identification and visibility.</p>

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into a policy statement)				

PRIORITY GOAL #2: Improve the pain management practices of health care providers.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Educate medical staff about SB 151 and facilitate discussion of information.</p> <p>A. Successfully complete audio teleconference promotional.</p>				<p>First audio-conference on SB 151 held May 19, 2004. Reached about 1,300 prescribers and other health care providers. In collaboration with CA State Board of Pharmacy and SCCPI. Presented by Paul Riches, Chief of Legislation, CA State Board of Pharmacy.</p> <p>A second one-hour audio conference on SB 151 conducted on December 14, 2004 and reached about 200 prescribers and health care providers. Presenter was Judi Nurse, RPh, PharmD, CA Board of Pharmacy. Other collaborators were CMA and SCCPI helping to promote the audio conference.</p> <p>“At a Glance” fact sheet/fax sheet on SB 151 developed; PPT is downloaded on CSPB website.</p>

<p>2) Assess the NCPI role in where we are needed in education of health professionals.</p> <ul style="list-style-type: none"> A. Include facilitation of best practices in pain management information on Web site. B. Encourage networking. C. Query participants from audio conferences and other health organizations. D. Offer a pharmacology course to targeted groups of physicians, orthopods, and others) about offering Schedule II opioids, and tie into AB 487 for CME requirements for physicians. <p>3) Educate providers to the importance of providing culturally appropriate care, i.e., assessment during patient/provider interaction.</p> <p>4) Support legislation, regulations and policy statements that promote and protect the delivery of good pain management. Advocate for public policy to promote quality pain management and access to pain management.</p>				
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PRIORITY GOAL #3: Advocate for public policy to promote quality pain management and access to pain management services.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Advocate for public policy to promote quality pain management and access to pain management.</p> <ul style="list-style-type: none"> A. Monitor organizations’ legislative or other pain-related activities related to barriers. B. Assess NCPI’s position and recommend action or inaction to the Advisory Council on an ongoing basis. C. Engage NCPI members who are legislators, legislative liaisons, analysts, lobbyists, etc D. Cultivate relationships with representatives of regulatory agencies, legislature and regulators 				

PRIORITY GOAL #5: *Formalize structure of the Northern California Pain Initiative and continue development of funding sources to ensure viability.*

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Develop structure for organization including bylaws and job responsibilities for Advisory Council members.</p> <ul style="list-style-type: none"> A. Appoint subcommittee to review B. Obtain templates/models from other pain initiatives. C. Revise and present to Advisory Council <p>2) Support the efforts of ACS to identify funders and write proposals for NCPI projects.</p> <ul style="list-style-type: none"> A. Consider some type of self-sustaining funding activity. 				<p>Carolyn Gamble left her position with ACS</p> <p>ACS hired Linda Yeomans for Foundations and Grants in July 2005</p>

PRIORITY GOAL #6: Promote quality pain management that is culturally appropriate to populations being served.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Identify existing materials and outreach efforts that are reaching diverse populations and posted on the website.</p> <p>2) Develop a traveling poster presentation to be used by members of the Advisory Council at various events</p>				