

## **Colorectal Cancer Taskforce Meeting**

### **Date/Time:**

February 9, 2009 from 7:00 to 8:00 AM

### **Location:**

American Cancer Society Office, Colorado Room  
2255 S. Oneida Street, Denver, CO 80224

### **Minutes**

Lauren Ambrozic  
Sara Miller  
Holly Wolf  
Andi Dwyer  
Ann Smith

Doug Corley  
Terri Spector  
Denise Steinbach  
John Romero Campbell  
Erika Brown

### **Statewide Dialogue**

The dialogue is coming along; we have finalized the agenda for the afternoon of March 5th. Holly and Andi are working with the lunch panel to have an orientation. John will also set up another orientation for the afternoon panel. That orientation may be, one on one or a group setting. Terri Spector has also developed a registration brochure that was focused on the morning program for CCSP. John will get to her the information to focus the registration brochure on the Dialogue before noon today.

The registration brochure will be sent out to the CCC membership and to the attendees from the last dialogue meeting in 2005. Erika Brown will also make calls to designate people from the last meeting to do a personal invitation.

### **Sponsorship**

The budget for the dialogue meeting was not readily available but it was estimated that the cost of the afternoon portion of the day would be about \$5,600. There is the \$2,000 sponsorship from CDPHE and \$500 from Rocky Mt. GI and then CCSP will cover the cost of their participants so there are funds to cover cost the basic cost of the meeting. Terri will email Sara with the budget. Sara and Susan will work together to coordinate the follow-up with the previous sponsors:

Avero Diagnostics  
Roche  
Olympus  
Penrose Cancer Center  
Rocky Mountain Gastroenterology  
Associates  
LabCorp

Centers for Gastroenterology, PC  
Sanofi-Aventis  
Exempla Comprehensive Cancer  
Center  
Colorado Endoscopy Services  
Associates in Gastroenterology

Gastroenterology Associates of  
Colorado Springs  
Arapahoe Gastroenterology  
Braintree Laboratories

St. Anthony Central - Centura  
AmeriPath - Colorado Pathology  
Rocky Mountain Cancer Centers

There have been recent changes in the law on what pharmaceuticals can sponsor so that will have an impact on sponsorship efforts. Susan will also follow-up with the other GI clinics in the metro area about sponsorship since Rocky Mt. Has sponsored. Tracy Samora offered to follow-up with folks in the Pueblo area. Dr. Corly also offered to make contact with the folks in the Colorado Springs area.

The process for eliciting feedback is called "World Café" and the questions from the last meeting will be the bases for this process. Holly and Andi will work to beef-up the policy and advocacy questions.

### **MARCOM**

The subcommittee has been working on several activities in light of March is CRC month. They are working to have the spot that is produced by South Park ready for web cast. Speakers are also being identified to have a speaker's bureau in place. The group is also working on promoting the new legislation for small business insures to cover CRC screening that will go into effect this coming July. In addition they are working with the Undie 5000 on the marketing of the running race.

**The next meeting will be today at 3:00 pm (February 10, 2009)**

### **Colorado Cancer Plan**

Holly shared the milestones of the process that need to happen to update the cancer plan. The new 2010 –2011 plan needs to be submitted in mid-2010. In the next 18months the task force will need to get input on the objectives to focus on in the next plan. The Statewide Dialog will be used to get the needed input/objectives. Then the taskforce will put together a working draft for by July, 2009 for review at the cancer conference that may possibly held in conjunction with the chronic disease conference. The fall will be time for public review & comment and the finalized plan will be ready to submit by the end of the year. There will be resources developed to ensure that there is input statewide.

There is a need for two people to volunteer to participate in working on this process. If there is interest please contact Holly ([Holly.Wolf@UCHSC.edu](mailto:Holly.Wolf@UCHSC.edu)) or John Romero Campbell, ([john.romerocampbell@state.co.us](mailto:john.romerocampbell@state.co.us)).

## **C5**

There is a March 9<sup>th</sup> education event that C5 has purchased ad space. There is also a health fair in conjunction with St. Anthony's and Colorado Mills.

### **Partner Updates**

**CCSP** is currently screening 250 to 300 people per month. There were some changes for the partners to respond to increase A-symptomatic cases. This has allowed freeing up of funds that will be put toward more screening. CCSP is also working on the initial stages of a RFP through CDC to work on an integrated screen program what partners with another chronic disease. This program will also require a medical home component.

The first Quality Forum planning meeting will held tomorrow (February 11, 2009) at ACS. The focus of this meeting is to increase the awareness of insurance companies covering the cost of colorectal screening. Early Jun will be the target time for this meeting.

The Compressive Cancer Program is looking into the possibility consider an RFA that will have the focus of CRC screening with other chronic dieses screenings. It could be \$19 to \$500 million over the five years.

**Next Meeting:** March 10, 2009