

Colorectal Cancer Taskforce Meeting

Date/Time:

March 10th from 7:00 to 8:00 AM

Location:

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

Minutes

Attendees

John Sabel
Dennis Ahnen
Lauren Ambrozic
Holly Wolf
Ann Smith
Serena Sampat
Cindy Belz

Doug Corley
Terri Spector
Denise Steinbach
John Romero Campbell
Erika Brown
Teri
Pilar Chapa

C-5 Grant (Pilar)

C-5's continuation is going to be funded, they just received a letter from Montelle with the CCPD program. They also have been doing a lot of work, with the Rose, Denver Health, Colorado Access (Medicaid/Medicare), and Centura (Health Passport) systems along with Dr. Ahnen in providing in-reach to people who are 50+ about CRC screening. C-5 also has an opportunity with the Denver Newspaper Agency about the development of an insert, this would also give the free advertising space that could be used for Undee 5000 efforts.

Dr. Sabel is on the board of HealthOne and is going to reach out to Pilar Chapa (pilarc2@swbell.net) regarding a contact she can follow-up with in the CEO's office of HealthOne.

Dialogue for Statewide (Denise)

Very pleased with the turnout, there were 122 people registered for the afternoon. The afternoon participants were separated out by the following categories:

- Advocacy and Policy
- Public/Provider Education and Awareness
- Medically Underserved

- Health Care Providers

During the breakout session a lot of great input was collected. Once the information has been assessed it will be used to update the cancer plan.

Cancer Plan Update (Holly)

The dialogue meeting was the first step in getting feedback about the 2010 – 2015 plan. The next stage is a progress report to the CCC Executive Committee in March/April, continue to work on it so it will be ready for the public comment stage in July.

Holly (Holly.Wolf@ucdenver.edu) requested two volunteers to work on the CRC section of the plan. Denise Steinbach volunteered and an additional volunteer is still needed.

Undee 5000 (Serena)

Team registration will be the focus as opposed to sponsorship given the soft economy. Five teams have registered so far. Serena is also working on bring the price down on expo booths. Currently, the booths are \$500 for corporate and \$250 for non-profit. Anne Smith has worked to have Robbin Hart from KBCO at the race.

Serena (ssampat@rockymtnngi.com) is currently looking for:

- Food donations
- Volunteers for race set-up
- Blue bracelets

Jacqui Sahd (Jacqueline.Sahd@Sanofi-aventis.com) would look into providing the blue bracelets through Sonafi.

9Health Fair (Cindy Belz)

Their first health fair will be in Grand Junction and have 171 scheduled statewide. They expect to be overwhelmed due to the economy. They have sent out 40 FIT kits and have received 6 positives so far. Unfortunately, they do not have patient history, all that is received are the results.

On March 23rd will be 9Health Fair's first in the series of conference calls over the noon hour on how to educate the participants about CRC. Dr. Ahnen will be on the first call in the series of calls over the months of the March and April. Cindy (cindy.belz@9healthfair.org) has requested for volunteers for these calls. Dr. Sabel (jssabel@earthlink.net) did express interest in volunteering.

MARCOM (Holly)

Work is continuing on the short video that is being created by the person who created "South Park". Susan Rein has graciously agreed to share her experience while having the procedure as a model for the video. The creator now wants to create a female partner for the main charter based on Susan.

There has been a fair amount of additional coverage that includes some airtime that was done by Dr. Ahnen.

CRC Screening Program (Holly)

Over 2,000 people have been screened and a high rate of cancers that have been detected. In addition, the University and the CDPH&E are working on a RFA from CDC that is due April 10th. This RFA calls for an integrated structure and cannot supplant current funding for CRC screening.

Community Mobilization (Frank)

ACS continues moving ahead on the Pueblo Mobilization Project. The project is intended to work on identifying what the Pueblo community wants to do about colorectal cancer. We are also currently visiting with several key stakeholders in the greater Pueblo area to provide them assurances that ACS is a "facilitator" throughout this process and that we are not coming in with a pre-determined agenda.

We recognize that Pueblo serves as the "medical hub" for most of Southern Colorado. We do want to include as many as possible yet at the same time, not to over commit and make sure the end product delivers what it intended. Frank.Perez@Cancer.org.

CRC Quality Forum (Lauren)

Looking at Friday June 19th or the 26th at the Inverness Hotel, there are a couple of other properties but the Inverness is coming in very competitively. The forum will focus on prevention as it relates to healthcare reform.

Lauren (lauren.ambrozic@cancer.org) is looking for assistance with the a keynote type speaker. Denise (denise.steinbach@state.co.us) volunteered to contact Dr. Jeffrey Levi and Ned Cologne. Brian (bkothe@its.inj.com) will also contact Dr. Brill as to their availability.

Partner Updates

Super Colon

This will be featured at our Rocky Mountain Christian Church site on April 25 at a 9Health site. Click the link below to see the colon set-up in New York.

<http://adage.com/brightcove/lineup.php?lineup=1266084202&title=14553911001>

For more information contact:

Cindy Belz (cindy.belz@9healthfair.org) or
Jacqui Sahd (Jacqueline.Sahd@Sanofi-aventis.com)

Colorado Springs Event

Dr. Corley reported that there were 50 participants at the last meeting, the next meeting Monday, March 16th they will focus on the development of a plan.

Organize Survivors

Erika Brown would like to organize survivors around prevention and screening. She has experience and would like to mobilize survivors around prevention to encourage their circle of family/friends to get screened, much like Buddy Check 9 for breast cancer, in addition to supporting those who are in pre-, post-, and treatment of CRC Cancer.

Brain (bkothe@its.jnj.com) may be able to help with that by putting the info into a letter that will promote the Undi 5000 as a save the date and then also have the have CRCTF sponsor a booth for survivors and their families.

Denise (desnise.steinbach@state.co.us) suggested that Erika B. talk to Jane Lowery at CCRP and Denise would get the contact information to Erika. Diana Coleman may be another contact.

Serena (ssampat@rockymtnngi.com) thought that Becky would be another great contact.

Next Meeting: April 14th, 2009 from 7 to 8 AM