

Colorectal Cancer Taskforce Meeting

Date/Time:

April 14th from 7:00 to 8:00 AM

Location:

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

Minutes

Introductions

Lauren Ambrozic

Sara Miller

Andi Dwyer

Doug Corley

Terri Spector

John Romero Campbell

Erika Brown

Dennis Ahnen

Brian Kothe

Serena Sampat

Jill Asrael

Tracy Samora

Brenda Disparti

Nick Staube

Trisha Curley

Jacqui Sah

Cancer Plan Update (John)

Denise is awaiting notes from the public/provider education and awareness group. In the mean time, she will send out a meeting request in the coming week to start working on the colorectal chapter of the plan. Dr. Ahnen requested that the current version be sent out the task force.

Undee 5000 (Serena)

The Super Colon has been confirmed (thank you Jacqui Sah). Looking for sponsors to cover the cost of the set-up (two screens and a tent) that will show the new JoJo video. They have also secured "Brethren Fast" a well-know local band to play during the event. Exempla Lutheran is sponsoring 10 teams and they have raised over \$5,000. Go to www.undy.org for registration and it is \$25 till June 6th. Sara wants to add the link to the CCC web site.

Pilar has also secured about \$15,000 in advertising from the Denver Post.

It was decided that local funds raised from the race would go toward prevention and the CCSP program.

C-5 Grant (Pilar)

Sent out info to Colorado Access members who fit target groups who have not been screened and the information is tracked. Working with Rose Medical to send out 78,000 brochures. RMGA 50-60,000 brochures will be sent to people who are 40 and older from RMGA. Pilar is hopeful to get list and track mailing. The Denver Post advertising that is used to promote screening will include information about the Undy. Pilar also wants to use the likeness of JoJo in the advertising.

MARCOM (Andi)JoJo is the future star for CCSP, and the video is almost complete. Will have a the following spots:

- 30 second
- 3 minute
- 7-8 minute video

CCSP will have radio spots aired around state and a lot of other media throughout all parts of the state in May-June; local people will be used to record the some of these spots.

Tele-novella Project that will incorporate health messages for the Spanish speaking population in Colorado in a half-hour soap-opera style episode. Currently, there are 6 episodes already filmed; episode 4 will be on breast cancer. There are an additional 6 episodes on the drawing board.

CRC Screening Program (Andi)

On track to do over 3,000 screens, the program is expecting to run out of treatment funds by the end of the month. CCSP has an open dialogue on what it can do but they also need to rely on the community at large if funds run out before the end of the fiscal year. There are higher numbers than the "typical screening population" that need treatment. It was thought that when the program started that pent-up demand would eventually level out. That doesn't appear to be happening.

The application to CCPD to expand the program to cover about 1,000 screenings for underinsured was approved.

Community Mobilization (Lauren)

Frank Perez with ACS is now taking the lead on this project and has met with the Local public health folks in Pueblo, CDPHE and Tracy Somora at the Dorcy Cancer Center.

CRC Quality Forum (Lauren)

Confirmed: June 19th from 8 to 1. The purpose of the forum is to make the business case for prevention and screening. John Brill, a nationally known speaker on the topic of preventive health will be the keynote. We will be meeting after the TF meeting to work on planning.

Partner Updates

- Jill is back and she will stay chair of task force. She will work a three-day-a-week schedule M-T-Th. After July will be full time and taking on large obesity project.

Next Meeting: May 12th, 2009 from 7 to 8 AM