

Colorado Breast Cancer Task Force

Wednesday, June 9, 2010, 8:30am – 10:00am

American Cancer Society, 2255 S. Oneida, Denver, CO 80224

Attendees: Antoinette Paniagua, Pat Patterson, Jane Hajovsky, Sandy Priester, Amarilis Viera, Jo Bottorff, Becky Haddad, Laurie Scott, Joanne Vermeulen, Rachel Foster, Rita McCoy, Linda Fiske and Nancy Beegle

Via Conference Call: Thank you to everyone who called in! Devin Detwiler, Marsha – Colorado Breast Cancer Coalition, Debra Isner – Peak

Thank you to the Comprehensive Cancer Program for sponsoring the call!
Minutes from last meeting reviewed. No changes made.

Colorado Breast Cancer Coalition

Marsha of the Colorado Breast Cancer Coalition reported on the National Breast Cancer Coalition meeting. Virtually every part of the state was represented. The coalition wants to have trained advocates to make sure that party access to health care for all plays an integral role. The other focus is on the Department of Defense Breast Cancer Research Program and making sure the \$150 million is voted on and approved by senators and congressmen. It received sufficient votes to keep it going.

Other notable items from the national meeting:

- A panel of experts at the meeting noted that there are four different kinds of breast cancer and that different treatments are being designed based on which type the patient has.
- The sessions on alternative therapy for cancer were very popular.
- An inactive lifestyle and obesity is a bigger factor than they originally thought.

The Colorado Breast Cancer Coalition is meeting in Salida July 10-11. At the meeting more detailed goals and objectives for the coalition will be put together. Marsha will provide the breast cancer task force with more information on this upcoming meeting.

Breast and Women's Reproductive Cancer Fund/CO Tax Check-off

The grants were delayed due to the project manager's illness. The committee has met and they have made their decision. The announcement will be made very soon. Grantees should be hearing very soon if they are awarded. We had representation from all across the state and the grant will be disbursed across the five state regions. The grant is \$50,000.

Breast Cancer Resource Directory Subcommittee

All orders have been fulfilled and distribution is being handled by the Colorado Department of Public Health and Environment. We are seeking funds for next year's directory. Let Nancy know if you know of anyone who would like to contribute to the directory. If we have the funding we will attempt to print the directory every year. It costs about \$35,000 to produce it. We currently have close

to \$30,000 in donations. The online version of the directory receives 1,000 hits per month.

2010 Cancer Plan

It is on line and available for comment.

Partner Presentation – Women’s Wellness Connection

Rachel Foster announced that Shirley Hass, RN consultant for Women’s Wellness Connection, passed away unexpectedly. She was an active member of the coalition and will be missed. In lieu of flowers, her husband has asked that donations be made in her name to the American Cancer Society. Rachel will provide her husband’s address to those who would like to send cards.

Rachel Foster and Joanne Vermeulen gave a presentation that highlighted Women’s Wellness Connection program updates. Following is an outline of their presentation:

- WWC Program Accomplishments in 2009-2010
- Met all program goals
- Successfully implemented pay-for-performance reimbursement
- Initiated Komen pilot project, Komen Coalition activities
- Presented at two CDC conferences
- Presenting at APHA in the fall
- Received National Breast and Cervical Cancer Early Detection Program (NBCCEDP) Outstanding Program Success and Support Award

- The number of women being screened has been increasing steadily each year.
 - There will be about an 8 percent increase from this year over last year (14,775 in 2008-09 and 16,000 in 2009-10).
- 25% penetration rate (14% national average)
- 213 cancers detected last fiscal year

- New Providers:
 - Yuma District Hospital (covers Yuma and Washington counties)
 - Grand River Hospital (in Rifle, Garfield County)
 - Rocky Mountain Rural Health (in Fairplay, Park County)

- Core Performance Indicators
- 90% or more of women with abnormal screenings should receive complete follow-up care
- 75% or more of women should receive complete follow-up care in 60 days or less
- Screening indicators
- All met for last two CDC data submissions

- WWC Goals for 2010-2011
- **Expand access for priority populations**
 - Expand access in “red” counties
 - Increase screening rates among priority populations

- Expand Medicaid coverage
- **Improve patient outcomes by supporting quality assurance and quality improvement initiatives**
 - Increase engagement from medical professionals
 - Introduce a clinical scholars program
 - Continue pay-for-performance reimbursement
 - Continue to meet core indicators – CID project
 - Data cleaning and data mining
 - Case management module
 - Continue site visits
- **Launch integrated public education and outreach**
 - Media campaign to reach ALL women
 - Print, radio, TV, mass mailing
 - Integration to include cardiovascular, colorectal, etc.
 - Targeted and population based
 - Outreach and Inreach efforts
 - RTIPS
 - American Cancer Society Community Coordination
- Population based outreach and education
- Support screening CPs
- Partners and providers and Non-WWC providers
- Front desk, schedulers
- Volunteers
- Coalition Building
- Expanded service area
- ACS Referral Line
- ACS Call Center monthly reporting
 - Demographics and call volume by county
 - Where referred
 - Eligibility
 - Language
 - Referral Source
- Warm Transfer Intervention
 - 39% increase in women screened in less than four months
 - Mile High United Way 2-1-1
- Screening Navigation
- Underserved populations
 - Race/ethnicity and geographic
 - RFP
- Eight projects in 2009-10
 - One-on-one navigation
 - Quarterly meetings, training
 - Provider training
 - CLAS
 - Kaiser videos
 - Additional Data Sources
 - Google Analytics for WWC website hits

- Fulfillment Center for collateral material placement
 - 9Health Fairs
 - BRFSS
 - Cancer Registry – Incidence and Mortality
 - National data sources
- **Prepare program for health care reform**
 - Anticipate slow down in screening
 - Sunset year
 - Expand target population
 - Bolster non-screening efforts
 - Public education
 - Professional development
 - Outreach and recruitment
 - QI/QA initiatives
 - CDC case management funding opportunity
 - Treatment navigation program

The Center for Healthy Living and Chronic Disease Prevention has a new Web site at www.cohealthsource.org. This interactive Web site will allow partners to post events on the calendar, order free materials and blog.

Partner Announcements

- The Greeley affiliate of Komen has been dissolved and the Denver affiliate will be expanding into that area. They are trying to create synergy between the coalitions in Weld and Larimer counties.
- American Cancer Society is holding Relay for Life events across the Denver metro area. Go to www.relayforlife.org for more information.
- Susan G. Komen Race for the Cure is Sunday, October 3, 2010 at the Pepsi Center. Register at www.komendenver.org.
- Rita McCoy, Executive Director of Sense of Security, announced they are almost finished with their new Web site, a new logo and new ads.
- Sandy Priester with LifeSpark handed out new rack cards. LifeSpark offers energy therapy, Reiki and Healing Touch to cancer patients. They have a new relationship with Rocky Mountain Cancer Center and are now offering sessions at Aurora and Sky Ridge.
- Pat Patterson is working with a group who is trying to bring the Day of Caring event back. This event was held for about 25 years. It was a one-day event for awareness and education on breast cancer. It included a luncheon and fashion show. Models were breast cancer survivors.
- Jefferson County is having a booth at Pride Fest and also doing produce fairs during the summer where they will have information on Women's Wellness Connection. They are working with Lutheran on getting those women who don't have insurance into the program.

Adjourn