



**Colorectal Cancer Taskforce Meeting**  
**Date/Time: August 10, 2010 from 7:00 to 8:00 AM**

**Location:**

Not Meeting In-Person

**Dial In Info:**

1-866-524-5160

Conference ID 236865

**Agenda**

**Introductions**

**Discussion Topics (25 minutes)**

- CRC TF Survey-Date/Time of CRC TF meetings Andi and Dr Told  
It's an exciting time as the new CRC Task Force is in transition-the first thing we need to know from you are what dates and times work best to convene meetings. A special thank you to the American Cancer Society for their leadership and hosting the CRC TF for nearly 20 years.

In order to be sure we have representation, please complete the following survey:

**Survey Link** <http://www.surveymonkey.com/s/CRCTFMtgDetails>

- Provider and MARCOM Sub Groups-Next Steps All  
The group discussed the historical context of the Media and Outreach Committee (MarCom). MarCom is a sub-group of the CRC TF who collaborate regarding outreach and awareness activities in Colorado centered around Colorectal Cancer, the group became very active in 2005/2006 and remains active today, working on campaigns for March as colorectal cancer awareness month and throughout the year. The Colorectal Task Force and MarCom use the Colorado Cancer Plan, CRC Chapter as their guiding document and reference to achieve and meet objectives to reach the Cancer Plan Goals. The MarCom group has hosted advocate and volunteer trainings for the general public throughout Colorado, created a speakers bureau, provided input and assistance for the Undy 5000, developed and created the Jo Jo-Your Colon and You, worked directly with groups like 9Health for messaging and marketing, these are a few of the many efforts the group has undertaken.

**Event Summaries (20 minutes)**

- 9Health Fair Cindy Belz  
Cindy provided a great summary-noting overall that the FIT kit distribution has been a successful endeavor and the 9Health Fair remains committed to prevention of colorectal cancer prevention and early detection-details attached. Several Programs and

individuals noted their hope that Cindy and her team could provide more information to partners at the local and national level, Cindy graciously agreed.  
(See Attached Summary)

- Quality Forum

Lauren

The 2010 Colorado Quality Forum was held on June 11 at the Inverness Hotel with approximately 50 people attending. The keynote presenter was Dr. Jeff Levi from Trust America's Health, speaking on healthcare reform and prevention. He supports the concept of the Colorado Prevention Council and discussed collaboration and potential federal funding. Other presenters were Donna Marshall and Vinita Biddle who spoke on HEDIS and the Employer Perspective; Claire Brockbank and Deb Osborne spoke about the Tobacco Partnership and representatives from Kaiser presented on recent strategies which helped achieve a significant increase in colorectal screening rates last year. Holly Wolf presented an update on Colorado Programs and the Prevention Council concept, and also served as moderator for the day. Participants broke into small groups and discussed how to increase colorectal screening, how to increase prevention overall and ideas for the Prevention Council. The planning committee will meet late fall to begin discussing the 2011 Quality Forum.

- Four Corners Meeting

Teri

Phenomenal success and well received. Over 70 people attended the Four Corners Meeting in Durango. Full report-out at next TF mtg.

- Undy 5000 2010

Serena

Special congratulations and a huge 'thank you' to Serena Sampat from Rocky Mountain GI for her leadership in bringing the Undy to Denver for the second time. This year's race was comparable to the numbers from last year but it was a huge success with an abundance of media before and on race day. Proceeds benefit the Colorado Colorectal Screening Program and the Colon Cancer Alliance.

Summary:

Registrants: 1047

Costs: \$56,801

Revenue: \$121,748

CCSP share: \$22,731

CCA profit: \$42,216

Next Undy 5000: June 25, 2011

**Program Updates (10 min)**

- Colorado Colorectal Screening Program

Holly

CCSP concluded the 09/10 Fiscal Year at the close of June and exceeded their screening target. Fiscal year 10/11 is successfully underway. More Detail Next CRC TF Meeting.

- CRCCP (CDC CRC Screening Program)

Sandy/Krystal

Krystal from UCCC

CRCCP screened 168 individuals in May and June. 2 clients had cancer. 3 patients needed large polyp removals. One adverse event (post-polypectomy bleed). CRCCP

is now undergoing program modifications to better account for follow-up procedures, and will begin screening again in the second quarter.

Sandy from CDPHE

From CDPHE, the program received level funding for year 2 from CDC and we are hoping to post positions to run the program this month. There was a CDC site visit June 19, 20 and 21. Leadership was impressed with what Colorado has in place and has much more clarity on how the state run and federal programs work synergistically. Federal leadership also attended the 4-Corners Conference with me and all of us felt it was a great meeting to cap off the week.

### **Announcements (5 Min)**

Conference Opportunity-

Ericka Hansen Brown noted there is a multidisciplinary review of hepatic malignancies and the current therapeutic options. Knowledge gained will help providers better understand, in a multidisciplinary setting, options for liver directed therapy in the context of comprehensive cancer management. This conference is not designed to profit. All costs will be covered by educational grants and exhibitor fees. If any monies are left, they will be donated to YES Beat Liver Tumors (a non-profit headed up by Suzanne Lindley, our keynote speaker). The online registration for this event is on the Oncology Today site: [www.tinyurl.com/register-for-liver-conference](http://www.tinyurl.com/register-for-liver-conference).

Conference brochure is attached, you are welcome to attend, if you need additional information-please contact: [erika@stellarbiz.com](mailto:erika@stellarbiz.com).

Colorado Cancer Plan

The Colorado Cancer Plan is closed for public comment but the Colorectal Task Force has about one more month to revise and edit. It is important as we define the activities and next-steps of the Task Force that we ensure that the plan reflects our goals and objectives and conversely that we review the plan to be sure that if there specific things that are imperative to succeed as a task force that we think of how to incorporate these activities.

Holly Wolf noted from the Executive Committee, there is a primary focus and call to action to all the task force groups to really think about what needs to be advanced and pursued as policy and advocacy work. Please contact Andi at [andrea.dwyer@ucdenver.edu](mailto:andrea.dwyer@ucdenver.edu) if you are interested in moving forward on these activities.

**Next Meeting:** TBD (Based on survey results)