



Colorectal Cancer Taskforce Meeting Notes February 9, 2010

Attendees: Jill Asrael, Lauren Ambrozic, Andi Dwyer, Chris Jewett, Holly Wolf, Susan Rein, Nikki Stob, Teri Spector, Tim Byers, Betsy Reisendal, Tom Told, Serena Sampat, Anne Smith, Brian Koethe, Matt Muleaney, Debbie Pfeiffer

Presentation

- MIYO (Make It Your Own) Tool (www.miyoworks.org) also see presentation attachment
- Debbie Pfeiffer, MA BEACON Project Manager/ CPCR N Program Director, Washington University in St. Louis
 - Web-based system for education and outreach where one can create items (posters, brochures, messages, etc) to fit an organizations needs
 - Currently creating an image library, and Holly will pass along contact information for Klein Bundel to Debbie to touch base about Klein Bundel's project on creating a library
 - Tool is free to use. Budget: there is a pot of money for partners, and once that runs out the partners will have to start paying for the items that are created, although access to the system will still be free.
 - Currently the tool only has resources for CRC, but hopes to expand in the future.

Discussion Topics

- Four Corners Meeting (Teri)
 - Durango, CO on July 22 & 23
 - Mercy Medical Center or Ft. Lewis College
 - Projecting about 75 to 90 people to attend from the four corner states and national;
 - Working on securing funding to provide travel scholarships and some lodging at Ft. Lewis College
 - Agenda/Speakers are still being discussed (see potential ideas below)
 - Thus AM: Site visit with steering committee at Durango CHC and/or an Indian Health Services Clinic
 - Thurs PM: What is happening in the various states regarding CRC/screening; quality of medical delivery
 - Fri: Issues & challenges of screening in the Native American & Hispanic populations

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- Quality Forum (Lauren)
 - June 11 at the Inverness Hotel
 - We have secured all our speakers:
 - Jeff Levi, PhD from the Trust for America's Health Foundation keynote speaker and will talk about ROI in prevention, national healthcare reform and leveraging economies of scale within our partnerships (comm., provider, health plans, employers)
 - Vinita Biddle and Donna Marshall will speak from the employer perspective.
 - Health Plans will give brief overview of some success stories in order to facilitate small and then large group discussion screening, prevention and call to action. Holly Wolf will moderate the large group discussion.
 - A Prevention Council will be launched at the Quality Forum; this group will consist of health plan representatives, community stakeholders and, if funded, run by a consultant to meet on a more frequent basis on issues discussed at the forum, particularly colorectal screening to start. Building on success in the CRC arena, the group would hope to expand to impact prevention in other areas. Tim Byers noted his interest in participating in this group and the need to ensure interface between public health and clinical practice/providers.

Updates

- Cancer Plan (Jill)
 - All Chapters for the Colorado Cancer plan are on the coalition website and there is still an opportunity to provide input on chapters if you go to the website.
- CRC Screening Program (Holly)
 - Submitted the competing application to CDPHE on Feb 1st, and will likely hear a decision by mid April. Grant has budgeted about 2100 screens.
 - Program has surpassed the 10,000 mark and continue to screen at a substantial rate; will meet their target goal by March or April
- MarCom Update (Anne)
 - KCNC presented an opportunity for programming in March on CRC and digestive Health; Serena and other GI Clinics are involved
 - JoJo is currently becoming CO specific with a Broncos jersey and some other CO related items. The video should soon be done and will be burned to DVDs.
- Undy5000 (Serena)
 - Registration is open and 23 people have signed up
 - The 3 major Denver area GI groups have signed on to sponsor at the 5K level, but we are still looking for more sponsors. Deadline to commit it 3/31 – please forward any possibilities to Serena.
 - Sponsor needed for the tent (which Good Belly sponsored last year)

- Save the dates are in, if you would like to help distribute them let Serena know, and help posting posters will also be needed shortly.
- Brian Koethe will be looking for about 55 race day volunteers as well
- Silent Auction is being added this year; plan is to keep it small and accept items worth \$200 or more
- Other Partner Updates
 - Holly Wolf noted that in April, she and Denise Steinbach will be initiating activities with CCGC to survey primary care, ob/gyn and internal medicine physicians on what they are doing with colorectal care and screening and what capacity they have. They will look at whether there are components of the tool kit which could be better utilized within their practice. This project would involve the provider sub-committee of the CRC Task Force.
 - Jill said there is a modified version of the ACS toolkit and will bring it to the discussion next month.

Next Meeting: March 9, 2010 at 7 AM

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Introducing *MIYO*

A webinar for the CO CRC Network

Debbie Pfeiffer, MA
Cancer Prevention & Control Research Network
Washington University in St. Louis
February 9, 2010

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Goal

Help CRCCPs create their own evidence-based resources for promoting CRC screening

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Approach

Make it easy to design and customize CRC materials for specific populations you serve

FOR THE FIRST TIME EVER. MAKE THEM YOUR OWN. **NikeiD**

Choose a color for the upper, midsole, and outsole. Choose a color for the laces. Choose a color for the tongue. Choose a color for the heel. Choose a color for the swoosh. Choose a color for the Swoosh. Choose a color for the Swoosh. Choose a color for the Swoosh.

We Built the Original. Now It's Your Turn.

Choose a color for the bag. Choose a color for the handles. Choose a color for the straps. Choose a color for the pockets. Choose a color for the pockets. Choose a color for the pockets. Choose a color for the pockets.

m:jeans Build your dream jeans.

Step 1: Choose your style. Step 2: Select Your Preferred Style/Fit. Step 3: Leg.

Step 1: Choose a photo. Step 2: Choose a border. Step 3: Choose a message.

1. Choose a photo. 2. Choose a border. 3. Choose a message. 4. Choose a message. 5. Choose a message. 6. Choose a message.

How can the HPV vaccine protect my daughter?

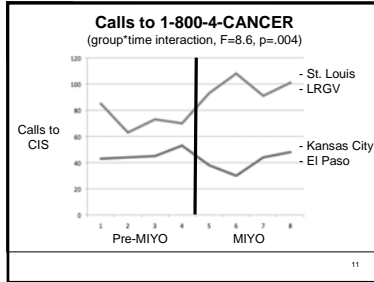
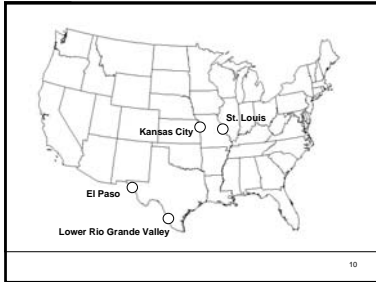
1-800-4-CANCER

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miyo make it your own

HPV vaccination

- Will organizations use *MIYO*?
- Will their *MIYO* choices vary?
- Will *MIYO* materials increase information seeking?



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miyo **Clinical trials recruitment**
make it your own

- How easy or difficult is it to use *MIYO*?
- Do images in *MIYO* represent my population?
- Would you use *MIYO* again?
- Would you recommend *MIYO* to others?

Welcome to MIYO!

Please enter your user name and password below.

If you do not have an account, you can click the "New User" link below to sign up.

If you'd just like to learn more about MIYO, click the "About MIYO" link at the top of the page.

Log In

User Name:

Password:

[New User](#) / [Forgot Password](#)

Templates
Browse available templates and make them your own. Create and edit templates.

My Documents
Click, edit, and delete documents you've made your own.

My Account
Edit personal account settings.

Create a Clinical Trials Poster - 8.5x11 inches
Make posters, presentations, or Clinical Trials. You can print the poster yourself or email any text or image to our web site.

Create a Clinical Trials Poster - 18x24 inches
Make posters, presentations, or Clinical Trials. You can print the poster yourself or email any text or image to our web site.

NCI Clinical Trials Stock Poster
As an alternative to creating your own clinical trials poster, you may choose to use NCI posters and stock photos. To learn all the features of our poster creation tool.

8.5x11 Clinical Trials Poster-Use Your Own Photo
Make posters, presentations, or Clinical Trials. Make posters, presentations, or Clinical Trials. You can print the poster yourself or email any text, text or image, color photos and photos.

Step 1: Choose a photo
Browse the photo bank, choose the one you like best, and click the "Use This Photo" button. You can also click the "Add New Photo" button to upload your own photo. The photo will appear in the "My Photo" area of the page to save it.

Photo 1

Photo 2

Photo 3

Step 2: Choose a message
Browse the message bank, choose the one you like best, and click the "Use This Message" button. You can also click the "Add New Message" button to upload your own message. The message will appear in the "My Message" area of the page to save it.

Message 1

Message 2

Message 3

Step 3: Your phone number
Enter your registration phone number in the box below. Then click the "Save My Text" button.

Phone Number

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MIYO post-use survey
15 Cancer Centers

- Research nurses
- Marketing directors
- Oncology nurse managers
- Cancer Center administrators
- Resource Center managers
- Community Networks Program (CNPs)

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How easy or difficult was it to use MIYO to create your poster? (1=very difficult and 10=very easy)

On a scale of 1 to 10, where 1=very difficult and 10=very easy, how easy or difficult was it to use the MIYO system to create your poster?

8.8

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I found images that represented the population at my cancer center.

80% agreed or strongly agreed

21

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The MIYO system was user friendly.

All users agreed or strongly agreed

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I would use MIYO again in the future.

90% of users agreed or strongly agreed

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I would recommend MIYO to others.

All users agreed or strongly agreed

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Existing **Enhanced generic** **Targeted**

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You're Invited

You're Invited...
 and that's how
 you can help to save
 lives by getting a prostate
 cancer screening program.

Call today about a free
 prostate cancer screening program.
 314-79-4392

It's for you!
 Do it for your health.

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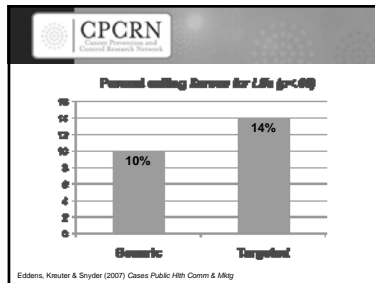
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- CDC goals for CRCCPs**
- Population reach & impact
 - Policy and systems change
 - Awareness, outreach & recruitment
 - Leverage existing resources & infrastructure
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Enhancing the effectiveness of awareness, outreach and recruitment efforts in CRCCPs

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Enhancing the effectiveness of awareness, outreach and recruitment efforts in CRCCPs

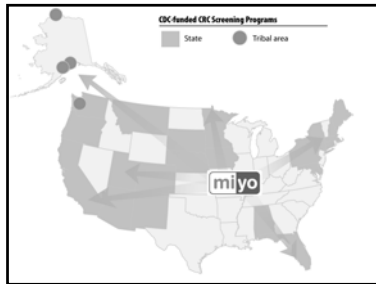
35

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Enhancing the effectiveness of awareness, outreach and recruitment efforts in CRCCPs

Building M/VO for CRCCPs

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COMMUNITY
Participatory Surveillance

Increasing breast, cervical and colorectal cancer screening

- Small media
- Client reminders
- Reducing structural barriers

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COMMUNITY
Participatory Surveillance

Client reminders

- letters, postcards
 - FOBT (recommended)
 - Colonoscopy (insufficient evidence)

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COMMUNITY
Participatory Surveillance

Small media

- checklists, educational materials, newsletters
 - FOBT (recommended)
 - Colonoscopy (insufficient evidence)

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Stages of involvement

- Stage 1: Audience research
- Stage 2: Prototypes and audience testing
- Stage 3: CRCCP MIYO ready for use

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Evaluation Plan

- Participation in audience research and testing
- Use of MIYO
- Track MIYO materials with "How found out" codes
- Meet recruitment goals

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Thank you!

Andi Dwyer and Jill Asreal

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Questions?

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