



Colorectal Cancer Taskforce Meeting

Date/Time:

May 12, 2009 from 7:00 to 8:00 AM

Location:

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

Dial-up: **1-866-910-4857**

Conference ID: **890447**

Meeting Notes

Attending:

Jill Asrael – Chair
Teri Spector
Cindy Belz
Frank Perez
Andi Dwyer

Lauren Ambrozic
Holly Wolf
Trisha Curley
Terrey Currie
Denise Steinbach

Dennis Ahnen
Nikki Stob
Serena Sampat
Anne Smith
Brenda Disparti

CRC Quality Forum, Inverness Hotel, Englewood – June 19, 2009 (Lauren Ambrozic)
Logistical details are being completed. Additional speakers will be finalized and their topic areas confirmed this week. Invitations will be distributed electronically with a telephone RSVP. A suggestion was made that the invitation is directed to the medical director, quality assurance personnel, or their designee to ensure participation. It was also suggested that consideration be given for additional press or publicity for this meeting.

Community Mobilization – Pueblo area (Frank Perez)

Outreach discussions continue with area health departments and “Pueblo-dependent” communities regarding health care issues, particularly those related to colorectal cancer. ACS role in the process is as facilitator and remains neutral in the process in order to ensure the effort is community-driven. A conference call will be held in the coming weeks to map out the program, with a summit tentatively planned for July.

The Pueblo community remains engaged; this is evidenced by local GI doctors participation in the January Pueblo advocacy training. CCSP has screened about 200 people from the Pueblo area, and two additional provider sites are interested in participating in CCSP. Dennis Ahnen offered to reach out to area GI doctors to engage their participation.

Undy 5000, City Park, Denver - June 27,2009 (Serena Sampat)

(See CCC Calendar for event details)

To date, 140 people and 26 teams have registered. Planners hope to attract 1500 people to this event. Registrants are creative in their team names. The Rear Admirals (the CRC TF team), captained by Dennis Ahnen, is still recruiting.

Beverage and food sponsors continue to be secured. Race day volunteers are also still needed. Media promotion has been secured and will begin running May 22; Dave Logan will record spots for KOAA. Posters and brochures are available and ready to be distributed. Also, a press release about the event will be handled through the University of Colorado. Interested volunteers are directed to contact Serena.

C-5 Grant (Anne Smith, Pilar Chapa-Burleson)

A portion of the media line item has been allocated to support Undy 5000 promotion and purchase KOAA airtime. Haven Moses has agreed to do an on-air interview for the event.

A combined CRC media awareness activity has begun. CCSP spend-out is underway, targeting rural Colorado counties. CDPHE-Comp Cancer Program is targeting metro-Denver with awareness messages. A \$30,000 advertising buy with the Denver Post has also been completed.

During March and April, 78,000 brochures mailed to Rose Medical patients. At RMGA, 30,000 individual brochures were mailed to patients 40 and older who had not been screened. The June 6-7 distribution of the Denver Post will include 255,000 stickers with a secondary message about screening. During May and June, 10,000 brochures will be included with Centura's Health Passport mailings.

A suggestion was made that an article detailing these CRC efforts, including the creation of the Jo-Jo mascot should be prepared. This was followed by a request for a written update documenting all CRC public awareness efforts conducted to date.

MARCOM (Andi Dwyer)

Toby Martin is expected to have a script and video production details for review at the May MARCOM meeting. He is also anticipating recording of voices for characters later this week (the week of May 12). It is hoped to have the video available for debut at the Undy 5000 event. It was also suggested that if the video is available in time to show it at the June 19 Quality Forum, also. Andi acknowledged the continued commitment and engagement of the MARCOM members, evidenced by attendance at their monthly meetings.

CRC Screening Program (Holly Wolf)

CCSP was awarded \$1.4 million from the CCPD grants program to target the underinsured; this award will be folded into their current award. The underinsured individuals will have their screening paid for by CCSP, and treatment costs, if necessary, will be covered by their insurance. CCSP currently screens about 300 people per month. The program is on track to reach their target of 3000 screens this year.

Cancer Plan – CRC Chapter Update (Denise Steinbach)

Chapter drafts are due to the Executive Committee in July. Dialog small group meeting notes have been collected. The CRC chapter group will be meeting later in the day (May 12) to determine a process for the chapter revision, review the current chapter and determine data needs. Jill Asrael offered to assist with editing the chapter when it gets closer to submission. Also volunteering to assist were the following: Dennis Ahnen, Andi Dwyer, and Anne Smith.

9 News Health Fairs (Cindy Belz)

To date, 10,000 FIT kits have sold. About 4200 have been returned, and 200 abnormal results have been referred to the helpline. The return rate is less than the 50 percent return that was hoped for. In 2010, there will be improved computer tracking that may assist in evaluating sites to determine which ones do well and learn from them. Several task force members who have volunteered at fairs offered that success is aided by where material is placed and what information is provided. It was suggested that a short video explaining how to use the kit could be viewed while people wait in line. Jill offered to check on the availability of the 7-minute ACS CRC video. Holly and Denise volunteered to assist Cindy to evaluate materials provided to volunteers at fair sites. Also suggested was the need for instructions in languages other than English and information for the uninsured and under-insured. It was also suggested to make available the pledge cards, as there seemed to be success using those in previous years.

Colorado Springs Initiative (Brenda Disparti)

The Springs group has been working with Memorial and Penrose business partners to increase employee awareness about CRC through employee newsletters and wellness programs. They are also hoping to incorporate CRC screening awareness into a September prostate cancer screening event. Dennis Ahnen suggested that the Springs group attempt to connect with Dr. Peter McNally, a nationally known gastroenterologist at Fort Carson, who may be interested to participate in this effort.

Survey to CRC TF Members (Jill Asrael)

In the next month, Jill will survey members about the following: meeting time for the task force, member satisfaction, membership representation, interest in a co-chair position. Additional questions for the survey should be submitted to Jill by **May 29**. A brief discussion ensued about how to increase participation of primary care and GI doctors in the task force. It was agreed that the 7 am meeting time worked well with their schedules, but a provider “niche” needs to be developed to engage them more.

Next Meeting: **June 9th, 2009 from 7 to 8 AM, ACS Office**