



Colorectal Cancer Taskforce Meeting

Date/Time:

July 14, 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
Holly Wolf
Andi Dwyer
John Sabel

Lauren Ambrozic
Pilar Chapa-Burleson
Lynn Spencer
Terrey Currie
Denise Steinbach

Dennis Ahnen
Nikki Stob
Serena Sampat
Anne Smith

Cancer Plan – CRC Chapter Update (Denise Steinbach)

The CRC workgroup continues to revise and refine the introductory section and strategies for healthcare providers. CCC Executive Committee postponed the due date of the sections until October.

Survey to CRC TF Members (Jill Asrael)

The purpose of the survey is to collect information related to TF meeting time and to increase participation by healthcare providers and survivors. Discussion encouraged the use of rank order and answer options to select from, rather than opened-ended comments. Teri Spector and Jill Asrael will incorporate suggestions and edits to the survey, which will be distributed to the TF membership through *Zoomerang*; anticipated survey delivery is July 17, 2009. Jill will report results at the August task force meeting.

CRC Quality Forum, Inverness Hotel, Englewood – June 19, 2009 (Lauren Ambrozic)

Final attendance count indicated 41 attendees, with most of the major health plan providers represented. Evaluations indicated that the forum was favorably received. The work group will be reconvening to begin planning for a repeat in 2010, pending availability of funding. Suggestions for next year include expanding topics covered to include tobacco and obesity;

building the forum around the concept of “Colorado as a Community” to move prevention strategies forward; and providing opportunities for health plans to share strategies.

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

Final counts indicate that 1000 people participated to raise about \$115,000. Great reviews - the event was well received, with great planning and organization. Praise was specifically given to Brian (volunteers), Pilar (advertising), and Ann (coordination with 9News and KOAA). The event will be repeated in 2010. Discussion followed about the scheduling of the event. ACS unable to have a presence due to the number of Relays for Life held during June.

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

The CCPD site visit went well. Year 2 contract has been executed and planning is underway for projects. A potential project could include outreach to patients and providers regarding the recent legislative changes related to screening co-pays and deductibles. Ann and Pilar will present Year 1 accomplishments and lead discussion about Year 2 projects during the August task force meeting.

MARCOM (Andi Dwyer)

JoJo has been introduced to rave reviews. Colorado Public Radio did a feature about the video. The video is available for viewing on the Colorado Cancer Coalition website, www.coloradocancercoalition.org, which will serve as a distribution point.

CRC Screening Program (CCSP) (Holly Wolf)

Carefree Colon Program from the San Luis Valley has merged with CCSP, giving the program statewide screening coverage. The program will also be covering underinsured patients who are \leq 250 percent of the Federal Poverty Limit and unable to afford the co-pay for CRC screening. Data for the year just completed indicate CCSP diagnosed and treated 30 cases of CRC.

Other Issues:

9Health Fair (Cindy Belz):

A total of 12,183 FIT kits sold at fairs this year, with a 45.5 percent return rate. Of those returned, 6.5 percent were positive or detected blood (See Summary - Attachment I). Discussion followed about the follow-up calls conducted for the positive results. A study will be undertaken incorporating motivational interviewing techniques to ensure appropriate follow-up. Holly offered that Dennis Ahnen and Al Marcus had previously developed a tested script that might be useful for this study. Holly and Denise offered to assist Cindy to ensure appropriate educational materials are available at fair sites.

Next Meeting: **Tuesday, August 11, 2009 from 7 to 8 AM, ACS Office, Denver**

Attachment I

Colorectal Fecal Immunochemical Test Kits

In 2009 we offered the new colorectal cancer screening Fecal Immunochemical Test (FIT) kits to all sites. This kit detects only human blood and is approved by the American Cancer Society. The medical staff made calls to 6.5% of these participants with positive results and follow-up letters were sent with results to all FIT kit participants. According to Dr. Dennis Ahnen, Gastroenterologist, Professor of Medicine on the faculty of the University of Colorado Denver School of Medicine, this percentage “is within the expected range”. The following represents the kits sold and the results that have been collected as of July 13, 2009.

Colo Kits Sold	# Participants*	% Sold
12,183	84,082	14.5%

*Colo KITS were offered to this number of participants according to the Director of Finance , Dave Fickel.

Results from 1/1/09 to 7/13/09:

- 5,539 participants or 45.5% who purchased have returned their kit
- 5,146 or 92.9% of returned kits were negative for detectable blood
- 359 or 6.5% of returned kits were positive or detected blood
- 34 or 0.6% of returned kits were insufficient or too old for testing
- 2,818 or 50.9% of returned kits were from male participants
- 2,721 or 49.1% of returned kits were from female participants

KIT Results:	Negative Results	Positive Results	Insufficient Results
Totals:	5,146	359	34
Age: =>50 y/o	4,350 = 84.5%	314 = 87.5%	31 = 91.2%
Age: = 40 – 49 y/o	645 = 12.5 %	35 = 9.7%	3 = 8.8%
Age: = 30 - 39 y/o	139 = 2.7%	10 = 2.8%	0
Females:	2,561 = 49.8%	145 = 40.4%	15 = 44.1%
Males:	2,585 = 50.2%	214 = 59.6%	19 = 55.9%