

# Colorectal Cancer Taskforce Meeting

Date/Time:

September 8, 2009 from 7:00 to 8:00 AM

## Meeting Notes

### Attending:

Jill Asrael – Chair  
Teri Spector  
Andi Dwyer  
Devin Detwiler

Lauren Ambrozic  
Anne Smith  
Pilar Chapa  
Kelly Shanahan

Dennis Ahnen  
Nikki Stob  
Dana Dzwonkowski

**HB1204** – Presentation by Dana Dzwonkowski from ACS and Kelley Shanahan from Colorado Consumer Health Initiative

HB1204 is a Preventative Health Bill related to 11 different services that follow the US Preventative Services Taskforce guidelines  
Will be effective 1/1/2010 and it will effect individual and small business group insurance plans.

These plans must follow this new bill - \$250 co-pay for a colonoscopy, although all the other preventative services have a \$40 co-pay

Bill generally doesn't apply to large businesses as they 'self-insure' their employees  
Affects 35% of Coloradans.

Mandate will waive deductibles and co-insurance, but NOT co-pays

Bill is currently in the regulatory process, so some changes may occur after this process is complete

Dana D. recently spoke before the regulatory body to thank them for including colorectal screening, but also to inform them of the cost barrier that still exists through the planned regulations

**CCHI** mainly does statewide work, but has participated in some national work as well  
CCHI has been in existence for about 10 years, and focuses on preventative health issues related to cancer, heart disease, and stroke

Currently working with state related insurance plans

Standard: provides 'average' coverage which is determined by looking across various insurance plans

Basic: provides minimum coverage that reflects the insurance market, and currently this doesn't include a colonoscopy (only a small percentage of people in the state have this category of coverage)

### MESSAGING OF HB 1204

Need to make sure the public is clear on who this bill is applicable for.

Suggested writing an FAQ – do I have a state regulated plan? What are co-pay caps?

ACS CAN will have a link to the bill and the FAQ.

Develop a one pager to disperse to dr. offices or facilities who do procedures.

**C5 GRANT YEAR 1 SUCCESSES** – see below

**INTEGRATION GRANT UPDATE** – tabled due to Denise’s absence

**PROVIDER WORKGROUP**

Workgroup is looking to increase the number of primary care providers who participate in the task force

Likely will entail quarterly meetings, in conjunction with the monthly meetings

Late fall, an initial meeting will occur to develop plan and who to target to join

**MARCOM**

Working on coordination of informing the public about HB1204

Determining how to produce and distribute the JoJo Video

**NEXT MEETING: OCTOBER 13, 2009 FROM 7AM TO 8AM AT ACS**

## C5 Year One Outreach Results

Twenty-two counties in the State were reached through media and direct mail efforts, urging the insured population over 50 to talk to their provider about colorectal cancer screening. In addition, a strong component of collaboration allowed the project to benefit from the assets of partners, as well as serving the outreach needs of other partners.

### Direct Mail

- 223,081 educational pieces were mailed to those on mailing lists provided by Rocky Mountain Gastroenterology Associates, Arapahoe Gastroenterology, the St. Anthony Hospital Passport Program, the Colorado Business Group on Health, and Colorado Access.

### Internet

- The Colorado Cancer Coalition/Colorectal Cancer Task Force engaged South Park producer Toby Morton to create an educational cartoon and persona: JoJo.
- C5 uses JoJo as an Internet “spokesman” to promote colorectal cancer screening on the Denver Newspaper Agency web site. 500,000 impressions achieved.
- An additional 100,000 email messages featuring JoJo were sent to an email list provided by the DNA (what were the characteristics of the list?).
- 170 60-second spots featuring Craig & Trish Silverman (see below under radio) were streamed on the KHOW-AM and KKZN-AM web sites.

### Print

- C5 was among the first to utilize Impact Notes, which are messages adhered to the front page of the newspaper.
- 255,000 Impact Notes were distributed to 255,000 households with an estimated readership of 775,000.
- C5 engaged KOA and Denver Broncos commentator Dave Logan to appear in statewide newspaper ads. Ads ran statewide for two weeks.
- Newspapers included: Mile High Suburban Press (16 metro-wide neighborhood papers), the Pueblo Chieftain, the Greeley Tribune, the Grand Junction Daily Sentinel, the Fort Collins Coloradoan, and the Durango Herald.
- Total circulation for statewide print: 1,037,700.

- C5 also collaborated with the Colorado Springs Colorectal Cancer Initiative to provide print outreach for a free educational event about colorectal cancer screening.

### Radio

- C5 engaged Dave Logan and Craig & Trish Silverman, all air talent on Clear Channel radio stations, to act as spokespeople for Year One radio messages that were aired in metro Denver and statewide on the Denver Broncos Radio Network.
- Dave Logan gave the "head of household responsibility" message on KOA. A total of 110 60-second spots were aired over 10 weeks.
- The "head of household" message was also relayed in live and recorded spots in four broadcast Bronco games, heard on KOA statewide. A total of 24 30-second spots and 16 live 10-second spots were aired over four games.
- Craig/Trish Silverman gave the "spousal encouragement" message on KHOW-AM and KKZN-AM, heard throughout the Denver metro area. A total of 340 60-second spots aired on KHOW and KKZN.
- In total, the radio schedule reached 22.5% of Adults 25-64.
- 3,834,900 (duplicated) impressions were achieved by the schedule.
- Each member of the target demo heard the message approximately 15.7 times.

### Events

- C5 supported the first ever Undy 5000, A Brief Run to Stop Colorectal Cancer in the following ways:
- The resulting event was the most successful first year Undy 5000 in the country, with an estimated 1024 spectators and participants.
- Over \$100,000 was raised, with approximately \$16,000 going to support the Colorectal Cancer Screening Program.