



NATIONAL COLORECTAL CANCER ROUNDTABLE
Public Awareness & Social Media Task Group
Moving Consumers to Action to Achieve
80% Colorectal Cancer Screening rate by 2018

ACS CAN
555 11th St. NW, Suite 300
Washington, DC
Board Room
Thursday, July 17th, 2014
8:00 am to 4:00 pm

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| 7:30 AM | BREAKFAST |
| 8:00 AM | Welcome & Introductions Anjee Davis, NCCRT Public Awareness & Social Media Task Group Co-Chair David Greenwald, MD, NCCRT Public Awareness & Social Media Task Group Co-Chair |
| 8:30 – 9:20 AM | Consumer and Physician Market Research Results Marc Harwitz, ACS Director, Market Research |
| 9:20 – 9:35 AM | Survey Results & Strategic Planning Process Mary Doroshenk, MA, NCCRT Director |
| 9:35 – 10:35 AM | What Will it Take to Get to 80% Screening Rate by 2018? Richard C. Wender, MD, NCCRT Chair and Chief Cancer Control Officer for the American Cancer Society Discussion |
| 10:35 – 10:50 AM | 15 Minute Break |
| 10:50 – 12:20 Noon | 80% by 2018 Draft Communications Plan proposal Tali McKay, Senior Vice President Hill & Knowlton Strategies General discussion & feedback |

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| 12:20 – 1:10 PM | LUNCH | |
| 1:10 – 1:20 PM | Move to Break Outs | |
| 1:20 – 2:35 PM | Break Out Discussions on Three Micro-Targets | |
| | <ul style="list-style-type: none"> • Insured, Unworried Well • Low Socio-Economic Status • Newly Insured | <p><i>Boardroom</i></p> <p><i>Maryland Room</i></p> <p><i>Lincoln Room</i></p> |
| 2:35 – 2:45 PM | Move back to main session | |
| 2:45 – 3:15 PM | Report back from each group (7 minutes each) | |
| 3:15 – 3:45 PM | How can we make this overall plan work for you and your organization? | |
| 3:45 PM | Next Steps | |
| 4:00 PM | Adjourn | |