80% by 2018:
2015 State of the Campaign

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Chief Cancer Control Officer
American Cancer Society
Welcome to my annual address to the NCCRT. And welcome to the NNCRT Annual meeting!
In this talk, I will give you information about the progress we are all making in our campaign to achieve 80% colon cancer screening rates by the end of 2018.
This talk will cover a lot of information in a short time. So fasten your seat belts.
Does it seem like I’m having trouble getting started?
Well, that is true. You see, I needed to add a few extra slides to the talk.
To meet my goal of giving an annual talk that consists of 80 slides.
That I will deliver in . . . .
18 minutes.

This is my 80 by 18 talk.
We’ve experienced some major successes in 2015 ...
More and More Organizations Are Taking the Pledge
More Organizations Are Taking the Pledge
More Organizations Are Taking the Pledge
More Organizations Are Taking the Pledge

552 and counting!
80% by 2018 Strategic Plan

• In 2015, we held strategic planning meetings on:
  – Policy
  – Hospitals
  – EHRs
We’re Working the Strategic Plan

• Here’s what we’ve done:
  – Released tested messages for the unscreened
  – New messages to be released in Spanish
  – Established 3 pilots to improve Links of Care (and we’re extending the pilots)
  – Documented best practices in EHRs around colorectal cancer screening and will take findings to vendors
We’re Working the Strategic Plan

• Here’s what we continue to work on:
  – Diving into the tough questions of how to pay for screening navigation
  – Doing our homework to position ourselves to better work with health plans and Medicaid agencies
  – Creating new tools to help evaluate our efforts
  – Documenting what we can learn from mature CRC coalitions
  – Releasing an employer toolkit
More and More State-Level Engagement
80% by 2018 Gaining Momentum

• Almost every state has convened some type of 80 by 18 meeting. Many have on-going “Roundtables”

• NCCRT webinars have reached thousands of partners.
  – 2,200+ participants watched our March 8 webcast: 80% by 2018 Moving Forward Together.
80% by 2018 Gaining Momentum

• March NCCRT Twitter chat generated 1,000+ Twitter mentions

• More than 2,000 80% by 2018 webpage views during the past two months alone

• Local success stories are pouring in ...
NYU Lutheran Family Health Centers increases CRC screening from 28% to 44%

Now, with this pledge, we will push ourselves to work even harder to fight this terrible disease ...

– Dr. William Pagano
Medical Director
80% by 2018 Links of Care Pilots
Three Links of Care Pilots are building community coalitions to increase screening in Connecticut, Minnesota, and South Carolina.

The Links of Care pilot in Minnesota brought five GI practices together to donate colonoscopies to uninsured patients at community health centers.
80% by 2018 Gaining Momentum

• The 80% by 2018 Employer Challenge to be launched in the new year.
80% by 2018 Gaining Momentum

- Premier Medical Associates of Pittsburgh reached a 79% screening rate with increased outreach to unscreened and overdue patients and the added option of Cologuard.
80% by 2018 Lights Up Chicago

Health Care Service Corporation (Blue Cross Blue Shield of IL, TX, OK, NM, and MT) used its building lights in Chicago to promote 80% by 2018.
Even Niagara Falls Went Blue!
Several practice groups have achieved some amazing increases in screening rates.
Increases in Screening Rates

10-fold

Increase in screening rates at the Community Health Alliance of Reno
Increases in Screening Rates

26% Screening rate at Albany Area Primary Care in 2012

73% Screening rate in 2014
Increases in Screening Rates

63.1%  
Screening rate at Essentia Health in June 2013

71.3%  
Screening rate in September 2015
Political leaders are making 80% by 18 a priority.
Political Leaders Have Signed the Pledge

1 Mayor

Mayor William A. Bell, Sr.
Birmingham, Alabama
Political Leaders Have Signed the Pledge

1 Mayor

1 Congressman

Rep. Donald Payne, Jr.
New Jersey
Political Leaders Have Signed the Pledge

1 Mayor

1 Congressman

2 Governors

Gov. Steve Beshear
Kentucky

Gov. Earl Ray Tomblin
West Virginia
... and 1 congressman even got a colonoscopy thanks to our efforts.
Rep. Keith Ellison
Minnesota
Attended an 80% by 18 event ... and admitted he hadn’t yet been screened (despite being over 50).
ACS CAN vice president for government relations followed up with him about getting screened ...

Matt Schafer
VP, Government Relations
A few days later Rep. Ellison tweeted this ...
... then followed up with this tweet, sparking a conversation with his Twitter followers.

Rep. Keith Ellison
@keithellison

Oct 8

Yep, took care of colonoscopy last week. All Good.
twitter.com/schaferms/stat...
Several health plans have already achieved 80%.
Health Plans at 80%

• Capital Health Plan, Inc.
• Anthem Health Plans of Maine, Inc./Anthem Blue Cross and Blue Shield in Maine
• Martin's Point US Family Health Plan (ME)
• United Healthcare of Wisconsin, Inc.
Health Plans at 80%

• Johns Hopkins US Family Health Plan
• anthem health plans, inc./antheM Blue cross and blue shield - connecticut
• harvard pilgrim health care, inc.
• blue cross and blue shield of massachusetts hmo blue, inc.
Health Plans at 80%

- Kaiser Foundation Health Plan Inc. – Mid-Atlantic
- Kaiser Permanente of Northern California
- Kaiser Foundation Health Plan Inc. – Southern California
And several health care systems have already achieved 80%!
Health Systems at 80%

• University of Wisconsin health clinics are at 80%.
Health Systems at 80%

• Mayo Clinic is at 80% screening, too!
Partner Survey Results
One thing is clear:

80% by 2018 is having a **big impact** on organizations’ efforts to increase screening rates.
The partner survey collected information on partners’ 80% by 2018 activities.
72% of respondents engaging in CRC activities said they launched, expanded or intensified their activities after getting involved in the 80% by 2018 effort.
52% of organizations are planning additional CRC activities as a part of their effort to get to 80% by 2018.
73% of respondents have participated in 80% by 2018 webinars.

81% are using nccrt.org.

79% of NCCRT members say the NCCRT has been effective or very effective in helping organizations accomplish goals around colorectal cancer.
Top Tools Used

- Communications Guidebook: 2 (Not at all useful), 24 (Somewhat useful), 5 (Very useful)
- Manual for CHCs: 2 (Not at all useful), 5 (Somewhat useful), 20 (Very useful)
- Primary Care Toolbox: 2 (Not at all useful), 5 (Somewhat useful), 25 (Very useful)
- Evaluation Toolkit: 1 (Not at all useful), 11 (Somewhat useful), 22 (Very useful)
- 80 by 18 Resources: 15 (Somewhat useful), 27 (Very useful)
- Other: 2 (Not at all useful), 2 (Somewhat useful), 1 (Very useful)
• 91% of responders are using this message from the 80% by 2018 Communications Guidebook

  – Colorectal cancer is the second leading cause of cancer death in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.
The American Cancer Society is a Key Partner

80% of respondents who have reached out to the American Cancer Society for support felt the Society was effective or very effective in helping partners accomplish their goals.
The American Cancer Society is a Key Partner

• Many positive comments about ACS health systems staff.
  – Many partners say they signed the pledge because the Society invited them to.
  – The ACS Health System Primary Care, Hospital, and State Health System staff deserve a special shout out!
If you sought support from the ACS, how effective have ACS staff been in helping your organization accomplish its goals around colorectal cancer?

- Not at all effective: 3.5%
- Somewhat effective: 17%
- Effective: 27%
- Very effective: 53%
Partners are Reporting Screening Increases!

How Has Your Screening Rate Changed in the Last Year?

- No Change: 19%
- Increased: 46%
- Decreased: 1%
- Unknown: 33%
New Tools Now Available

Nope, that’s not one of them.
New Tools Now Available
New Tools Expected in 2016

ACS CAN tool for political figures expected in 2016.

As a highly visible and influential public leader, here are five ways to play a leadership role in the 80% by 2018 effort:
BRFSS Data
The informal BRFSS data are available and the results are ...
The informal BRFSS data are available and the results are ... ... just okay.
BRFSS Data

65.2% in 2012

65.7% in 2014
BRFSS Data 2002-2014

- 2002: 53.8%
- 2004: 56.7%
- 2006: 60.7%
- 2008: 64.2%
- 2010: 64.5%
- 2012: 65.2%
- 2014: 65.7%
Some States Have Been Leaders in CRC and Have Made Great Progress

Arizona

58.1% in 2012
62.6% in 2014
Some States Have Been Leaders in CRC and Have Made Great Progress

Kentucky

63% in 2012
66.4% in 2014
In other states, progress has plateaued.

So what will it take to get off the BRFSS plateau?
What Will it Take to Get Off the BRFSS Plateau?

1. We must embrace the fact that we launched this campaign just as rates were plateauing.
   – Getting off that plateau will take more personal, intense, health system-by-health system, primary care-by-primary care, message-by-message work to more and more segmented audiences.
What Will it Take to Get Off the BRFSS Plateau?

2. We need more partners.
   – The more critical organizations who are committed to this goal and are doing meaningful work to accomplish it, the better chance we have to reach 80%.
3. We need more leaders from the government, corporate, and celebrity ranks to get engaged.
Katie Couric has offered to help ... 

... and we plan to take her up on the offer.
What Will it Take to Get Off the BRFSS Plateau?

4. We must activate systems to send the right message to the right patient at the right time.

– Our partner systems need to put proven messages into action.
What Will it Take to Get Off the BRFSS Plateau?

5. We must elevate 80% by 2018 to be one of the most impactful and universally embraced public health goals currently being addressed in the health care arena.

And never forget the impact.
If we can achieve 80% by 2018, 277,000 cases and 203,000 colon cancer deaths would be prevented ... 

... by 2030.
We **CAN** Achieve 80% by 2018

We have an exciting opportunity to reach the people who need us most.

We have the plan, the tools and the substance.
We need to connect with people in a personal way ...

... and make their decision to get screened the most likely action.
The work is hard, but the reward is great.
I CAN see it!