

NCCRT Public Awareness & Social Media

*Strategic Priority Team Informational Call
November 2, 2022
3:00 - 3:30pm ET*



In-Person Strategic Priority Team Meeting Objectives

Team Charge: *To help unify and promote colorectal cancer screening and awareness through multiple channels.*

1. Dedicate time to team building
2. Review communication and social media strategies
3. Discuss upcoming March activities
 - What are some noteworthy events we can help promote?
 - Begin planning NCCRT March Event
4. Generate activity ideas for the upcoming year



Welcome!

Please share:

→ *Your name*

→ *Where you're from*

→ *Which organization you represent*

→ *What is your favorite Thanksgiving side dish*



The 2023 80% in Every Community National Achievement Awards

Submit your nominations by Nov. 22!

nccrt.org/awards

Public Awareness & Social Media Strategic Priority Team Chair



Dave Greenwald, MD,
American College of Gastroenterology (ACG)
Montefiore Medical Center/Albert Einstein
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History & Purpose of NCCRT's Strategic Priority Teams

- Promote dialogue around emerging topics and areas of interest of NCCRT
- Develop project ideas related to our priority areas
- Identify topics for NCCRT Blue Star Conversations
- Members participate on Advisory Committees for projects generated from these interest areas
- Assist with dissemination of resources and relevant information
- Identify opportunities to promote the work of NCCRT

NCCRT's Three Priority Areas for 2023

1. Mobilize national and community-level efforts that will lead to health equity in CRC screening.
2. Support on-time screening as soon as eligible and continued participation per screening recommendations.
3. Promote timely colonoscopy follow up to positive (abnormal) non-colonoscopy tests.



Qualities of Successful NCCRT Activities

Collaborative	Engages multiple member organizations and/or requires multisectoral partnerships
Responsive	Responds to the mission of the NCCRT, the priority focus of a task group, or the 80% in Every Community Strategic Plan
Impactful	Likely to make a measurable impact on CRC screening rates
Feasible	Requires a 1 to 1.5 year timeline for completion; workable within limits of NCCRT staff, members, or external contractor; NCCRT projects typically range from \$25,000 to \$50,000, but some projects have been accomplished with little to no funding
Equitable	Addresses barriers to screening in underserved communities
Novel	Does not duplicate or replicate existing projects or resources
Member Supported	Opportunity for NCCRT members to contribute (time, funding, expertise) to supporting the development, implementation, dissemination, and evaluation of project
Sustainable	Future updates, ongoing support needed, and dissemination/implementation goals are considered



Thank You!

