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
Dave Greenwald, MD,
American College of Gastroenterology (ACG)
Montefiore Medical Center/Albert Einstein
College of Medicine
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.
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<th>Qualities of Successful NCCRT Activities</th>
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<td><strong>Collaborative</strong></td>
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<td><strong>Responsive</strong></td>
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<td><strong>Impactful</strong></td>
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<td><strong>Feasible</strong></td>
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<td><strong>Equitable</strong></td>
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<td><strong>Novel</strong></td>
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<td><strong>Member Supported</strong></td>
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<td><strong>Sustainable</strong></td>
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Thank You!