National Colorectal Cancer Roundtable Orientation

Steven Itzkowitz, MD, FACP, FACG, AGAF, NCCRT Chair
Robert A. Smith, PhD, NCCRT Co-Chair
November 16, 2022
Welcome, New Members!

Member Organizations
AdventHealth Waterman Cancer Institute
AltaMed Health Services Corporation
American Medical Group Association
Arizona Department of Health Services
Cancer Prevention and Research Institute of Texas
FORCE: Facing Our Risk of Cancer Empowered
Georgia CORE
Hitting Cancer Below the Belt
Inspira Health
Kansas Department of Health and Environment
Michigan Department of Health & Human Services, Cancer Prevention and Control Section
Missouri Colorectal Cancer Roundtable
Nebraska Cancer Coalition
Ostomy 2-1-1 Inc.
Owensboro Health
PALTOWN Development Foundation/COLONTOWN
Quality Health Associates of North Dakota
Sonora Quest Laboratories
Western Wayne Family Health Centers

Corporate Members
Geneoscopy, Inc.
Universal Diagnostics
Platinum Sponsor

THANK YOU!
Gold Sponsors

THANK YOU!
Silver Sponsors

THANK YOU!
Bronze Sponsors

THANK YOU!
American College of Gastroenterology
American College of Radiology
Anonymous Donation
F\*ck Cancer
Richard Wender, MD
Mary Doroshenk, MA

THANK YOU!
The National Colorectal Cancer Roundtable (NCCRT)
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The NCCRT is a national coalition of public, private, and voluntary organizations dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S., through coordinated leadership, strategic planning, and advocacy.

The ultimate goal is to increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate.
The National Colorectal Cancer Roundtable (NCCRT)

History, Members, and Operations

• Established by the ACS, in partnership with the CDC, in 1997
• Collaborative partnership of 190+ member organizations
• Members include nationally known experts, thought leaders, and decision makers
• Work is conducted year-round by Strategic Priority Teams and in Special Topic Meetings
• Each year the NCCRT Annual Meeting addresses important topics and sets the agenda for the following year
190+ NCCRT Members
Strategic Priority Teams

- Community Health Centers
- Family History & Early Onset CRC
- Policy Action
- Public Awareness & Social Media
- Professional Education & Practice
  Implementation: Healthcare
- Professional Education & Practice
  Implementation: Community
  Stakeholders
NCCRT Leadership and Staff

Steven Itzkowitz, MD, FACP, FACG, AGAF
  Chair

Robert Smith, PhD
  Co-Chair

Emily Bell, MPH
  Director, NCCRT – Colorectal Cancer Interventions

Kaitlin Sylvester, MPA
  Director, NCCRT - Programs and Partnerships
Steering Committee Members

Cecelia Brewington, MD, FACR, UT Southwestern Medical Center
Frank Colangelo, MD, M.S.-HQS, FACP, Premier Medical Associates
Beverly B. Green, MD, MPH, Kaiser Permanente Washington Health Research Institute
Candace Henley, MPH, Blue Hat Foundation
Jordan Karlitz, MD, Denver Health Medical Center
Laura Makaroff, DO, American Cancer Society
Lisa Richardson, MD, MPH, Centers for Disease Control and Prevention
Allison Rosen, MS, American Cancer Society
Michael Sapienza, Colorectal Cancer Alliance
Annie Thibault, Center for Colon Cancer Research
Keith Winfrey, MD, MPH, New Orleans East Community Health Center
Progress Towards 80%
Dr. Howard Koh, then US Assistant Secretary for Health, challenges NCCRT to take on a bold goal.

CDC data show 7.5 million more people screened.

Continue to bring down barriers and address screening inequities so that everyone can live a life free of colorectal cancer.

The Timelines of Two 80% Campaigns

- 80% by 2018
- 80% in Every Community

2014 2018 2019
80% in Every Community has Widespread Support

More than 1800 organizations have pledged their support!

- Community health centers
- Cancer centers
- Hospitals/health systems
- State cancer coalitions
- Health plans
- Employers
- Elected leaders
- And more!
But Not Everyone is Benefiting Equally

In every US state there are communities with low colorectal cancer screening rates.

Much work remains to be done.

Percent of Adults 50-75 Years of Age Up to Date with Colorectal Cancer Screening, Community Health Centers, 2021

Data Source: UDS data 2021
https://data.hrsa.gov/tools/data-reporting/program-data
Everyone Deserves to Live A Life Free From CRC

The 80% in Every Community mission will not be achieved until every community benefits from screening rates of 80% and higher.
The NCCR 80% in Every Community Campaign webpage provides two motivational sizzle reels and links to talking points, a FAQ, template press releases, the strategic plan, and logo graphics for download.

nccrt.org/80-in-every-community
NCCRT Webinars and Events
National Meeting Nov 15-17, 2021

Presentations by nationally known experts, thought leaders, and decision makers on colorectal cancer screening policy and delivery, with opportunities to network and learn from each other.

nccrt.org/events/
NCCRT Annual March Webcast

March Colorectal Cancer Awareness Month Webcast

nccrt.org
Webinars are held throughout each year.

Past webinars are available in the Resource Center.

nccrt.org/events
nccrt.org/resource-center
What Proportion of EAO CRC is Potentially Preventable Based on Family History and Genetics?

• March 29, 2022

Demystifying CRC Screening Quality Measures: A Conversation with NCQA’s Mary Barton

• June 7, 2022

Learn more & register: nccrt.org/events/
NCCRT Resources for Action
NCCRT Tools, Resources, and Publications

nccrt.org/resource-center
The NCCRT Resource Center contains evidence-based resources and tools to help you increase quality colorectal cancer screening in a range of settings and populations.

nccrt.org/resource-center
Submit a Resource

Submit your tools and materials to share with others.

nccrt.org/resource-center
The NCCRT 80% Blog highlights successes, leaders, best practices, and tools that make an impact.

nccrt.org/80blog
The NCCRT Data & Progress webpage provides up-to-date statistics on colorectal cancer screening, incidence, mortality, and geographic distribution information.

nccrt.org/data-progress
Ongoing Communication With Partners

We regularly share new resources, news, webinars, opportunities, etc. with our NCCRT Members and 80% partners.
New Resources Released in 2022

2022 Messaging Guidebook for Black & African American People:

• Messages to Motivate for Colorectal Cancer Screening
• Messaging guidance
• Tested messages
• Sample promo materials

nccrt.org/resource-center
New Resources Released in 2022

The newly updated Steps Guide for Increasing Colorectal Cancer Screening in Primary Care includes:

• Expansion to all primary care Latest science and best practices
• Current guidelines and test options
• Expert-endorsed strategies
• 10 case studies of exemplary practice sites
• Samples, templates, and tools

nccrt.org/resource-center
80% in Every Community Resource Updates

Released in 2022:
• Survivors & Families
• Women’s Health Providers
• Employers
• Employer Challenge Guide

Revised materials coming in 2023:
• Clinician’s Reference on Stool-based Testing
• Briefs for Radiologists, and more

nccrt.org/resource-center
Coming Soon from the NCCRT!

• New market research and messaging guidance:
  • Early messaging to reach the soon-to-be and newly eligible
• Additional 80% in Every Community resource updates

nccrt.org/resource-center
The 2023 80% in Every Community National Achievement Awards

Submit your nominations by Nov. 22!

nccrt.org/awards
How can we get the most out of the meeting?
Thank You!

nccrt.org #NCCRT2022 @NCCRTnews #80inEveryCommunity