Professional Education & Practice Implementation (PEPI): Community Stakeholders

Strategic Priority Team Call
November 9, 2022
2:00-3:00pm ET

American Cancer Society®

NATIONAL Colorectal Cancer ROUNDTABLE

80% IN EVERY COMMUNITY

Welcome!

Please share:

→*Your name*

→*Where you're from*

→*Which organization you represent*

→*Tell us– What's your favorite fall beverage?*

Professional Education & Practice Implementation: Community Stakeholder Chairs

Nikki Hayes, MPH

Chief, Comprehensive Cancer Control Branch
Division of Cancer Prevention and Control
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

Katie Bathje, MA

Strategic Director,
Comprehensive Cancer Control Initiatives
American Cancer Society Inc.

Today's Objectives

- Share the history and purpose of NCCRT's Strategic Priority Teams and their importance to our work to achieve *80% in Every Community*

- Give a brief overview of the Professional Education & Practice Implementation (PEPI): Community Stakeholder Strategic Priority Team

- Reaffirm our group charge and PEPI Community Stakeholders overarching objectives

- Begin to identify themes for SPT priorities and potential projects

80% in Every Community

80% in Every Community is an NCCRT initiative that continues the progress and commitment from 80% by 2018, and reemphasizes our dedication to partnership, collective action, and the pooling of resources to reach 80% colorectal cancer screening rates nationally.

Strategic Focus Areas:

1. Assess and Build Capacity in Communities
2. Catalyze Healthcare Systems
3. Mobilize at Public Touch Points
4. Break Down Policy Barriers

Aligning Our Priorities:
80% in Every Community Strategic Plan

Focus Areas	Assess and Build Capacity in Communities	Mobilize at Public Touchpoints	Catalyze Health Care Systems	Break Down Policy Barriers
Strategic Priority Teams ↓	**PEPI: Community Stakeholders**	Public Awareness & Social Media ← →	PEPI: Health Systems & Providers Community Health Centers Family History & Early-Age Onset ← →	Policy Action

Advisory & Working Groups

Advisory Group: work with external vendors to conceptualize and oversee the work of signature NCCRT products.

Working Group: Work with other NCCRT members to conceptualize, develop, and design critical and timely NCCRT resources.

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

Reflecting on 2022 & Looking Ahead for 2023

Identified Barriers

- Promoting CRC screening during COVID-19 pandemic.
- Partners wanting to do work with CHWs and CRC screening but unsure what resources exist.

What can this group do?

- Leverage lessons learned by collecting and sharing stories from the field.
- Develop webinars and trainings based on needs expressed by partners.
- Find already existing resources for CHW that can be expanded to included CRC screening-specific information.
- Develop strategy to better connect state-level CRC roundtables, coalitions and workgroups to 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.

PEPI Community Stakeholder Strategic Priority Team Charge

Team Charge*: To develop educational resources and implementation tools to help public-facing partners and stakeholders (e.g. employers, community organizations, coalitions, member associations, etc.) take appropriate action to improve colorectal cancer screening rates and awareness.*

Our questions to you:

1. *Has progress been made to achieve our goals for PEPI Community?*

2. *Is this the right Team Charge for this group? Does this charge feel accurate with what we're trying to achieve?*

3. *Do we need to make any changes to this charge?*

Priorities & Themes for PEPI: Community Stakeholders

What common themes emerge?

- Community Health Workers

- Employers and worksites

- Patient navigation

- Working with state-based groups

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

2022 NCCRT Annual Meeting

Date: November 16-18th, 2022

Location: Sheraton Inner Harbor Hotel, Baltimore, MD

Meeting Information & Agenda: https://nccrt.org/event/nccrt-annual-meeting-2022/

For those attending the NCCRT Annual Meeting, we encourage you to attend one of the other five Strategic Priority Team Meetings being held in-person on Wednesday, November 16th, from 3:30pm-5:00pm ET.

- *Community Health Centers*

- *Family History & Early-Age Onset CRC*

- *Policy Action*

- *Professional Education & Practice Implementation: Healthcare Systems*

- *Public Awareness & Social Media*

*Bring your ideas and top takeaways to our next PEPI Community Meeting in 2023!

THANK YOU!