Ice Breaker

1. Name
2. Organization
3. If money was not an issue, what would you do to spread awareness?
Today’s Agenda Items

1. Welcome & Introductions
2. Strategic Priority Team Meeting Objectives
3. Solicit Member Input
4. Group Discussion
5. Next Steps
Strategic Priority Team Objectives

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

1. Dedicate time to team building
2. Discuss upcoming March activities
   - What are some noteworthy events we can help promote?
   - Begin planning NCCRT March Event
3. Generate activity ideas for the upcoming year
Takeaways from 2022

• NCCRT’s Role: Engage members and organizations to share and uplift messaging by increasing visibility & sharing stories

• NCCRT to consider creating a toolkit for LinkedIn to members/organizations on “why I am a supporter of the NCCRT”

• NCCRT as a clearinghouse to coordinate messaging

• Use a multipronged approach with one message tied to strategic priorities for 2023, and beyond
Promoting ACS NCCRT Resources
New Guidebook Contents

- Key Definitions & Screening Recommendations
- Nation Data on CRC Screening & Rates
- Recommended Lead Time Message
- Helpful Tactics to Use for Effective Messaging
- Focus on Family History
What should we be doing?

1. What can we do together to disseminate the messages from the Lead Time research?

2. Where are there gaps? What other group could benefit from market research focused on CRC screening messaging?

3. Blue Star Conversation topic ideas?

4. Collecting and sharing ideas for March from member orgs?
March Colorectal Cancer Awareness Month

• What are your plans for March?
• How can ACS NCCRT promote the group work of our partners?
• Ideas for the March webcast?
• 80% in Every Community National Achievement Awards.
Close