ACS NCCRT State-Based Initiatives

Strategic Priority Team Meeting
November 15, 2023
3:30–5:00pm ET
Today’s Agenda Items

1. Welcome & Introductions
2. Strategic Priority Team Overview
3. New Tailored Messaging Toolkit
4. Barriers & Opportunities
5. Looking Ahead
Ice Breaker

1. Name
2. Organization
3. What most excites you about this work? What is your “WHY?”
State-Based Initiative Overview

• Name changed from Professional Education & Practice Implementation, Community Stakeholders SPT, often referred to as “PEPI-Community” to “State-Based Initiatives.”

• Opportunity for ACS NCCRT to better support community-level activities

• Learn from and engage more closely with state coalitions, roundtables, their partners, and state CRC screening programs.
Tailored Messaging Guide

- Targeted at coalition members and leaders who are looking to make highly effective campaigns to increase colorectal cancer (CRC) screening rates in their communities.
- By using this step-by-step guide, coalitions can find practical tips and strategies as well as successful case studies illustrating the process.
- Five case studies and a spotlight on the Boot Camp Translation process.
Identifying Additional Opportunities

• Need for more culturally appropriate resources (awareness and testing materials)
• Effective approaches for disseminating resources
• Opportunities to leverage our national-level campaign with state-based coalitions and programs through proactive communication,
• Networking
• Development of resources to improve colorectal cancer screening and awareness in communities.

What else?
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