

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

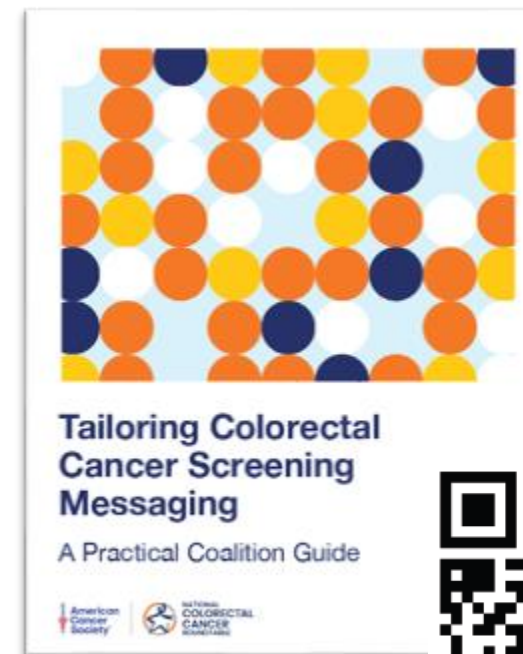
3. *What most excites you about this work? What is your “WHY?”*

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?



Close