

Session Seven

ACS NCCRT: Where are We and Where Are We Going?



8:40 AM to 9:20 AM

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Steven Itzkowitz
MD, FACP, FACG, AGAF

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Steven Itzkowitz, MD, FACP, FACG, AGAF

Professor of Medicine and Oncological Sciences

Icahn School of Medicine at Mount Sinai

ACS NCCRT Chair

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Icahn School of Medicine at Mount Sinai
ACS NCCRT Chair



NATIONAL
COLORECTAL
CANCER
ROUNDTABLE



Thursday, November 16, 2023



ACS NCCRT Business

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COLORECTAL CANCER
EQUITY FOUNDATION

Bronze Sponsors

The Association of Black Gastroenterologists & Hepatologists (ABGH)

Braintree, A Part of Sebelo Pharmaceuticals

Colorectal Cancer Prevention Network

Colon Cancer Coalition

Enterix

Fight Colorectal Cancer

Who's in the Audience Today?



234
members
here
today!

Welcome, New Members!

Member Organizations

Association of Community Cancer Centers

AvMed

Cheeky Charity

Citrus Colorectal Cancer Foundation

Corewell Health West Cancer Center

DC Health

Holden Comprehensive Cancer Center, Univ. of Iowa

Iowa Primary Care Association

La Familia Health

Minnesota Association of Community Clinics

Mississippi Colorectal Cancer Roundtable

Member Organizations

Nevada Cancer Coalition

Ohio Association of Community Health Centers

Rutgers Cancer Institute of New Jersey

University of Arkansas Medical Center

Office of Health Initiatives and Disparities

West Virginia University Cancer Institute

Corporate Members

Genentech

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Strategic Priority Teams

Through engagement in Strategic Priority Teams, ACS NCCRT members are able to:

- Share best practices about colorectal cancer screening.
- Identify needs or opportunities required to support the colorectal cancer fighting community.
- Design and develop activities and resources that directly address gaps in colorectal cancer screening delivery, programs, research, or advocacy.

Community Health Centers



James Hotz, MD, MACP

Clinical Services Director
Albany Area Primary Health Care (AAPHC)
Community Health Center Task Group Co-Chair

Gloria D. Coronado, PhD

University of Arizona Cancer Center
Community Health Center Task Group Co-Chair



Family History and Early-Age Onset CRC



Heather Hampel, MS, CGCC

National Society of Genetic Counselors
Family History and Early-Age Onset Colorectal
Cancer Task Group Co-Chair

Paul Schroy, MD, MPH

Boston University School of Medicine
Family History and Early-Age Onset Colorectal
Cancer Task Group Co-Chair



Policy Action



Heather Dacus, DO, MPH
New York State Department of Health
Policy Action Task Group Co-Chair



Molly McDonnell
Fight Colorectal Cancer
Policy Action Task Group Co-Chair

Public Awareness and Social Media



David Greenwald, MD

American College of Gastroenterology (ACG)
Icahn School of Medicine at Mount Sinai
Public Awareness and Social Media
Task Group Co-Chair

Professional Education and Practice Implementation



Francis Colangelo, MD, MS-HQS, FACP

Premier Medical Associates
Professional Education and Practice Implementation
Task Group Co-Chair

Xavier Llor, MD, PhD

Yale School of Medicine
Professional Education and Practice
Implementation Task Group Co-Chair



State-Based Initiatives



Nikki Hayes, MPH

Centers for Disease Control and Prevention
State-Based Initiatives Task Group Co-Chair



Katie Bathje, MA

American Cancer Society
State-Based Initiatives Task Group Co-Chair

New Name – New Charge!

What is Your Role?

Strategic Priority Teams

- Community Health Centers
- Family History & Early-Onset CRC
- Policy Action
- Professional Education & Practice Implementation – Healthcare Systems
- Public Awareness & Social Media
- State-Based Initiatives

Committees

- Steering Committee
- Bylaws Committee
- Membership Committee
- Nominating Committee

Ad Hoc

- Workgroups
- Advisory Committees

Call for Nominations



The 2024

80% in Every Community

National Achievement
— Awards —

Extended to →

Nominate yourself or a partner by **December 4th**

*80% IN EVERY COMMUNITY
SCREENING SAVES LIVES
WORKING TOWARD 80% SCREENED FOR COLORECTAL CANCER*

Submit a Nomination!



A New “Old Friend”

Robert A. Smith, PhD

Vice Chair, ACS NCCRT

1997-2023

Senior Scientific Advisor

2023-

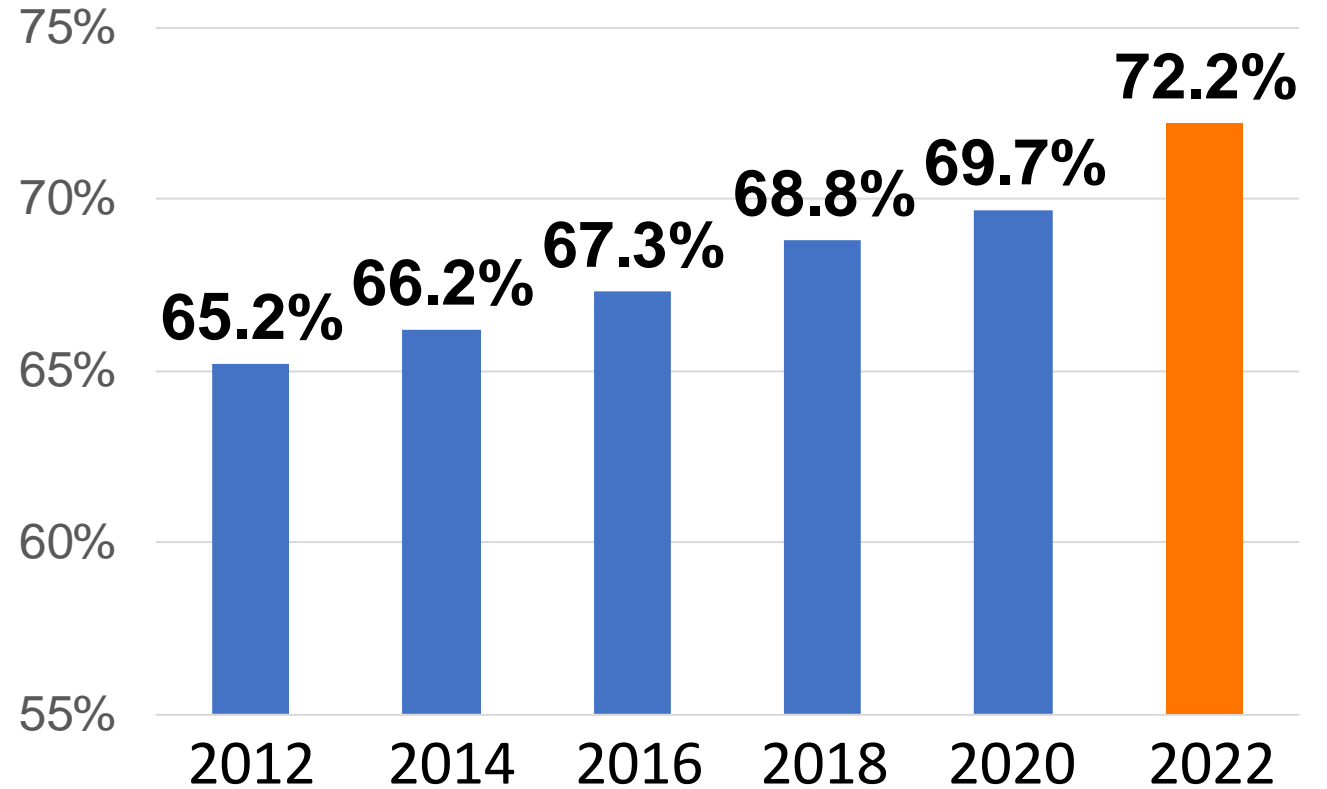




ACS NCCRT Progress

BRFSS Measures

BRFSS Screening Rates
Up-to-Date (UTD)
US Adults 50-75 Years

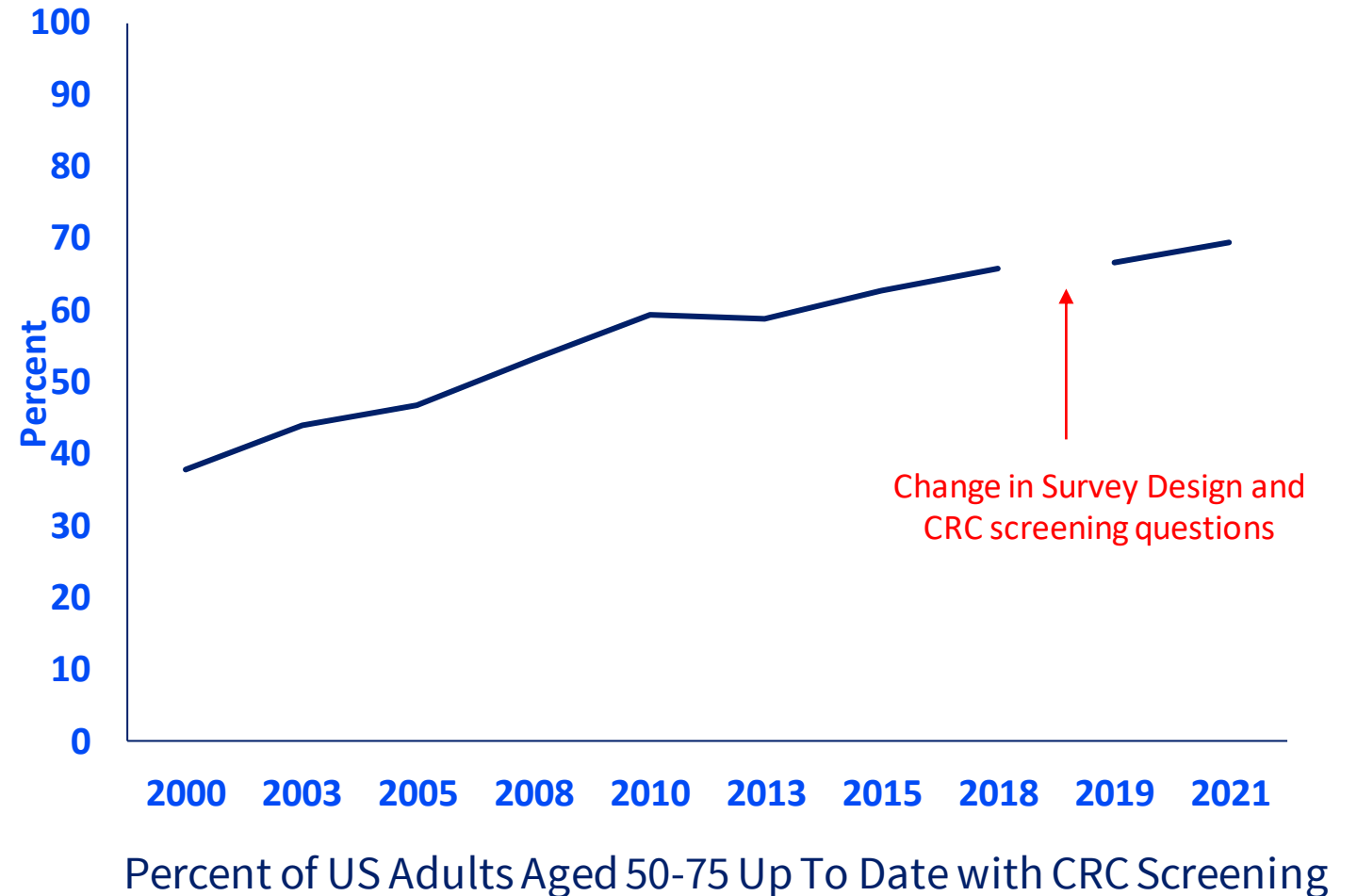


Percent of US Adults Aged 50-75 Up To Date with CRC Screening

NHIS Measures

NHIS Screening Rates Up-To-Date (UTD) US Adults 50-75 Years

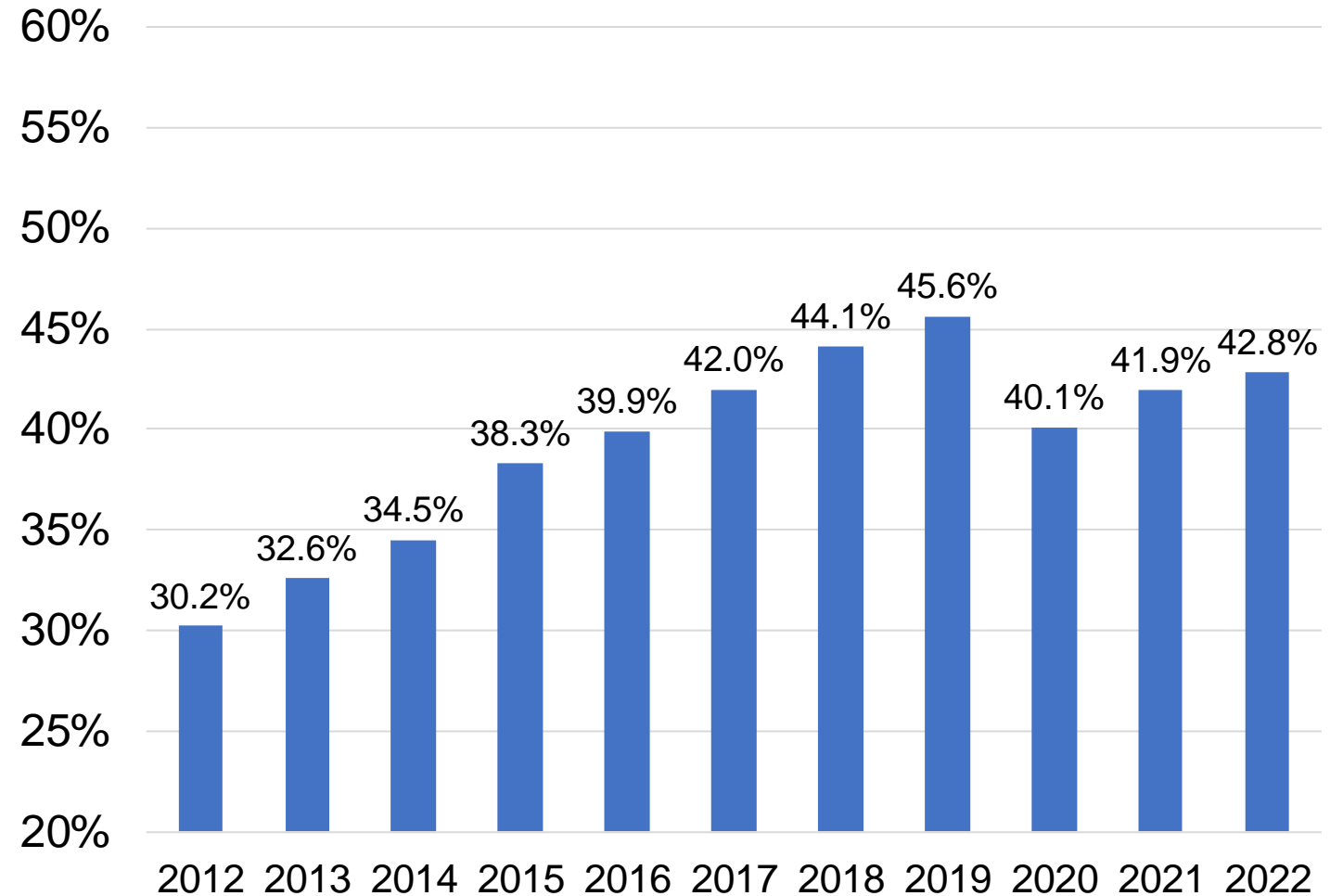
Source: cancer.org



UDS Measures

UDS Screening Rates Up-to-Date (UTD) U.S. Adults 50-75 Years

Source: <https://bphc.hrsa.gov/uds/datacenter.aspx>



Percentage of Federally Qualified Health Center Patients ages 50-75 years Up-to-Date with CRC Screening, UDS

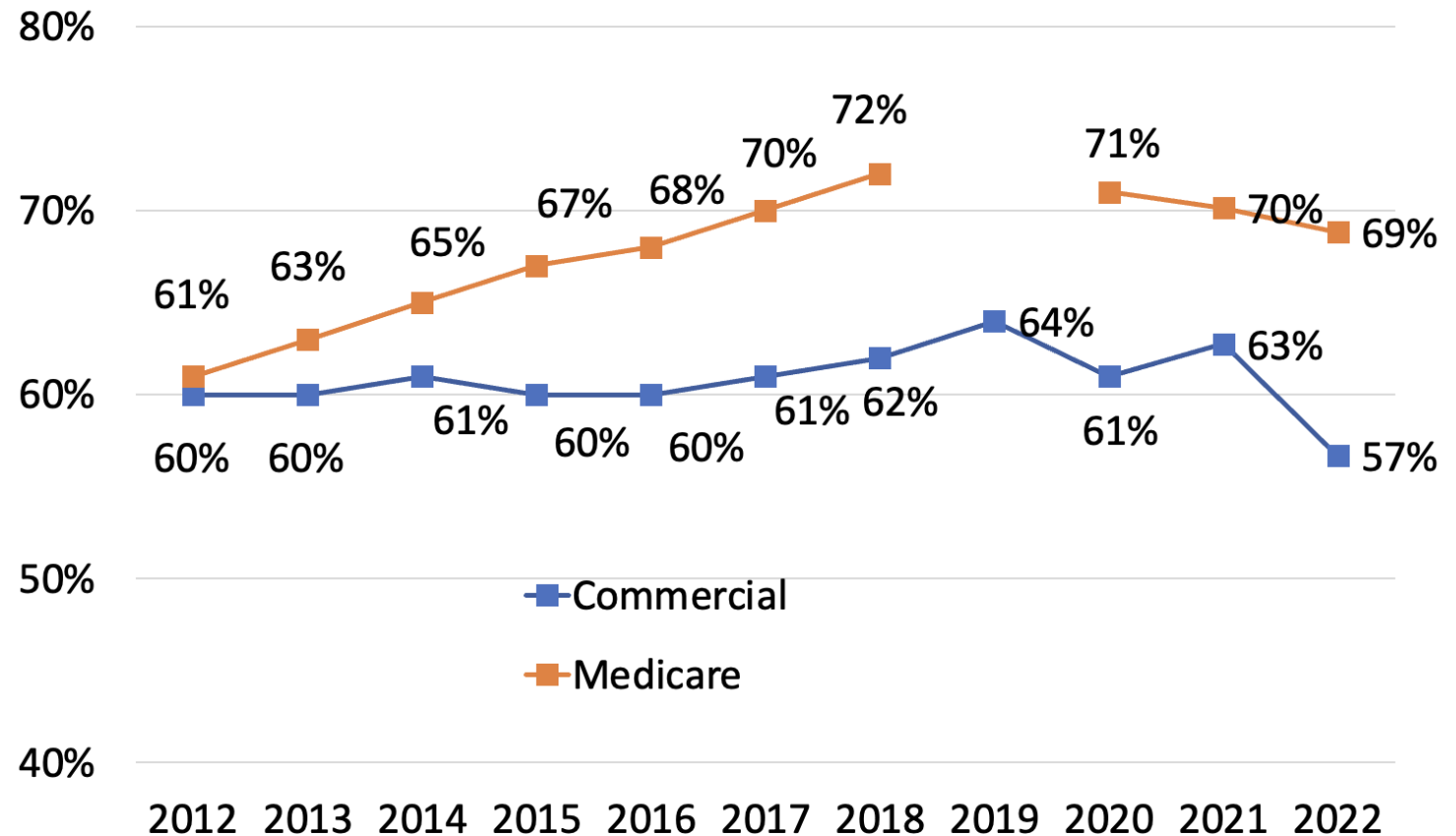
HEDIS Measures

HEDIS Screening Rates Medicare and Commercial, ages 50-75 (45-75 in 2022)

*Screening rate data for Medicare plans is not available for 2019 because CMS suspended Medicare quality reporting requirements in response to COVID-19.

*Trending caution: added required exclusion to the Medicare product line for members 65 years of age and older living long-term in institutional settings.

*Trending caution: there is a break in trending for the Commercial and Medicare product lines for the total rate due to the expansion of the age criteria from 50-75 to 45-75 years.



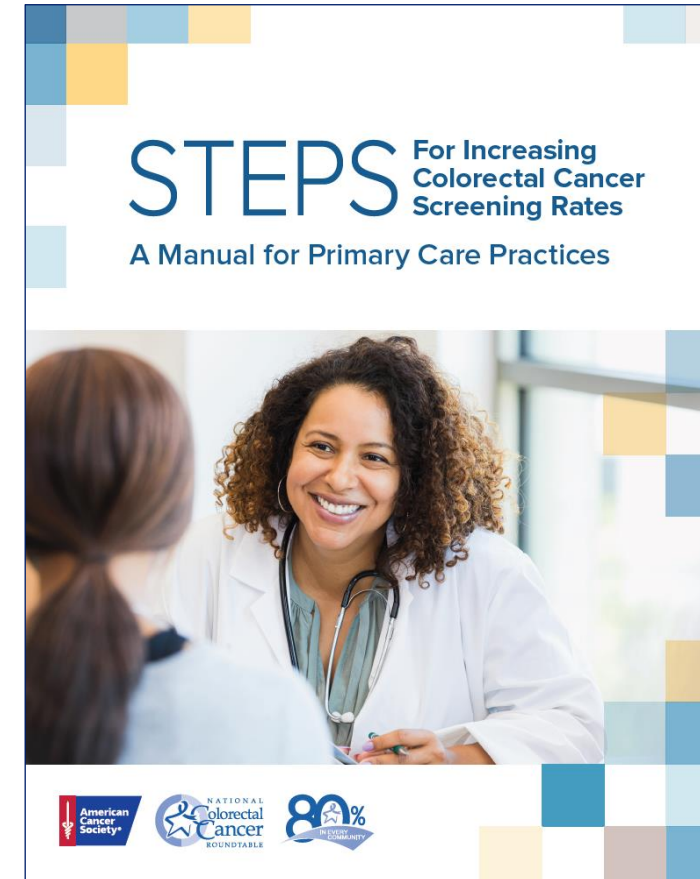


New and Upcoming Resources

Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices

Released in 2022

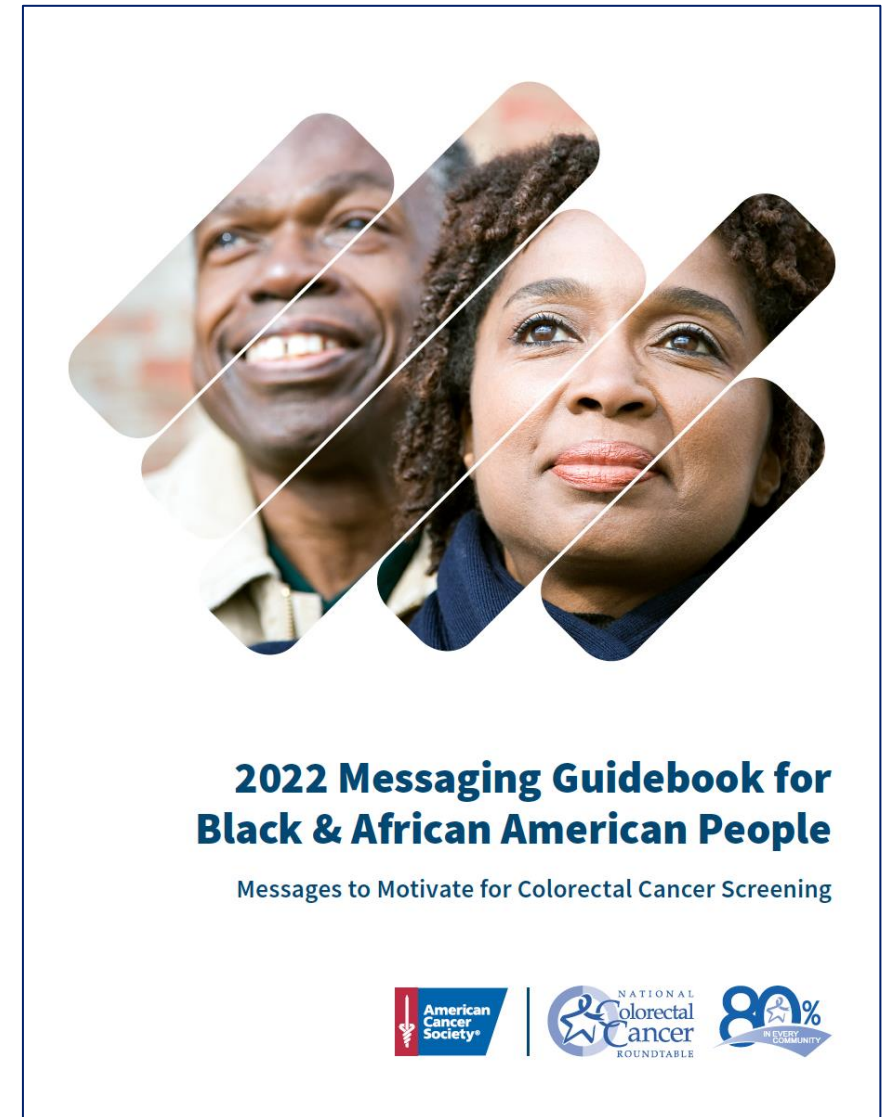
- Expansion to all primary care
- Latest science and best practices
- Current guidelines and test options
- Expert-endorsed strategies
- Samples, templates, and tools
- 10 case studies – ****New in 2023****



2022 Messaging Guidebook

2022 Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening

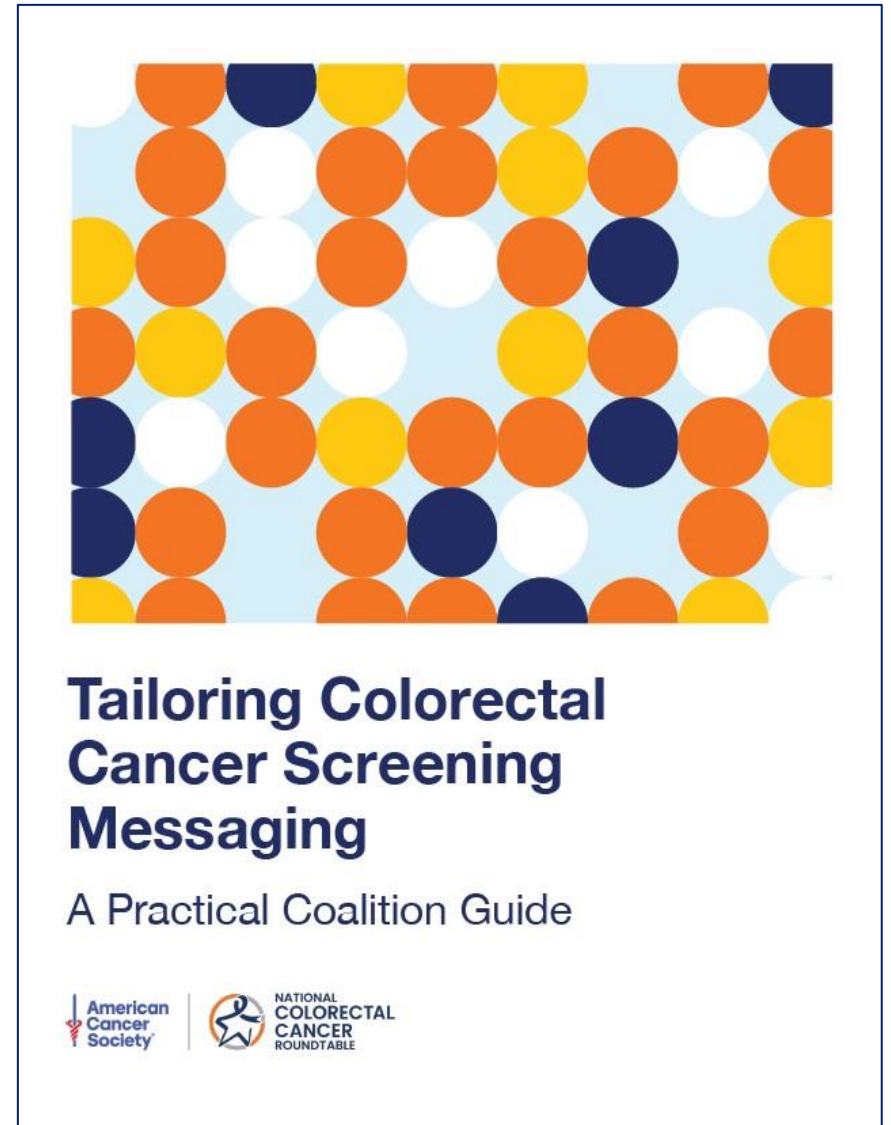
- Messaging guidance
- Text messages
- Sample promo materials



NEW 2023 Guide for Coalitions

Tailoring Colorectal Cancer Screening Messaging: A practical Coalition Guide

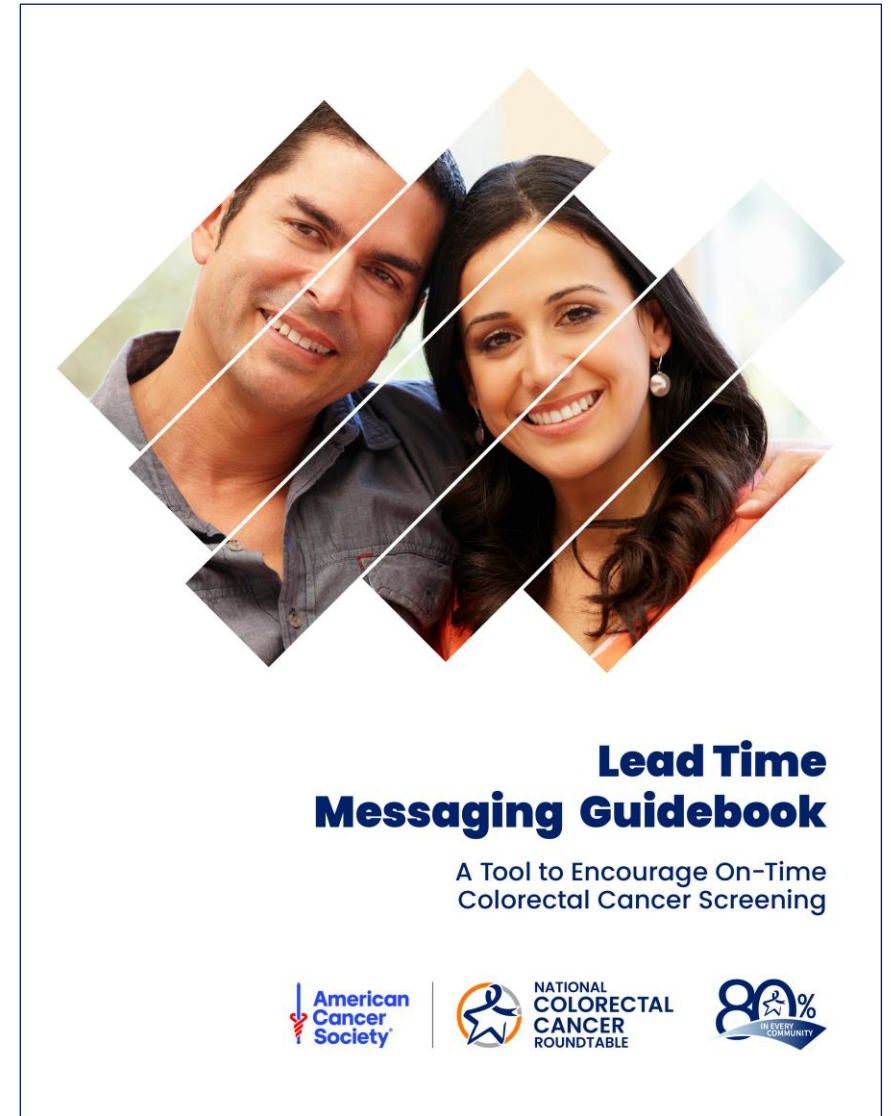
- Create highly effective campaigns
- Practical tips and strategies for coalitions
- Case studies illustrating the process



NEW Messaging Guidebook






Lead Time Messaging Guidebook: A Tool for Encouraging On-Time Colorectal Cancer Screening

- Messaging recommendations
- Focus on family history
- Ways to amplify your messaging



**Where are we?
Where are we going?**

Reflection on our Progress

-  Major policy wins
-  National embrace of 80% as the target
-  Move to screening at 45
-  President's Cancer Panel report
-  Growth of the cancer roundtable portfolio

ACS NCCRT Priority Areas

1

Mobilize

national and community-level efforts that will lead to health equity in CRC screening.

2

Support

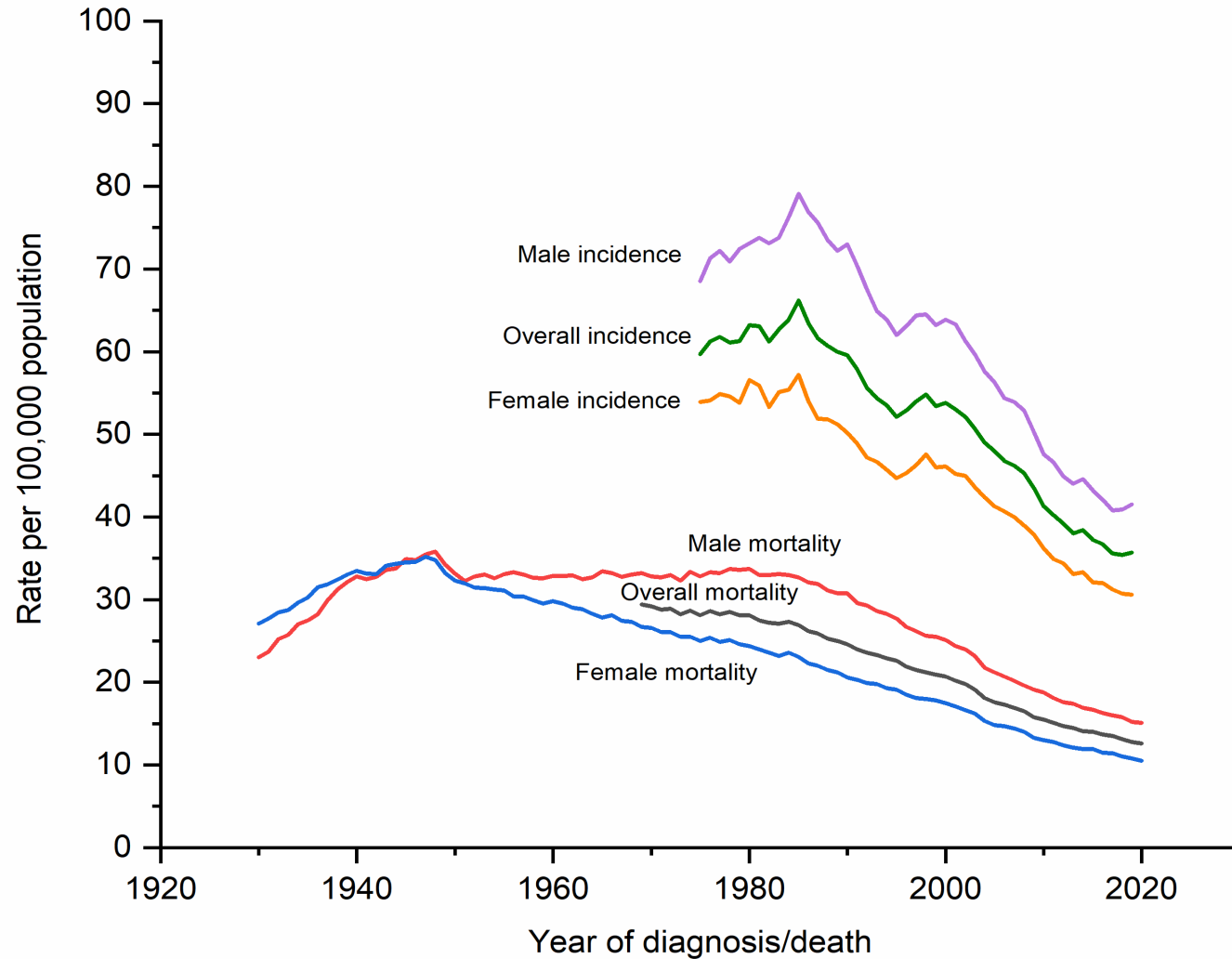
on-time screening as soon as eligible and continued participation per screening recommendations.

3

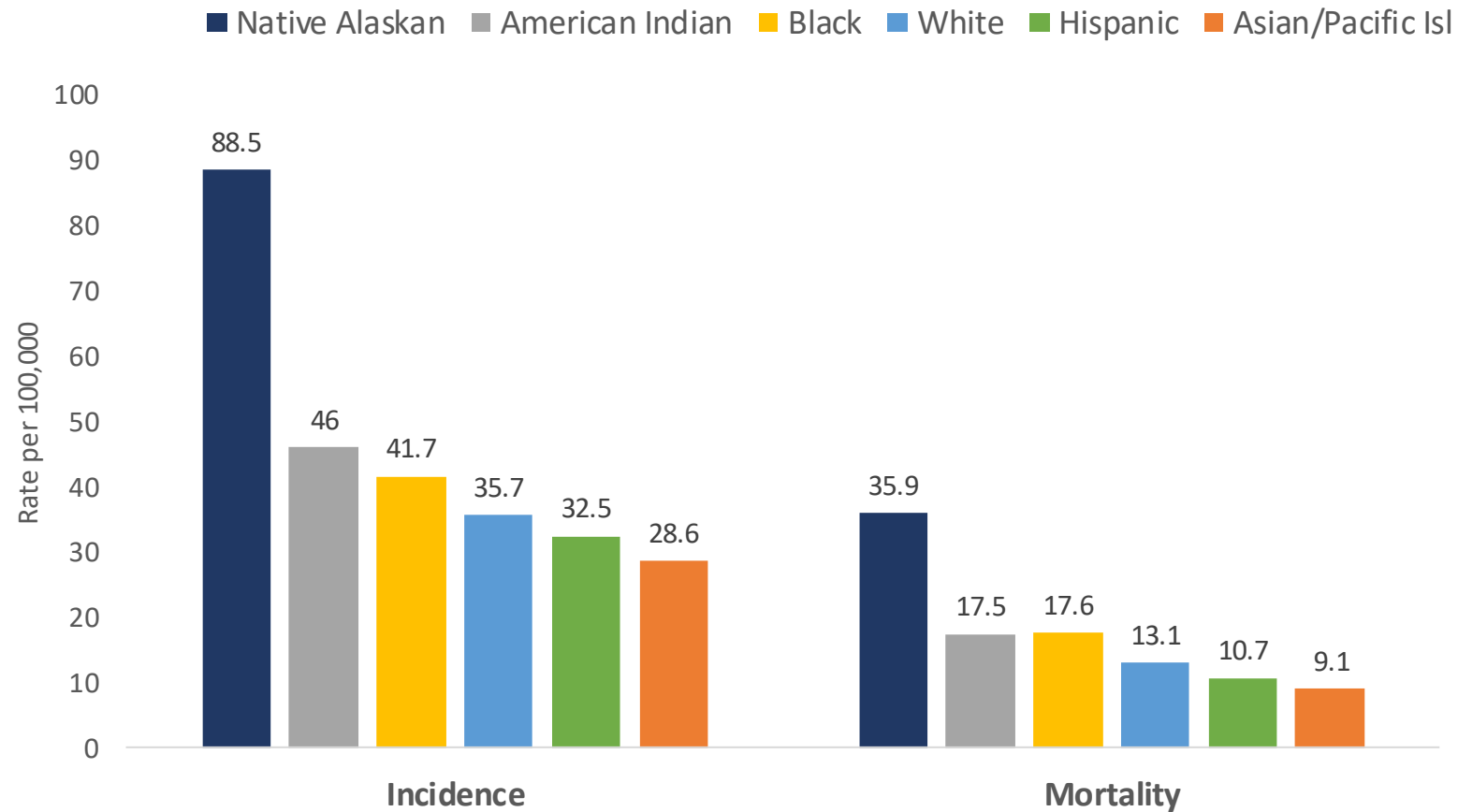
Promote

timely colonoscopy follow-up to positive (abnormal) non-colonoscopy tests.

Long-Term Trends in Colorectal Cancer Incidence & Mortality



Colorectal Cancer Incidence (2015–2019) and Mortality (2016–2020) by Race & Ethnicity



Native American incidence limited to Purchased/Referred Care Delivery Area counties; mortality are adjusted for racial misclassification using factors from the National Center for Health Statistics.



Expanding our Impact

Expanding our Impact

Risk

Screening

Diagnosis

Treatment

Survivorship



Today's ACS NCCRT Annual Meeting

Agenda

Thursday, November 16th

- Timely Colonoscopy Follow-Up to Positive (Abnormal) Non-Colonoscopy Tests
- Encouraging On-Time Colorectal Cancer Screening with Lead Time Messaging
- Early-Age Onset Colorectal Cancer
- Colorectal Cancer Facts & Figures
- Barriers and Solutions to Reaching American Indian and Alaska Native Communities for Colorectal Cancer Screening
- Innovations and Lessons Learned in Colorectal Cancer Screening Navigation
- Blood-Based Colorectal Cancer Testing
- And more

Agenda

Friday, November 17th

- The Colorectal Cancer Policy Landscape
- Research Updates on Colorectal Cancer Risk
- Medical Mistrust and Colorectal Cancer
- Geospatial Science and Technology and Colorectal Cancer
- Opportunities for Collaboration Across the American Cancer Society Roundtables

Spread the Word!

Join the conversation on Social Media

Keep us informed of your
community's success and
conversations

- [NCCRT Twitter](#)
- [NCCRT LinkedIn](#)
- [NCCRT YouTube](#)





NATIONAL
COLORECTAL
CANCER
ROUNDTABLE

ACS NCCRT Vice Chair Nomination Interest Form

The ACS NCCRT is currently seeking nominations for Vice Chair of the Steering Committee. This important role for the Roundtable provides guidance to ACS NCCRT staff, helps establish national CRC control priorities, and supports the development and dissemination of ACS NCCRT resources. Nominees can be self-selected or nominated by a colleague, preferably from a participating ACS NCCRT member.

Submit a nominee or self-nominate: <https://bit.ly/49sJHDG>

Nomination materials—**must be received by December 5th at 12:00pm ET.**

The ACS NCCRT Nomination Committee will convene to prepare a nomination slate and a new Vice Chair will be selected through a virtual voting process in early 2024.

Why do People Keep Coming Back?



Opportunity to meet and collaborate with diverse colleagues to share and learn new insights for achieving goals

I get to focus on/learn public health methods to guide my/our work

I can give/share/help influence on a broader scale

I get companionship from like-minded people – I get hope/rejuvenation

Be inspired to participate in shared, big-picture goal to improve CRC outcomes – I get to participate in a common goal: 80%





Thank You

nccrt.org @NCCRTnews #NCCRT2023