

80% in Every Community Progress Report

Dr. Steven Itzkowitz, NCCRT Chair




80% in Every Community Strategic Plan

Focus Areas –

1. Assess and Build Capacity
2. Catalyze Healthcare Systems
3. Mobilize at Public Touch Points
4. Breakdown Policy Barriers

Steering committee assessed progress

80% IN EVERY COMMUNITY STRATEGIC PLAN



The 80% in Every Community Strategic Plan (2020-2024) provides a focused, action-oriented roadmap for stakeholders, collaborators, and cross-sectored partners. Partners are committed to achieving the shared goal of reaching and exceeding 80% colorectal cancer screening rates in communities across the nation. The plan provides a variety of recommended activities that all stakeholders can use to help define, prioritize, and accomplish their goals.

The strategic plan's problem statement, vision, desired impacts, and enduring core values are defined below. The following pages outline four strategic areas of focus, the defining characteristics of 80% communities, recommended activities, expected results, and the overall outcomes of each strategy.

Problem Statement	Despite enormous progress in reducing our nation's burden from colorectal cancer (CRC), it remains the 2nd leading cause of cancer death in the United States when men and women are combined. Several avoidable barriers impede access to lifesaving CRC screening and often disproportionately affect marginalized and at-risk groups. This does not need to be our reality. CRC can often be prevented or caught early with regular screening.
Vision	Everyone across the United States has access to and benefits equally from lifesaving, quality CRC screening. With effective cancer control programs in place and increased rates of timely, appropriate, and quality screening, we see such dramatic reductions in CRC incidence and mortality that CRC is no longer a leading public health problem.
Core Values	<p>Collaboration We are dedicated to partnering, collective action, and the pooling of resources to achieve our goals.</p> <p>Health Equity By emphasizing health equity, we will work to address persistent disparities in CRC screening rates, incidence, and mortality in priority populations.</p>
Desired Impacts	<p>By implementing this strategic plan, our greatest impacts will be to achieve:</p> <ul style="list-style-type: none"> • CRC screening rates meeting or exceeding 80% in communities across the nation. • Dramatic reductions in screening rate disparities. • XXXXXX lives saved by 20XX (*developmental goal).

*This developmental goal and projection is currently under review and calculation.

To help you get started, please visit nccrt.org/resource-center

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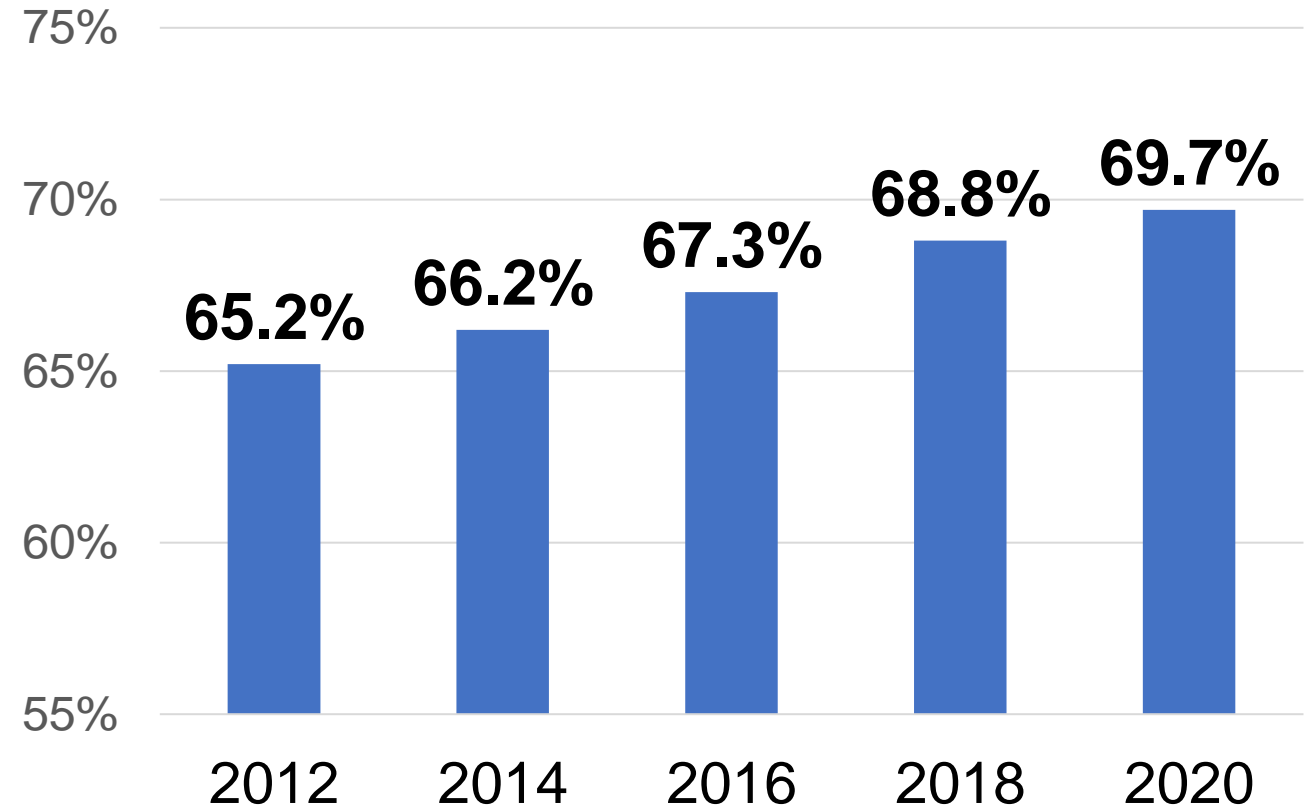
80% in Every Community Progress

Age
45

Nearly all major guidelines now recommend CRC screening for average risk adults start at 45, with nearly full implementation in 2023.

BRFSS Measures 2012 - 2020

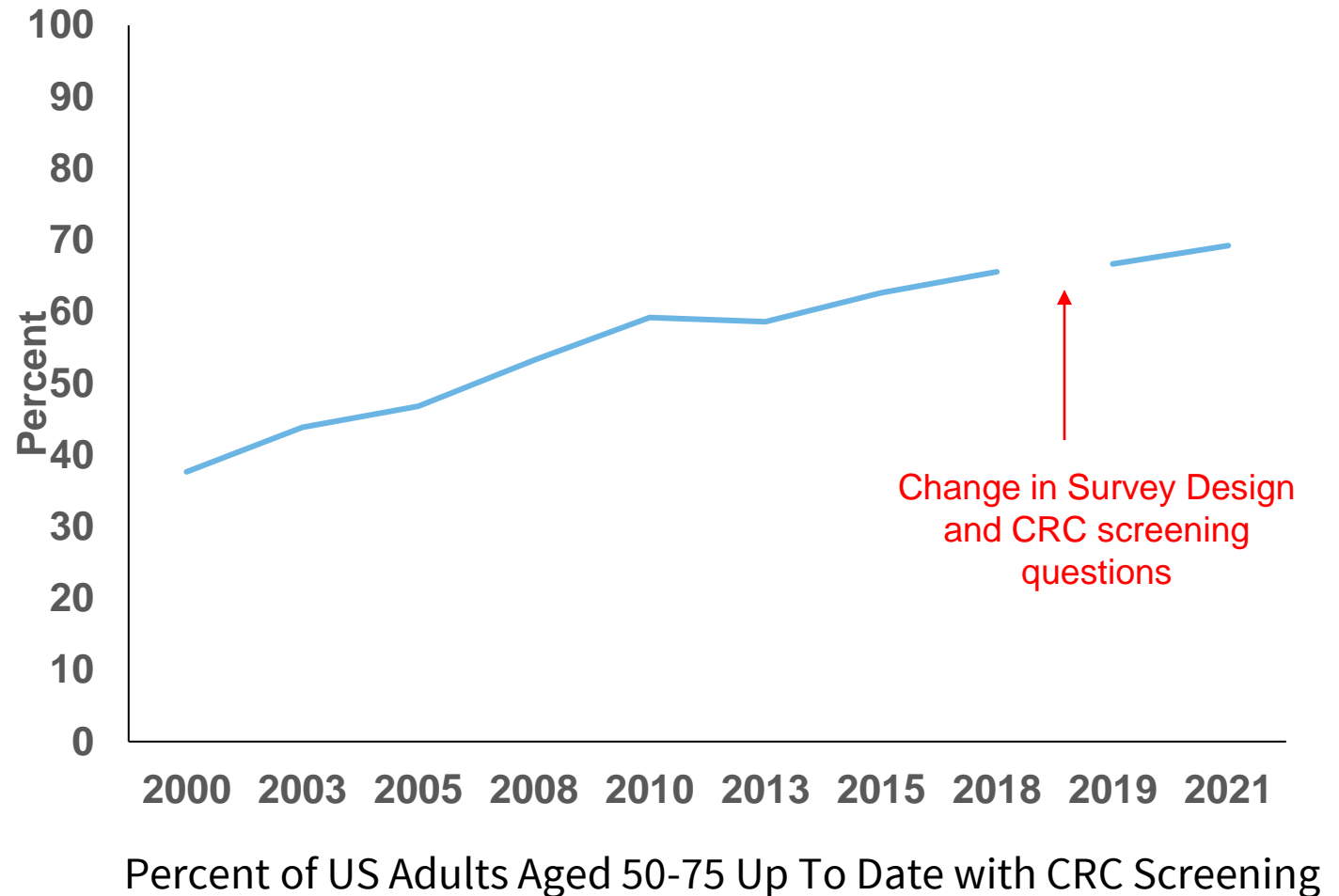
BRFSS Screening Rates
Up-to-Date (UTD)
US Adults 50-75 Years



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

NHIS Measures 2013 - 2021

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

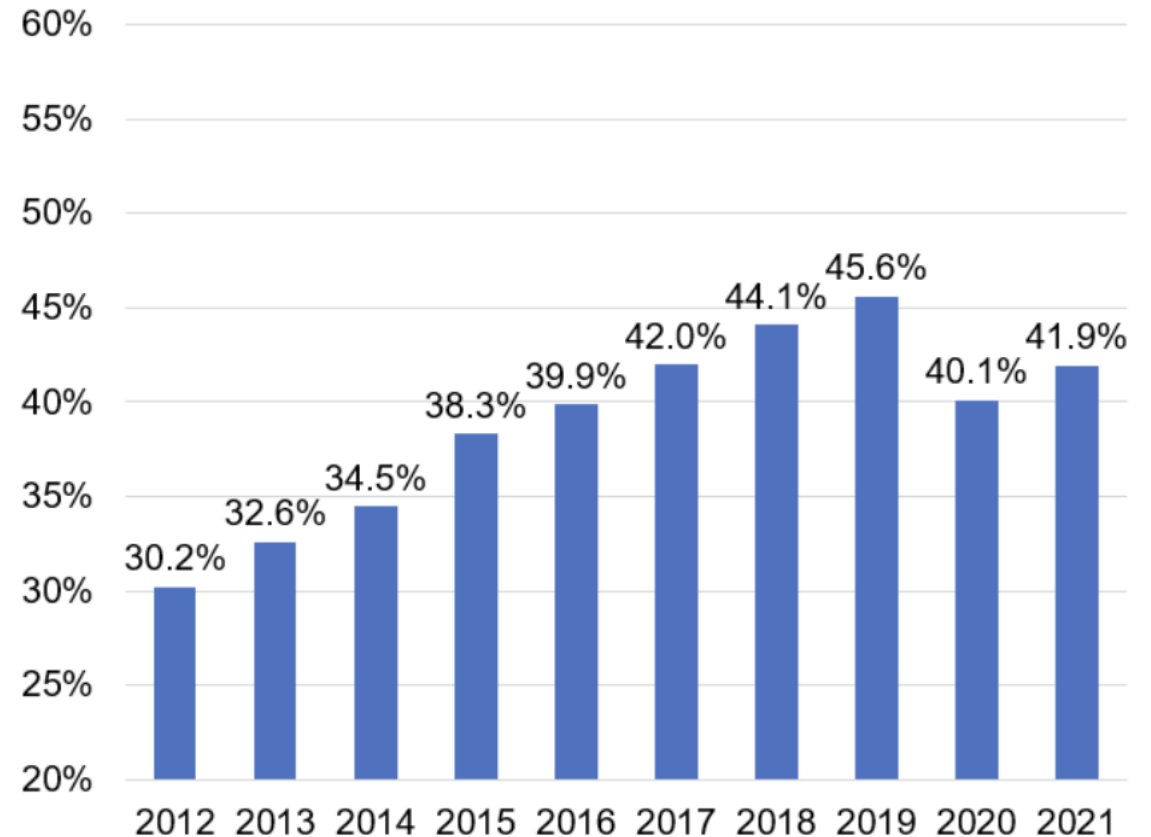


Source: cancer.org

UDS Measures 2012-2021

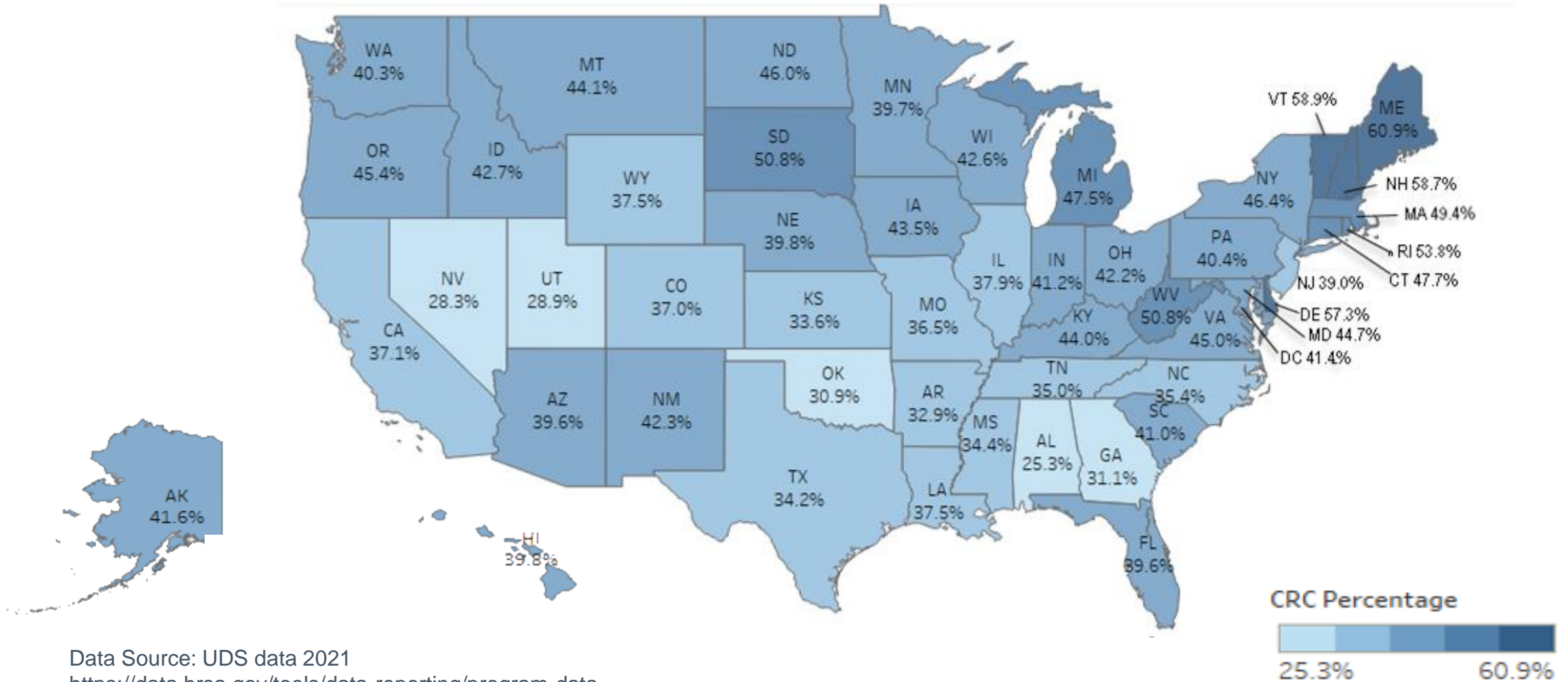
UDS Screening Rates Up-to-Date (UTD) U.S. Adults 50-75 Years

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

UDS CRC Screening Rates 2021

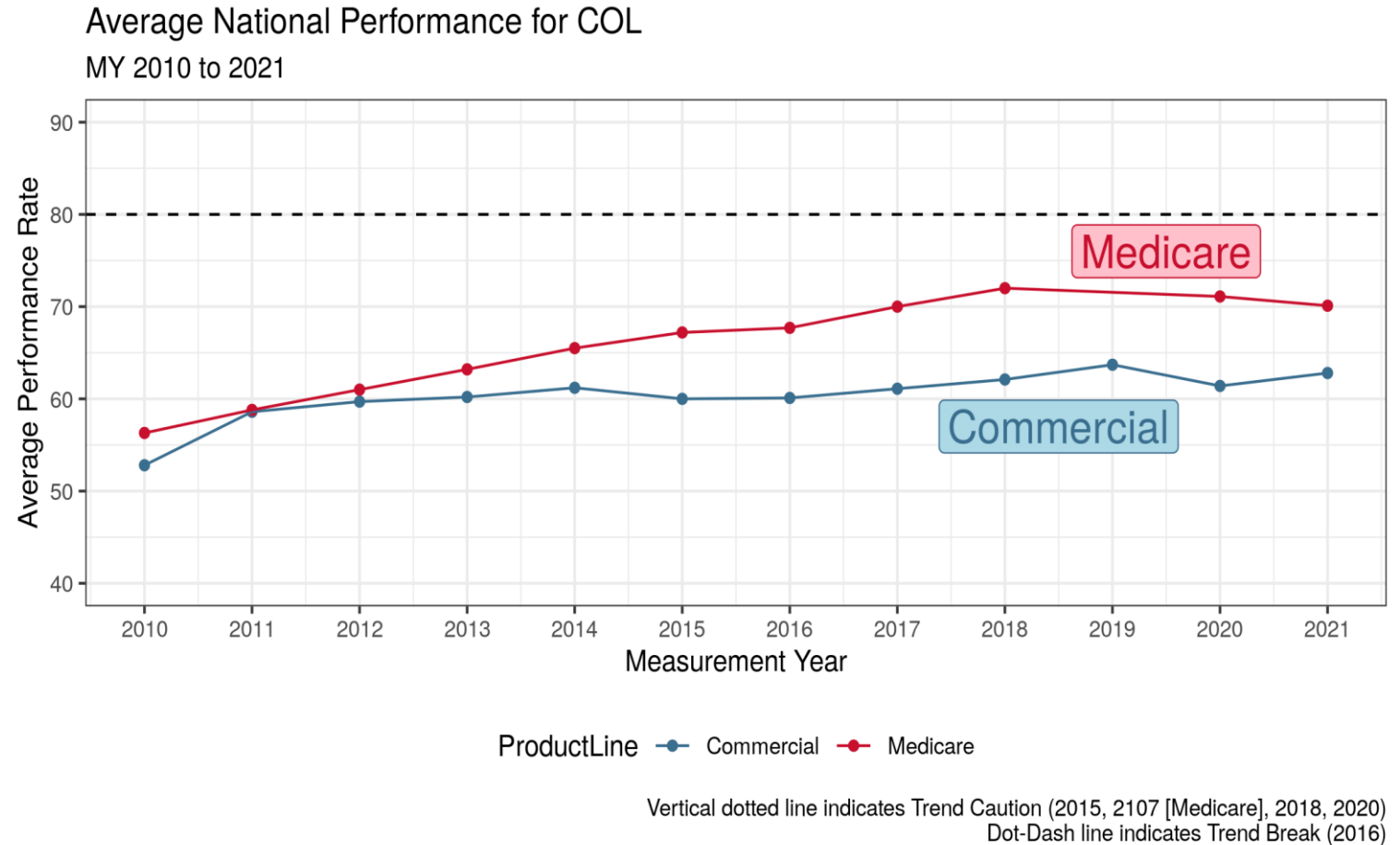


HEDIS Measures 2012 - 2021

HEDIS Screening Rates Medicare and Commercial, ages 50-75

**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.



Policy Successes

Dec 2020

Medicare Loophole fixed and cost sharing to be phased out over several years

2022

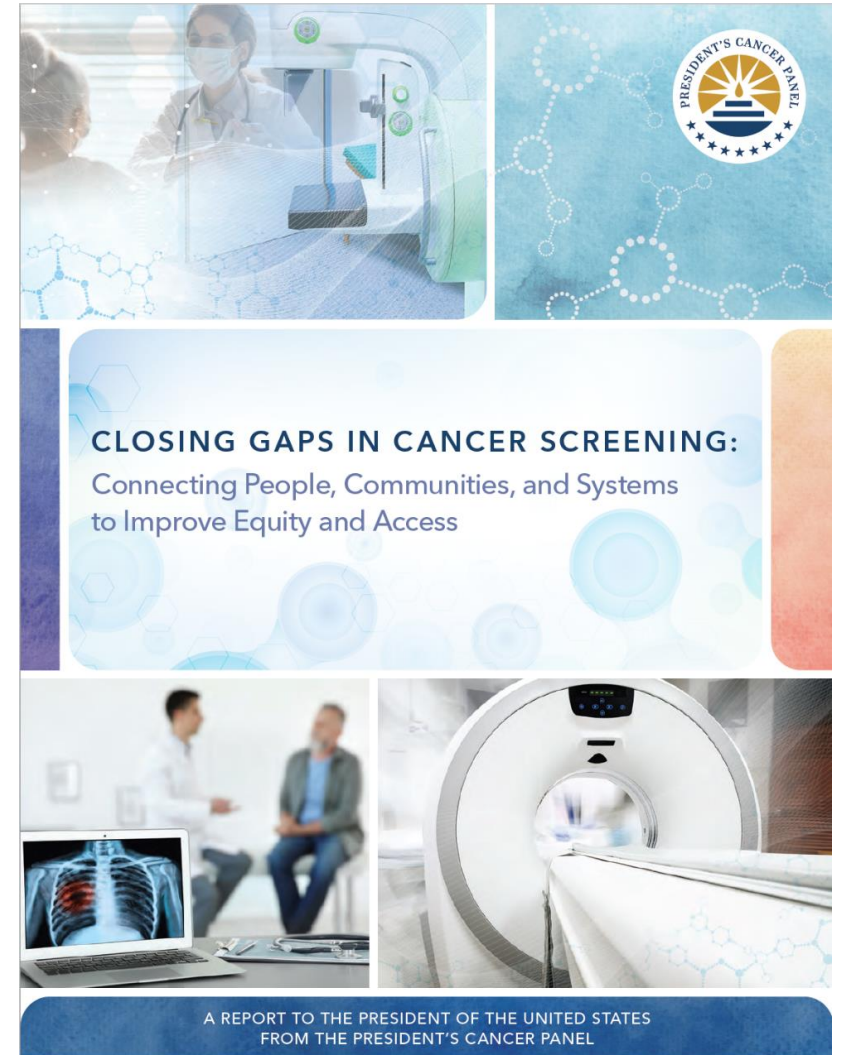
Cost sharing for colonoscopies after positive / abnormal non-colonoscopy CRC screening

- Private health plans and Medicaid Expansion must eliminate cost sharing
- Medicare lowered screening age to 45 and will eliminate cost sharing in Medicare plans in 2023
- CRC screening added to the Medicaid Core Set

President's Cancer Panel Report

President's Cancer Panel Report Affirms the Critical Role of Roundtables, January 2022

- Increase financial support for the National Colorectal Cancer Roundtable and National Lung Cancer Roundtable.
- Create National Cancer Roundtables for breast cancer and cervical cancer that include a strong focus on screening.





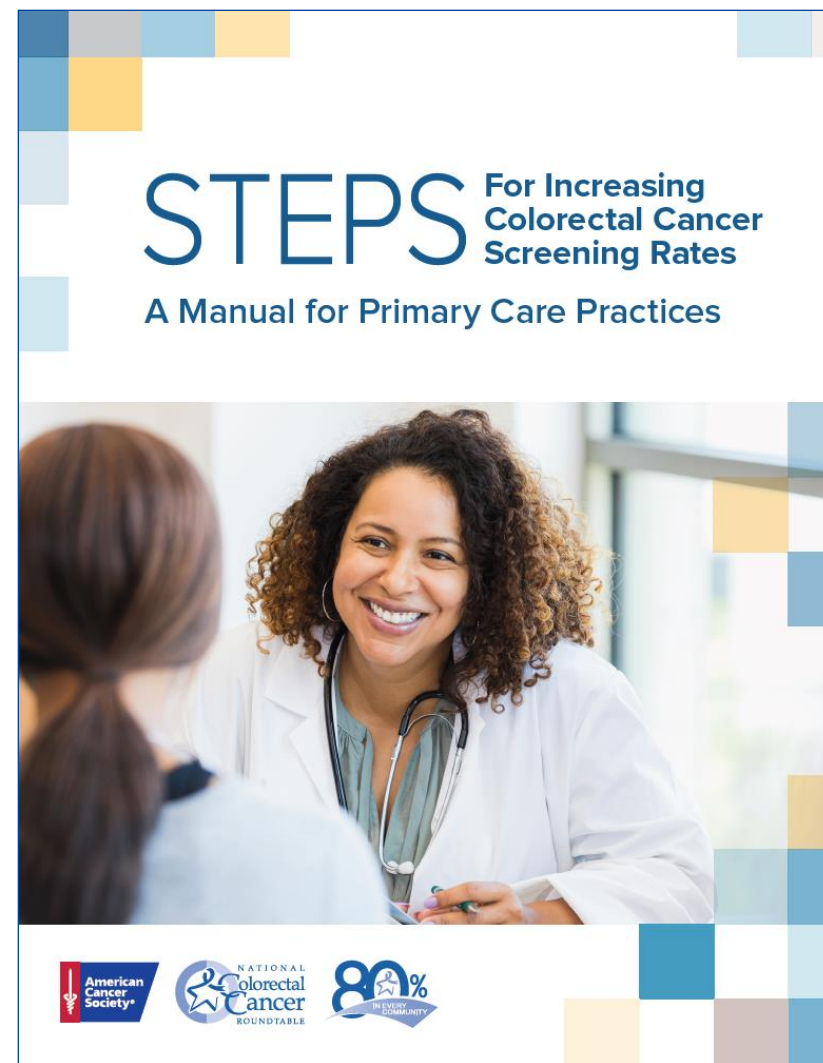
Recent NCCRT Achievements & Resources

2022 Steps Guide

The newly updated Steps Guide includes

- Expansion to all primary care Latest science and best practices
- Current guidelines and test options
- Expert-endorsed strategies
- Samples, templates, and tools

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New Messaging Guidebook

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

- Messaging guidance
- Text messages
- Sample promo materials

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2022 Messaging Guidebook for Black & African American People

Messages to Motivate for Colorectal Cancer Screening

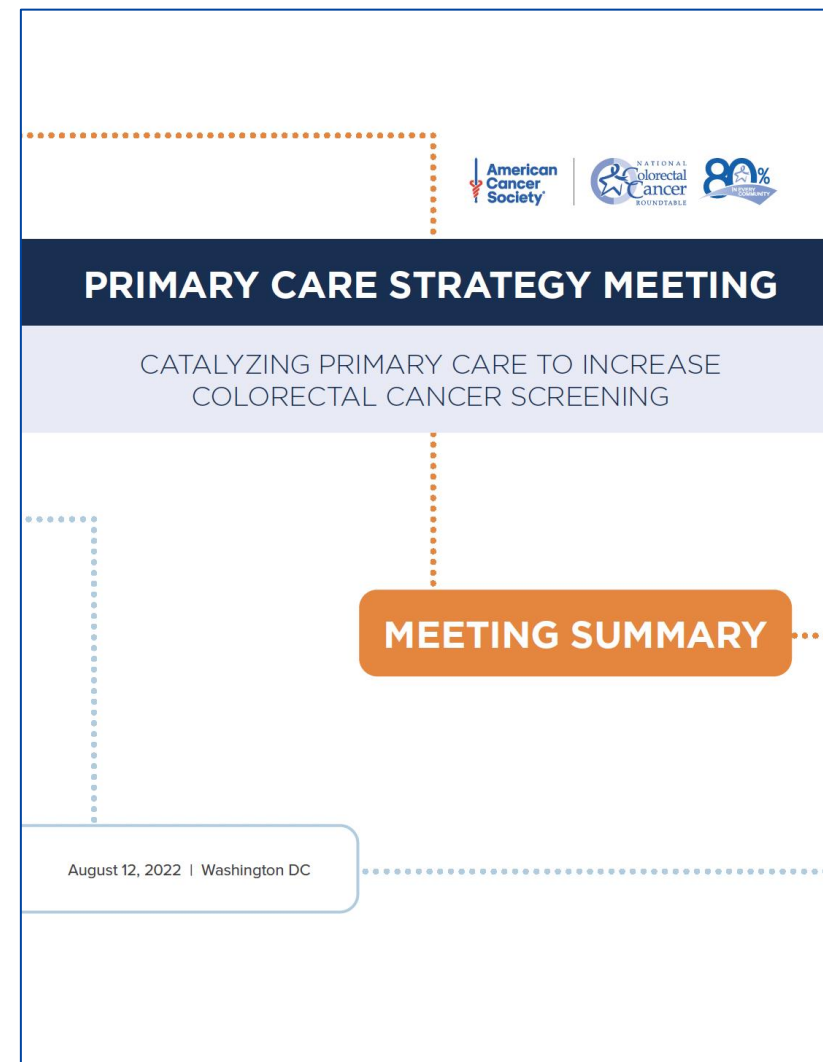


Primary Care Strategy Meeting

Catalyzing Primary Care to Increase Colorectal Cancer Screening

- Better understand the needs, wants, and challenges of primary care clinicians
- Identify future collaborative opportunities
- Develop strategies to better support primary care clinicians

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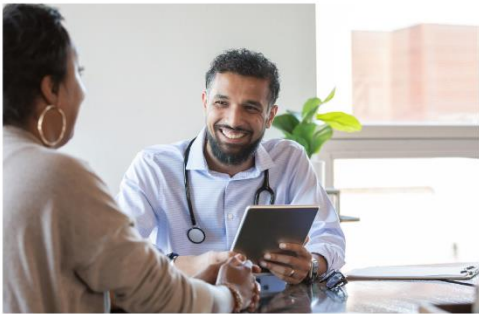


Employer Resources

Employer Resources to Support CRC Screening in the Workplace

- Employers can play a role in saving lives from colorectal cancer.
- There are resources to help employers ensure colorectal cancer screening is a priority in their workplace.


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American Cancer Society | **NATIONAL Colorectal Cancer** | **80% IN EVERY COMMUNITY**
ROUNDTABLE

80% in Every Community
Employer Challenge Guide

Strategies to increase colorectal cancer screening in the workplace



NATIONAL Colorectal Cancer | **American Cancer Society**

80% IN EVERY COMMUNITY

How Can Employers Save More Lives from Colorectal Cancer?
Learn what employers can do to advance the shared goal to reach screening rates of 80% and higher in adults ages 45 and older.

Colorectal cancer is the second-leading cause of cancer death in the United States among men and women combined,¹ yet it is often preventable.

The business community has an important role to play in promoting colorectal cancer screening and much to gain through saving on health care costs, promoting a healthy workforce with increased productivity, and demonstrating corporate social responsibility.

80% in Every Community is a National Colorectal Cancer Roundtable initiative in which more than 1,800 organizations are working toward the shared goal of reaching colorectal cancer screening rates of 80% and higher in communities across the nation.

Join the national effort to get 80% of adults ages 45 and older regularly screened for colorectal cancer.

The overall number of colorectal cancer cases is dropping, thanks to screening. We are helping save lives. You can help.

Upcoming Resource Release

Lead Time Messaging to Encourage on Time Screening

- Find messaging to raise awareness among 20-44-year-olds
- Better understand perceptions about CRC and likelihood to get screened on-time
- Develop recommendations for reaching younger audiences
- Determine effective messaging that best resonates with this audience





80% in Every Community Strategic Plan Priorities

Original Priority Areas (2021)

1. On time screening as soon as eligible whether average or increased risk
2. Timely colonoscopy follow up to abnormal stool test
3. Understanding and addressing the source of CRC disparities

Updated Priority Areas (2022)

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.



Our Time Together

Meeting Agenda

Thursday, November 17th

- Panel 1: Screening at 45: Data, Research, and Implementation
- Panel 2: Follow Up to Abnormal Non-Colonoscopy Testing: Moving from Policy to Implementation
- Armchair Conversation: Implicit Bias in Health Care & the Impact on Survivorship
- The President's Cancer Panel Cancer Screening Report
- Concurrent Sessions
- Networking Reception

Meeting Agenda

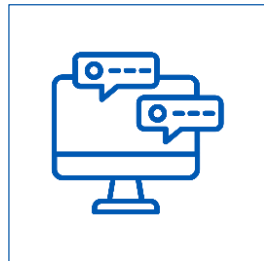
Friday, November 18th

- NCCRT Strategic Priority Team Snapshots: Key Points and Takeaways
- Distinguished National Leadership Award
- What the Recent Election Means for Issues We Care About
- Concurrent Sessions
- Innovations in Cancer Screening and Prevention: How to Lay the Groundwork for Health Equity
- Closing



Engage on Social Media!

- Tweet using **#NCCRT2022** and **#80inEveryCommunity** and tag **@NCCRTnews**.



Share on Slido!

- Use Slido to answer polls, share instant reactions and comments!
- Open www.slido.com and enter meeting code: **nccrt2022**

Advancing 80% in Every Community

Over the next two days, consider:

What are you or your organization most excited to do as an NCCRT member to advance 80% in Every Community in the coming year or two?



**Be big
and bold!**

Thank You!



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