

# The National Colorectal Cancer Roundtable & 80% in Every Community

Dr. Richard Wender



## Interact on Social Media!



- Interact on Social Media!
  - Share your photos and meeting highlights using [#NCCRT2021](#) and [#80inEveryCommunity](#)



- Download the Participant Program!

## See Instant Reactions!

**cvent**

- Use the chat in **Cvent** in the sessions that have chat
- Ask questions in the **Cvent** platform during session

**Platinum Sponsor**



**THANK YOU!**

## Gold Sponsors



**THANK YOU!**

# Silver and Bronze Sponsors

# THANK YOU!







## Friend Sponsors

**American College of Gastroenterology**

**American College of Radiology**

**Colon Cancer Prevention Project**

**Mary Doroshenk**

**Amy Manela and Associates**

**Michael Sapienza in Honor of Chris Sapienza**

**Richard Wender, MD**

**THANK YOU!**



## The American Cancer Society



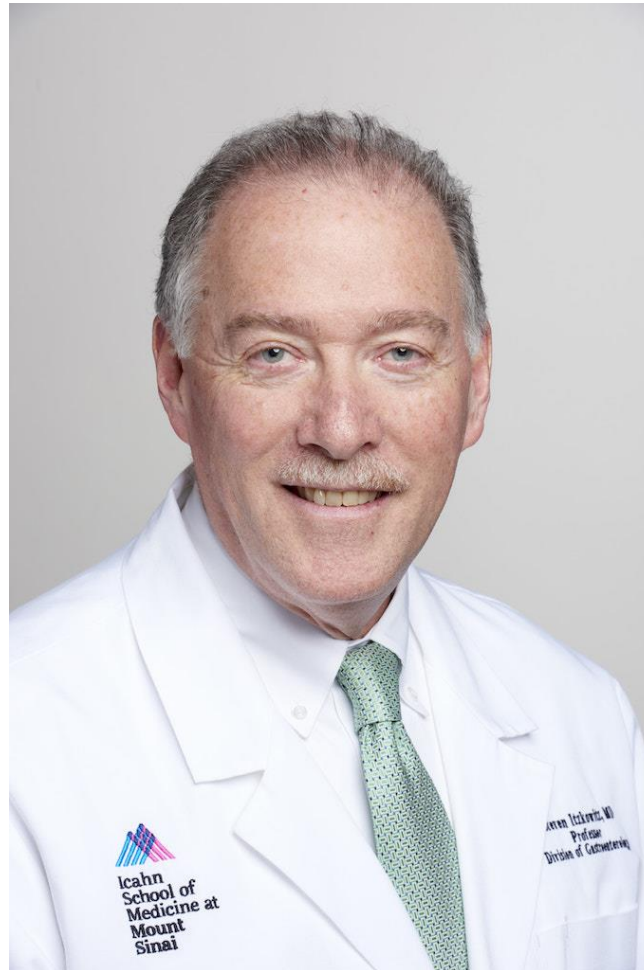
Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™



# Please Welcome Yla Flores, CRC Survivor



# We Want to Welcome the New NCCRT Chair





# Reflections & Accomplishments

# Two Bold Campaigns



**80% by 2018**



**80% in Every Community**

- NCCRT took on a bold goal
- CDC data showed millions more people screened
- Continuing to bring down barriers and address inequities
- Everyone can live a life free of colorectal cancer







# 80% Pledge

- Health systems
- Health centers
- Medical practices
- Community clinics
- Healthcare providers



## Shared Goal: Reaching 80% Screened for Colorectal Cancer

### Background

Colorectal cancer is a major public health problem. It is the second leading cause of cancer death, and a cause of considerable suffering among more than 145,000 adults diagnosed with colorectal cancer each year. However, colorectal cancer can be detected early at a curable stage, and it can be prevented through the detection and removal of precancerous polyps.

### Commitment

Our organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. Equal access to care is everyone's responsibility. We share a commitment to eliminating disparities in access to care. As such, our organizations will work to empower communities, patients, providers, community health centers, health systems, employers and others to embrace these models and develop the partnerships needed to deliver coordinated, quality colorectal cancer screening and follow up care that engages the patient and empowers them to complete needed care from screening through treatment and long-term follow-up.

### Pledge

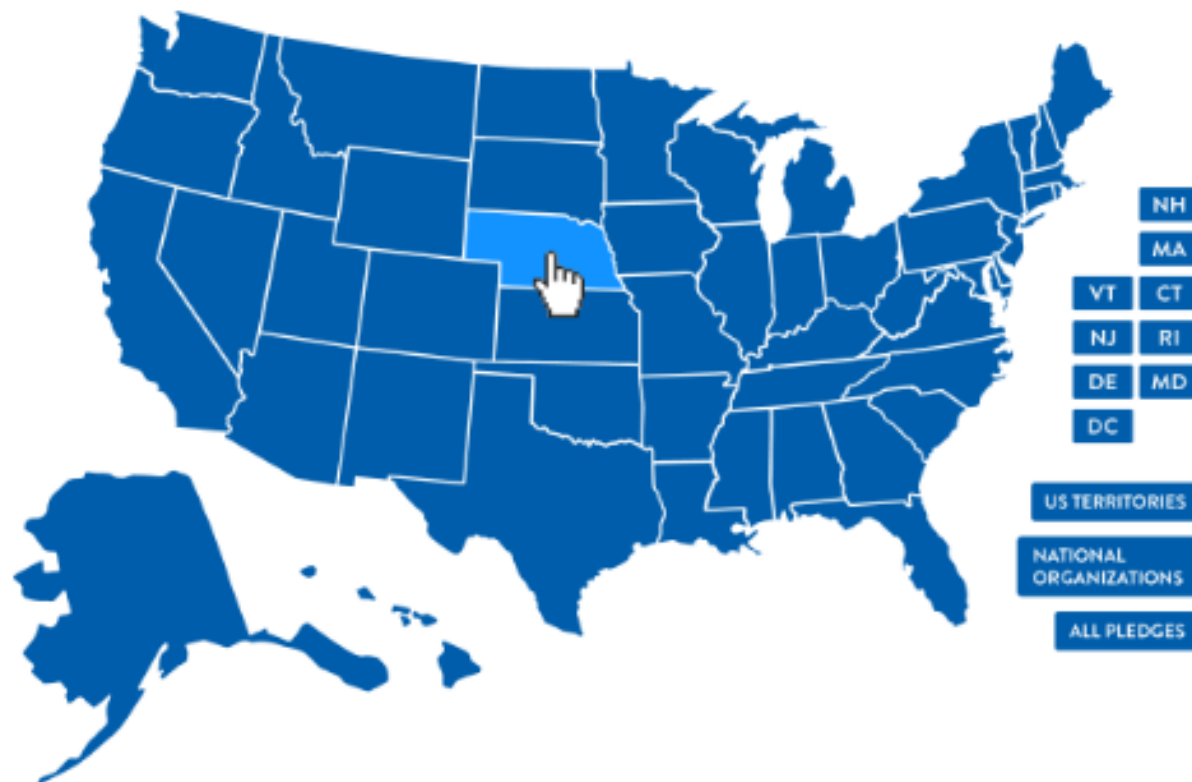
[\_\_\_\_\_] [organization name] is embracing the shared goal of reaching 80% screened for colorectal cancer.

Approved by \_\_\_\_\_ Date \_\_\_\_\_

# 80% in Every Community has Widespread Support

More than 1800 organizations have pledged their support!

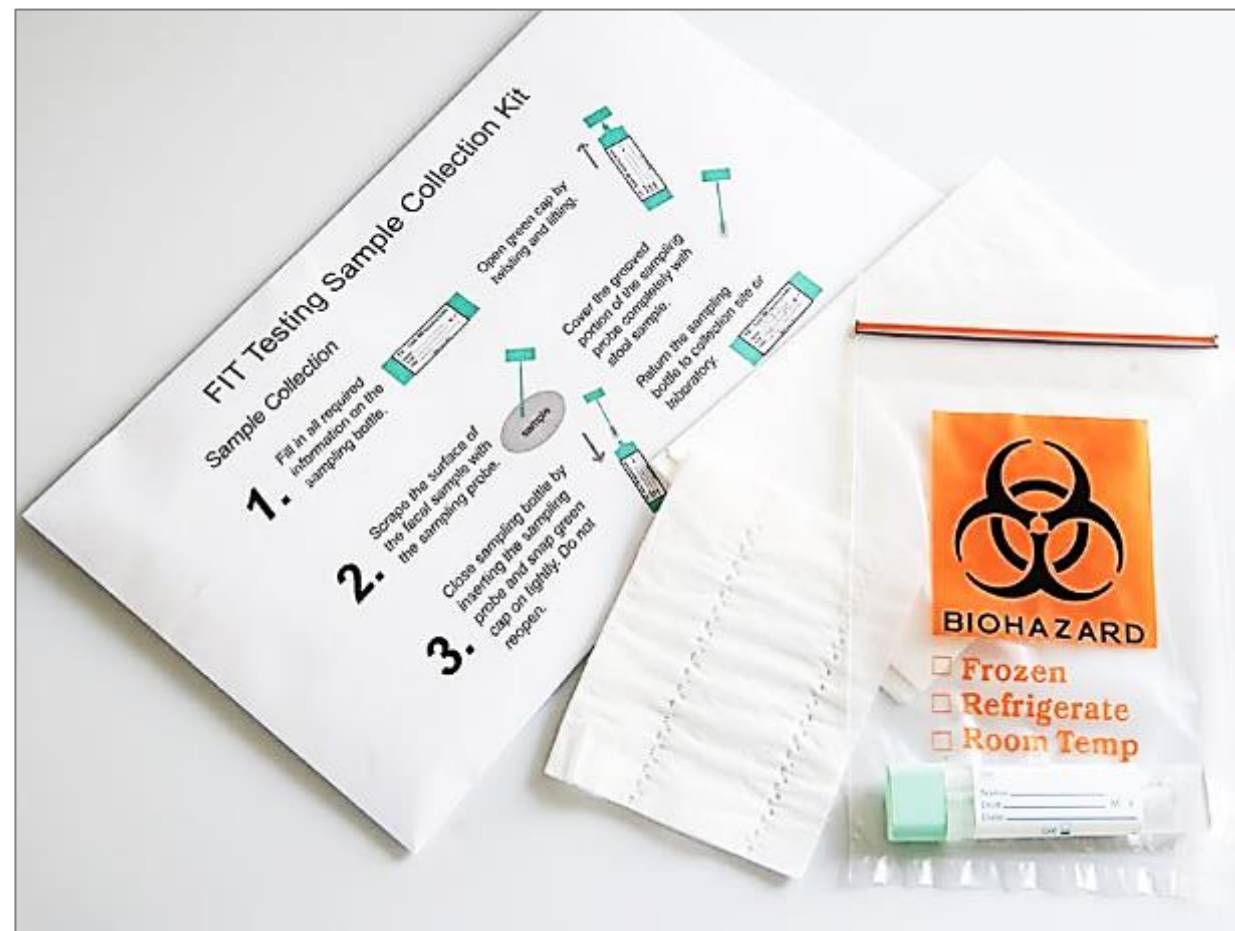
- Community health centers
- Cancer centers
- Hospitals/health systems
- State cancer coalitions
- Health plans
- Employers
- Elected leaders
- And more!





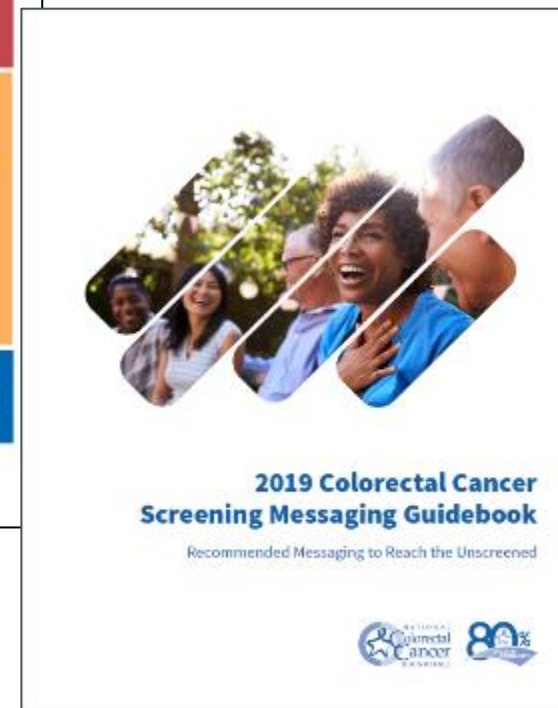
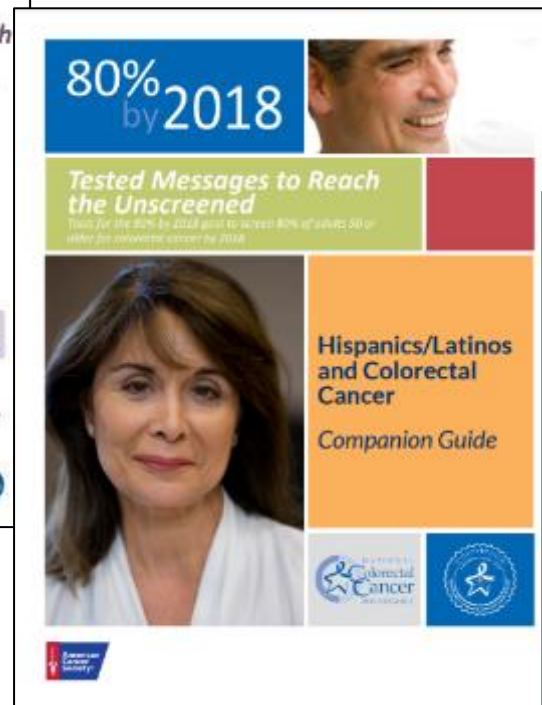
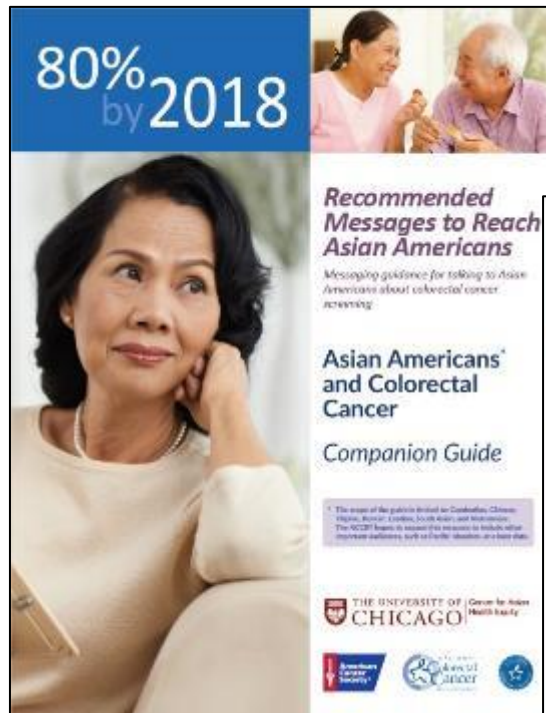
# Population Based Screening

Promoted **stool-based testing** to increase screening in communities.



# Tested Market Research

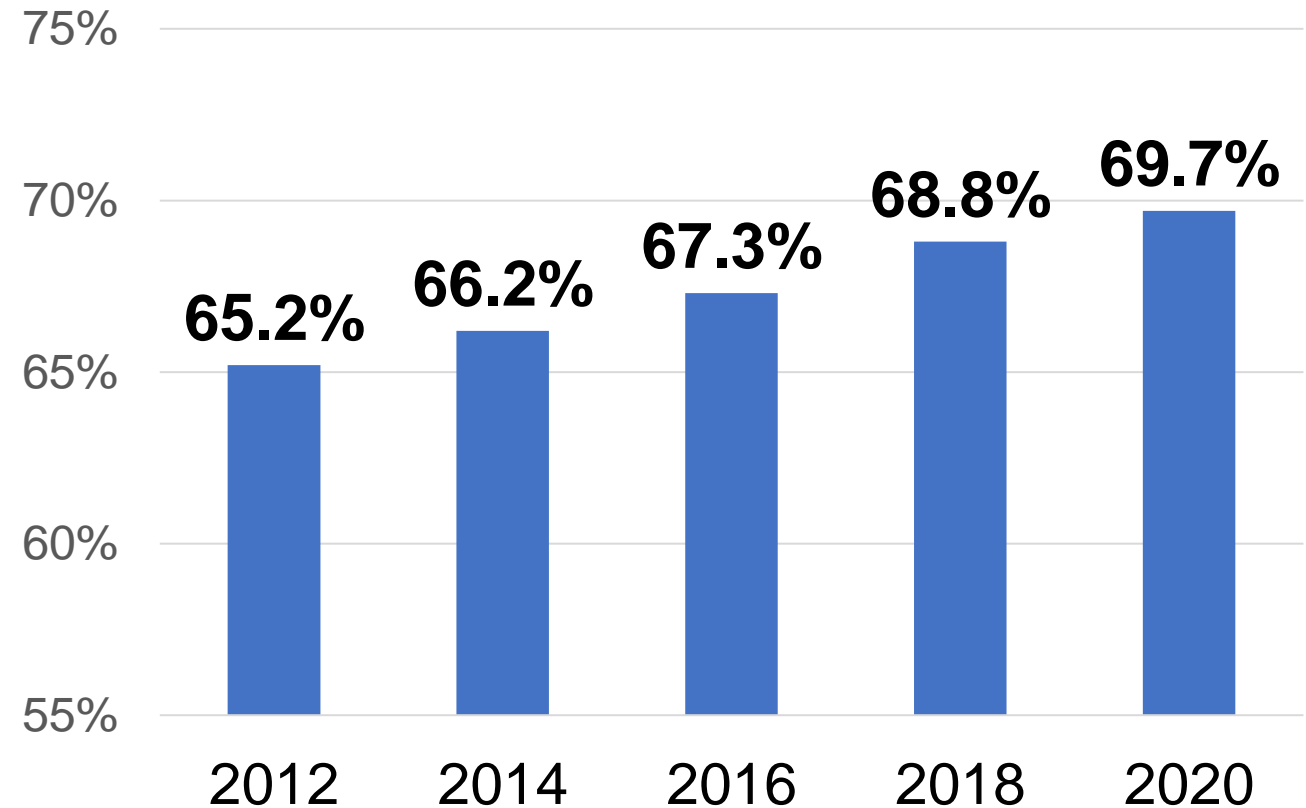
Shared **tested market research** findings of messages for priority populations



## BRFSS Measures 2012 - 2020

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

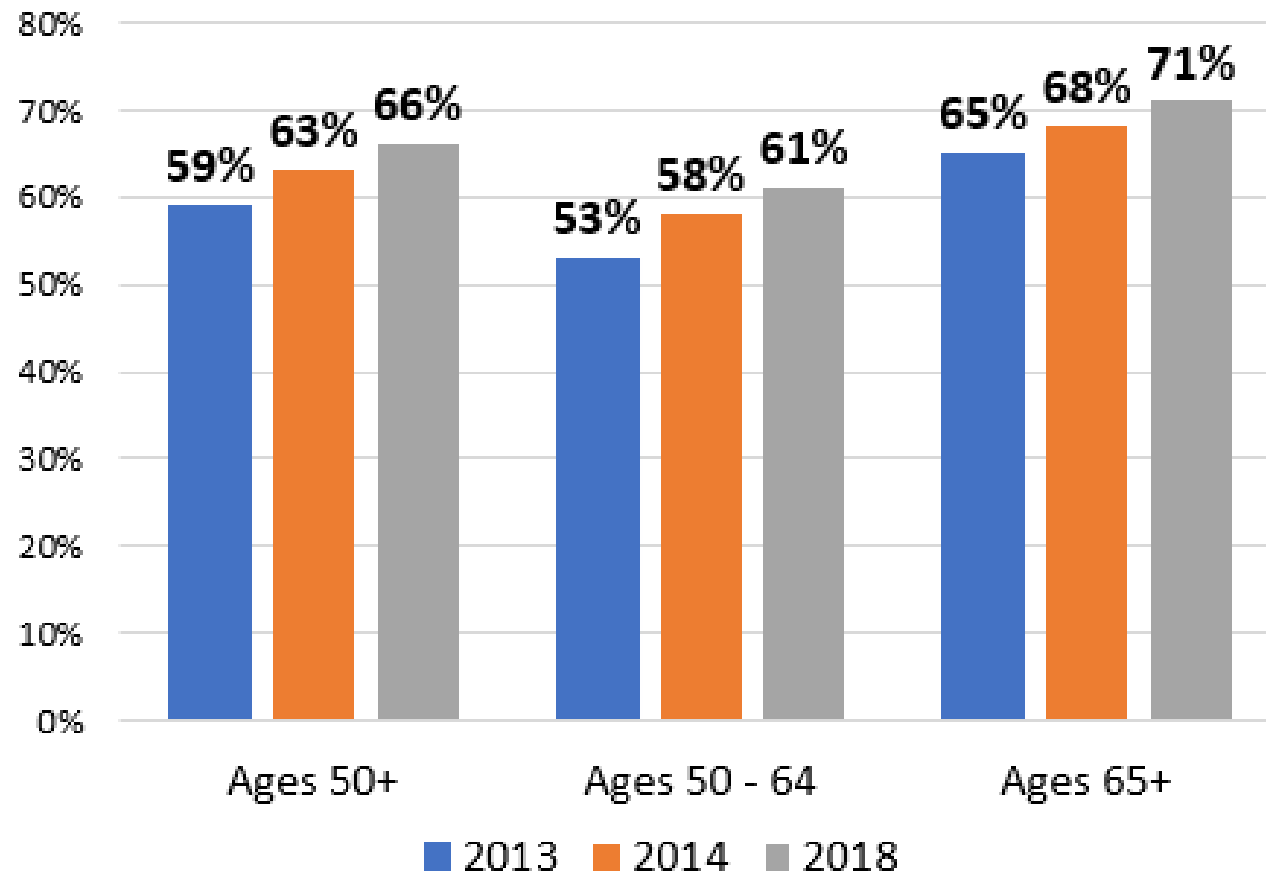
**9.3 million more  
people screened!**



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

# NHIS Measures 2013 - 2018

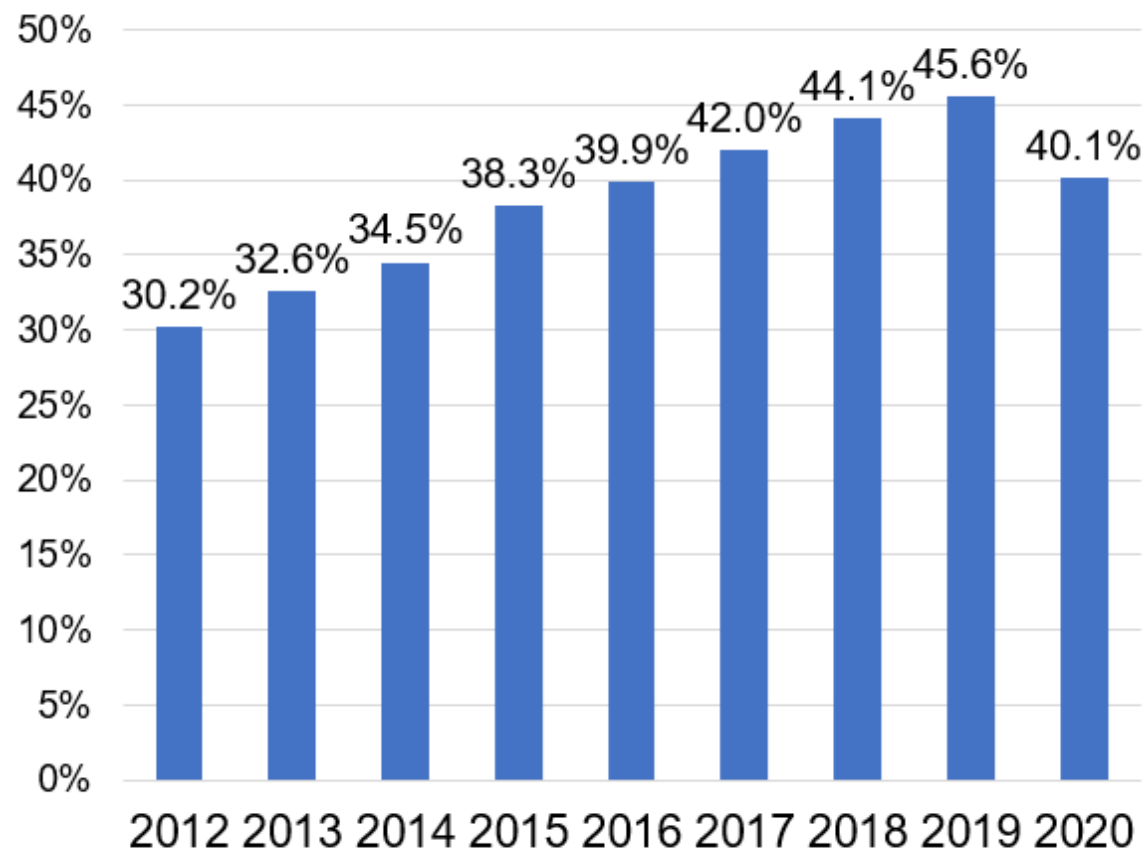
NHIS Screening Rates  
Up-To-Date (UTD)  
US Adults 50-75 Years



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

# UDS Measures 2012 - 2020

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



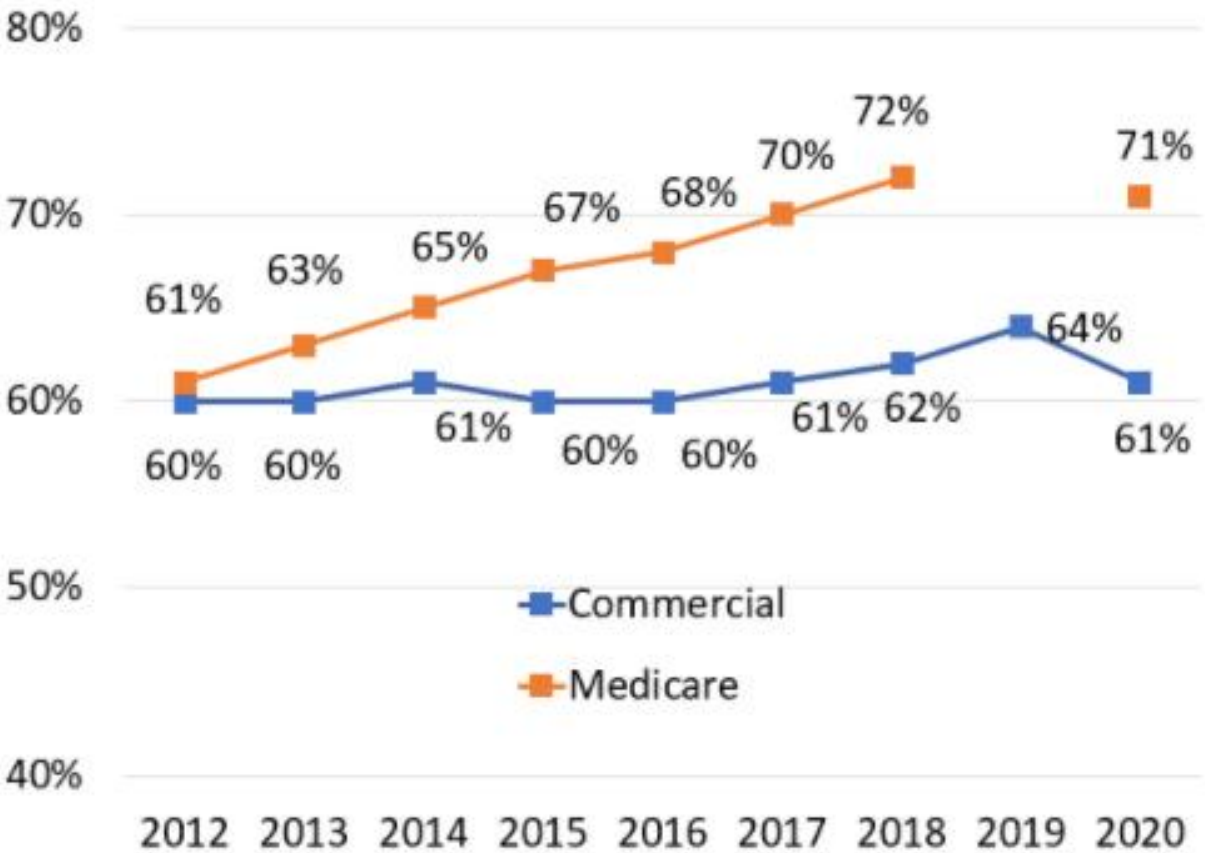
Percent of US Adults Aged 50-75 Up To Date with CRC Screening

# HEDIS Measures 2012 - 2019

## 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.



# Organizations at 80% or Above Screening Rates

## In 2019

<b>105</b>	Medicare plans
<b>28</b>	Community health centers
<b>27</b>	Medical practices and health systems
<b>12</b>	Commercial health plans
<b>226</b>	Individual clinics



**350+**



# Organizations at 80% or Above Screening Rates

## In 2020

<b>105</b>	Medicare plans
<b>11</b>	Community health centers
<b>27</b>	Medical practices and health systems
<b>12</b>	Commercial health plans
<b>226</b>	Individual clinics



**350+**

# 80% Is Possible in Almost Any Setting

We have proven  
that 80% screening  
rates are possible  
– and possible in  
almost every setting.



The screenshot shows the '80% HALL OF FAME' webpage from the National Colorectal Cancer Roundtable. The header features the NCCRT logo and a 'Menu' button. The main title '80% HALL OF FAME' is displayed in large white letters against a blue background with confetti and balloons. Below the title, the text reads: 'Honoring Organizations That Have Reached An 80% Colorectal Cancer Screening Rate'. It then says: 'Congratulations to the following organizations for achieving an 80% colorectal cancer screening rate!'. A call to action asks: 'Has your organization reached 80% but is not yet listed here? [Submit your 80% Screening Rate Success](#) to be listed on this page. You will also receive an 80% Screening Rate Stellar Achievement Web Badge to display on your website.' At the bottom, it says: '[Learn more about 80% in Every Community.](#)' On the right side, there is a circular 'STELLAR ACHIEVEMENT' badge with a star icon and the text 'PROUD TO REACH 80% SCREENED FOR COLORECTAL CANCER' and '80% IN EVERY COMMUNITY'. The website URL 'www.nccrt.org' is at the bottom right.

NATIONAL Colorectal Cancer ROUNDTABLE

Menu

## 80% HALL OF FAME

Honoring Organizations That Have Reached An 80% Colorectal Cancer Screening Rate

Congratulations to the following organizations for achieving an 80% colorectal cancer screening rate!

Has your organization reached 80% but is not yet listed here? [Submit your 80% Screening Rate Success](#) to be listed on this page. You will also receive an 80% Screening Rate Stellar Achievement Web Badge to display on your website.

[Learn more about 80% in Every Community.](#)

**STELLAR ACHIEVEMENT**

PROUD TO REACH 80% SCREENED FOR COLORECTAL CANCER

80% IN EVERY COMMUNITY

www.nccrt.org



# Challenges & Opportunities

# Determinants of Health

Political determinants of health – many are driven by underlying racism

## *The* Political Determinants *of* Health

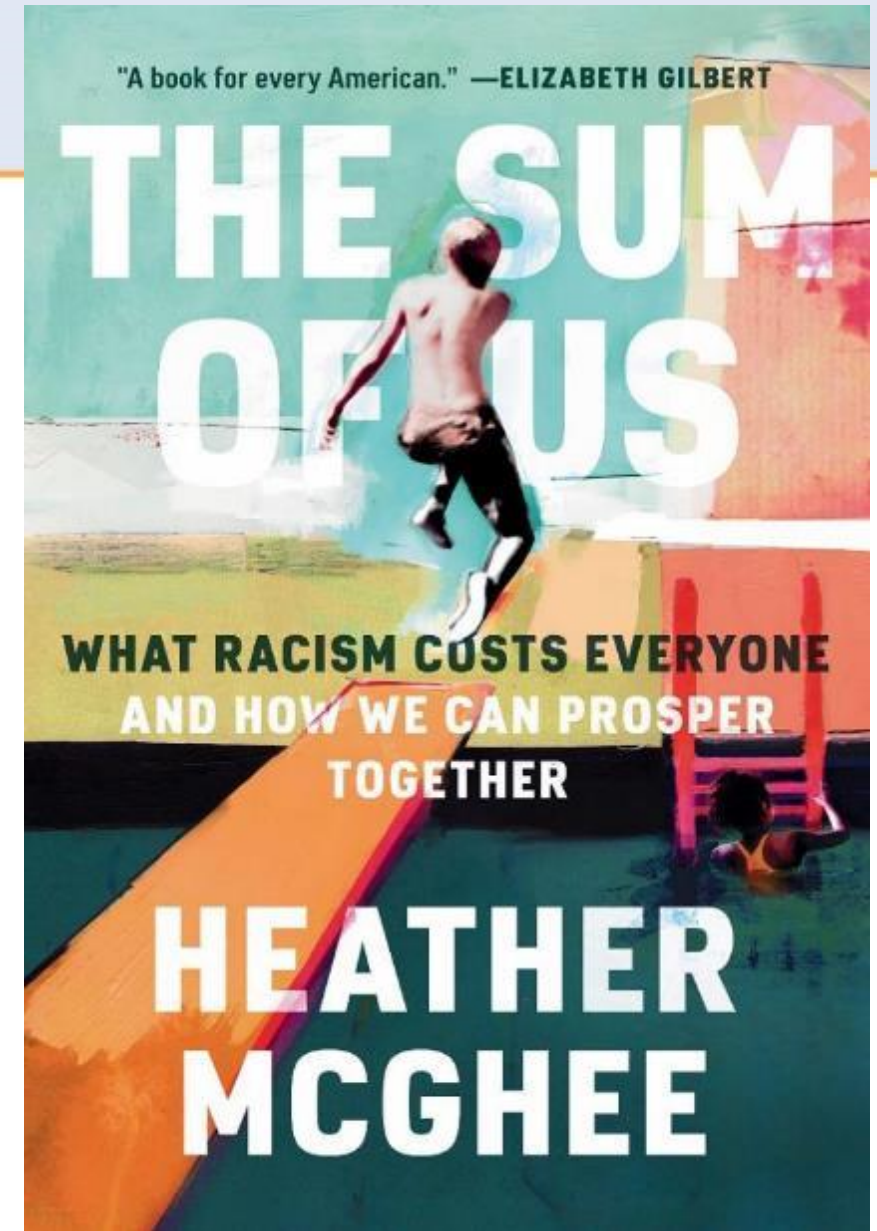


Daniel E. Dawes

*Foreword by*  
DAVID R. WILLIAMS

# Determinants of Health

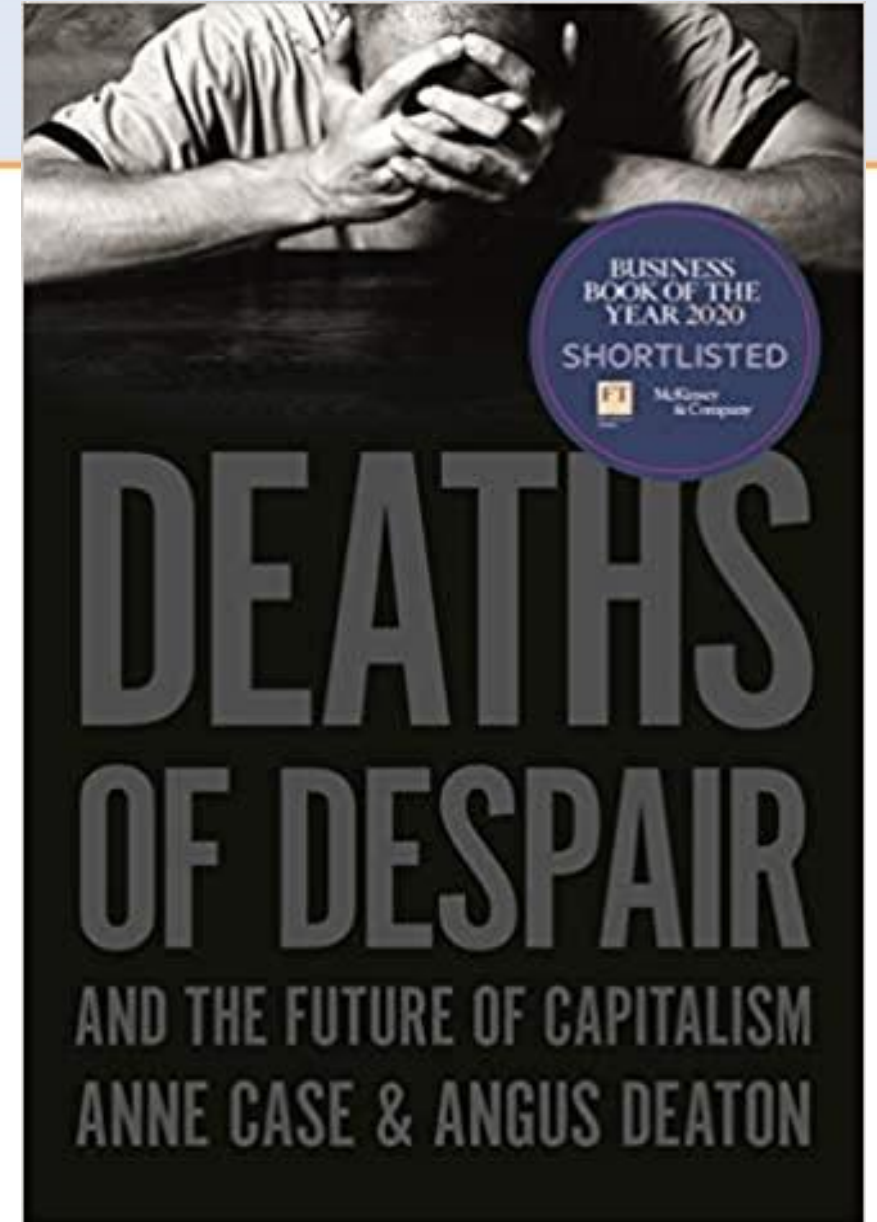
Political determinants of health – are harming everyone





# Determinants of Health

Economic determinants of health - are leading to a declining life expectancy



# Addressing the Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment Income Expenses Debt Medical bills Support	Housing Transportation Safety Parks Playgrounds Walkability ZIP code / geography	Literacy Language Early childhood education Vocational training Higher education	Hunger Access to healthy options	Social integration Support systems Community engagement Discrimination Stress	Health coverage Provider availability Provider linguistic and cultural competency Quality of care
<b>Health Outcomes</b> Mortality, morbidity, life expectancy, health care expenditures, health status, functional limitations					



# Challenges

Pandemic is still here and will have long-lasting effects

Lack of trust in government, public health, and science

Loss of national cohesion

Medical workforce shortages

Vaccine resistance could spill over to other health initiatives



**C.L. Brumback Community Health Center**  
**80% by 2018 National Achievement Awardee**

# Challenges

Competing priorities – mental health, opioid crisis

People are not prioritizing preventive care

Fewer people with employer-based healthcare

Co-pay policy barriers

Unpredictable budgets for healthcare entities



**North Carolina Commission on Indian Affairs pledge signing 2017**



# Unifying Around Health



# Opportunities

Moment of reckoning; more serious discussion happening about racism

Innovations; reaching people in new ways

Accelerated shifts to population-based screening and offering stool-based testing

Consensus on screening at age 45



**Oklahoma City Indian Clinic**  
**80% by 2018 National Achievement Awardee**

# New NCCRT Priorities

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





# Listening to Communities



**UCLA Health, 2021 80% in Every Community Grand Prize Recipient**



**Esperanza Health Center, 2021 80% in Every Community Awardee**



# Working With Communities



**Kentucky Cancer Consortium—80% By 2018 National Achievement Award Honoree**





# Empowering Communities

# Ask, Participate, Build, Honor

- **Ask** community members about their needs
- **Participate** actively and learn about the community
- **Build** relationships and earn trust
- **Honor** the community's right to self-determination

Centers for Disease Control and Prevention. *Principles of community engagement* (2nd ed.). Atlanta (GA): CDC/ATSDR Committee on Community Engagement; 2011.



Oklahoma City Indian Clinic, 80% by 2018 National Achievement Awardee

# Respect, Recognize, Respond, Commit

- **Respect** all people in the community
- **Recognize** community strengths and assets to light
- **Respond** to change and be flexible
- **Commit** for the long-term

Centers for Disease Control and Prevention. *Principles of community engagement* (2nd ed.). Atlanta (GA): CDC/ATSDR Committee on Community Engagement; 2011.







# The 2022 80% in Every Community National Achievement Awards

***Submit your nominations by Nov. 19!***

**[nccrt.org/awards](https://nccrt.org/awards)**

# Thank You!



**[nccrt.org](http://nccrt.org)**

Questions? Contact [nccrt@cancer.org](mailto:nccrt@cancer.org)