

National Colorectal Cancer Roundtable Orientation

Steven Itzkowitz, MD, FACP, FACG, AGAF
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Icahn School of Medicine at Mount Sinai
ACS NCCRT Chair



NATIONAL
COLORECTAL
CANCER
ROUNDTABLE



Wednesday, November 15, 2023



The American Cancer Society National Colorectal Cancer Roundtable

Topics We Will Cover

1. What is the ACS NCCRT?
2. What does the ACS NCCRT do?
3. How are we organized to accomplish our goals?
4. What progress have we made?
5. Welcome new members
6. What we offer you to help you in your work
7. What you can do for ACS NCCRT
8. How to navigate the Annual Meeting

What is the ACS NCCRT?

Established by the ACS, in partnership with the CDC, in 1997, to serve as an umbrella organization to engage all types of stakeholders who are committed to reducing the incidence and mortality from CRC.

Collaborative partnership of 200+ member organizations

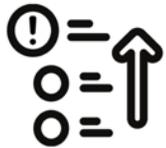
Members include nationally known experts, thought leaders, and decision makers

Work is conducted year-round by Strategic Priority Teams and in Special Topic Meetings

Each year the **ACS NCCRT Annual Meeting** addresses important topics and sets the agenda for the following year

What does the ACS NCCRT do?

Through coordinated leadership, strategic planning, and advocacy, we provide a neutral platform to convene diverse national partners to:



Establish National Priorities
Across the CRC Cancer Continuum



Catalyze Policy and
Patient Care Solutions



Promote Evidence-Based Strategies
and Translate them into Practice



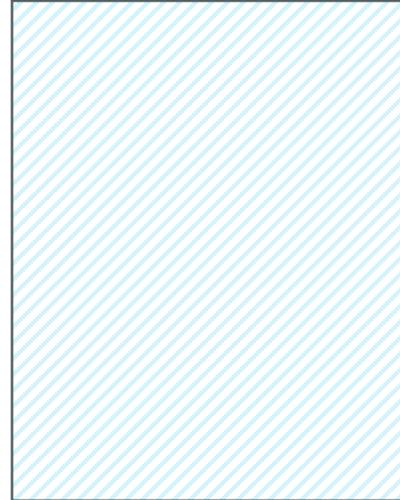
Leverage Volunteer Knowledge and
Experiences to Inform the Reduction
of Health Disparities

Our ultimate goal is to increase the use of proven CRC screening tests among the entire population for whom screening is appropriate.

ACS NCCRT Leadership



**Steven Itzkowitz,
MD, FACP, FACG,
AGAF**
Chair



To be filled in 2024
Vice Chair



**Lisa Richardson,
MD, MPH**
Steering Committee,
CDC Permanent
Representative



Laura Makaroff, DO
Steering Committee,
ACS Permanent
Representative

Your ACS NCCRT Staff Leadership



Emily Bell, MPH
Director, ACS NCCRT



Kaitlin Sylvester, MPA
Strategic Director, ACS NCCRT



Aubree Thelen, MPH
Program Manager, ACS NCCRT

ACS NCCRT Leadership



Frank Colangelo,
MD, M.S.-HQS, FACP
Premier Medical
Associates



Beverly B. Green,
MD, MPH
Kaiser Permanente
Washington Health
Research Institute



Candace Henley, MPH
Blue Hat Foundation



Peter S. Liang, MD, MPH
NYU Grossman School of
Medicine

ACS NCCRT Leadership



Swati G. Patel, MD, MS
University of Colorado
Anschutz Medical Center



Michael Sapienza,
Colorectal Cancer
Alliance



Allison Rosen, MS
American Cancer
Society



Robert A. Smith, PhD,
American Cancer Society

ACS NCCRT Leadership



Richard Wender, MD
University of
Pennsylvania



**Pascale White, MD,
MBA, MS, FACG, Icahn
School of Medicine at
Mount Sinai**



Keith Winfrey, MD, MPH
New Orleans East
Community Health
Center

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



Progress Toward 80%

The Timelines of Two 80% Campaigns

2014

2018

2019

2023 and Beyond

80% by 2018



Dr. Howard Koh, then US Assistant Secretary for Health, challenges NCCRT to take on a bold goal

CDC data show 7.5 million more people screened

80% in Every Community



Continue to bring down barriers and address screening inequities so that everyone can live a life free of colorectal cancer

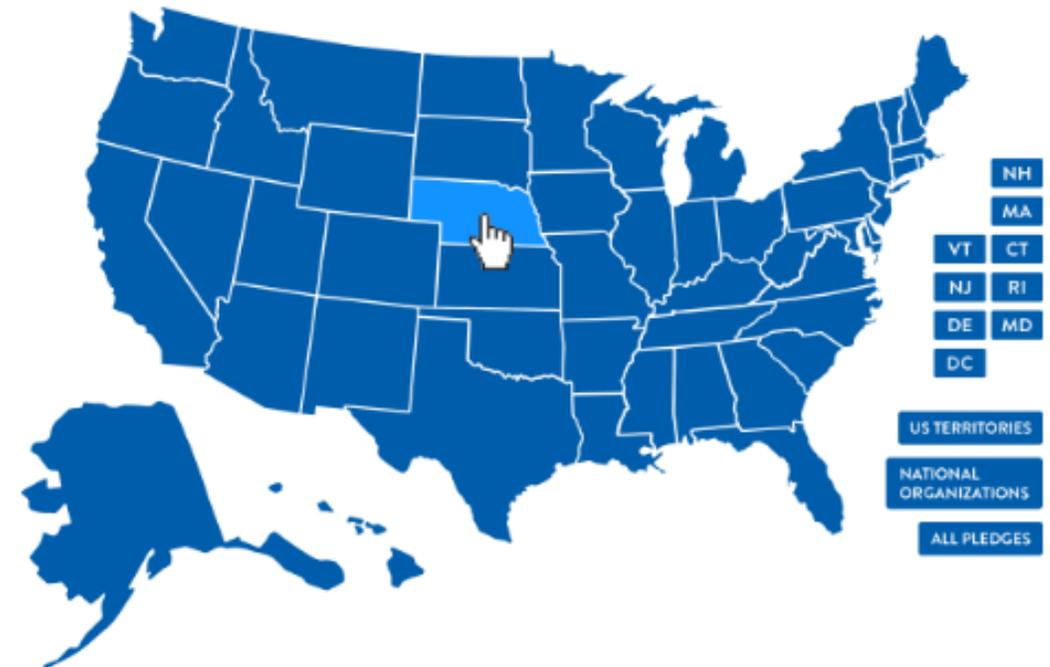
80% in Every Community has Widespread Support

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!

NATIONAL MAP OF PLEDGES

Navigate our pledge map to learn about organizations that are dedicated to saving lives from colorectal cancer.

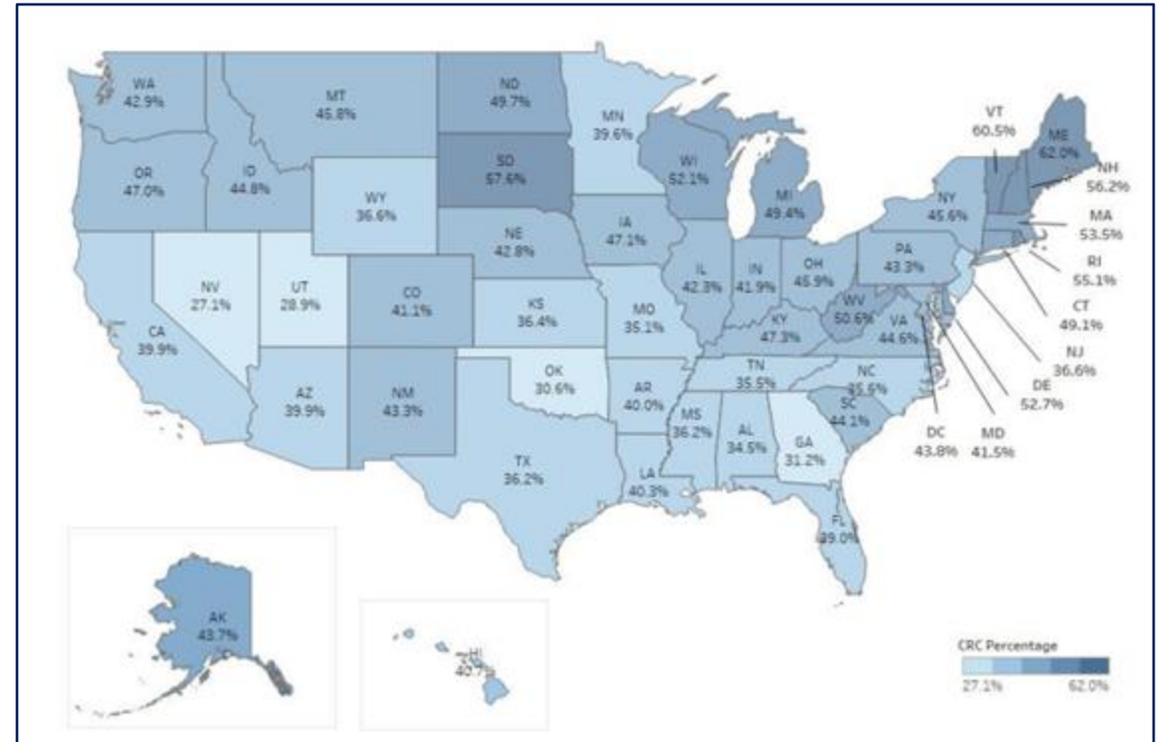


But Not Everyone is Benefiting Equally

In every US state there are communities with low colorectal cancer screening rates.

Much work remains to be done.

Percent of Adults 50-75 Years of Age Up to Date with Colorectal Cancer Screening, Community Health Centers, 2021



Data Source: UDS data 2021
<https://data.hrsa.gov/tools/data-reporting/program-data>

Everyone Deserves to Live A Life Free From CRC

The **80% in Every Community** mission will not be achieved until every community benefits from screening rates of 80% and higher.



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

GRAIL

Natera

What can the ACS NCCRT do for you?

Ongoing Communication With Partners

We regularly share new **resources, news, webinars, and opportunities** with our members and 80% partners.



The image shows the header of a newsletter titled "CRC News". At the top right, there are two logos: the American Cancer Society logo and the National Colorectal Cancer Roundtable logo. The title "CRC News" is prominently displayed in a large, bold, dark blue font. Below the title, a light blue banner contains the text: "Welcome to the latest edition of *CRC News*, the [American Cancer Society National Colorectal Cancer Roundtable \(ACS NCCRT\)](#) periodic newsletter for ACS NCCRT members working toward our shared goal to reach [80% in Every Community](#)." Below this banner is a circular seal with a scalloped edge and a ribbon at the bottom. The seal contains the text "80% IN EVERY COMMUNITY" at the top, "SCREENING SAVES LIVES" in the middle, and "WORKING TOWARD 80% SCREENED FOR COLORECTAL CANCER" around the bottom edge. In the center of the seal is a stylized figure of a person. Below the seal, the text "Nominations Open for the ACS NCCRT's National Achievement Awards!" is written in a bold, orange font.

American Cancer Society | NATIONAL COLORECTAL CANCER ROUNDTABLE

CRC News

Welcome to the latest edition of *CRC News*, the [American Cancer Society National Colorectal Cancer Roundtable \(ACS NCCRT\)](#) periodic newsletter for ACS NCCRT members working toward our shared goal to reach [80% in Every Community](#).



Nominations Open for the ACS NCCRT's National Achievement Awards!

ACS NCCRT Annual March Webcast

March
Colorectal Cancer
Awareness Month
Webcast

<https://nccrt.org/resources/>

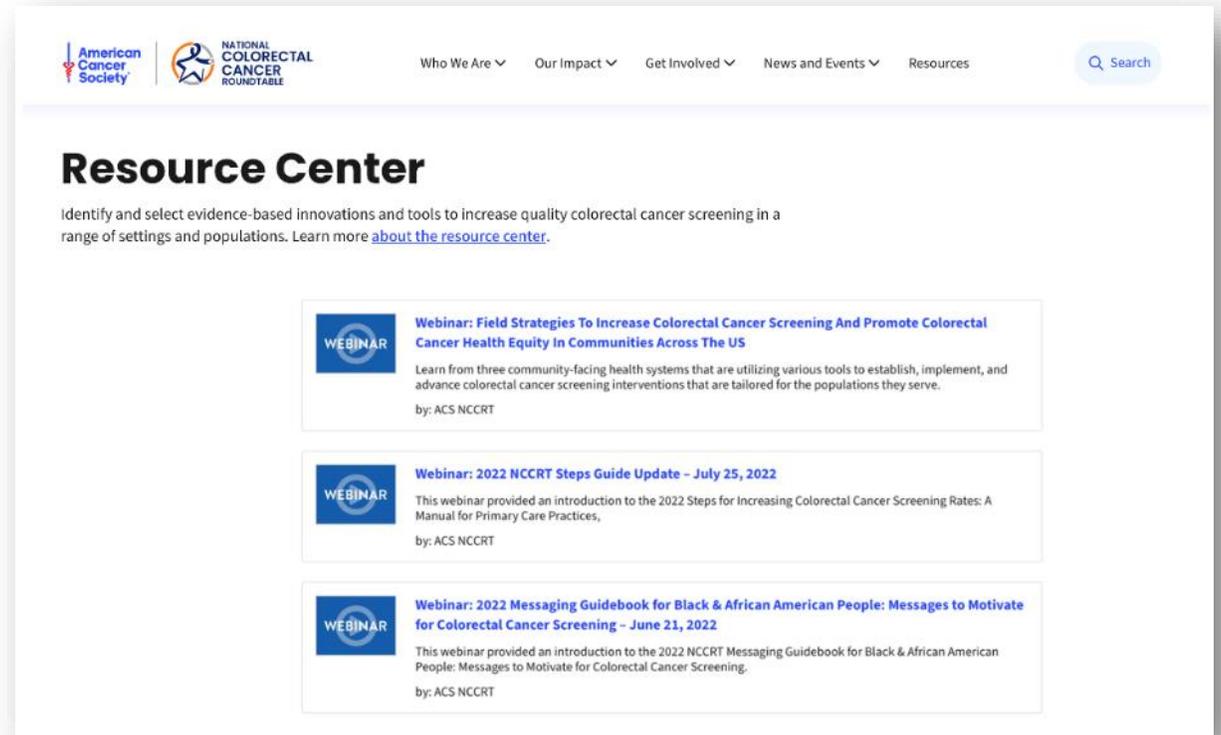


American Cancer Society | NATIONAL Colorectal Cancer FOUNDATION | 80%
The ACS NCCRT's Annual
Colorectal Cancer Awareness Month
Webcast
#80inEveryCommunity
Partnering to
SAVE MORE LIVES
from Colorectal Cancer
MARCH 23, 2023 | 2:00 - 3:00 PM ET
REGISTER NOW!
▶ www.nccrt.org/events ◀

ACS NCCRT Webinars

Webinars are held throughout each year.

Past webinars are available in the Resource Center.



The screenshot shows the ACS NCCRT Resource Center website. At the top, there are logos for the American Cancer Society and the National Colorectal Cancer Roundtable. Navigation links include "Who We Are", "Our Impact", "Get Involved", "News and Events", and "Resources". A search bar is located in the top right corner. The main heading is "Resource Center", followed by a brief description: "Identify and select evidence-based innovations and tools to increase quality colorectal cancer screening in a range of settings and populations. Learn more [about the resource center](#)." Below this, three webinar cards are displayed, each with a "WEBINAR" icon and a blue header:

- Webinar: Field Strategies To Increase Colorectal Cancer Screening And Promote Colorectal Cancer Health Equity in Communities Across The US**
Learn from three community-facing health systems that are utilizing various tools to establish, implement, and advance colorectal cancer screening interventions that are tailored for the populations they serve.
by: ACS NCCRT
- Webinar: 2022 NCCRT Steps Guide Update - July 25, 2022**
This webinar provided an introduction to the 2022 Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices,
by: ACS NCCRT
- Webinar: 2022 Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening - June 21, 2022**
This webinar provided an introduction to the 2022 NCCRT Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening.
by: ACS NCCRT

nccrt.org/events

nccrt.org/resource-center

ACS NCCRT Blue Star Conversations

Blue Star Conversations are hosted by the NCCRT strategic priority teams and feature important and timely topics.

ACS NCCRT Presents:

Blue Star

Conversations

Join the NCCRT's upcoming **Blue Star Conversation**, an interactive, virtual program hosted by the Professional Education & Practice Implementation (PEPI) Strategic Priority Team.

-  Rates Of Follow-Up Colonoscopy After A Positive Stool-Based Screening Test Result For Colorectal Cancer
-  Wednesday, May 17, 2023, 2-3pm ET
-  Registration: nccrt.org/events


Elizabeth Ciemins, PhD, MPH, MA
VP, Research and Analytics
American Medical Group Association

 |  NATIONAL COLORECTAL CANCER ROUNDTABLE

nccrt.org/resource-center

ACS NCCRT National Meeting

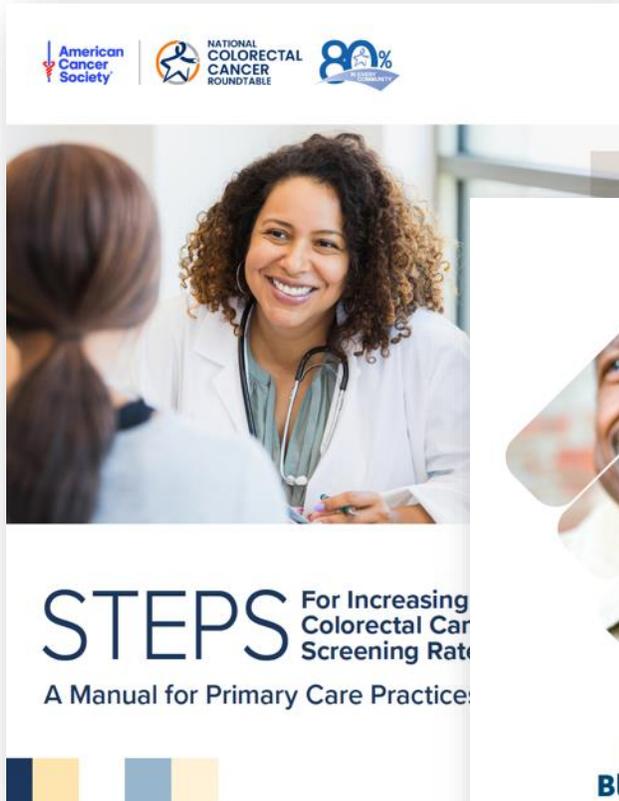
National Meeting

Presentations by nationally known experts, thought leaders, and decision makers on colorectal cancer screening policy and delivery, with opportunities to network and learn from each other.

nccrt.org/events/



ACS NCCRT Tools, Resources, and Publications



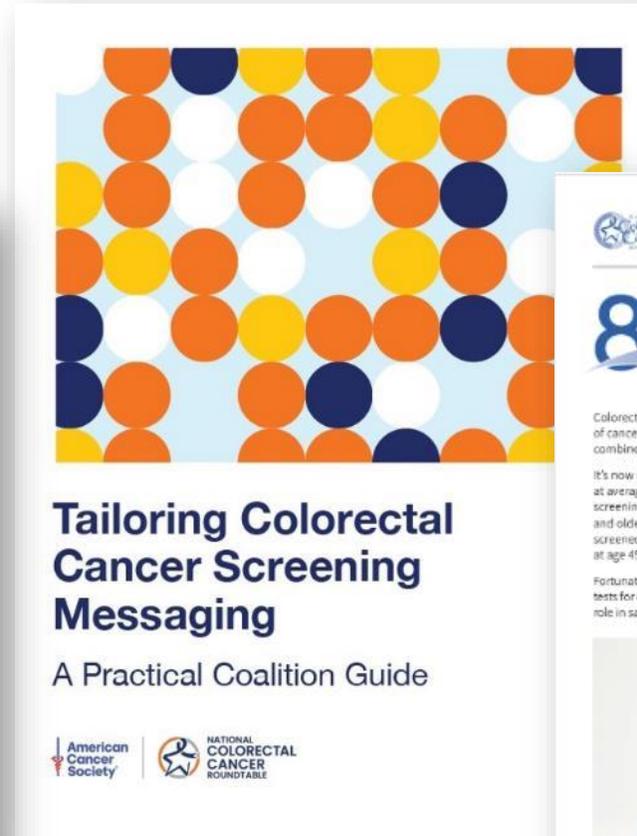
American Cancer Society | NATIONAL COLORECTAL CANCER ROUNDTABLE | 80% IN EVERY COMMUNITY



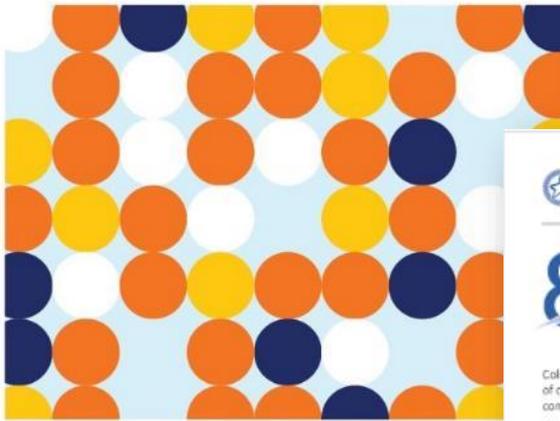
STEPS For Increasing Colorectal Cancer Screening Rates
A Manual for Primary Care Practices



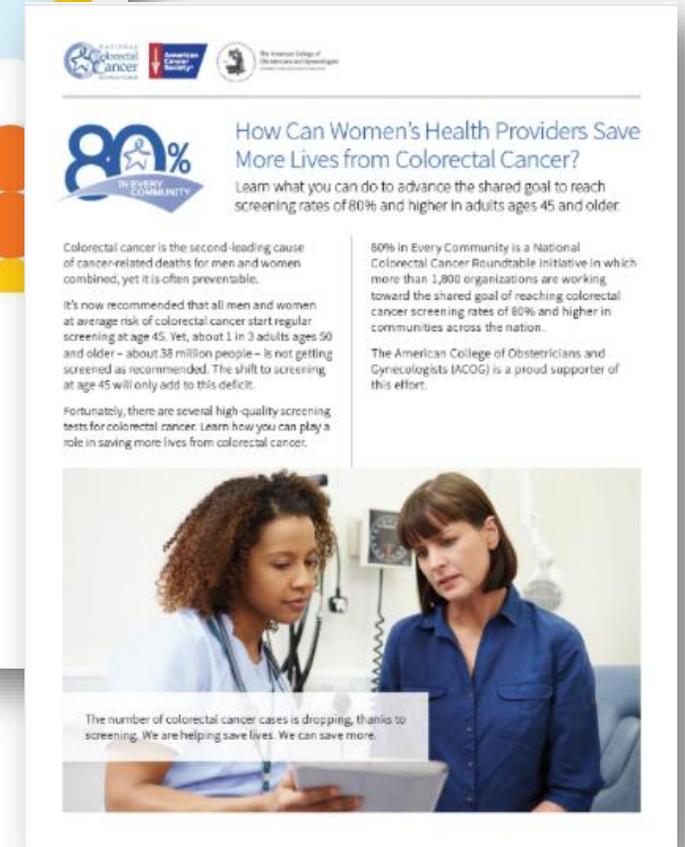
2022 Messaging Guidebook for Black & African American People
Messages to Motivate for Colorectal Cancer Screening



American Cancer Society | NATIONAL COLORECTAL CANCER ROUNDTABLE



Tailoring Colorectal Cancer Screening Messaging
A Practical Coalition Guide



NATIONAL COLORECTAL CANCER ROUNDTABLE | American Cancer Society | The American College of Obstetricians and Gynecologists

80% IN EVERY COMMUNITY

How Can Women's Health Providers Save More Lives from Colorectal Cancer?

Learn what you 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-related deaths for men and women combined, yet it is often preventable.

It's now recommended that all men and women at average risk of colorectal cancer start regular screening at age 45. Yet, about 1 in 3 adults ages 50 and older – about 38 million people – is not getting screened as recommended. The shift to screening at age 45 will only add to this deficit.

Fortunately, there are several high-quality screening tests for colorectal cancer. Learn how you can play a role in saving more lives from colorectal cancer.

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.

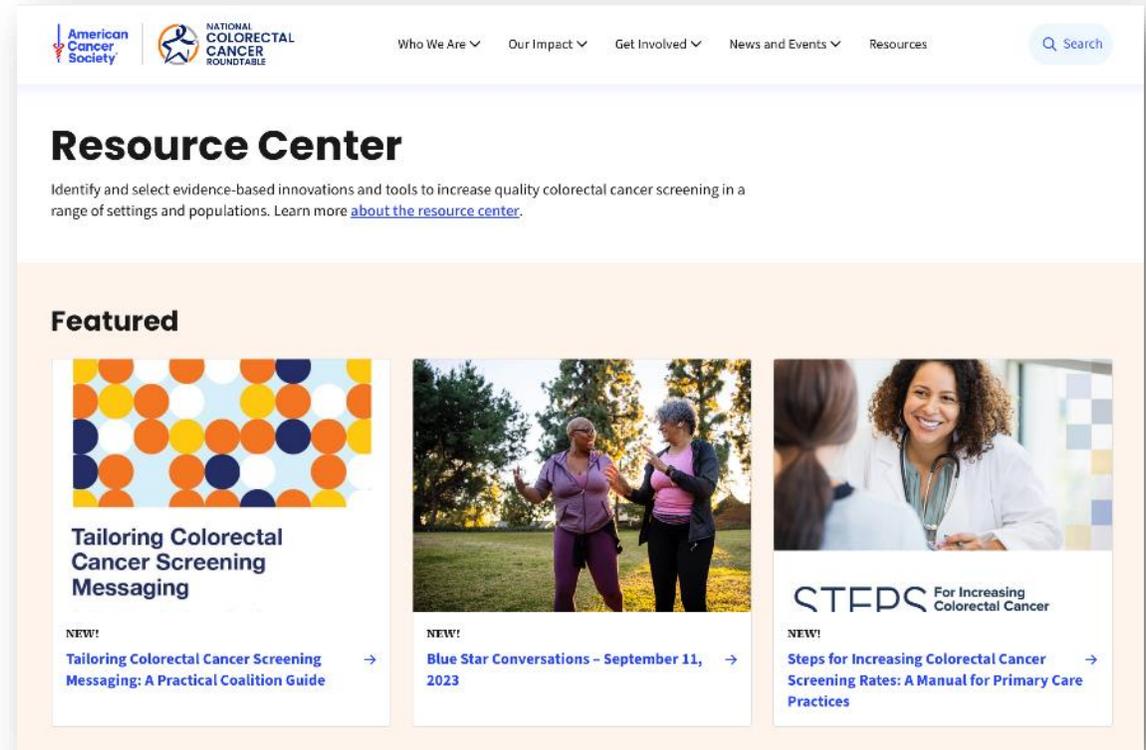
The American College of Obstetricians and Gynecologists (ACOG) is a proud supporter of this effort.



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

ACS NCCRT Resource Center

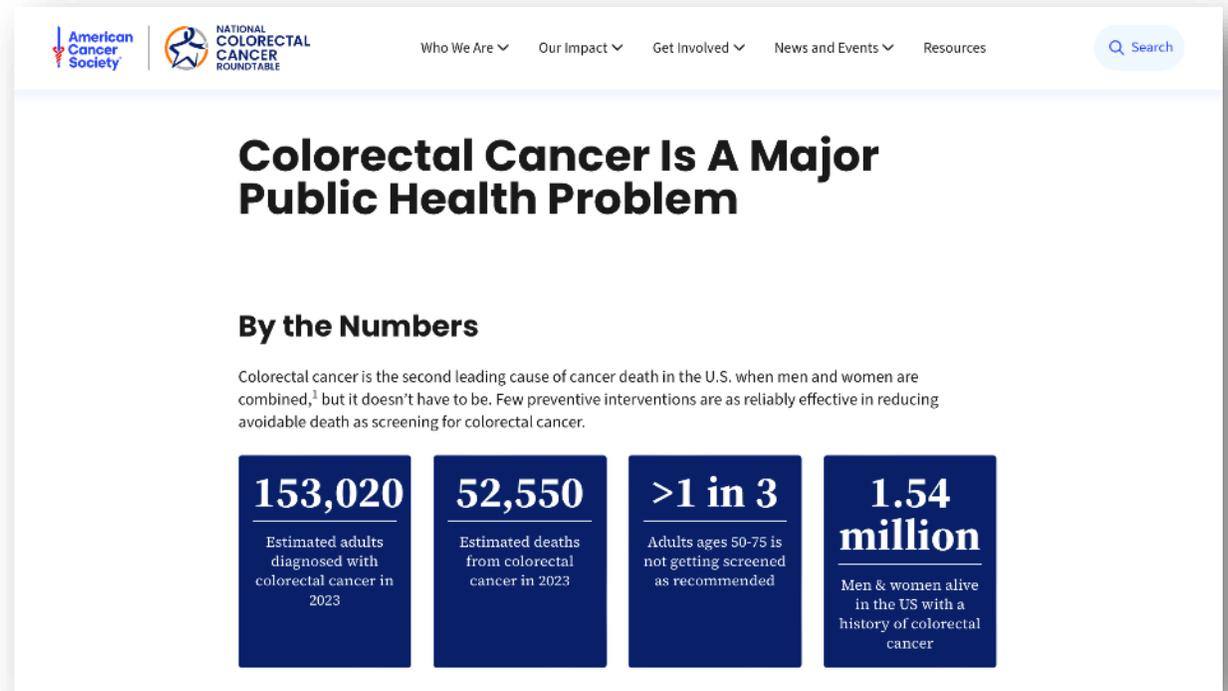
The **ACS NCCRT Resource Center** contains evidence-based resources and tools to help you increase quality colorectal cancer screening in a range of settings and populations.



nccrt.org/resource-center

ACS NCCT Data & Progress Webpage

The **ACS NCCRT Data & Progress webpage** provides up-to-date statistics on colorectal cancer screening, incidence, mortality, and geographic distribution information.



The screenshot shows the top navigation bar with the American Cancer Society and National Colorectal Cancer Roundtable logos, and menu items: Who We Are, Our Impact, Get Involved, News and Events, Resources, and a Search button. The main heading is 'Colorectal Cancer Is A Major Public Health Problem'. Below it is the section 'By the Numbers' with a paragraph: 'Colorectal cancer is the second leading cause of cancer death in the U.S. when men and women are combined,¹ but it doesn't have to be. Few preventive interventions are as reliably effective in reducing avoidable death as screening for colorectal cancer.' The statistics are presented in four dark blue boxes:

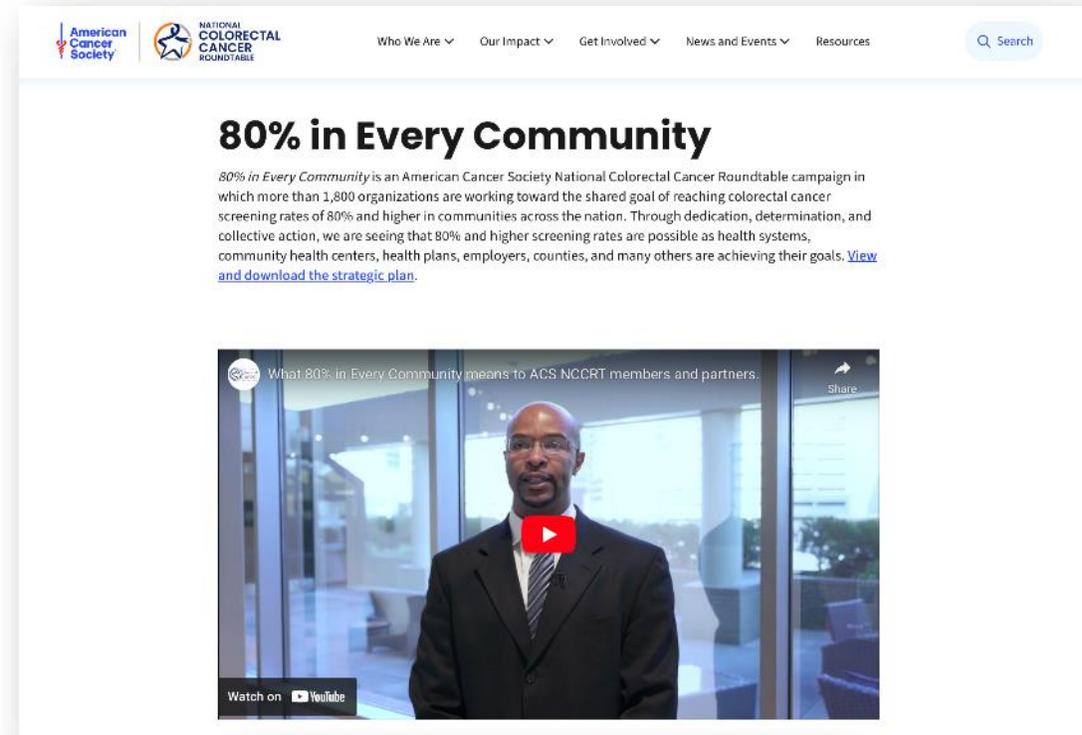
153,020 Estimated adults diagnosed with colorectal cancer in 2023	52,550 Estimated deaths from colorectal cancer in 2023	>1 in 3 Adults ages 50-75 is not getting screened as recommended	1.54 million Men & women alive in the US with a history of colorectal cancer
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nccrt.org/data-progress

How can you contribute to the ACS NCCRT?

Use and Share ACS NCCRT Resources

The **ACS NCCRT 80% in Every Community Campaign webpage** provides two motivational sizzle reels and links to talking points, a FAQ, template press releases, the strategic plan, and logo graphics for download.



<https://nccrt.org/our-impact/80-in-every-community/>

Engage with ACS NCCRT Members

- Form connections, initiate collaborations.
- Actively participate in local and regional CRC prevention and early detection efforts, including cancer coalitions, policy efforts.



Call for Nominations



The 2024
80% in Every Community
National Achievement
— Awards —

Extended to **December 4th**

Nominate yourself or a partner by

The image features a blue background with a grid of white dots and vertical lines. On the left is a gold and white award ribbon with a star and a person icon. The ribbon contains the text: "80% IN EVERY COMMUNITY", "SCREENING SAVES LIVES", "WORKING TOWARD 80% SCREENED FOR COLORECTAL CANCER". The main text is centered and reads "The 2024 80% in Every Community National Achievement — Awards —". Below this, it says "Extended to" in orange, with an arrow pointing to "December 4th" which is enclosed in a rounded orange box. At the bottom left, it says "Nominate yourself or a partner by" in yellow.

Submit a Nomination!



2023 ACS NCCRT Annual Meeting

How can we get the most out of the meeting?





Thank You

nccrt.org @NCCRTnews #NCCRT2023



NCCRT.org