

National Colorectal Cancer Roundtable Orientation

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

Robert A. Smith, PhD, NCCRT Co-Chair

November 16, 2022



Welcome, New Members!

Member Organizations

AdventHealth Waterman Cancer Institute
AltaMed Health Services Corporation
American Medical Group Association
Arizona Department of Health Services
Cancer Prevention and Research Institute of Texas
FORCE: Facing Our Risk of Cancer Empowered
Georgia CORE
Hitting Cancer Below the Belt
Inspira Health
Kansas Department of Health and Environment
Michigan Department of Health & Human Services,
Cancer Prevention and Control Section
Missouri Colorectal Cancer Roundtable

Nebraska Cancer Coalition
Ostomy 2-1-1 Inc.
Owensboro Health
PALTOWN Development
Foundation/COLONTOWN
Quality Health Associates of North
Dakota
Sonora Quest Laboratories
Western Wayne Family Health Centers

Corporate Members

Geneoscopy, Inc.
Universal Diagnostics

Platinum Sponsor



THANK YOU!

Gold Sponsors



**EXACT
SCIENCES**



THANK YOU!

Silver Sponsors



LIFE FROM INSIDE

BRACCO DIAGNOSTICS -
THE **CT** COLONOGRAPHY COMPANYSM



Polymedco
Cancer Diagnostic Products, LLC

THANK YOU!

Bronze Sponsors

AMSURG

An Envision Healthcare Solution

An Envision Healthcare Solution

Braintree
A PART OF SEBELA PHARMACEUTICALS®

Bruce Waldholtz, MD



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COLORECTAL CANCER



THANK YOU!

Friend Sponsors

American College of Gastroenterology

American College of Radiology

Anonymous Donation

F~~o~~ck Cancer

Richard Wender, MD

Mary Doroshenk, MA

THANK YOU!



The National Colorectal Cancer Roundtable (NCCRT)

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The NCCRT is a national coalition of public, private, and voluntary organizations dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S., through coordinated leadership, strategic planning, and advocacy.

The ultimate goal is to increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate.



Convene → Identify → Collaborate

The National Colorectal Cancer Roundtable (NCCRT)

History, Members, and Operations

- Established by the ACS, in partnership with the CDC, in 1997
- Collaborative partnership of 190+ 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 **NCCRT Annual Meeting** addresses important topics and sets the agenda for the following year



190+ NCCRT Members



Strategic Priority Teams

- Community Health Centers
- Family History & Early Onset CRC
- Policy Action
- Public Awareness & Social Media
- Professional Education & Practice Implementation: Healthcare
- Professional Education & Practice Implementation: Community Stakeholders





NCCRT Leadership and Staff

Steven Itzkowitz, MD, FACP, FACG, AGAF

Chair

Robert Smith, PhD

Co-Chair

Emily Bell, MPH

Director, NCCRT – Colorectal Cancer Interventions

Kaitlin Sylvester, MPA

Director, NCCRT - Programs and Partnerships

Steering Committee Members

Cecelia Brewington, MD, FACR, UT Southwestern Medical Center

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

Jordan Karlitz, MD, Denver Health Medical Center

Laura Makaroff, DO, American Cancer Society

Lisa Richardson, MD, MPH, Centers for Disease Control and Prevention

Allison Rosen, MS, American Cancer Society

Michael Sapienza, Colorectal Cancer Alliance

Annie Thibault, Center for Colon Cancer Research

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



Progress Towards 80%

The Timelines of Two 80% Campaigns

2014

2018

2019



80% by 2018



80% in Every Community



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

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.

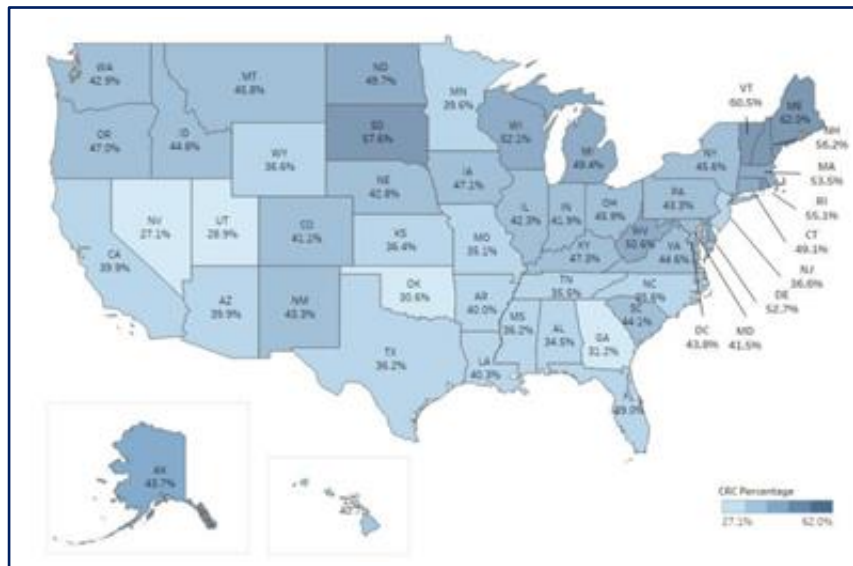


But Not Everyone is Benefiting Equally

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.



80% in Every Community Campaign Materials

The **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.



nccrt.org/80-in-every-community



NCCRT Webinars and Events

NCCRT National Meeting

National Meeting Nov 15-17, 2021

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/

NCCRT Annual March Webcast

March
Colorectal
Cancer
Awareness
Month
Webcast

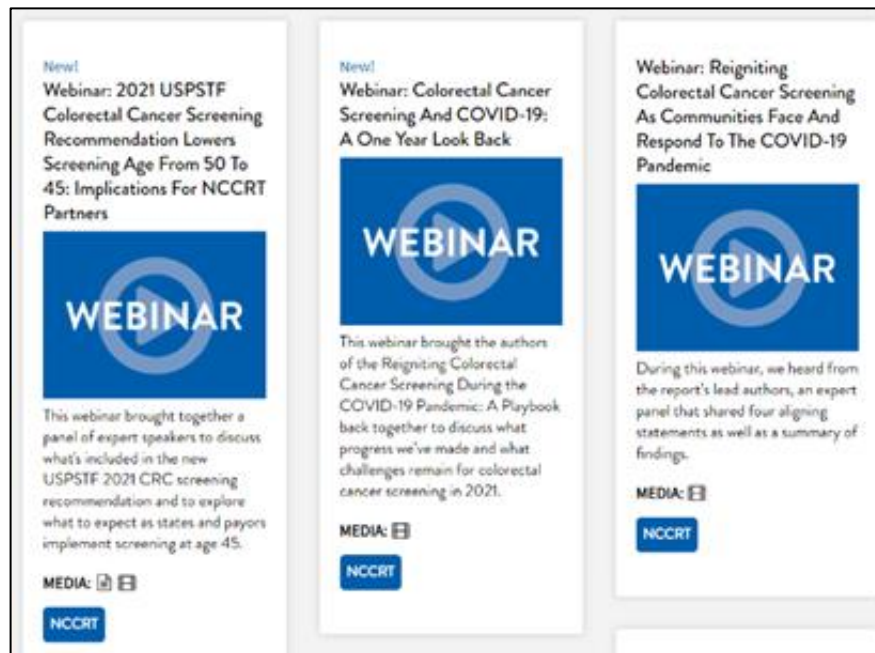
nccrt.org



Webinars are held throughout each year.

Past webinars are available in the Resource Center.

nccrt.org/events
nccrt.org/resource-center



NCCRT Blue Star Conversation Series

What Proportion of EAO CRC is Potentially Preventable Based on Family History and Genetics?

- March 29, 2022

Demystifying CRC Screening Quality Measures: A Conversation with NCQA's Mary Barton

- June 7, 2022



Learn more & register:
nccrt.org/events/



NCCRT Resources for Action

NCCRT Tools, Resources, and Publications

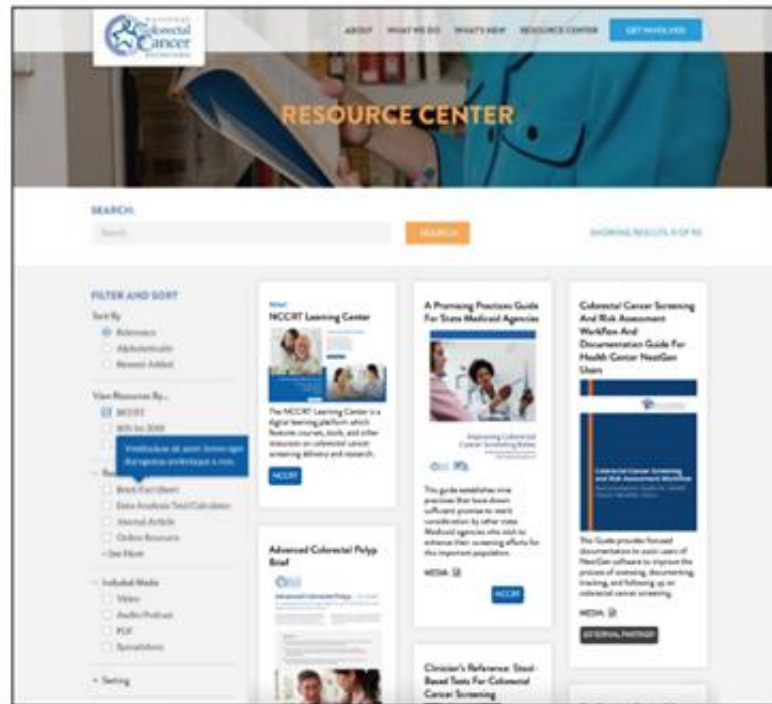


nccrt.org/resource-center

The NCCRT Resource Center

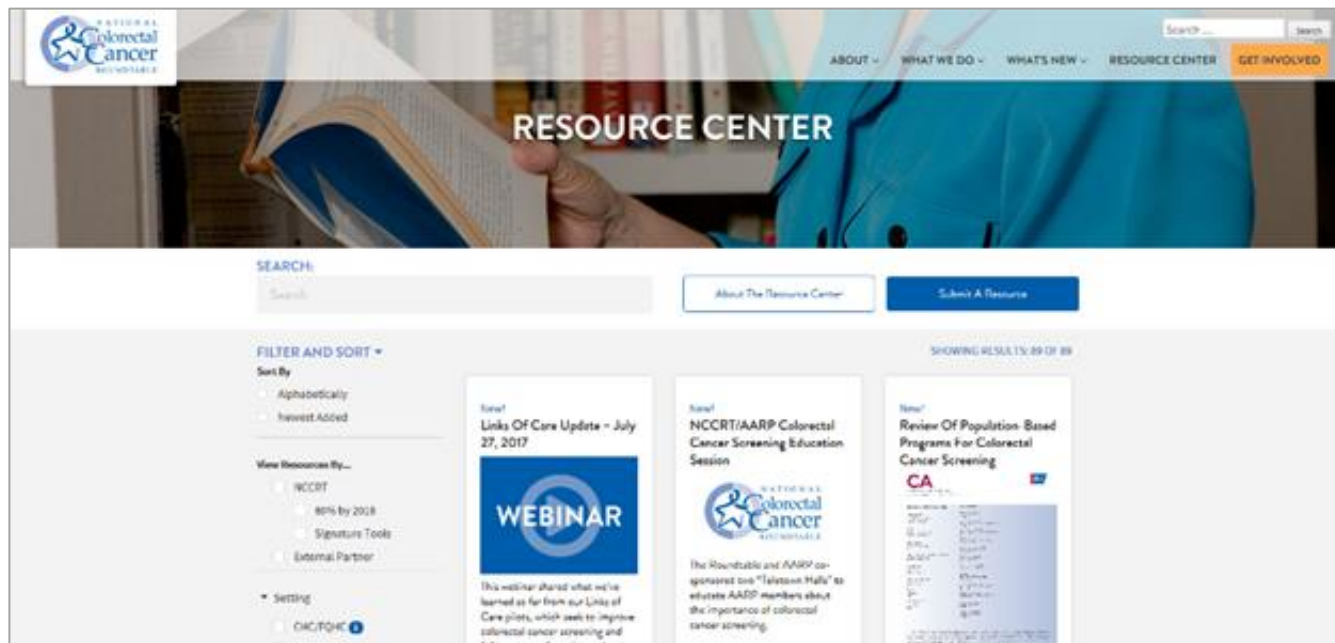
The **NCCRT Resource Center** contains evidence-based resources and tools to help you increase quality colorectal cancer screening in a range of settings and populations.

nccrt.org/resource-center



Submit a Resource

Submit your tools and materials to share with others.



nccrt.org/resource-center

The NCCRT 80% Blog

The **NCCRT 80% Blog** highlights successes, leaders, best practices, and tools that make an impact.

nccrt.org/80blog



The screenshot shows the NCCRT 80% Blog homepage. At the top is a navigation bar with the NCCRT logo, a search bar, and links for ABOUT, WHAT WE DO, WHAT'S NEW, RESOURCE CENTER, and GET INVOLVED. The main header features a large photo of a group of people at a roundtable discussion with the text "80% BLOG" overlaid. Below this is a featured article titled "Interview With UCLA Health—Grand Prize Recipient Of The 2021 80% In Every Community National Achievement Award". The article is dated July 27, 2021, and authored by Folasade May, MD, PhD, MPH. The text describes how UCLA Health won the award for its efforts in achieving 80% colorectal cancer screening rates. A photo of Dr. Folasade May is included. To the right of the article is a sidebar with the text "We Highlight Successes, Leaders, Best Practices, And Tools That Are Making An Impact In The Nationwide Movement To Reach 80% Screened For Colorectal Cancer." and a "BLOG POLICY" section stating that opinions are those of the author and not the NCCRT or the author's institution.

Interview With UCLA Health—Grand Prize Recipient Of The 2021 80% In Every Community National Achievement Award

July 27, 2021 – Author: Folasade May, MD, PhD, MPH

On March 2, UCLA Health became the Grand Prize recipient of the 2021 [80% in Every Community Awards](#), a program designed to recognize individuals and organizations who are dedicating their time, talent and expertise to advancing needed initiatives that support the shared goal to achieve colorectal cancer screening rates of 80% and higher.

My name is Fola May. I am a Gastroenterologist and health services researcher at UCLA Health and focus on colorectal cancer prevention and health care disparities. I am also the Director of Quality Improvement for Digestive Diseases. In that capacity I help run health system efforts to improve quality of care for patients with gastrointestinal and liver diseases.

We Highlight Successes, Leaders, Best Practices, And Tools That Are Making An Impact In The Nationwide Movement To Reach 80% Screened For Colorectal Cancer.

Do you have a suggestion for a future blog topic? We welcome you to share your suggestions by emailing content@nccrt.org.

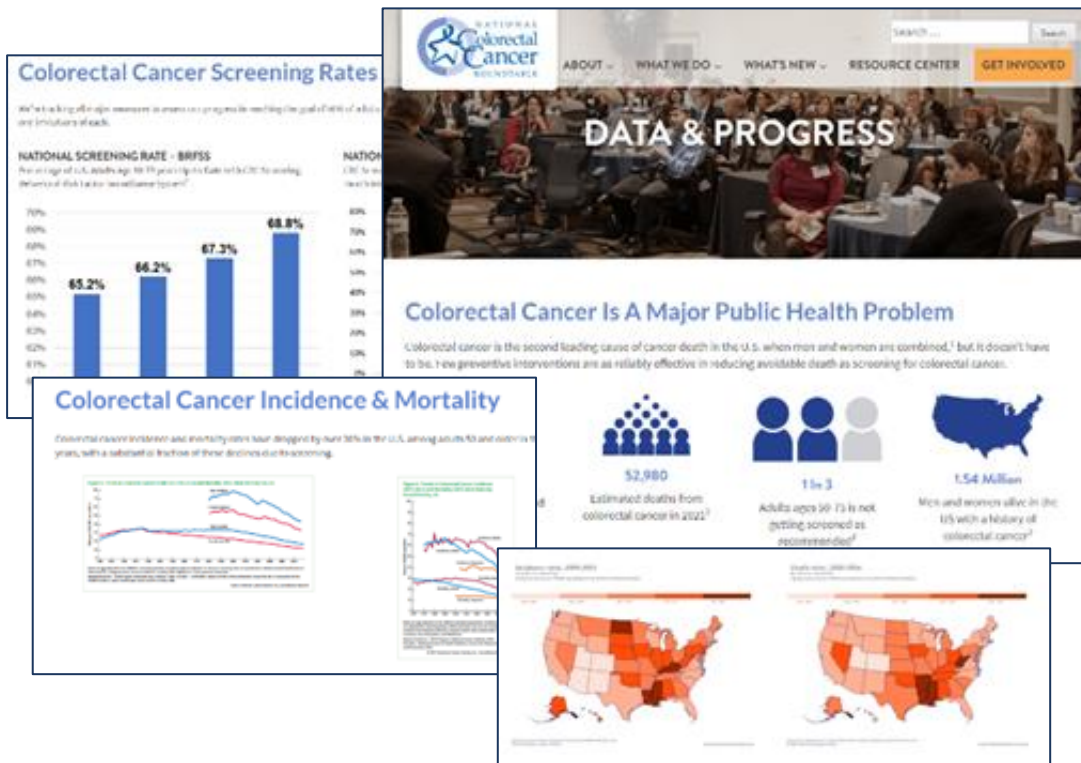
BLOG POLICY

Opinions expressed in these blog posts are that of the author and do not represent policies of the National Colorectal Cancer Roundtable or the author's institution.

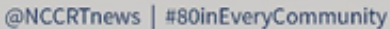
The NCCRT Data & Progress Web Page

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

nccrt.org/data-progress



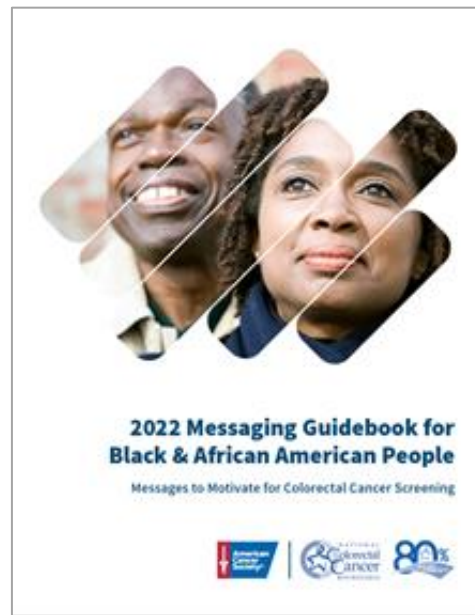
We regularly share new resources, news, webinars, opportunities, etc. with our NCCRT Members and 80% partners.



New Resources Released in 2022

2022 Messaging Guidebook for Black & African American People:

- Messages to Motivate for Colorectal Cancer Screening
- Messaging guidance
- Tested messages
- Sample promo materials

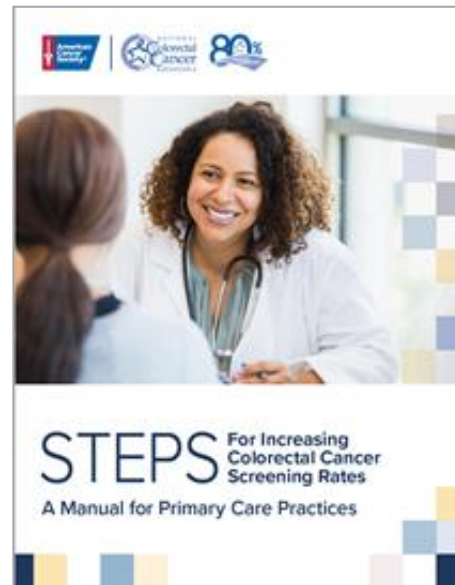


nccrt.org/resource-center

New Resources Released in 2022

The newly updated Steps Guide for Increasing Colorectal Cancer Screening in Primary Care includes:

- Expansion to all primary care Latest science and best practices
- Current guidelines and test options
- Expert-endorsed strategies
- 10 case studies of exemplary practice sites
- Samples, templates, and tools



nccrt.org/resource-center

80% in Every Community Resource Updates

Released in 2022:

- Survivors & Families
- Women's Health Providers
- Employers
- Employer Challenge Guide

Revised materials coming in 2023:

- Clinician's Reference on Stool-based Testing
- Briefs for Radiologists, and more



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Coming Soon from the NCCRT!

- New market research and messaging guidance:
 - Early messaging to reach the soon-to-be and newly eligible
- Additional 80% *in Every Community* resource updates

nccrt.org/resource-center





The 2023 80% in Every Community National Achievement Awards

Submit your nominations by Nov. 22!

nccrt.org/awards

How Can We Get the Most Out of the Meeting?

How can we get the most out of the meeting?



Thank You!



nccrt.org [#NCCRT2022](#) [@NCCRTnews](#) [#80inEveryCommunity](#)