


80% by 2018: *2015 State of the Campaign*


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Chief Cancer Control Officer
American Cancer Society




@RichWender




Welcome to my annual address to the NCCRT.
And welcome to the NNCRT Annual meeting!




In this talk, I will give you information about the progress we are all making in our campaign to achieve 80% colon cancer screening rates by the end of 2018.



This talk will cover a lot of information in a short time. So fasten your seat belts.

A decorative header consisting of two horizontal bars. The top bar is a solid dark blue, and the bottom bar is a lighter blue, slightly offset to the right.

Does it seem like I'm having trouble getting started?



Well, that is true. You see, I needed to add a few extra slides to the talk.



To meet my goal of giving an annual talk that consists of **80 slides**.



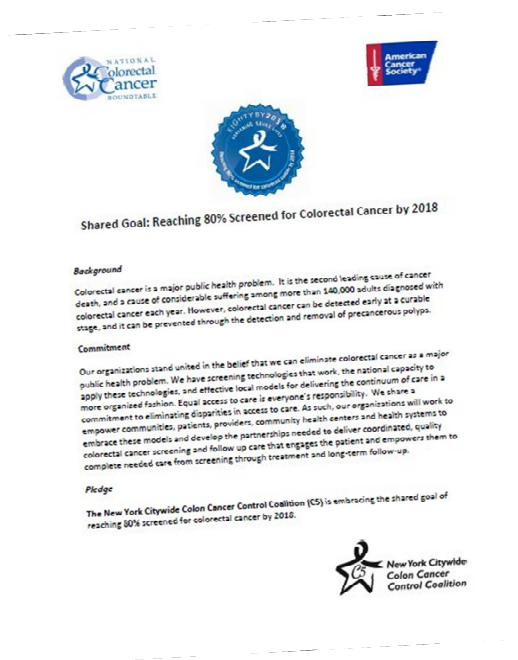
That I will deliver in
18 minutes.

This is my 80 by 18 talk.



**We've experienced some
major successes in 2015 ...**

More and More Organizations Are Taking the Pledge



More Organizations Are Taking the Pledge



More Organizations Are Taking the Pledge



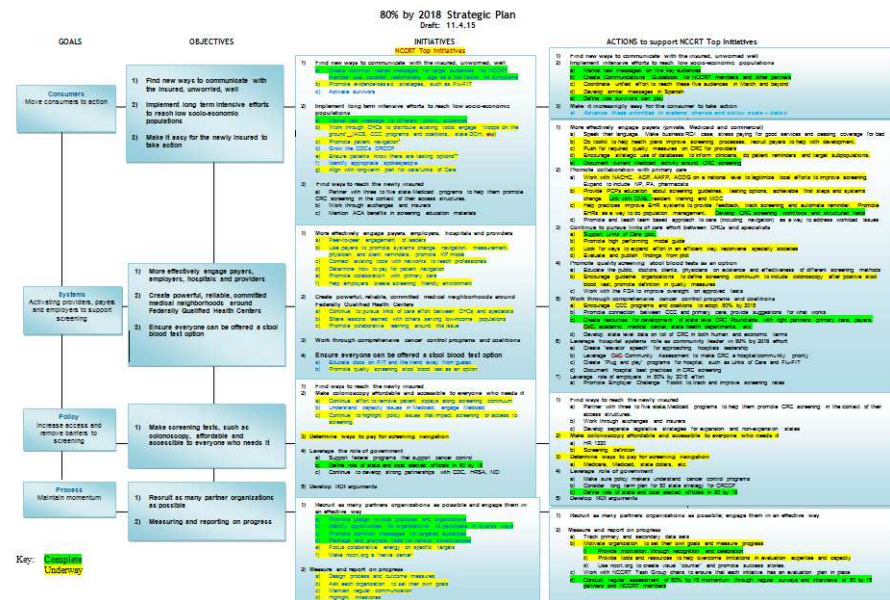
More Organizations Are Taking the Pledge



80% by 2018 Strategic Plan

- In 2015, we held strategic planning meetings on:

- Policy
- Hospitals
- EHRs



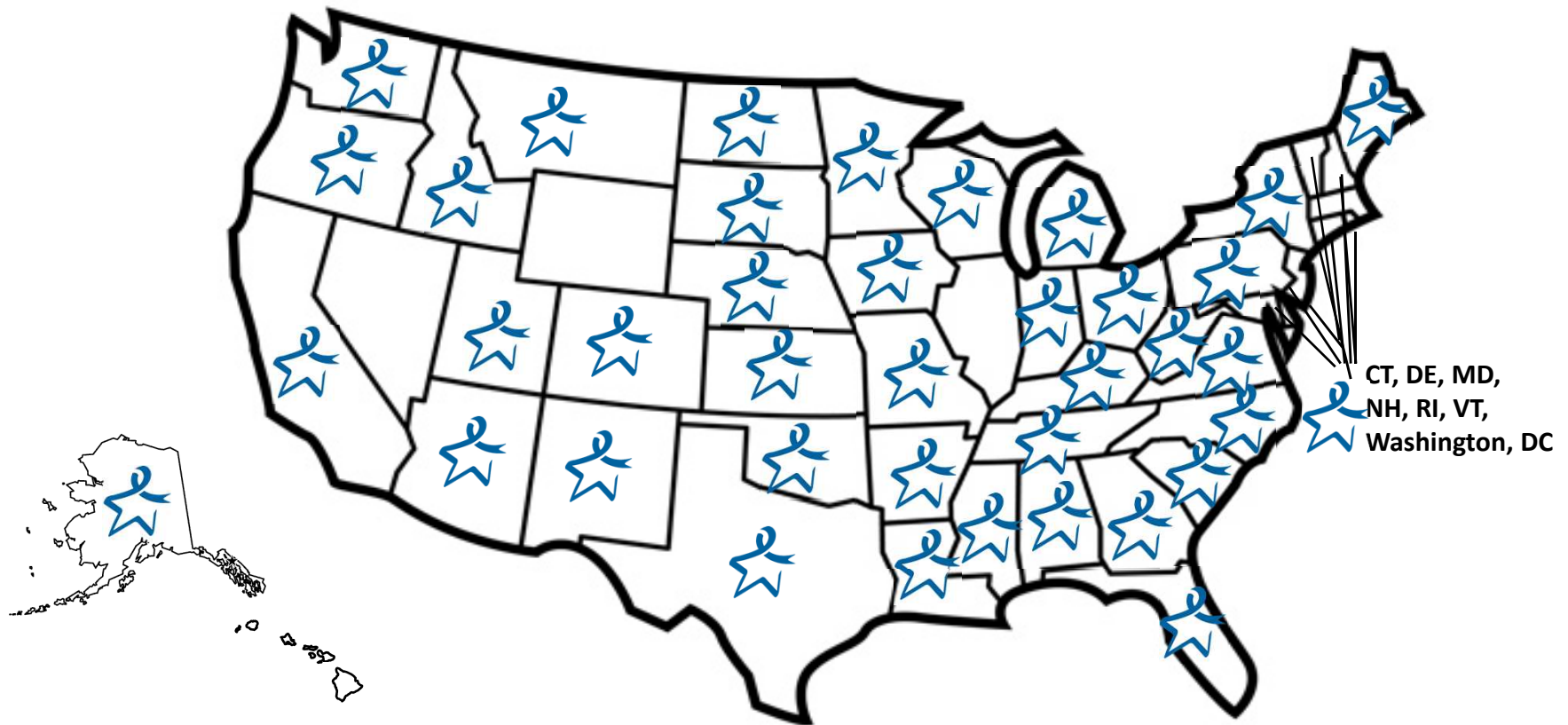
We're Working the Strategic Plan

- Here's what we've done:
 - Released tested messages for the unscreened
 - New messages to be released in Spanish
 - Established 3 pilots to improve Links of Care (and we're extending the pilots)
 - Documented best practices in EHRs around colorectal cancer screening and will take findings to vendors

We're Working the Strategic Plan

- Here's what we continue to work on:
 - Diving into the tough questions of how to pay for screening navigation
 - Doing our homework to position ourselves to better work with health plans and Medicaid agencies
 - Creating new tools to help evaluate our efforts
 - Documenting what we can learn from mature CRC coalitions
 - Releasing an employer toolkit

More and More State-Level Engagement



80% by 2018 Gaining Momentum

- Almost every state has convened some type of 80 by 18 meeting. Many have on-going “Roundtables”
- NCCRT webinars have reached thousands of partners.
 - **2,200+** participants watched our March 8 webcast: 80% by 2018 *Moving Forward Together*.

80% by 2018 Gaining Momentum

- March NCCRT Twitter chat generated **1,000+** Twitter mentions
- More than **2,000** 80% by 2018 webpage views during the past two months alone
- Local success stories are pouring in ...

Brooklyn Daily Eagle

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BREAKING NEWS The Latest: Parade honors Americans who foiled train attack [Sep. 11, 2015 - 4:10 PM ET](#)

NYU Lutheran joins nationwide colon cancer fight



Dr. William Pagano, medical director of the NYU Lutheran Family Health Centers, signs the colon cancer prevention pledge as Christina Farber (left), senior director of primary care systems at American Cancer Society; LaToya Williams (center), account representative of primary care systems at American Cancer Society; and Judy McLaughlin, RN, vice president of operations at NYU Lutheran Family Health Centers, look on. Photo courtesy of NYU Lutheran.

By Paula Katinas
Brooklyn Daily Eagle

Colon cancer is one of the most common types of cancer in America — right behind prostate and lung cancer in men and breast and lung cancer in women — according to the U.S. Centers for Disease Control (CDC). In 2014, 137,000 cases of colorectal cancer were diagnosed in the U.S.

In response to the troubling health care crisis, the CDC and the American Cancer Society are redoubling their efforts to combat colon cancer by working together on a campaign called “80 percent by 2018” aimed at increasing the rate in which the at-risk population for colon cancer undergoes colonoscopies and other screenings.

NYU Lutheran Family Health Centers increases CRC screening from **28%** to **44%**

Now, with this pledge, we will push ourselves to work even harder to fight this terrible disease ...

— Dr. William Pagano
Medical Director

80% by 2018 Links of Care Pilots

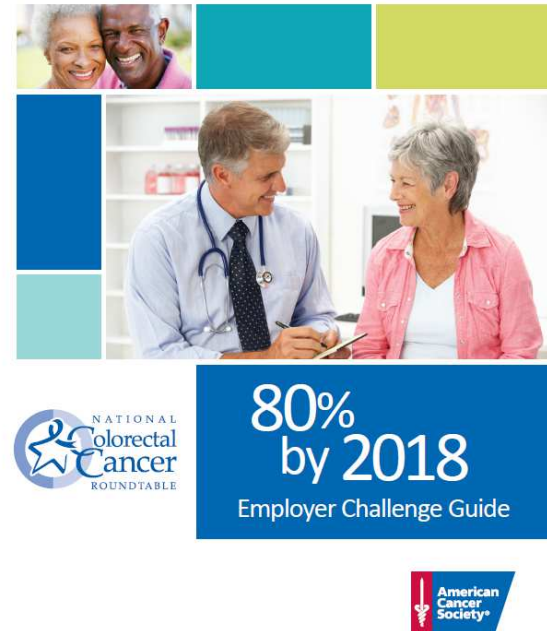
Three Links of Care Pilots are building community coalitions to increase screening in Connecticut, Minnesota, and South Carolina.

The Links of Care pilot in Minnesota brought five GI practices together to donate colonoscopies to uninsured patients at community health centers.



80% by 2018 Gaining Momentum

- The 80% by 2018 Employer Challenge to be launched in the new year.



80% by 2018 Gaining Momentum

- Premier Medical Associates of Pittsburgh reached a 79% screening rate with increased outreach to unscreened and overdue patients and the added option of Cologuard.



80% by 2018 Lights Up Chicago



Health Care Service Corporation (Blue Cross Blue Shield of IL, TX, OK, NM, and MT) used its building lights in Chicago to promote 80% by 2018.

Even Niagara Falls Went Blue!



**Several practice groups have
achieved some amazing
increases in screening rates.**



Increases in Screening Rates

10-fold

Increase in screening
rates at the **Community
Health Alliance of Reno**



Increases in Screening Rates

26%

Screening rate at
**Albany Area
Primary Care**
in 2012

73%

Screening rate in
2014



AAPHC
Albany Area Primary Health Care

Increases in Screening Rates

63.1%

Screening rate at
Essentia Health
in June 2013

71.3%

Screening rate in
September 2015



**Political leaders
are making 80% by 18
a priority.**



Political Leaders Have Signed the Pledge

1 Mayor



Mayor William A. Bell, Sr.
Birmingham, Alabama

Political Leaders Have Signed the Pledge

1 Mayor

1 Congressman



Rep. Donald Payne, Jr.
New Jersey

Political Leaders Have Signed the Pledge

1 Mayor

1 Congressman

2 Governors



Gov. Steve Beshear
Kentucky



Gov. Earl Ray Tomblin
West Virginia



... and **1 congressman**
even got a **colonoscopy** thanks to
our efforts.



Rep. Keith Ellison
Minnesota



**Attended an 80% by
18 event ... and
admitted he hadn't
yet been screened
(despite being over
50).**

**ACS CAN vice president
for government relations
followed up with him
about getting screened ...**



**Matt Schafer
VP, Government Relations**

A few days
later Rep.
Ellison tweeted
this ...



Rep. Keith Ellison @keithellison - Sep 29

#get-screened. Preparing for colonoscopy; drinking GaviLyte-N complete w/ lemon flavor packet. Don't put it off!



10



24



... then followed up with this tweet, sparking a conversation with his Twitter followers.

Matt Schafer retweeted



Rep. Keith Ellison

@keithellison

Oct 6

Yep, took care of colonoscopy last week. All Good.

[twitter.com/schaferms/stat...](https://twitter.com/schaferms/status/1111111111)

[View location](#) · [Reply](#) [Retweet](#) [Like](#)

**Several health plans have
already achieved 80%.**





Health Plans at 80%

- Capital Health Plan, Inc.
- Anthem Health Plans of Maine, Inc./Anthem Blue Cross and Blue Shield in Maine
- Martin's Point US Family Health Plan (ME)
- United Healthcare of Wisconsin, Inc.



Health Plans at 80%

- Johns Hopkins US Family Health Plan
- Anthem Health Plans, Inc./Anthem Blue Cross and Blue Shield - Connecticut
- Harvard Pilgrim Health Care, Inc.
- Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.



Health Plans at 80%

- Kaiser Foundation Health Plan Inc. – Mid-Atlantic
- Kaiser Permanente of Northern California
- Kaiser Foundation Health Plan Inc. – Southern California

**And several health care
systems have already
achieved 80%!**



Health Systems at 80%

- University of Wisconsin health clinics are at 80%.



Health Systems at 80%

- Mayo Clinic is at 80% screening, too!



Partner Survey Results



One thing is clear:

80% by 2018 is having a **big impact** on organizations' efforts to increase screening rates.



80% by 2018 Partner Survey

The partner survey collected information on partners' 80% by 2018 activities.





72%

of respondents engaging in CRC activities said
they **launched, expanded or
intensified** their activities after getting
involved in the 80% by 2018 effort.



52%

of organizations are planning additional CRC activities as a part of their effort to get to 80% by 2018.



73%

of respondents have participated in 80% by 2018 webinars.

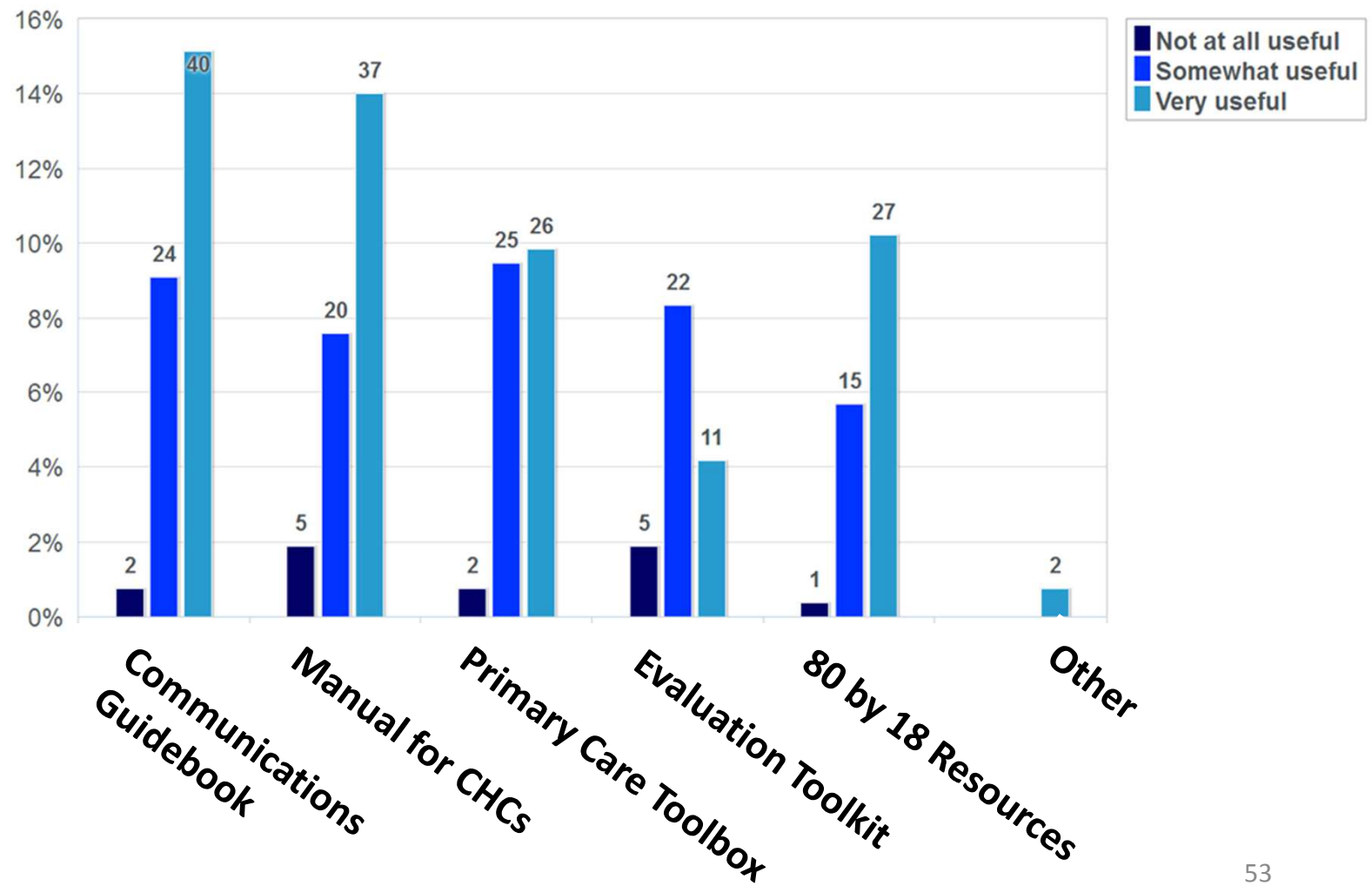
81%

are using nccrt.org.

79%

of NCCRT members say the NCCRT has been effective or very effective in helping organizations accomplish goals around colorectal cancer.

Top Tools Used



Unifying Our Voices in How We Talk to the Unscreened

- **91%** of responders are using this message from the 80% by 2018 Communications Guidebook
 - *Colorectal cancer is the second leading cause of cancer death in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.*



The American Cancer Society is a Key Partner

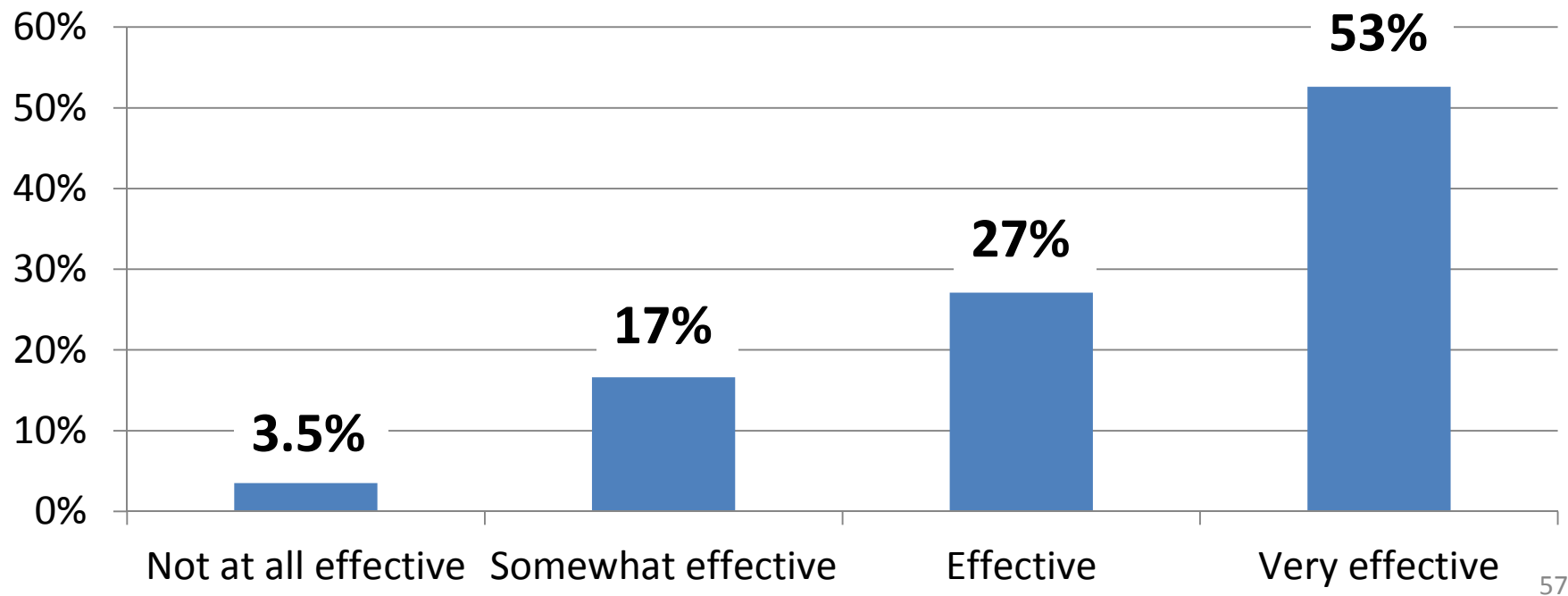
80%

of respondents who have reached out to the American Cancer Society for support felt the Society was effective or very effective in helping partners accomplish their goals.

The American Cancer Society is a Key Partner

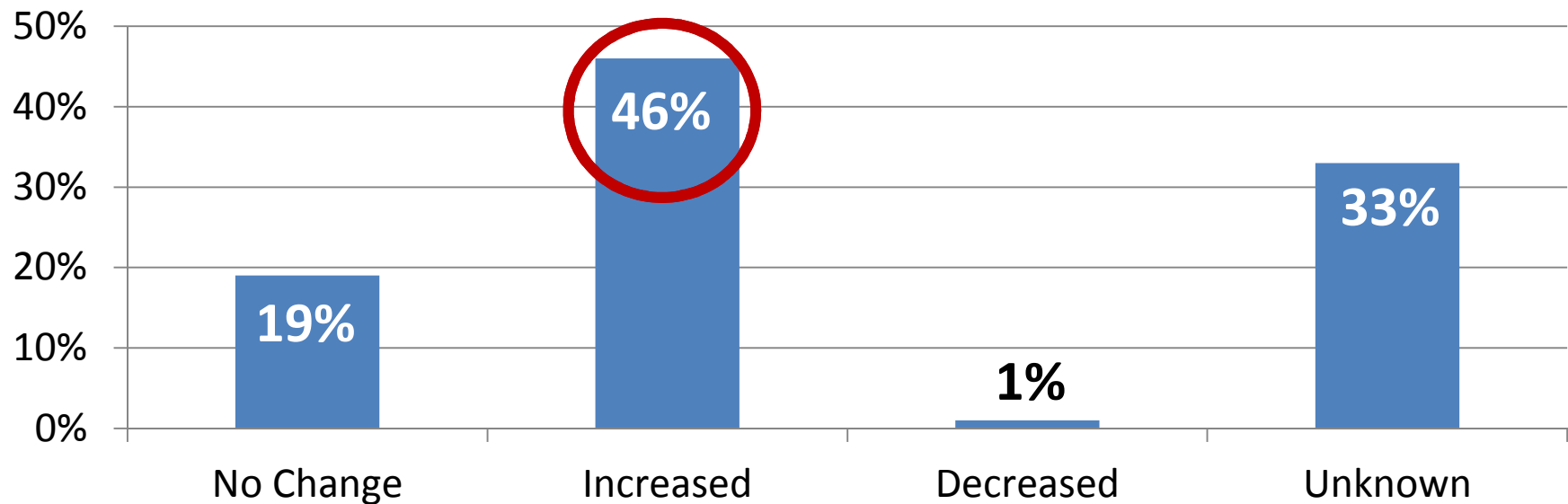
- Many positive comments about ACS health systems staff.
 - Many partners say they signed the pledge because the Society invited them to.
 - The ACS Health System Primary Care, Hospital, and State Health System staff deserve a special shout out!

If you sought support from the ACS, how effective have ACS staff been in helping your organization accomplish its goals around colorectal cancer?



Partners are Reporting Screening Increases!

How Has Your Screening Rate Changed in the Last Year?

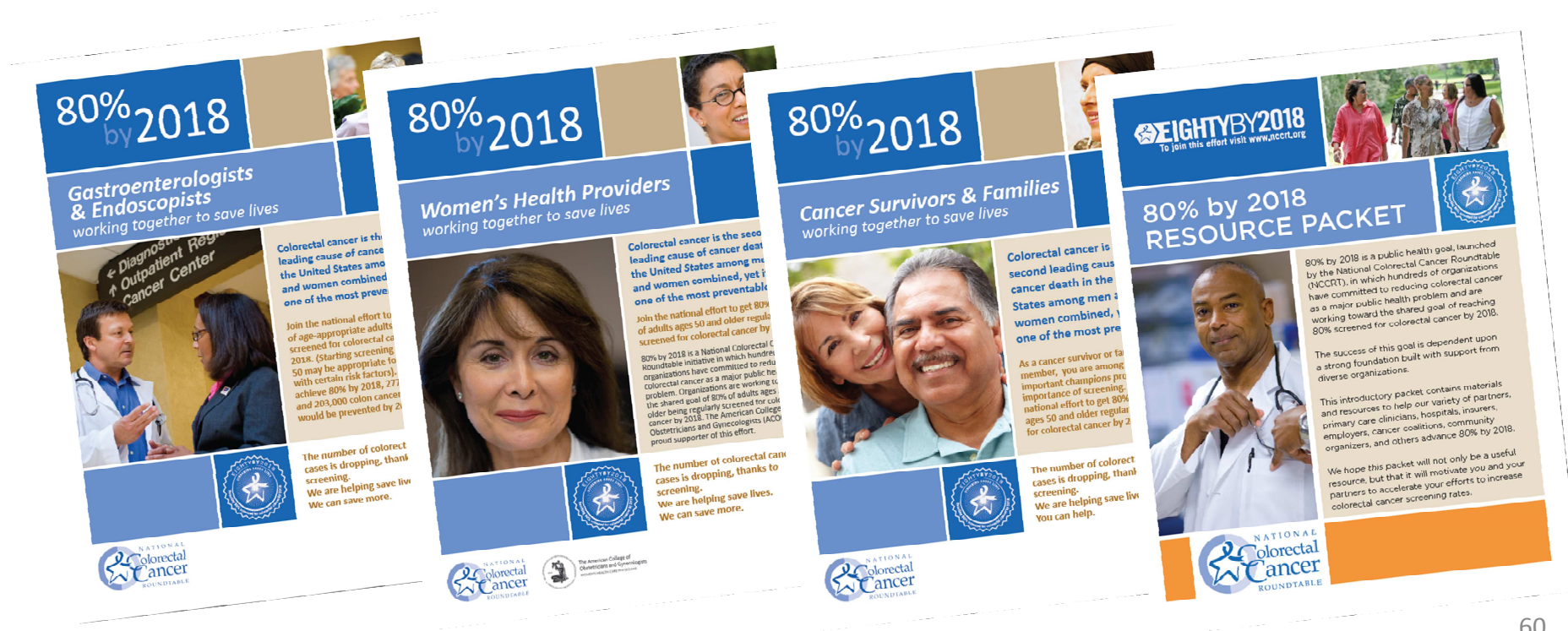


New Tools Now Available

Nope, that's not
one of them.



New Tools Now Available



New Tools Expected in 2016

80% by 2018

Engaging Governors & Mayors

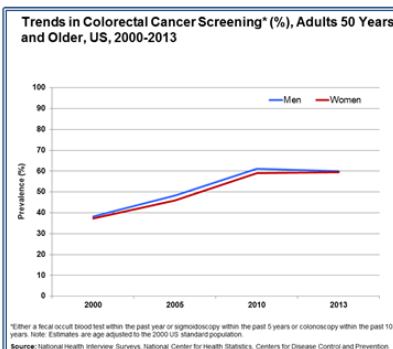


Colorectal cancer is the second leading cause of cancer death among men and women combined in the United States even though it is one of the most preventable cancers. The American Cancer Society recommends that adults, starting at age 50, be screened for colorectal cancer using one of several evidence-based tests and testing schedules. Screening helps to detect the disease early when treatment is most likely to be successful and when, in some cases, the disease can be prevented by the detection and removal of precancerous polyps. Yet, 23 million Americans between the ages of 50 and 75 are not being regularly screened, and more than 140,000 will be diagnosed with colorectal cancer this year.

The National Colorectal Cancer Roundtable (NCCRT) is spearheading an initiative to substantially reduce colorectal cancer as a major health problem by working toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer by 2018. Over 200,000 lives could be saved if we achieve the 80% goal. To date, more than 500 state, local and national organizations have joined the effort. The NCCRT, co-founded by the American Cancer Society and the Centers for Disease Control and Prevention (CDC), is rallying other organizations to embrace this shared goal.

So how can governors & mayors, play an active role in the effort to increase colon cancer screening rates?

As a highly visible and influential public leader, here are five ways to play a leadership role in the 80% by 2018 effort:



ACS CAN tool for political figures expected in 2016.

BRFSS Data





The informal BRFSS data are available
and the results are ...



The informal BRFSS data are available
and the results are ...

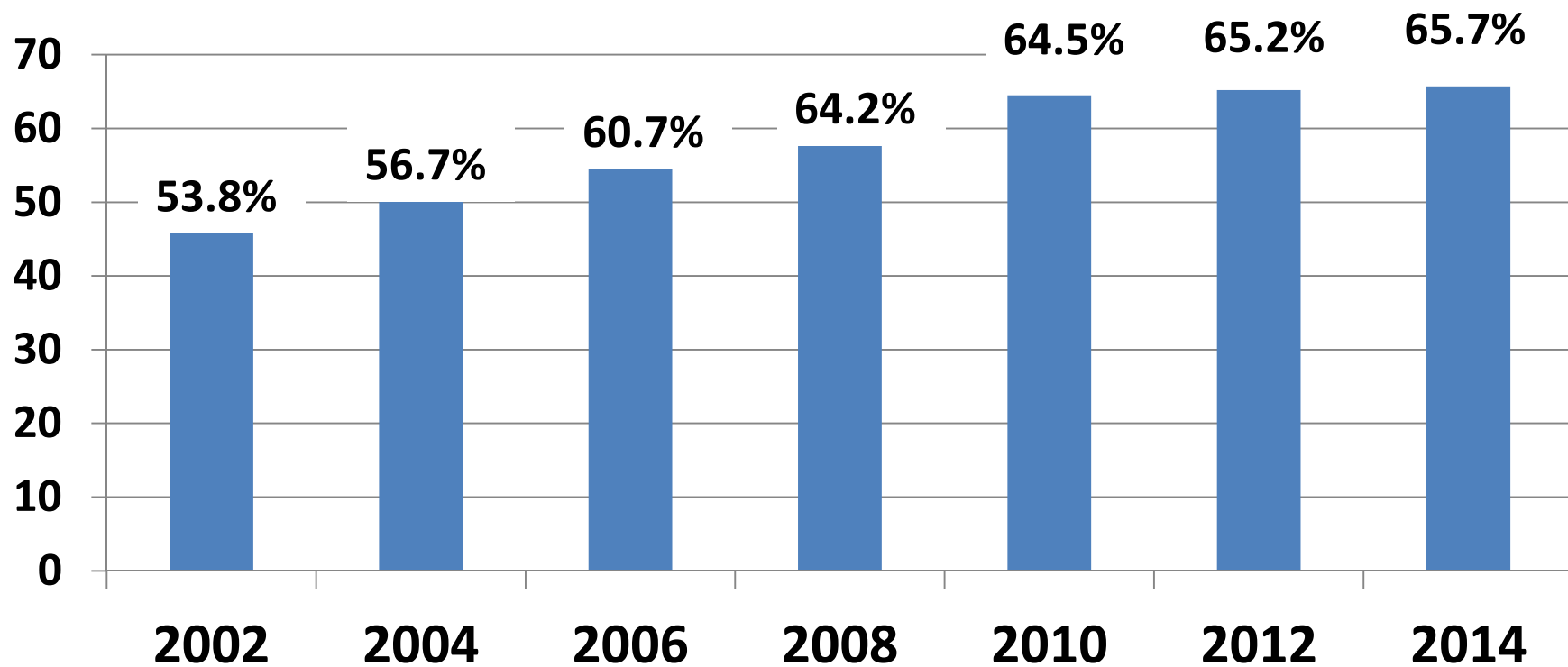
... just okay.



BRFSS Data

65.2% | **65.7%**
in 2012 | in 2014

BRFSS Data 2002-2014

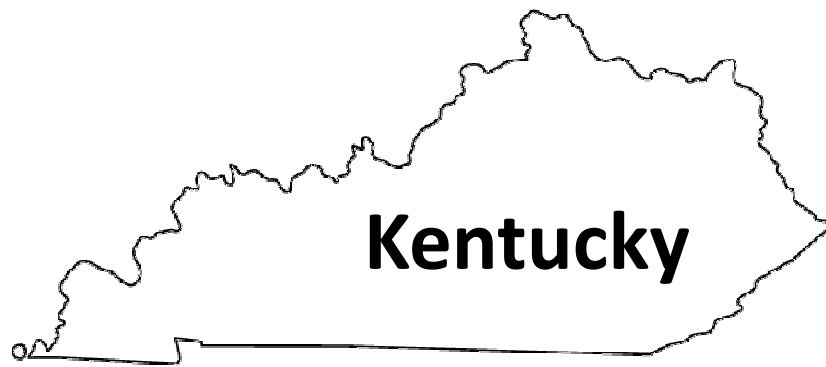


Some States Have Been Leaders in CRC and Have Made Great Progress



58.1% | **62.6%**
in 2012 | in 2014

Some States Have Been Leaders in CRC and Have Made Great Progress



63%
in 2012

66.4%
in 2014

In other states, progress has plateaued.

**So what will it take to
get off the BRFSS plateau?**



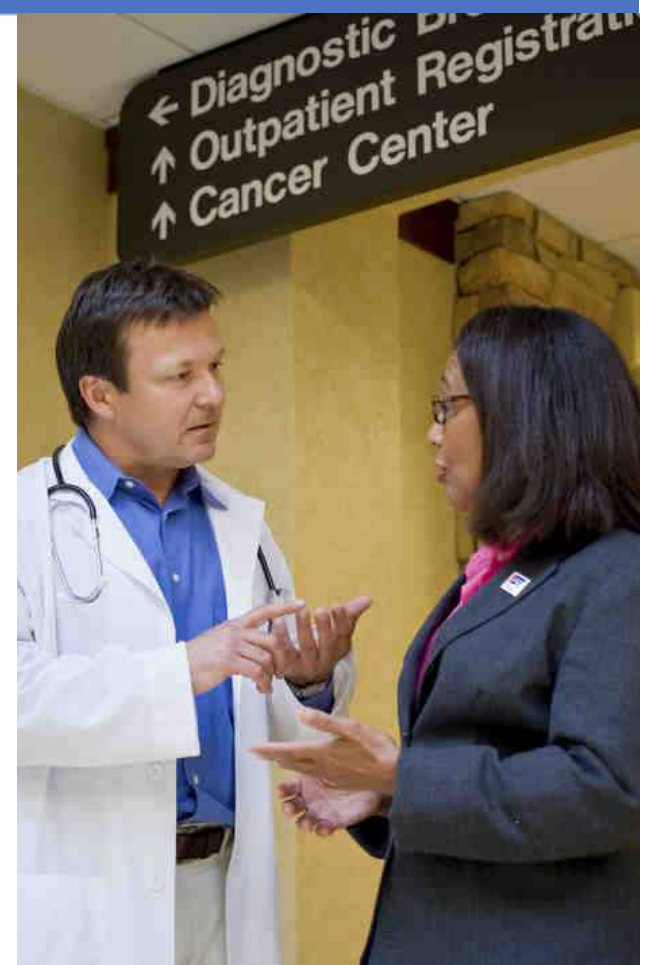
What Will it Take to Get Off the BRFSS Plateau?

1. We must embrace the fact that we launched this campaign just as rates were plateauing.
 - Getting off that plateau will take more personal, intense, health system-by-health system, primary care-by-primary care, message-by-message work to more and more segmented audiences.

What Will it Take to Get Off the BRFSS Plateau?

2. We need more partners.

- The more critical organizations who are committed to this goal and are doing meaningful work to accomplish it, the better chance we have to reach 80%.



What Will it Take to Get Off the BRFSS Plateau?

3. We need more leaders from the government, corporate, and celebrity ranks to get engaged.





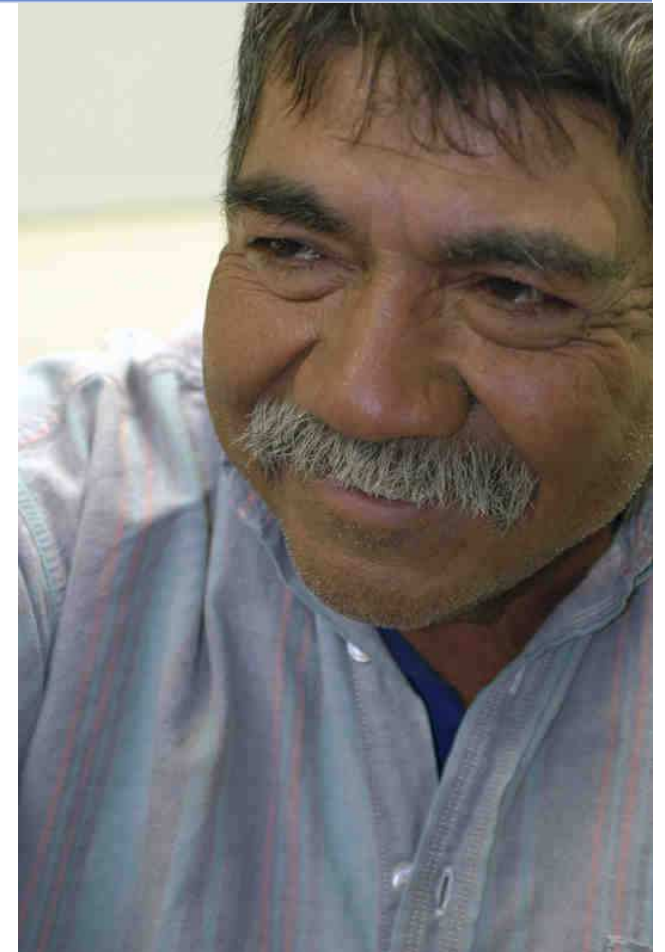
**Katie Couric has offered
to help ...**

**... and we plan to
take her up on the offer.**

What Will it Take to Get Off the BRFSS Plateau?

4. We must activate systems to send the right message to the right patient at the right time.

- Our partner systems need to put proven messages into action.





What Will it Take to Get Off the BRFSS Plateau?

5. We must elevate 80% by 2018 to be one of the most impactful and universally embraced public health goals currently being addressed in the health care arena.

And never forget the impact.

If we can achieve 80% by 2018,
277,000 cases and **203,000 colon**
cancer deaths would be **prevented ...**

... by 2030.



We **CAN** Achieve 80% by 2018

We have an exciting opportunity to reach the people who need us most.

We have the plan, the tools
and the substance.



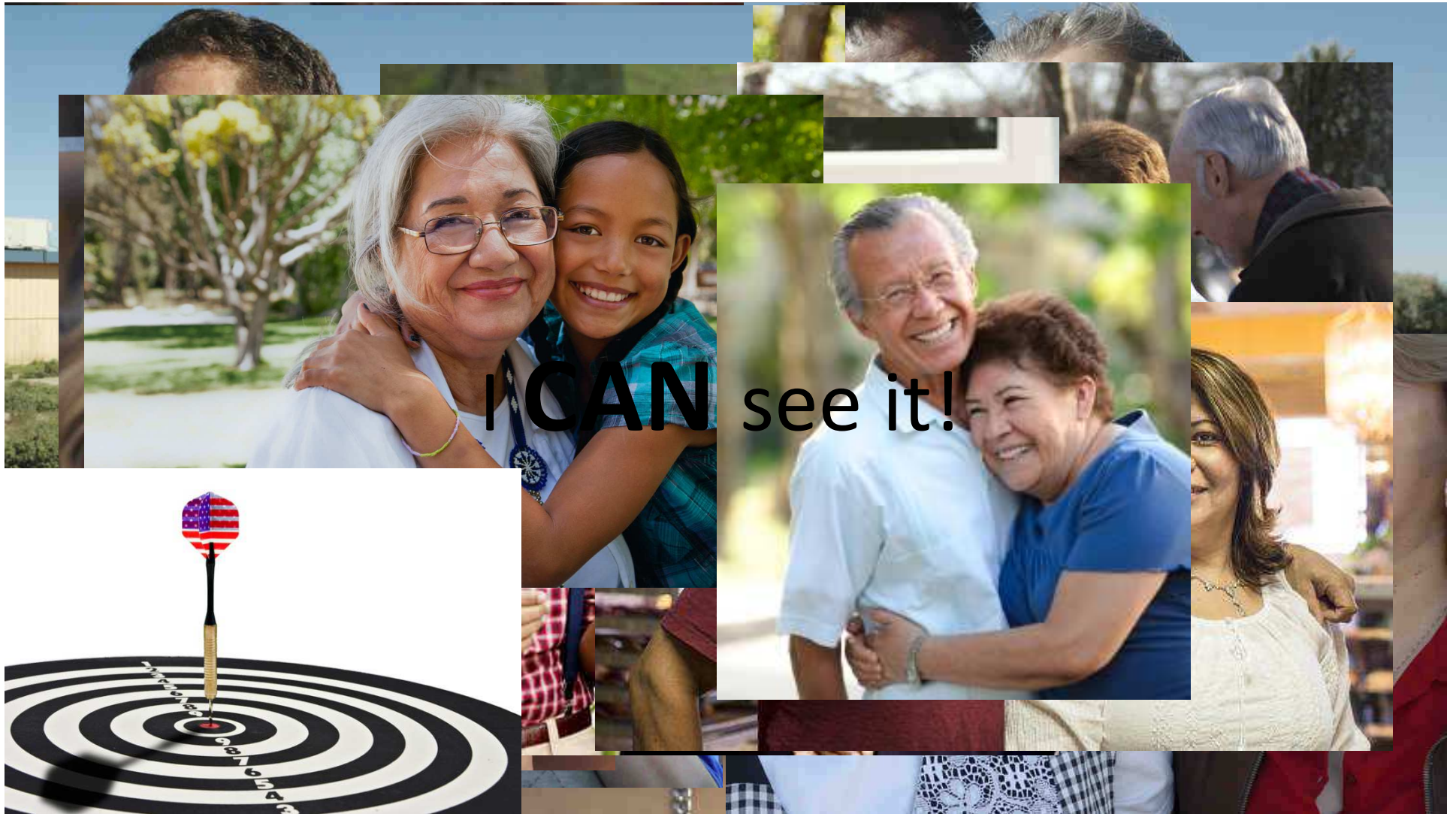
We need to connect with people in a personal way ...

... and make their decision to get screened the most likely action.



**The work is hard,
but the reward is great.**





Q&A



cancer.org | 800.227.2345



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