



ACS NCCRT Annual Meeting **Day 1**



November 20, 2024



Optional: ACS NCCRT Orientation

12:30 PM – 1:15 PM

ACS NCCRT Orientation



**Steven Itzkowitz, MD, FACP, FACC,
AGAF**
ACS NCCRT Chair



Gloria Coronado, PhD
ACS NCCRT Vice Chair Elect

Orientation

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

Gloria Coronado, PhD
ACS NCCRT Vice-Chair Elect

Overview

1 Overview, History, & Structure

What is the ACS NCCRT & why is it critical?

2 Structure

3 Catalyzing Action

How do we advance our work and what specific projects/achievements exemplify our work?

4 Resources

Learn about our signature resources and what's on the horizon for 2024/25.

5 Working Together

How can you engage with the ACS NCCRT?

Welcome, New Members and Corporate Associates!

Member Organizations

- Atrium Health Navicent
- Big Mike's Bottom Line
- Cape Atlantic Coalition for Health
- Colorectal Cancer Equity Foundation
- Ellis Fischel Cancer Center
- Fetter Health Care Network
- Fred Hutch Cancer Center (Office of Community Outreach and Engagement)
- GH Foundation
- Indiana Primary Care Association
- Kentucky Dept for Public Health
- Louisiana Cancer Prevention
- Maniilaq
- New Jersey Dept of Health
- Quentin N Burdick IHS Unit
- Rutgers Health Office of Population Health
- Southwest Coalition for Colorectal Cancer Screening (SuCCCeS)
- Sylvester Comprehensive Cancer Center
- Taking Aim at Cancer in Louisiana
- Tennessee Cancer Coalition
- Turtle Mountain Band of Chippewa
- Unity Medical Center
- University of North Carolina Lineberger Comprehensive Cancer Center
- University of Pennsylvania Health System
- Western North Carolina CRC Screening Initiative

Corporate Associates

- mPATH
- Olympus America, Inc.



Overview

What is the ACS NCCRT
and why is it critical?

ACS NCCRT Snapshot



History: 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 save more lives from CRC



Mission: Reduce incidence of and mortality from CRC



Membership: Collaborative partnership of 225+ member organizations, including nationally known experts, thought leaders, and decision makers



Operations: Work is coordinated by the ACS NCCRT Team, and is conducted year-round by our members with guidance and support from our volunteer leaders



Convening: 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



Structure

How are we organized to accomplish our goals?

ACS Roundtable Executive Leadership Team



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



Gloria Coronado, PhD
Vice-Chair Elect, University of
Arizona Cancer Center



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



Laura Makaroff, DO
Steering Committee,
ACS Permanent Representative

ACS NCCRT Team



Emily Bell, MPH
Director



Kaitlin Sylvester, MPA
Strategic Director



Aubree Thelen, MPH
Program Manager



Frank Colangelo
Premier Medical Associates



Beverly Green
*Kaiser Permanente
Washington Health Research
Institute*



Candace Henley
Blue Hat Foundation



Peter Liang
*NYU Grossman School of
Medicine*



Swati Patel
Anschutz Medical Center



Allison Rosen
American Cancer Society



Michael Sapienza
Colorectal Cancer Alliance



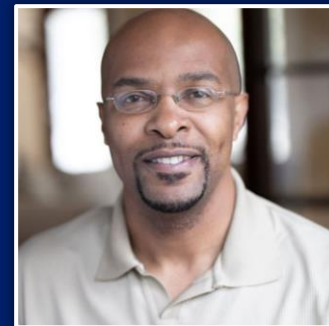
Robert Smith
American Cancer Society



Richard Wender
University of Pennsylvania



Pascale White
Mount Sinai



Keith Winfrey
*New Orleans East
Community Health Center*



ACS NCCRT Steering Committee

ACS NCCRT Strategic Priority Teams



Community Health Centers

Lead: Dr. Jim Hotz



Professional Education & Practice Implementation

Leads: Drs. Frank Colangelo, Xavier Llor



State-Based Initiatives

Leads: Nikki Hayes, Katie Bathje



Social Media & Public Awareness

Lead: Dr. David Greenwald



Family History & Early-Age Onset CRC

Leads: Heather Hampel, Dr. Paul Schroy



Policy Action

Leads: Molly McDonnell, Dr. Heather Dacus



Catalyzing Action

How do we work?

Progress Towards an 80% Screening Rate

2014

2018

2019

2024 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 9.3 million more people screened

80% in Every Community



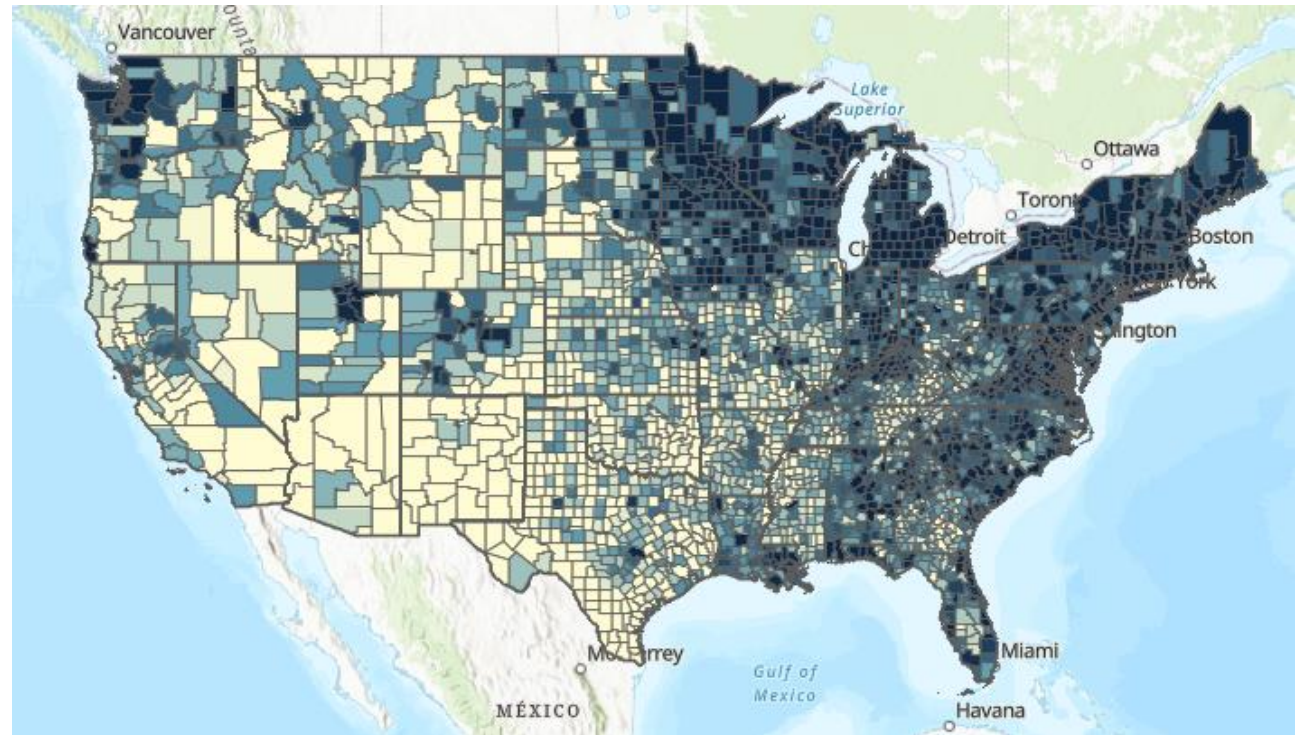
Continue to bring down barriers and address screening inequities so that everyone can live a life free of colorectal cancer

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.

Colorectal cancer screening among adults aged 45–75 years, 2022



Data Source: BRFSS Data, 2022
nccrt.org/colorectal-cancer-data-dashboard/

ACS NCCRT Priority Areas

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.

Working in Collaboration

We rely on our members, volunteers, and partners to assist us in:

- Recognizing best practices to increase colorectal cancer screening.
- Identifying needs and opportunities to support the colorectal cancer fighting community.
- Addressing gaps in colorectal cancer screening delivery, programs, research, or advocacy.

We then design and develop activities that directly address these needs:

- Webinars & trainings
- Strategic summits
- Toolkits, guidebooks, and briefs
- The ACS NCCRT Annual Meeting
- National Achievement Awards program

Looking Ahead

- Our leadership challenged us to look at mortality and disparities reduction.
- In June, we hosted a Cross-Continuum Strategy Summit and ACS NCCRT Steering Committee Retreat comprised of national experts and roundtable leadership.
- ACS NCCRT staff and volunteer leaders will look to our dedicated members to help us further define our areas of focus.





Resources

What past work is of interest and what is on the horizon?

ACS NCCRT Website & Resource Center

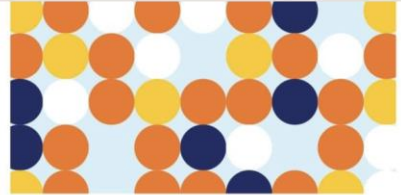
The **ACS NCCRT Website & Resource Center** contains evidence-based resources and tools to help you increase quality colorectal cancer screening in a range of settings and populations.

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.


Resource Center

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](#).


Featured

- 

Tailoring Colorectal Cancer Screening Messaging

NEW!
[Tailoring Colorectal Cancer Screening Messaging: A Practical Coalition Guide](#) →
- 

Blue Star Conversations – September 11, 2023

NEW! →
- 

STEDC For Increasing Colorectal Cancer

NEW!
[Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices](#) →

ACS NCCRT 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." Below this are four dark blue boxes with white text:

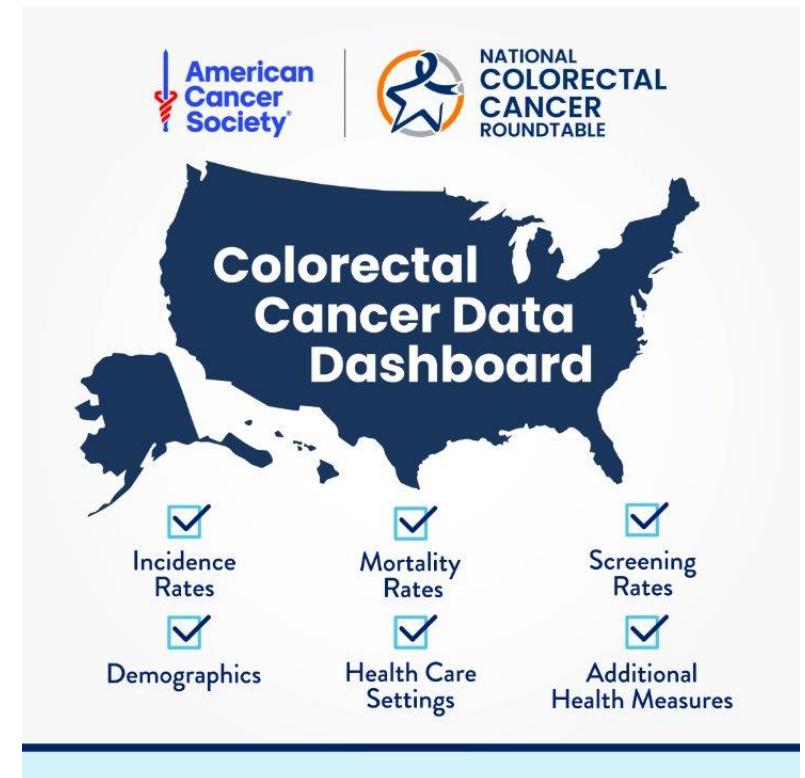
153,020 Estimated adults diagnosed with colorectal cancer in 2023	52,550 Estimated deaths from colorectal cancer in 2023	>1 in 3 Adults ages 50-75 is not getting screened as recommended	1.54 million Men & women alive in the US with a history of colorectal cancer
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CRC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

Developed with the ACS Geospatial Solutions Team, led by Dr. Liora Sahar, this new mapping tool offers an interactive geospatial view of data pertaining to CRC in the US.

The dynamic national platform integrates layers from multiple sources and allows you to interactively explore data using maps and graphs, including:

- CRC surveillance data (incidence rates, mortality rates)
- CRC screening rates
- Healthcare settings (Commission of Cancer hospitals, Federally Qualified Health Centers, National Cancer Institute Designated Cancer Centers)
- Demographics (age, race and Hispanic origin, poverty status, educational attainment)
- Additional health measures (smoking prevalence, obesity)





Working Together

Engage with ACS NCCRT Members

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



2024 ACS NCCRT Annual Meeting

How can you get the most out of
the meeting?



CRC News: Ongoing Communication With Partners

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

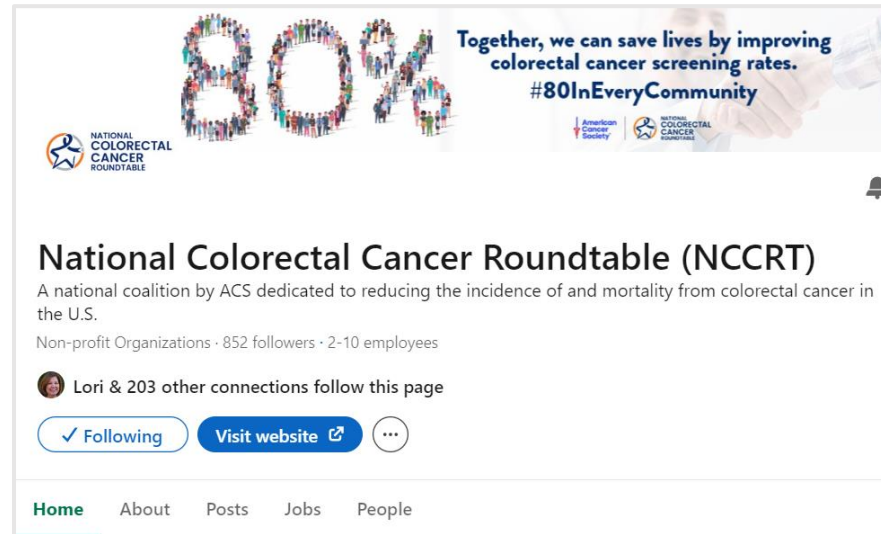


The screenshot shows the top of a newsletter titled "CRC News". It features the logos for the American Cancer Society and the National Colorectal Cancer Roundtable. Below the title, there is a welcome message and a ribbon award announcement.

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!



The screenshot shows the LinkedIn profile for the National Colorectal Cancer Roundtable (NCCRT). The profile banner features the "80% in Every Community" logo and the text "Together, we can save lives by improving colorectal cancer screening rates. #80InEveryCommunity". The profile description states that NCCRT is a national coalition by ACS dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S. It also shows that the organization has 852 followers and 2-10 employees.

National Colorectal Cancer Roundtable (NCCRT)
A national coalition by ACS dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S.
Non-profit Organizations · 852 followers · 2-10 employees

Lori & 203 other connections follow this page

Following Visit website

Home About Posts Jobs People

Connect with us our social media channels:

- **X (Twitter):** @NCCRTnews
- **LinkedIn:** National Colorectal Cancer Roundtable (NCCRT)
- **YouTube:** @NCCRTnews

#NCCRT2024

ACS NCCRT Annual Meeting

- Held each November and open to ACS NCCRT members and invited guests.
- 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.
- Slides and recordings available online.



Webinars & Blue Star Conversations

- **Blue Star Conversations** are hosted by the NCCRT strategic priority teams and feature important and timely topics.
- We host 2-3 per year for ACS NCCRT members, CDC grantees, and invited guests.
- **ACS NCCRT webinars** held throughout the year and are open to everyone!
- All recordings are available in our resource center!



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.

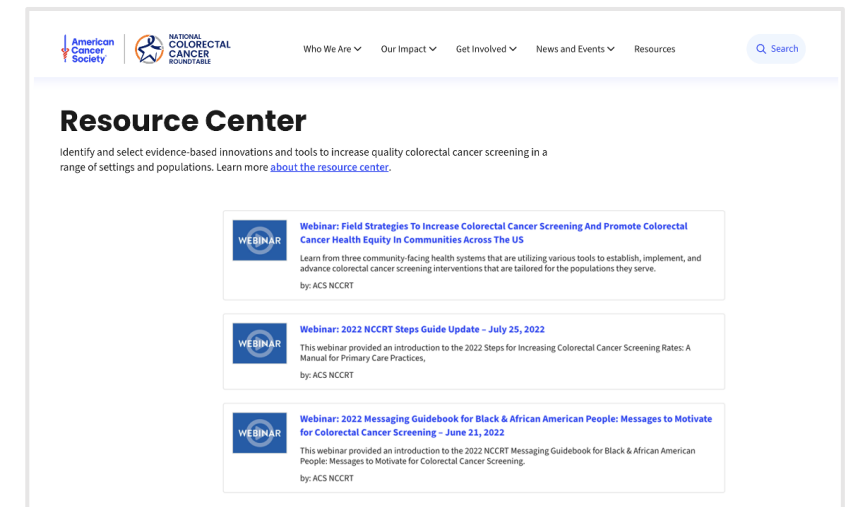
Rates Of Follow-Up Colonoscopy After A Positive Stool-Based Screening Test Result For Colorectal Cancer

Wednesday, May 17, 2023, 2-3pm ET

Registration: nccrt.org/events

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

American Cancer Society | NATIONAL COLORECTAL CANCER ROUNDTABLE



American Cancer Society | NATIONAL COLORECTAL CANCER ROUNDTABLE

Who We Are | Our Impact | Get Involved | News and Events | Resources

Resource Center

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](#).

- 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

National Achievement Awards

2024 Awardees:

- **Grand Prize:** Southwest Coalition for Colorectal Cancer Screening (SuCCCeS) Program
- **Honorees:**
 - Florida Agency for Health Care Administration
 - Unity Medical Center
 - Family Health Services
 - Mikisha Longie (Individual RN at the Indian Health Service)

2025 Award Nominations are now open until December 6!

Submit your work or a partner's work to get national recognition at nccrt.org/awards or at the QR code to the right.





Thank You