



National Colorectal Cancer Awareness Month Webcast: *Working Together to Save More Lives from Colorectal Cancer*

March 12th, 2025
2:00–3:00pm ET

Today, we will cover...



1 State of the Field Updates

2 Recent Colorectal Cancer Screening Data and Trends

3 Showcasing the Great Work of Our Partners in the Field:
2025 National Achievement Awardees

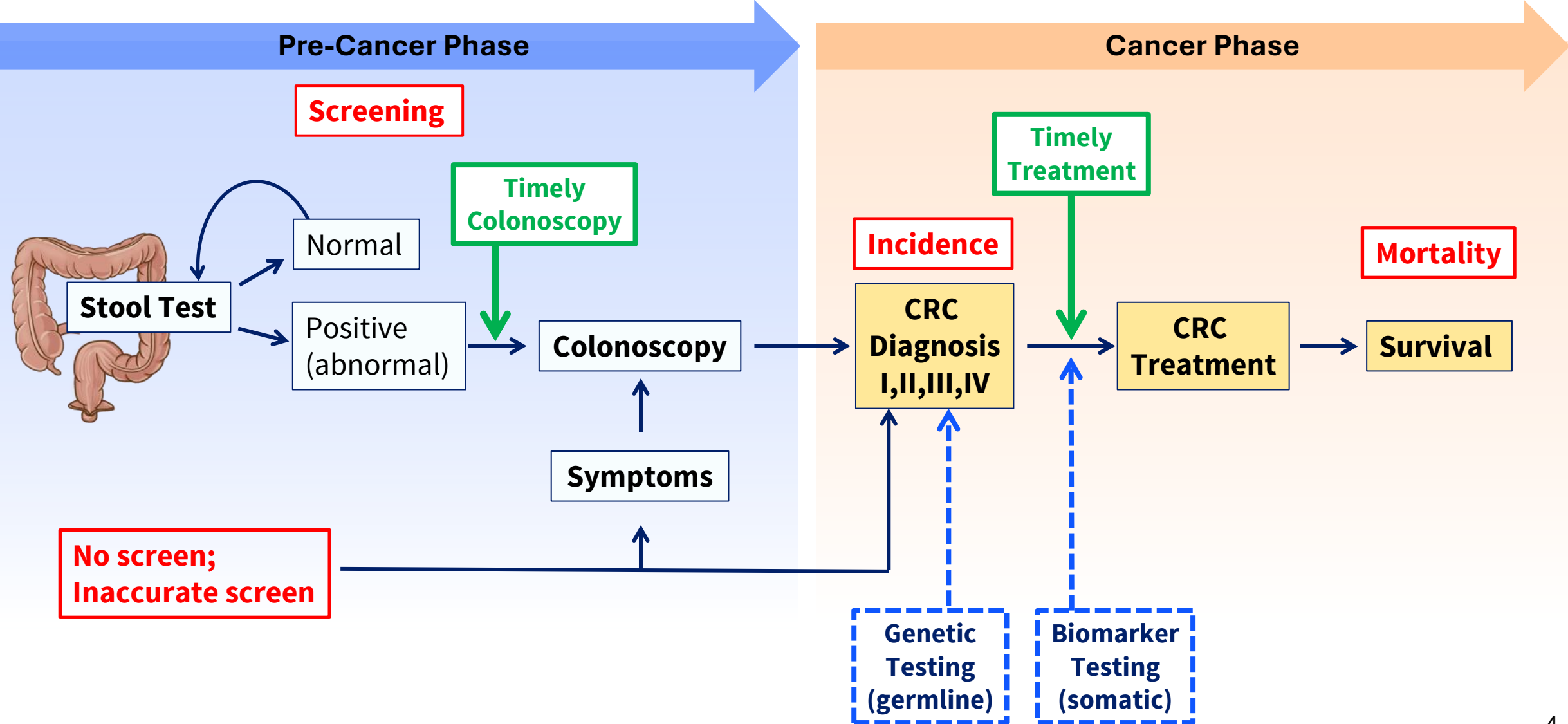
4 ACS NCCRT Future Directions

How You Can Support CRC Awareness this March?

- 1. Get screened:** Get screened on time at 45 (or earlier if indicated) and continue screening at recommended intervals.
- 2. Encourage your family and friends to get screened:** Don't underestimate the impact you can make on encouraging those in your inner circle to get screened. Talk about the rising incidence in young people and the importance of timely evaluation of signs and symptoms.
- 3. Use ACS NCCRT resources:** Make a plan to use tools and resources to do more to promote CRC awareness in the communities you serve.



The Colorectal Cancer Continuum

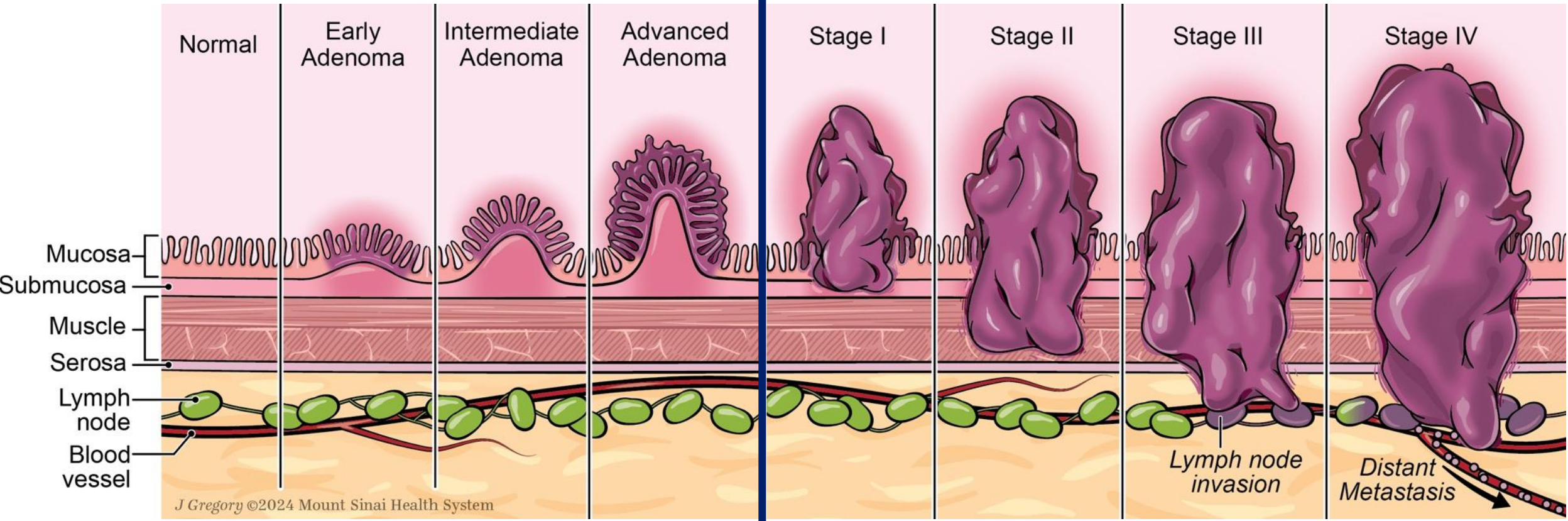


Pre-Cancer Phase

Cancer Phase

“Prevention”

“Early Detection”



ACS NCCRT's New Areas of Focus

These five areas of focus will be our guide to reducing mortality and mortality disparities related to colorectal cancer, in addition to prevention and early detection.

1

MOBILIZE

national and community-level efforts that will lead to health equity across the colorectal cancer continuum.

2

IMPROVE

timely action for early-age onset colorectal cancer signs and symptoms.

3

SUPPORT

on-time screening as soon as eligible and continued participation per screening recommendations.

4

PROMOTE

timely colonoscopy follow-up to positive (abnormal) non-colonoscopy tests.

5

IDENTIFY

areas to ensure timely initiation of quality colorectal cancer treatment.



Todd

Colorectal Cancer Survivor

Dr. Priti Bandi's presentation on the 2023 NHIS CRC screening data has been omitted since the data is unpublished. Findings will be available in the upcoming 2025–2026 Cancer Prevention & Early Detection Facts & Figures Report, expected to be released April 2025:

www.cancer.org/research/cancer-facts-statistics.html

Questions

2025 National Achievement Awardees

- Grand Prize: **Erie Family Health Centers**
 - Category: Federally Qualified Health Center
 - Location: Chicago, IL and its northern suburbs
- Honoree: **Georgia Center for Oncology Research and Education**
 - Category: Colorectal Cancer Control Program
 - Location: Georgia
- Honoree: **Marshall**
 - Category: Health System
 - Location: El Dorado County, CA
- Honoree: **Peoples Health**
 - Category: Health Plan
 - Location: Louisiana
- Honoree: **Project 80% at the University of Texas MD Anderson Cancer**
 - Category: Screening Program
 - Location: Texas



2025 ACS NCCRT National Achievement Award Honoree:

Marshall

Category: Health System

Location: El Dorado County, California

Noteworthy:

- Serves a largely rural community between Sacramento and Lake Tahoe in CA.
- In the last year, their screening rate rose 3 percentage points to **83%**, which they attribute to a focus on the 45-49 age group.
- Used multiple interventions, focused on community engagement as well as a tight partnership between their primary care providers, cancer center leaders, and population health department.



2025 ACS NCCRT National Achievement Award Honoree: **Peoples Health**

Category: Health Plan

Location: Louisiana

Noteworthy:

- Serves 140,000+ Medicare beneficiaries in Louisiana
- Increased their screening rate from **50% to 54%** between 2021 to 2023, which amounts to almost 28,000 people screened.
- Used multiple interventions, focused specifically on their work to eliminate Black/white screening disparities in their population and leading the Louisiana Payors Council.



2025 ACS NCCRT National Achievement Award Honoree:

Project 80% at the University of Texas MD Anderson Cancer Center

Category: Screening Program

Location: Texas

Noteworthy:

- Serves rural and urban health professional areas in Central, East, Southeast and West Texas
- To date, they have resulted almost 135,000 FIT/FOBT+ tests and navigated patients to 7,750 completed colonoscopies with a 75% follow-up rate.
- Used multiple evidence-based interventions, including free screening for those without insurance and navigation.



THE UNIVERSITY OF TEXAS
~~MD Anderson~~
Cancer Center
Making Cancer History®





ERIE IS:

13 Locations across the Chicago area



7 primary care centers



4 of which have dental care



1 dedicated teen and young adult center



5 school-based health centers



Coming in 2026: *Erie at Sankofa Village Wellness Center* in West Garfield Park



\$120M FY24 budget

At Erie, we serve...

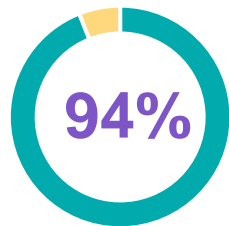


95,000+ patients

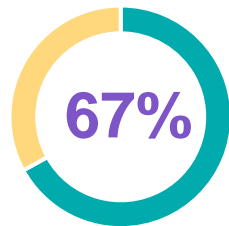
regardless of where they're from, how they identify or their ability to pay



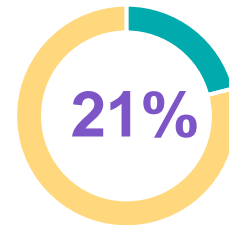
391,000+
patient visits annually



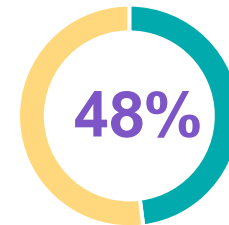
low-income



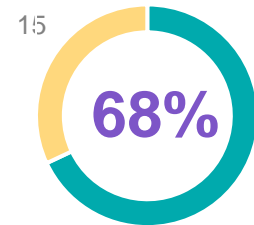
Medicaid



uninsured



non-English speaking



Latinx

Increasing Access to CRC Screening and Care



16,603 patients
screened for colorectal cancer



20% increase
in the % of patients screened
for CRC (49% to 59%)



90th percentile nationally amongst FQHCs
Exceeds the national FQHC average rate of 46%

Successful strategies include:

- Introduction of novel screening method (Fecal-DNA)
- Targeted outreach at 3, 6, 8 and 10 months
- Patient navigation support to help schedule colonoscopies, arrange transportation, and address insurance barriers
- Patient education in preferred language
- Strong relationships with hospital partners to connect uninsured patients to colonoscopies

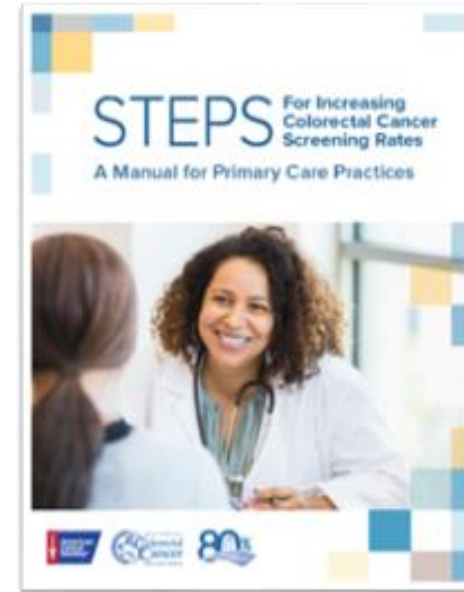
ACS NCCRT Resources

Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices (2022)

Clinician's Reference: Stool-Based Tests for Colorectal Cancer Screening (2025)

Lead Time Messaging Guidebook (2024)

nccrt.org/resources






NEWLY UPDATED

Clinician's Reference:

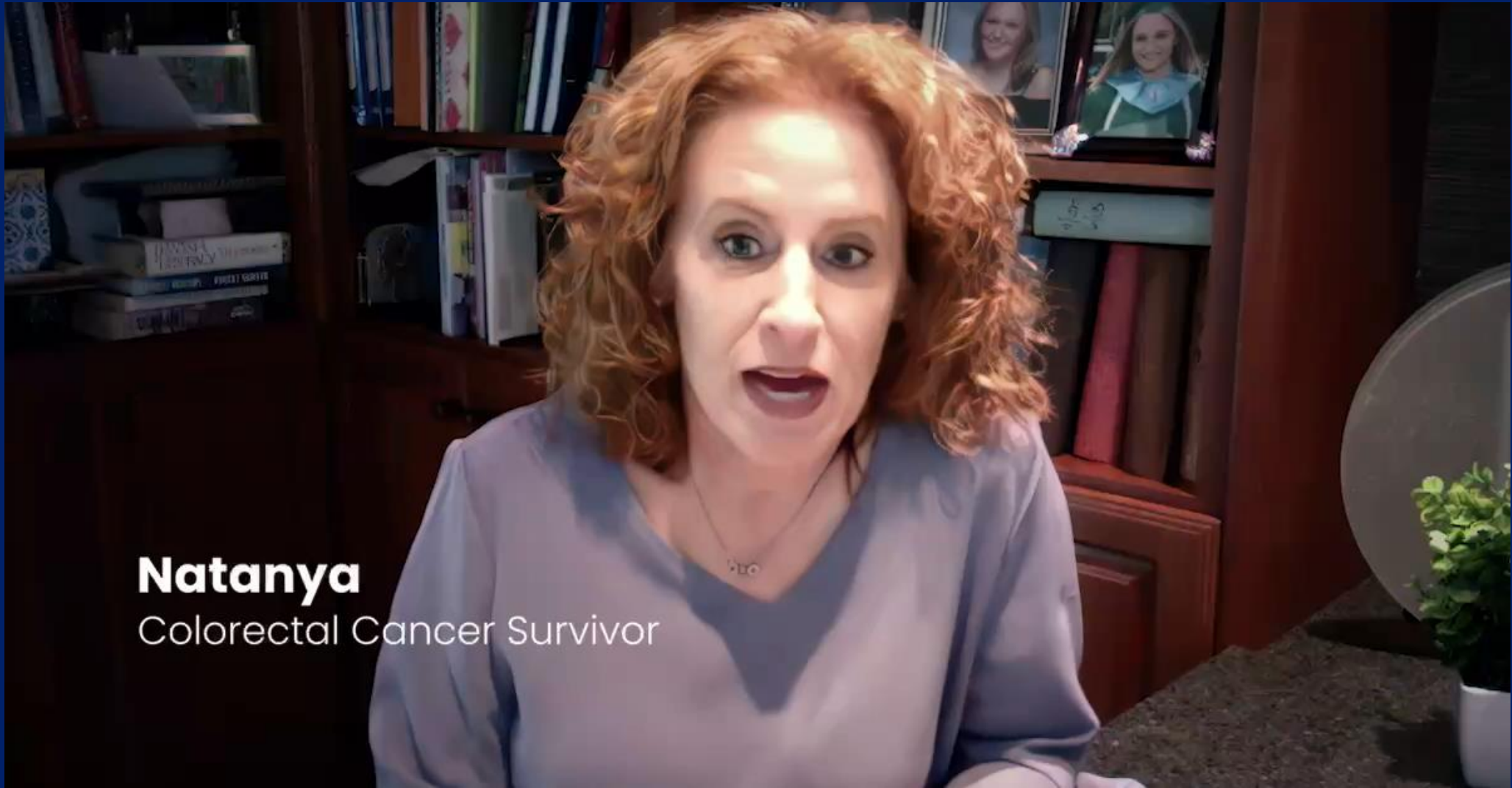
Stool-Based Tests for Colorectal Cancer Screening

This resource is designed to introduce (or reintroduce) primary care clinicians to the value of stool-based testing for colorectal cancer.



Questions



Natanya
Colorectal Cancer Survivor

Learn More!

- Follow us on LinkedIn and X
 - [linkedin.com/company/nccrt/](https://www.linkedin.com/company/nccrt/)
 - @NCCRTnews
 - Use #80inEveryCommunity
- Sign up for the newsletter
- Apply for NCCRT membership
- Visit: nccrt.org/get-involved

Questions? Contact nccrt@cancer.org

2025 ACS NCCRT Colorectal Cancer Awareness Month Webcast Survey



Upcoming Events & Resources

- **March 27 Webinar for Community Health Centers**

- “CRC Trends & Health Center Insights: Working Together We Can Increase CRC Screening”
- Thursday, March 27, at 1pm ET
- www.nccrt.org/events

- **ACS NCCRT Member Events this March**

- www.nccrt.org/crc-news-february-25-2025

- **ACS NCCRT Guidebook Release**

- Best practices guidebook and 5 case studies on reaching rural communities for CRC screening
- May 2025 Launch Webinar – Date TBD

American Cancer Society | **NATIONAL COLORECTAL CANCER ROUNDTABLE**

Webinar series:
Cancer Prevention and Early Detection for Community Health Centers

Join us for a 3-part webinar series focused on cervical, colorectal and breast cancer prevention and screening.

Many barriers can impact a person's ability to prevent, detect, treat and survive cancer. Community health centers (CHCs) are essential to reducing disparities and improving access to cervical, colorectal and breast cancer screening.

Session 2: CRC Trends & Health Center Insights: Working Together We Can Increase CRC Screening

 Estimated more than 154,000 new colorectal cases in 2025	 CHCs screened over 3.3 million individuals in 2023	 Colorectal cancer screening rates nationally at CHCs are only at 41%	 National Colorectal Cancer Roundtable screening goal is 80% in every community
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Details

Join us for a in-depth discussion on:

- Current state of colorectal cancer
- Urgent need for screening patients age 45-55
- Review of tools and resources
- Best practice sharing

March 27, 2025
1 PM EST

Click [here](#) to register or scan the QR code.

More information coming soon for session 3 (breast cancer).

Speakers

- Anay Puente, RN**
Regional Charge Nurse
Family Health Services
- Keith Winfrey, MD, MPH**
Chief Medical Officer
New Orleans East Louisiana CHC
ACS NCCRT Steering Committee Member
- Rebecca Siegel, MPH**
Senior Scientific Director,
Surveillance Research
American Cancer Society

Moderated by:
Emily Bell, Director, National Colorectal Cancer Roundtable
American Cancer Society

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Questions? Please email: interventions@cancer.org



RELENTLESS PARTNERS IN THE FIGHT AGAINST COLORECTAL CANCER

