



NATIONAL COLORECTAL CANCER ROUNDTABLE
80% Colorectal Cancer Screening rate by 2018
Evaluation and Measurement

DoubleTree Hilton
Bethesda, MD
Wednesday, November 19th, 2014
9:00 am to 4:00 pm

Evaluation and Measurement Meeting Objectives:

- Identify and discuss primary and secondary data sources that can be used to evaluate our progress in the effort to reach the 80% screening goal;
- Determine how to best support partners in setting and measuring individual goals and tracking progress;
- Discuss 80% by 2018 proxy goals for the most important elements of the 80% by 2018 of the strategic plan;
- Determine how we will assess the 80% by 2018 initiative overall.

Wednesday, November 19th, 2014

8:30 AM BREAKFAST

9:00 AM Welcome & Introductions

Tamar Wallace, NCCRT Evidence-Based Education and Outreach
Task Group Co-Chair

Andrea Dwyer, NCCRT Evidence-Based Education and Outreach
Task Group Co-Chair

9:20 – 10:00 AM 80% by 2018 Strategic Mapping Process
Richard Wender, MD, NCCRT Chair (By phone)

- Overall goal
- Partners
- Strategic planning process update

- 10:00 – 11:00 AM Discussion of Primary and Secondary Data Sources to Measure CRC Screening Rates
- Discuss framework for evaluation and measurement
 - This is not pass/fail.
 - We want to use measurement to motivate and course correct; not alienate.
 - There is no wrong starting pointing for partners.
 - We must be practical about our partners' capacity to evaluate.
 - Identify database(s) to measure end result and progress
 - Discuss how the data sets could be collectively used to track and monitor trends. What combination of data sets might give a state an accurate picture of their progress?
 - How would we advise use of these measures to states? Do we need to develop a model to demonstrate how these measures intersect?
 - What type of tools or explanations might help partners use these data sources in their 80% by 2018 work?
 - How should state by state goals be set? Who should set them?
 - Do states need intermediate goals?

11:00 AM BREAK

11:10 – 12:00 PM Discussion Continued.

12:00 – 1:00 PM LUNCH

- 1:00 – 2:15 PM Supporting 80% by 2018 partners in their evaluation efforts
- How can we motivate partners to measure/track/report their individual progress?
 - What guidance can we offer partners on measurement and evaluation?
 - What data sets exist to help them? What types of things can they measure? What's reasonable to request?
 - What resources can we provide to help measure/track/report?
 - What incentives can we provide to help measure/track/report?

- How can we celebrate successes? (eg, web, awards, conference)

2:15 – 3:15 PM

Evaluating our messaging and communication with target audiences

- Are there evaluation protocols that should be developed for the new communications toolkit?
- What concrete proxy measures should be used?
- What resources might partners need?
- What research options might exist to keep this effort on track?

3:15 – 3:50 PM

Process Evaluation: Overall 80 x 18 Campaign

- How can we measure/track the seven key functions?
- What should we measure, how often?
- Evaluation strategic plan and timeline
- Partner satisfaction

3:50 – 4:00 PM

Next Steps

4:00 PM

Adjourn