



# *Professional Education & Practice Implementation: Community Stakeholders*

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# Strategic Priority Team Charge

***Team Charge:*** *To develop educational resources and implementation tools to help public-facing partners and stakeholders (e.g. employers, community organizations, coalitions, member associations, etc.) take appropriate action to improve colorectal cancer screening rates and awareness.*

# Priorities & Discussion Themes

- Tremendous appreciation for the resources developed by the NCCRT
- Consider the need for culturally appropriate resources
- Opportunities to expand audience for these resources to include faith-based institutions, community health workers, and employers, especially small businesses
- Include “Health Equity” in the charge

# Reflecting on 2022 and Looking Ahead to 2023

## *What Can This Group Do?*

### **Identified Barriers:**

- Need for more culturally appropriate resources (awareness and testing materials)
- Effective approaches for disseminating resources

### **What can this group do:**

- Continue to create and share culturally appropriate resources for state and local level implementers, especially those that can be co-branded.
- Work with other strategic priority teams like the PEPI: Health Systems and Providers team to get FIT tests with culturally appropriate instructions into the community.
- Work with the Public Awareness and Social Media Strategic Priority Teams to identify appropriate vehicles for sharing resources and tools.