

Professional Education and Practice Implementation: Community Stakeholders Task Group



Task Group Co-Chairs

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Task Group 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.



Recommended Actions



Health Equity

- Be intentional about integrating **health equity** strategies into programmatic activities

Employers

- Partner at a national level with comprehensive cancer groups to implement a strategic initiatives for **employers** in states across the country.

Health Equity

Be intentional about implementing health equity strategies into programmatic efforts to increase colorectal cancer to 80% in every community.

- Use **targeted approaches for priority populations** (e.g. African American, Latin X, LGBTQ, rural, etc.). One approach/size does not fit all (languages; cultural differences).
- Engage patients, survivors and caregivers & people from the community in the design, implementation & evaluation of activities. **“Nothing about us without us”**. Would include technical assistance regarding how to go about engaging this audience to get their input.
- Provide concrete examples on **how to implement health equity strategies** (ex. How to improve transportation; how to address trust with physicians and patients; how to educate their partners on health equity, to better understand power dynamics, historical context, institutional racism)



Considerations:

- ***What's exciting? This is an opportunity to:***

- Provide resources to help stakeholders understand what health equity really means, particularly within the context of the communities they are seeking to serve – more than textbook definitions and cliché' mentions.
- Provide real-time solutions/concrete practical examples of how to conduct interventions.

- ***Who needs to be involved?***

- Community members, patients, care givers, etc.
- NCCRT member organizations and others who are already working in specific/targeted communities.



Employers

Partner at a national level with comprehensive cancer groups to implement a strategic initiatives for employers in states across the country.

Develop and deliver a pilot project with employers that:

- Describes screening modalities, screening rates, risks, incidence and mortality.
- Demonstrates the ROI
- Helps employers develop and implement programs and practices to increase screening rates within their organizations.



Considerations

What's exciting?

- This is an opportunity to work with a diverse group of employers, i.e. health systems, retail, corporate to better understand and address screening barriers, challenges, and beliefs among employees from executive to low levels.

Who should be involved?

- National Business Group on Health
- Employers

