



## AGENDA

### NATIONAL COLORECTAL CANCER ROUNDTABLE ANNUAL MEETING

*Charting Our Course to 80% in Every Community*

Sheraton Inner Harbor Hotel

Baltimore, MD

November 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup>

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Tuesday, November 19<sup>th</sup>, 2019

#### *Pre-Conference Session*

1:00 PM to 6:00 PM     **Registration**

1:00 PM to 2:30 PM     **Optional: State and Local Colorectal Cancer Screening Program Information Sharing Session**

During this interactive and informal session, representatives from state and local CRC screening programs are invited to come and share their struggles, lessons learned and keys to success in their efforts to deliver screening at the community level.

*Moderated by Heather Dacus, DO, MPH, Director, Bureau of Cancer Prevention and Control, New York State Department of Health*

2:45 PM to 4:00 PM     **Optional: Understanding the Menu of Colorectal Cancer Screening Tests: Overview of the options and when to choose which one**

Does your flight get in early on Tuesday? Then, you won't want to miss this overview of the screening modalities for colorectal cancer. Participants will learn about the stool-based tests and structural (visual) exams available to patients at average risk of colorectal cancer, including test efficacy, recommended screening intervals, and considerations to make in offering or selecting a particular test. This session is appropriate for those new to the field as well as intermediate/more advanced learners.

#### **Stool-based Screening Modalities**

*Durado Brooks, MD, MPH, Vice President, Cancer Intervention, American Cancer Society, NCCRT Steering Committee, NCCRT Community Health Center Task Group Co-Chair (Moderator/Presenter)*

#### **Colonoscopy & Sigmoidoscopy**

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Steven Itzkowitz, MD, Professor of Medicine and Oncological Sciences, Director, GI Fellowship Program, Icahn School of Medicine at Mount Sinai, NCCRT Steering Committee*

### **CT Colonography**

*Cecelia Brewington, MD, FACR, Professor, Department of Radiology; Vice Chair, Community & Clinical Outreach; UT Southwestern Medical Center, NCCRT Steering Committee*

4:00 PM to 4:45 PM **Optional: National Colorectal Cancer Roundtable Orientation** (Open to old and new attendees alike!)

New to either the National Colorectal Cancer Roundtable or the NCCRT annual meeting? Or maybe you've been coming for years and still don't know what anyone does beyond your own task group? Then, this session is for you! Come join NCCRT Chair, Dr. Richard Wender, and NCCRT Co-Chair, Dr. Robert Smith, as they give an overview of the NCCRT, what we do and how we do it, in hopes of helping attendees get the most out of their involvement with the NCCRT.

*Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, NCCRT*

*Robert Smith, PhD, Co-Chair, NCCRT, Vice President Cancer Screening, American Cancer Society, Inc.*

4:00 PM to 4:55 PM **American Cancer Society Staff Dialogue**  
(Open to ACS staff only)

5:00 PM to 6:30 PM **NCCRT Task Group Meetings - Project Planning, & Special Topic Discussions**

Policy Action  
Public Awareness & Social Media  
Community Health Centers  
Family History & Early Onset CRC  
Professional Education & Practice Implementation: Healthcare  
Professional Education & Practice Implementation: Community Stakeholders

6:45 PM to 9:15 PM **NCCRT Steering Committee Meeting**  
(Open to NCCRT Steering Committee members only)

### **Wednesday, November 20<sup>th</sup>, 2019**

7:00 AM to 5:00 PM **Registration**

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

8:00 AM

### **Networking Breakfast**

### **Meeting Start**

8:30 AM

### **General Session Welcome**

*Robert Smith, PhD, Vice President Cancer Screening, American Cancer Society, Inc., Co-Chair, NCCRT,*

Opening Remarks and Roundtable Business

8:45 AM

### **80% in Every Community: Progress Report**

*Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc. Chair, NCCRT*

Q&A

9:25 AM

### **The Nation's Roadmap for Improving Colorectal Cancer Screening Rates: The 80% in Every Community Strategic Plan**

*Moderated by Richard C. Wender, MD, Chief Cancer Control Officer, American Cancer Society, Inc., Chair, NCCRT*

#### **An Introduction to the Strategic Plan and Planning Process**

*Caleb Levell, MA - Director, NCCRT - Programs and Partnerships*

#### **Four Strategic Focus Areas**

- Catalyzing Healthcare Systems
- Mobilizing at Public Touchpoints
- Breaking down Policy Barriers
- Assess and Build Capacity in Communities

#### **Table Activity**

10:25 AM

### **BREAK**

10:45 AM

### **What do the Data Tell Us: What can we learn from the latest colorectal cancer screening rate trends over time?**

*Moderated by Joseph E. Ravenell, MD, MS, Associate Professor of Medicine & Population Health; Associate Dean of Diversity Affairs and Inclusion; Director, Center for the Elimination of Cancer Disparities; Perlmutter Cancer Center, New York University School of Medicine, NCCRT Steering Committee*

#### **Behavioral Risk Factor Surveillance System**

*Djenaba A. Joseph, MD, MPH, Medical Director, Colorectal Cancer Control Program, Centers for Disease Control and Prevention*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

### **National Health Interview Survey**

*Stacey Fedewa, Senior Principal Scientist, Surveillance Research, American Cancer Society, Inc.*

### **Healthcare Effectiveness Data**

*Mary Barton, MD, MPP, Vice President, Performance Measurement, National Committee for Quality Assurance*

### **Uniform Data System**

*Minh Nguyen, Pharm D, MPH, Public Health Analyst, Health Resources and Services Administration*

Q&A

12:00 AM

**NETWORKING BREAK**

12:10 PM

**Lunch in plenary**

1:10 PM

**Communities of Success: Profiles of success from three 2019 80% in Every Community National Achievement Award honorees**

*Moderated by Emily Bell, MPH, Director, NCCRT - Colorectal Cancer Interventions*

### **NOELA Community Health Center**

*Keith Winfrey, MD, MPH, Internist and Chief Medical Officer*

### **Sanford Health**

*Tessi Ross, BSN, MPA, RN, CPHQ, Senior Quality Strategist – Sanford Clinics/Ambulatory, TCPI/COMPASS PTN Program Manager*

### **AT&T**

*TBD*

Q&A

2:10 PM

**Early Age Onset Colorectal Cancer Update: Recent data and the emerging research agenda**

*Moderated by Xavier Llor, MD, PhD, co-Director, Cancer Genetics and Prevention Program; Medical Director, Colorectal Cancer Prevention Program; Medical Director of Cancer Screening and Prevention; Yale University Cancer Center, NCCRT Steering Committee*

*Rebecca L. Siegel, MPH, Scientific Director, Surveillance Research, American Cancer Society, Inc.*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Andrea (Andi) Dwyer, The Colorado School of Public Health, University of Colorado Cancer Center, NCCRT Evaluation and Measurement Task Group Co-Chair, NCCRT Steering Committee*

Q&A

3:15 PM

***Break and move to workshops***

3:30 PM – 5:00 PM

**Workshops**

### **WORKSHOP #1**

**How to Make the Message Resonate: Innovative approaches to deliver screening recommendations that will resonate with your target audience**

*(This workshop will also take place on Thursday, Nov. 21st)*

Recent market research from the NCCRT finds that there are a number of reasons and barriers that indicate why individuals remain unscreened. As public health professionals and clinicians, one factor that falls within our control is the way in which we develop and deliver our screening messaging so that communities better understand how to respond with appropriate, timely, and healthy actions. This session introduces the NCCRT's [2019 Colorectal Cancer Screening Messaging Guidebook: Recommended Messaging to Reach the Unscreened](#), and further offers a panel of presenters that will elaborate on what we can learn from the latest market research as well as promising practices from the field to more effectively make our messages resonate.

*Moderated by XXXXXXXX*

*Bill Willard, Director, Marketing Research, American Cancer Society, Inc.*

*Jamie Thompson, MPH, Senior Research Associate, Kaiser Permanente - Center for Health Research*

*Mike Flicker, MBA, Sage Scopes Director, Sage Programs, Minnesota Department of Health*

### **WORKSHOP #2**

**How to Find Local Level Data and Put it into Action**

*(This workshop will also take place on Thursday, Nov. 21st)*

To reach 80% in Every Community we will need to focus our efforts in communities that are experiencing disproportionate impacts from colorectal cancer, but how do we know where to focus our efforts? And how will we measure progress? This workshop will begin with an introduction to how to find colorectal cancer incidence, mortality, and screening rate data on the local and community level and then feature three partners who are implementing promising approaches.

***How to find local level data***

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Heather M. Brandt, PhD, Associate Dean and Professor, University of South Carolina  
(Moderator/Presenter)*

### ***How to put it into action***

#### **March Forth - Selecting Philadelphia as the location for a four-pronged approach to increase CRC screening**

*Wendy K. Nickel, MPH, Vice President, Prevention, Colorectal Cancer Alliance*

#### **Using MN Community Measurement data to target the Somali community in Minneapolis–Saint Paul**

*Abdifatah Haji, MBBS, MPH, Program Coordinator, Somali Medical Association*

#### **Analyzing cancer registry data to identify parishes with disproportionate late-stage disease in Louisiana**

*Lauren S. Maniscalco, MPH, Liaison, Louisiana Tumor Registry*

### **WORKSHOP #3**

#### **State and Regional Colorectal Cancer Roundtable Information Exchange**

Are you leading or participating in a regional, state, or local colorectal cancer roundtable and/or comprehensive cancer control coalition that prioritizes CRC screening? Let's talk! This information exchange will begin with brief presentations from regional and state-based roundtables currently planning, implementing, or evaluating screening efforts within their communities. An open dialogue will follow these presentations, where attendees will have their chance to share, learn, and engage. This workshop is designed for all participants no matter if your roundtable is well established or just finding its momentum.

*Moderated by Annie Thibault, Director, Colorectal Cancer Prevention Network, NCCRT Steering Committee*

*Andrew Albert, MD - Illinois Colorectal Cancer Roundtable*

*Daniel (Stony) Anderson, MD - California Colorectal Cancer Coalition / West Coast Regional Colorectal Cancer Roundtable*

*Andrea (Andi) Dwyer - Colorado Colorectal Cancer Roundtable*

*Jordan J. Karlitz, MD and Keith Winfrey, MD, MPH - Louisiana Colorectal Cancer Roundtable*

*Beth McFarland, MD - Missouri Colorectal Cancer Roundtable*

### **WORKSHOP #4**

#### **Reaching Rural Populations: Profiles of success in reaching rural dwellers for colorectal cancer screening**

Learn how three partners focused their efforts to assist rural dwellers in overcoming barriers to CRC screening. Participants will also be invited to brainstorm and contribute to NCCRT's plans to develop a best practices toolkit on reaching rural communities.

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Moderated by Shannon Bacon, MSW, Health Systems Manager, State & Primary Care Systems, North Region, American Cancer Society, Inc.*

*Laura Scott, MBA, Improvement Advisor, Safety and Quality, Sanford Health*

*Elsa Weltzien, MPH, Health Systems Evaluation Coordinator, and Amie Muraski MPH, CHES, TTS, Patient Navigation Coordinator; Colorado Cancer Screening Program, Colorado School of Public Health, University of Colorado Cancer Center*

*Tinka Duran, Prevention Programs Director, Great Plains Tribal Chairmen's Health Board*

### WORKSHOP #5

#### **Recent Colorectal Cancer Screening Policy Successes**

Learn about recent state-level legislative successes to expand access to timely CRC screening in Maine and Kentucky as well as recent research on improvements in CRC screening and earlier stage of disease at diagnosis in states that expanded Medicaid.

*Moderated by Moderated by Michelle DeFavero, MOT, MPH, Senior Analyst, Policy Analysis and Legislative Support, American Cancer Society Cancer Action Network*

*Rachel Marcus State and Local Campaigns Manager; and Hilary Schneider, MPP, Maine Government Relations Director (joining virtually); American Cancer Society Cancer Action Network (Maine)*

*Jason Baird, Owner, Limestone Group; and Whitney Jones, MD, Gastroenterologist, Founder, Colon Cancer Prevention Project (Kentucky)*

*Robin Yabroff, Senior Scientific Director, Health Services Research, American Cancer Society, Inc.*

### WORKSHOP #6

#### **Mailed FIT: What does the research tell us about successful strategies for reaching individuals for CRC screening by mail?**

During this workshop, we'll explore the evidence base for delivering CRC screening by mailing FIT kits directly to patients. Presenters will cover what the research tells us, emerging best practices, and considerations to make in adapting this strategy in your own settings.

*Gloria D. Coronado, PhD, Mitch Greenlick Endowed Senior Investigator in Health Disparities Research, Kaiser Permanente Center for Health Research, NCCRT Steering Committee (Moderator/Presenter)*

*Stacie Miller, Program Manager, Moncrief Cancer Institute*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Ma Somsouk, MD, MAS, Professor of Medicine, University of California San Francisco*

5:00 PM – 6:30 PM     **Reception\***

*\*Cash bar (no credit cards accepted). Light appetizers. Dinner on your own.*

### **Thursday, November 21<sup>st</sup>, 2019**

7:30 AM – 8:00 AM     **Networking Breakfast**

7:30 AM – 8:00 AM     **Optional: Memorial gathering to share remembrances of Thomas Weber MD, FACS, past NCCRT Chair**

8:00 AM                **The Colorectal Cancer Screening National Landscape: Updates from federal and policy partners**

#### **Centers for Disease Control and Prevention**

*Lisa Richardson, MD, MPH, Director, Division of Cancer Prevention and Control; NCCRT Steering Committee (Moderator/Presenter)*

#### **National Cancer Institute**

*Erica Breslau, PhD, MPH, Program Director, Health Systems and Interventions Research Branch*

#### **American Cancer Society Cancer Action Network**

*Rachel Marcus, State and Local Campaigns Manager*

#### **Fight Colorectal Cancer**

*Anjee Davis, MPPA, President; Co-Chair, NCCRT Public Awareness & Social Media Task Group, NCCRT Steering Committee*

9:05 AM                **Lifetime Achievement Award to Ann Zauber, PhD, Attending Biostatistician, Memorial Sloan Kettering Cancer Center**

*Introduction by Robert Smith, PhD, Vice President Cancer Screening, American Cancer Society, Inc., Co-Chair, NCCRT*

9:15 AM                **Remarks from Ann Zauber, PhD, Memorial Sloan Kettering Cancer Center**

9:25 AM                ***Move to workshops***

9:40 AM to 11:00 AM   **Workshops**



**WORKSHOP #1**

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***How to find local level data***

*Andrea (Andi) Dwyer, The Colorado School of Public Health, University of Colorado Cancer Center, NCCRT Evaluation and Measurement Task Group Co-Chair, NCCRT Steering Committee (Moderator/Presenter)*

*Magen Phillips, MPH, Cancer Health Systems Specialist, Colorado Department of Public Health and Environment*

***How to put it into action***

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

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## **WORKSHOP #3**

### **Cost and Cost-effectiveness: Recent research on the economics of colorectal cancer screening**

Presenters will cover what we know about the cost-effectiveness of starting CRC screening for average risk patients at age 45, the cost-effectiveness of CRC screening under commercial insurance versus Medicare, as well as cost-effectiveness findings from the Centers for Disease Control and Prevention's Colorectal Cancer Control Program's learning collaborative. Participants will also learn what recent research tells us about the efficacy of patient incentives for CRC screening.

*Moderated by Robert Smith, PhD, Vice President Cancer Screening, American Cancer Society, Inc., Co-Chair, NCCRT*

*Uri Ladabaum, MD, MS, Professor of Medicine, Director, GI Cancer Prevention Program, Stanford University School of Medicine*

*Florence Tangka, PhD, Health Economist, Centers for Disease Control and Prevention*

*Beverly B. Green, MD, MPH, Senior Investigator, Kaiser Permanente Washington Health Research Institute, Physician, Washington Permanente Medical Group, Family Medicine*

## **WORKSHOP #4**

### **How to Advance Colorectal Cancer Screening through Cancer Centers**

This workshop will showcase how federal agencies and cancer centers are working together to improve CRC screening rates across states and local communities. Community outreach and engagement has become an important part of many cancer centers' operational plans as well as a requirement in applications for federal or philanthropic funding. Attend this session to learn about the incredible work underway from funders as well as three exemplary cancer centers, and to further gain practical advice on how cancer centers have leveraged their influence and infrastructure to promote CRC screening.

*Moderated by Karen E. Kim, MD, MS, Professor of Medicine, Dean for Faculty Affairs*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Division of the Biological Sciences, Director, Center for Asian Health Equity, University of Chicago Comprehensive Cancer Center, The University of Chicago, NCCRT Steering Committee*

*Erica Breslau, PhD, MPH, Program Director, Health Systems and Interventions Research Branch, National Cancer Institute*

*Allison Rosen, MS, Lead Project Coordinator, Baylor College of Medicine, Dan L Duncan Comprehensive Cancer Center, Office of Outreach and Health Disparities*

*Lewis Foxhall, MD, Vice President, Health Policy; Professor - Clinical Cancer Prevention, University of Texas MD Anderson Cancer Center*

*Daniel Reuland, MD, MPH, Professor, Division of General Medicine and Clinical Epidemiology, Lineberger Comprehensive Cancer Center, UNC-Chapel Hill, Cancer Prevention and Control*

### WORKSHOP #5

#### **How to Identify Patients with Hereditary Colorectal Cancer: Panel genetic testing and tumor testing**

Genetic counseling plays an important role in providing clinicians and patients with a comprehensive cancer risk assessment. This workshop explores the historical, current, and future trends in identifying patients with hereditary CRC, while also describing the current barriers that prevent physicians and medical teams from appropriately integrating genomic information in patient care decisions.

*Heather Hampel, MS, LGC, Associate Director, The Ohio State University Comprehensive Cancer Center, Human Genetics, NCCRT Steering Committee (Moderator/Presenter)*

*Jordan J. Karlitz, MD, Director, GI Hereditary Cancer and Genetics Program, Tulane University Cancer Center*

*Zsophia Stadler, MD, Medical Oncologist, Memorial Sloan Kettering Cancer Center*

### WORKSHOP #6

#### **How to Ensure Follow Up to Abnormal FIT**

Fecal immunochemical (FIT) testing for CRC screening is an effective and frequently used screening modality, but patients with abnormal results must complete a colonoscopy to determine if they have precancerous or cancerous lesions and follow-on colonoscopy rates are suboptimal in many settings. This workshop will explore what recent research tells us about patient barriers to completing screening and best practices to ensure timely follow up.

*Moderated by Durado Brooks, MD, MPH, Vice President, Cancer Intervention, American Cancer Society, NCCRT Steering Committee, NCCRT Community Health Center Task Group Co-Chair*

## NATIONAL COLORECTAL CANCER ROUNDTABLE MEETING

*Rachel Issaka, MD, MAS, Assistant Member, Fred Hutchinson Cancer Research Center*

*Folasade (Fola) May, MD, PhD, Assistant Professor of Medicine, Director of Quality Improvement, UCLA Health; Veterans Affairs*

*Linda Rabeneck, MD, MPH, FRCPC, Vice President, Prevention & Cancer Control, Cancer Care Ontario*

11:00 AM

**Return to General Session**

11:15 AM

**Task Group Meeting Snapshots: Key points and takeaways**

12:00 PM

**Keynote**

*Cynthia "Cynt" Marshall, CEO, Dallas Mavericks*

*Introduction by Richard C. Wender, MD, Chair, NCCRT, Chief Cancer Control Officer, American Cancer Society, Inc.*

12:45PM

**Adjourn**