**Notes for 11/3 CRC Task Force Meeting**

**Announcements**

* We are expanding to Oregon, so the Washington CRC Task Force has not become to Northwest CRC Task Force
* Amanda Petirk (Oregon had a task force three years ago that disseminated, not been meeting but through Char they joined into the group)
* Lizzie Moore, are we able to distribute an email list, looking to connect with Oregon members.
* You can also add Jill Carrillo, CRC and Breast Oncology Nurse Navigator for Legacy Health, OR and WA to the participant list. She is on the email distribution list but not able to be here today.

**Upcoming Events and Updates**

* Cancer Action Plan of WA (CAPOW) meeting on January 24th, 2024
  + Registration:<http://events.constantcontact.com/register/event?llr=rbzzoxjab&oeidk=a07ek2c60nv30b6e925>
* 2024 CRC Conference in California, Davis 2-day sessions (Amanda Petirk)
  + When: September 26-27, 2024 Where: UC Davis Conference Center, Main Campus Meeting Format: In-person or virtual attendance (hybrid event) Meeting logistics, agenda, registration, poster sessions & website: More information coming soon!
* Colon Stars has a new website up (6 people participating in Cologuard Classic) (Antia Isler)
* New team will be added to the DOH Colorectal Cancer EDI work. (Gwen Weber)

**Finalizing the Mission Statement**

Do people approve of this Mission and Vision Statement?

* Overall consensus looks like yes.

**Presentation from Population Health Colorectal Cancer (CRC) Screening Program**

* Question: Funding for the project- Had NIH funding, which ended. After that found a donor.
* Questions: Was there any kind of survey done to see why clients chose not to do the FIT tests (Elisa Collins)
* Questions: Do you know your abnormal testing rates (% abnormal)? From slide 7? (Amanda Petrik)
* Question: Who ends up paying for the rides? (Lizzie Moore)- Lyft did not provide a grant because of the risk of sedation.
* Questions: Did you work with the providers to not require a companion for going home? (Jen Coury)
* Questions: Mostly in Urban Setting? Interested in Rural (Jen Coury)- Yes, it was. But, interested in rural expansion. Feel free to reach out to the team if you are interested in collaborating with them.
* Questions: Interested in getting involved (Andrea Bassett)
* Questions: Are your navigators and patients primarily English-language dominant? (Thuy Vu)- Yes. But had access to Harborview’s interpreter services. Services in all languages mentioned in the presentation were made available.
* Questions: I would like to hear if you have this FIT kit program for non-clinical individuals? (Edgar Lopez-Baez)

**Data Overview on Colorectal Cancer (National and State)**

* Colorectal Cancer is number 5 in cancer site priorities.
* Compared to the US, Washington state has a lower incidence rate
* Rural areas are not getting screening at the health people 2020 benchmark.
* Black and AI/AN experience higher mortality rate for colorectal cancer

**Brainstorm: Communication Campaign**

* Things this group has done in the past include weekly Blasts, social media, in-person Events.
* One pager, two pagers general information. Make sure to include stories. Provided tips and action steps in these blasts🡪 National Colorectal Cancer Round Table
* Interested in small working groups to put together a communication campaign.

1. **Do you support a communication campaign?**

* (Daniel Pardon) Something that has been discussed is continuing communication campaign across the state through a road show.
* I like the shared resources & consistency of messaging. I feel like I've tried doing this on my own in the past within my team, but it's challenging. I would love to be a part of this campaign (Meredith Krauss)
* Coloncancercoalition.org has a great resource for turning our state blue. Our org is going to focus on this and would love to have partners around the NW to get more communities. If people are interested. I would help in planning for communication (Anita Isler)
* I've heard from partners that there is a need for more communication about CRC, so an emphatic YES! from me (Gwen Weber)

1. **What methods of communication should be considered?**

* Rural area would appreciate flyer to be put up (Char)
* May sound strange, but the national chain movie theatres have messages/QR codes on screens before the show. I always scan it while I'm sitting there (Meredith Krauss)
* Billboards? It's big and catches the attention of folks as they are driving to work (Gwen Weber)
* Separate communication plan for Urban Populations (Lizzie Moore)
* Easier to get media in rural areas. Took flyers about, dress in Blue day and went store to store, and met someone that had a family member who was impacted, shared about it in the radio (Anita Isler)
* We have had some success with Spanish Speaking Radio stations, but print would be great in multiple languages (Amanda Petrik)
* Connecting with rural churches, local markets, libraries, and community centers have been successful in reaching the rural populations (Daniel Padron)

1. **Are you interested in joining a small workgroup in compiling materials?**

* Yes, interested:
  + Edgar Lopez
  + Gwen Weber
  + Meredith Krauss
  + Valeria Webb
  + Daniel Padron
  + Amy Wooten
  + Anita Isler
  + Ari Bell- Brown
  + Jessica Lopez Ramirez

**Are you interested in facilitating an in-person event?**

* Anita Isler has an inflatable colon.
* I have an inflatable colon in Wenatchee and loan it to facilities for events (Shalene Nelson)
* Health Authority in Oregon has a colon (Char)
* I also have the Polly polyp costumes which really bring people to your table at events (Anita Isler)
* Island Health now has one! (Thanks to Gwen) I'd be open to looking into being a stop on a "road-show" (Kess Walp)
* If the inflatable colon or other in person event(s) happen in Oregon and/or SW Washington, it would be great if all interested healthcare systems could work together to staff it, etc. on behalf of the communities served (Christine Brown)

**What Other Project or Focus Area Should the Task Force Cover in 2024?**

* Getting a contractor for the BCCHP and connecting rural partners with this program (Daniel Pardon)
* I would like to do a presentation on early onset at a future meeting (Anita Isler)
* I'm looking for NEW partners who haven't done CRC EBI work to participate in a mentorship year where they will be paired with a seasoned team to help them build capacity. If you know of anyone interested, please send them my way. This work won't begin until July 2024 so I'm in the earliest phases of trying to gauge interest for recruitment (Gwen Weber)