



# National Consortium for Cancer Screening and Care

Summit Objectives, Updates, and Activities

*American Cancer Society*

December 2021



# Agenda



- Welcome & Opening Remarks
- Review Objectives & Progress
- Reflect on our work
- Consider Dissemination Strategies
- Review 2022 Opportunities
- Identify Key Recommendations
- Adjourn

# Objectives

**1** | **Review Purpose & Progress:** Welcome members of the National Consortium, review today's goal statement, and level-set on our overarching deliverables.

**2** | **Celebrate Our Shared Achievements:** Take a moment to reflect and appreciate our collaborative effort thus far.

**3** | **Consider Dissemination Strategies:** Review proposal of assets, shared promotional activities, and other potential events, while also brainstorming what else might improve our uptake .

**4** | **Share 2022 Opportunities and Re-Commitments:** Address how we might transition from strategic planning to implementation and evaluation.

**5** | **Identify Key Recommendations:** Identify two to three recommendations the National Consortium might best prioritize in 2022.

# Housekeeping and Zoom Information



Today's meeting will be recorded, including breakouts.

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You will be muted when you join the call

Use the buttons in the bottom black menu bar to mute/unmute your audio and to turn on/off your video

**If you do not wish to have your image recorded, please turn OFF the video option**

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As they are developed, materials will be sent out after the meeting via email and posted on the national consortium website.

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We will use the chat box for discussion and questions.

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Questions about Zoom? Type them in the chat box to: Producer – Megan Burns

# Zoom Essentials

## Please Rename Yourself

- Use your First and Last Name
- Optional - Organization

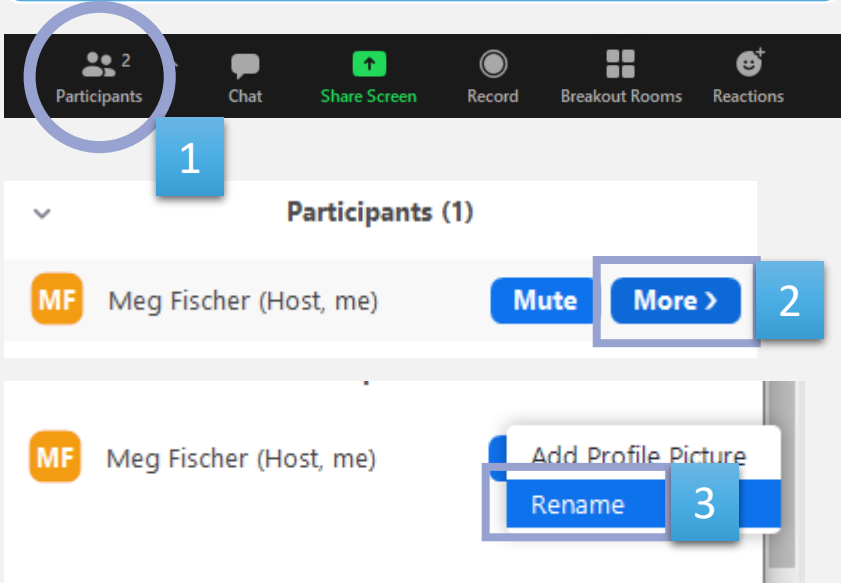
**EXAMPLE:**

Megan or Mburns should be:

- Megan Burns - ACS

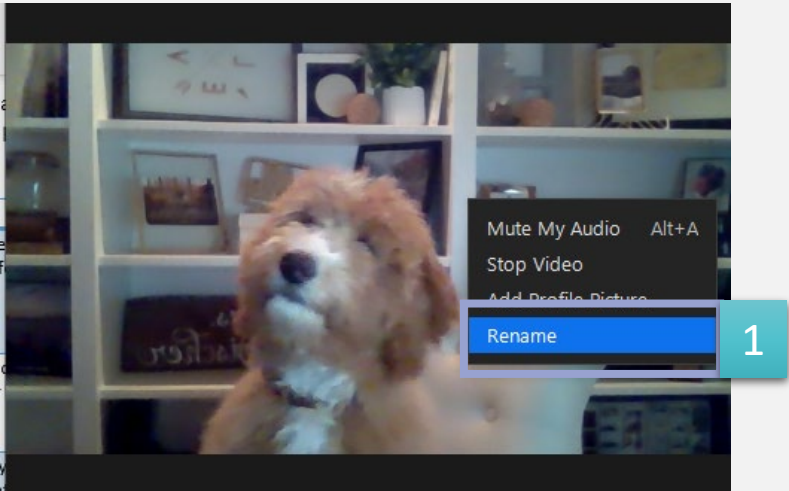


### Option 1



### Option 2

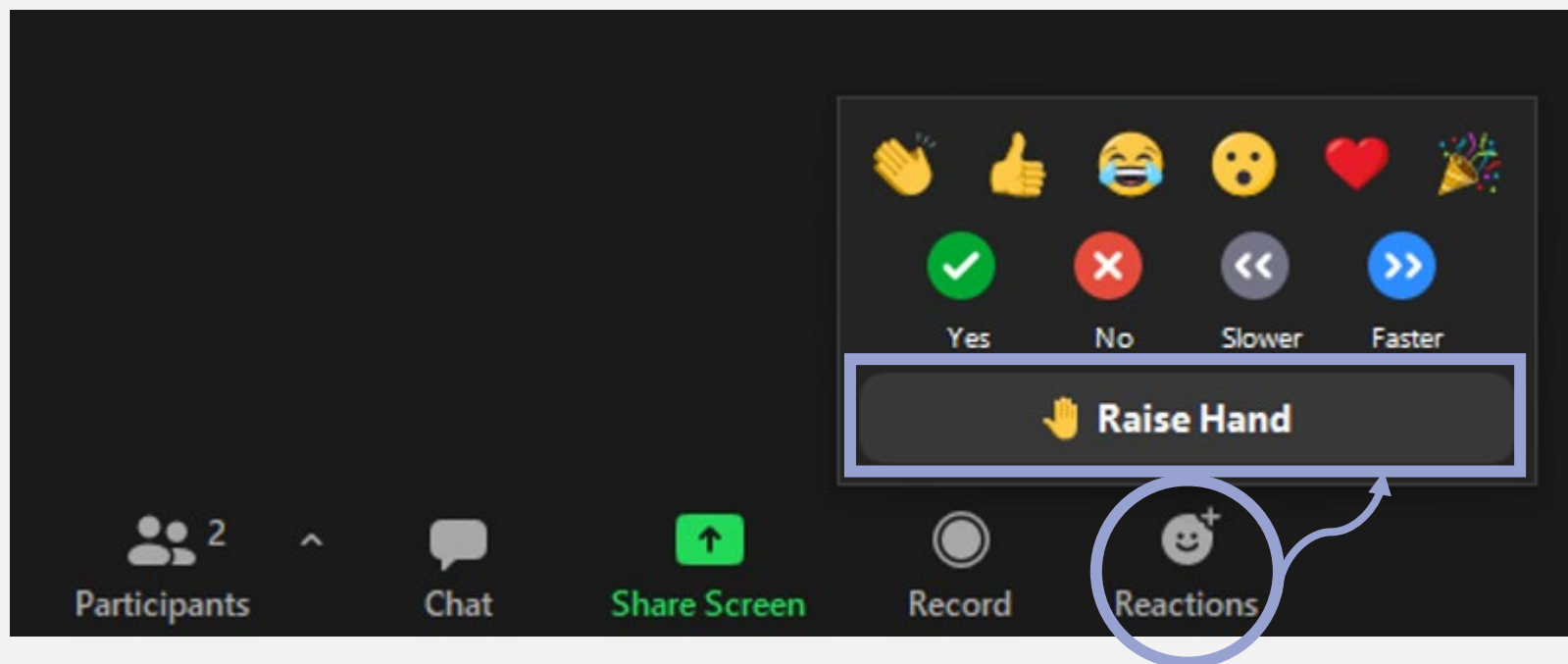
Right-click on your video tile



# Zoom Essentials for Today

## When you have a question or a comment

- Please use the “Raise Hand” button and we’ll ask you to come off mute



# Welcome & Introduction Activity

- **Objective:** Intros and just have a bit of fun!
- **Question:** What song do you think you listened to most in 2021?
- **Question:** How many times did Caleb listen to “The Rubberband Man” by The Spinners in 2021?

## Instructions:

- Type your name, organization, and answers in chat.
- We will revisit this icebreaker after our first breakouts.

# National Consortium

## *Overview and Reflection*

# ACS Building Blocks

## National Consortium

Convene national influencers to identify strategies to best minimize the effects of the pandemic on cancer screening and care and take action

## Public Awareness Campaign

Campaign to mobilize and activate the public, providers and other key stakeholders to cancer screening and care

## Research

Understand the impact of the COVID pandemic on cancer screening and outcomes



## State and Coalition Leadership

Connect cancer leaders to effective messaging, policy initiatives and opportunities for impact

## Health Systems Screening Interventions

Engage priority health systems in evidence-based interventions to increase screening rates

## Policy

Pursue public policy solutions to help ensure individuals have access to timely and appropriate cancer screening and follow-up care

# Acknowledgements



## FUNDERS

Genentech, a member of the Roche Group  
(founding sponsor)

Merck

Novartis Oncology

Pfizer Oncology

Roche Diagnostics

AmerisourceBergen

BD (Becton, Dickinson and Company)

National Football League



## PARTNERS

Members of the National Consortium

# Members

- 
- American Academy of Family Physicians
  - American Cancer Society
  - American Cancer Society Cancer Action Network
  - American College of Obstetricians and Gynecologists
  - American College of Surgeons Commission on Cancer
  - Association of State and Territorial Health Officials
  - Bristol Meyer Squibb
  - Cancer Support Community
  - Centers for Disease Control and Prevention
  - Comprehensive Cancer Control National Partnership
  - CVS Health/Aetna
  - Genentech
  - Health Resources and Services Administration
  - National Alliance for Hispanic Health
  - National Association of Chronic Disease Directors
  - National Cancer Institute President's Panel
  - National Cancer Institute – Implementation Science
  - National Colorectal Cancer Roundtable
  - National Comprehensive Cancer Network
  - National Institute on Minority Health and Health Disparities
  - National LGBT Cancer Network
  - National Lung Cancer Roundtable
  - National Navigation Roundtable
  - Novartis
  - OCHIN
  - Pfizer
  - Prevent Cancer Foundation
  - Stand Up To Cancer
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# United in Recovery & Improvement

The ACS National Consortium convenes organizations and scientific advisors to accelerate, strengthen, & mobilize around bold, but sensible, cancer screening and care activities.

## Accelerate

Accelerate our responses to long-standing and emerging barriers to cancer screening and care.

## Strengthen

Strengthen our preparedness, infrastructure, and partnerships to minimize disruptions & address inequities.

## Mobilize

Mobilize around sustained, coordinated commitments to promote cancer screening and care as a public health priority, and improve the long-term effectiveness of screening programs.

# Collaborating to Conquer Cancer

## Consortium Participation

To ensure our response is both effective and innovative, consortium members will represent a **diverse, multi-sectored, and influential** cohort of voices relentlessly dedicated to the **safe and equitable recovery** of cancer screening and treatment services.

- Government agencies
- Leading cancer advocacy organizations
- Professional societies and associations
- Research institutions
- National roundtables and collaboratives
- Other leading health organizations
- Industry leaders

# Member Description

## Commitment

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- Review pre-meeting agendas, materials, brief webcasts
- Participate in pre- or post-meeting surveys
  - Surveys will be no more than 5 questions, and should not take more than 10 minutes to complete.
- Join 3 National Consortium Summits
  - 2 hours sessions
  - Quarterly (June, September, December)
- Join 3 Issue Hubs
  - 60 to 90 minute panels
- Promote final recommendations within organization and through networks

## Expectations

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Through the various commitments and interactions with the consortium members and broader stakeholder groups:

- Provide subject matter expertise on pressing issues and solutions in cancer screening and care
- Assessing emerging data trends
- Identifying pertinent research gaps, best practices, and policy barriers
- Build consensus around key recommendations that will lessen the immediate and distant consequences to our nation's cancer burden

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## Summary of Activities

**Kick off**

*March 18*

**Accelerate Issue  
Hub**

*June 1*

**Accelerate  
Summit**

*June 17*

**Modeling  
Webcast**

*August 18*

**Strengthen Issue  
Hub**

*September 9*

**Strengthen  
Summit**

*October 12*

**Health Equity  
Issue Hub**

*TBD*

**Mobilize Summit**

*December 2*

**Second Data  
Webcast**

*TBD*

**Final  
Recommendations  
Release**

*January 2022 (?)*

# Accelerate Recommendations **(Attachment)**

1. Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies. ([National Partnerships](#))
2. Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority. ([Coordinated Messaging](#))
3. Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are underrepresented and underserved. ([Proven Programs](#))
4. Accelerate the adoption of improved quality measures, accountability measures, and institutional goal-setting that prioritize equitable outcomes. ([Quality Measures](#))
5. Accelerate innovations and interventions that better expand equitable access to cancer screening and care. ([Pandemic Related Innovations](#))

# Strengthen Recommendations (Attachment)

1. Strengthen trust in public health and healthcare systems through a forward-looking whole-person approach. (Public Trust)
2. Strengthen health system and community preparedness plans by including cancer and other chronic disease care in preparedness plans for health disruptions. (Comprehensive Preparedness Planning)
3. Strengthen transdisciplinary teamwork in support of healthcare delivery. (Transdisciplinary Teams)
4. Strengthen our understanding of different outcomes in cancer screening and care by better collecting and utilizing demographic and social determinants of health data. (Data Collection)

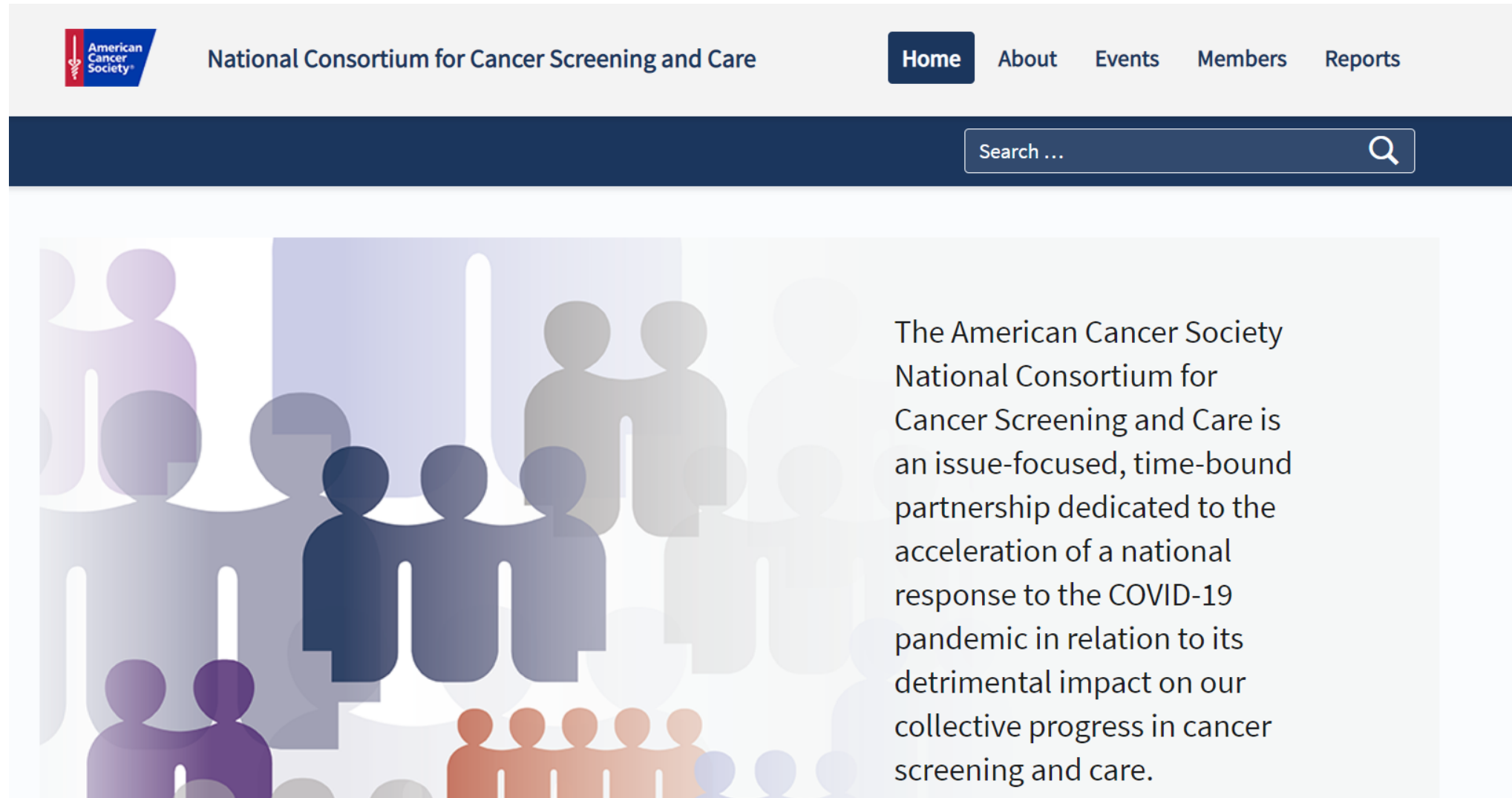
# Recommendations

**Where we are?**

**What we heard?**

**What's next? (Final report)**

# Consortium.acs4ccc.org



# Evaluating Our Collective Impact

The National Consortium will serve as an effective and efficient platform for consensus-building around key recommendations that when, adopted and implemented, will advance screening rates and reduce disparate outcomes

## Quantitative and Qualitative Analysis

Reviewing results, evaluations, and reports that are generated from various consortium events and activities.

## Member Assessments & Member Interviews

Collecting feedback, experiences, and guidance from consortium members to best understand shared understanding and commitments.

## Dissemination / Reach / Implementation

Ensuring the broadest of reach and effective implementation of consortium's consensus recommendations. Capture collaborative efforts and pooling of resources.

# Breakout Activity 1

*Take a moment to reflect and appreciate our collaborative effort thus far!*

# Description & Instructions

- **Objective:** Celebrate the work achieved. (We've stuck together ... & ... we have recommendations!).
- **Question:** What do you appreciate or value about these recs, or this group?
- Randomly assigned breakouts.
- Groups of 4.
- No facilitators.
- 7 mins

**Questions?**

# Popcorn Report Back

# Back to our important question ...

# Dissemination Strategy

*Review proposal of assets, shared promotional activities, and other potential events, while also brainstorming what else might improve our uptake*

# Goals for Disseminating Recommendations

- Highlight the collective work of the National Consortium.
- Orchestrate a coordinated messaging campaign to promote the recommendations.
  - Increase knowledge on recommendations amongst consortium members and their sphere of influence.
- Complement other national conversation around cancer screening and care and along the cancer continuum.
- Coordinate a shared media strategy.

# Disseminating Consensus Recommendations

Together, National Consortium members will can draw attention, build interest, and create momentum toward realizing our recommendations.

## Assets

- Talking points
- FAQs (background)
- Brief Blurb (newsletter / Letter)
- Sample Social Posts
- Media Tips Sheet
- Swiss Cheese Press Release
- Consortium Website

## Requests of Members

- Promotion through Newsletters
- Interaction on SM
- Quotes for Media Inquiries / Press Release
- Formal Interviews
- Explanation of commitment to your members/networks
- Internal Meetings / webcasts
- Signatories?

## Events / Activities

- Embargo period for key audiences (boards, roundtable leadership, comms teams)
- Release Day
- Partner/stakeholder webinar
- Publication -- commentary?
- Video Promo ?

# Breakout Activity 2

*Dissemination*

# Description & Instructions

**Objective:** Review proposal for dissemination of recommendations. Get feedback on dissemination proposal and seek feedback on additional dynamic strategies.

## Questions:

- *What else might members need to help promote/disseminate (assets, activities, events, etc.)?*
- *What dynamic strategy could increase awareness/knowledge of these recommendations (Build buzz, create momentum)?*

## Process

- Assigned breakouts.
- Will need one group lead to present back to the large group.

## Facilitator (ACS Staff Member) will:

- Question 1: Take notes on dissemination strategy likes, wants, wishes.
- Question 2: Confirm one dynamic activity as group consensus is established.
- Finalize conclusions in PPT template.

Move conversation along as needed & keep time: ~15 minutes (7mins Q1; 7mins Q2)

# Present Back

**Objective:** Everyone hears one dynamic strategy from each breakout group.

**Process:** Each group lead presents back one idea.

Large Group Dialogue.

# Questions?

# 2022 Commitment

*Address how we might transition from strategic planning to implementation and evaluation.*

# ACS: We're in!

# ACS Commitments for 2022

- Continuing to staff, resource, and convene the National Consortium
- Our focus will transition to implementation and evaluation.
  - Committed to tracking progress – Not a strat plan for the shelf
- Continue to offer to hold Issue Hubs and webcasts
  - Health equity, data, research
- Alignment between ACS national, state, interventions work

# Member Commitments for 2022

- 4 Question Survey
  - Will your organization continue to participate in 2022?
  - Is there a different representative that should be included?
  - Participation commitment?
  - Who are we missing at the table?

# Identify Key Recommendations

*Identify two to three recommendations the National Consortium might best prioritize in 2022.*

# Strengths of this Consortium



Serve as a forum

Provide a platform for shared goals/agendas

Identify unmet needs and gaps

Stimulate collaboration

Promote member achievements and new research

Leverage the collective voice of our members as well as their expertise

# Accelerate Recommendations **(Attachment)**

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4. Strengthen our understanding of different outcomes in cancer screening and care by better collecting and utilizing demographic and social determinants of health data. (Data Collection)

# Proposed Recommendations to Remove

1. Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies. [\(National Partnerships\)](#)
2. Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are underrepresented and underserved. [\(Proven Programs\)](#)
3. Strengthen trust in public health and healthcare systems through a forward-looking whole-person approach. [\(Public Trust\)](#)
4. Transdisciplinary teamwork in support of healthcare delivery. [\(Transdisciplinary Teams\)](#)

# Breakout Activity 3

*Prioritization*

# Description & Instructions

**Objective:** Pick 1-3 recommendations that we will focus upon.

## Process

- Assigned breakouts.
- Identify the top 2 recommendation we should emphasize in 2022.
- Participants feel free to review recommendations and strategies to help guide decision-making.
- Dialogue on results in large group.

## Facilitator (ACS Staff Member) will:

- Record conversation and take notes of discussion as needed.
- Finalize conclusions in google sheet.
- Move conversation along as needed & keep time: ~15 minutes

# Questions?