



National Consortium for Cancer Screening and Care

Summit Objectives, Updates, and Activities

American Cancer Society

July 2022



Agenda



- Welcome & Opening Remarks
- Review Objectives & Progress
- Showcase A
- Breakout Conversations
- Showcase B
- Breakout Conversations
- Next Steps and Commitments
- Adjourn

Goal Statement in Focus: **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.

Objectives

- 1** | **Review Purpose & Progress:** Welcome members of the National Consortium, review today's goal statement, and level-set on 2021 outcomes.
- 2** | **Alignment Among National Recommendations:** Review the National Consortium's consensus recommendations and alignment with President Cancer Panel's recommendations.
- 3** | **Present Member Showcase:** Organizations present about their successes implementing around National Consortium consensus recommendations.
- 4** | **Reflect and Dialogue on further Commitments:** Discuss successes and additional member organization linkages/collaborative opportunities.

Welcome & Introduction Activity

- **Objective:** Intros and just have a bit of fun!

Instructions *“Start Some Chatter”*:

- Type your name and organization in the chat.
- **Please answer the following question:** If you were turning two years old, what would your birthday party theme be?

ACS “Get Screened” Campaign Continues in 2022

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



AMERICAN CANCER SOCIETY

Get Screened Initiative 2021 Impact Report

[View the 2021 year-end report
\(consortium on pages 6-10\).](#)



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

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.

MOBILIZATION

This year's activities will aim to sharpen our focus and target our efforts to activate national and local organizations in the implementation of consensus recommendations.

DISSEMINATION

Distribute recommendations widely through consortium members, promoting broader partner conversation and national interest.



IMPLEMENTATION

Identify shared opportunities among members for action and advocacy, and empower other partners to contribute in implementation.



EVALUATION

Track the progress toward recommendations, identify barriers to overcome, and celebrate achievements.



Consensus Recommendations

Through public forums, webcasts, and member summits, the ACS National Consortium developed nine recommendations that inform a national response and improvement plan for cancer screening and care.

Accelerate Recommendations



National Partnerships: Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies.



Coordinated Messaging: Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority.



Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.



Quality Measures: Accelerate the adoption of improved quality measures, accountability measures, and institutional goal-setting that prioritize equitable outcomes.



Pandemic-related Innovations: Accelerate innovations and interventions that better expand equitable access to cancer screening and care.

Strengthen Recommendations



Public Trust: Strengthen trust in public health and health care systems by using a forward-looking, whole-person approach.



Comprehensive Preparedness Plans: Strengthen health system and community preparedness plans for health disruptions by including cancer and other chronic disease care in the plans.



Document and Understand Cancer Disparities: Strengthen the understanding of outcomes in cancer screening and care by collecting and utilizing demographic and social determinants of health data.



Transdisciplinary Teamwork: Strengthen transdisciplinary teamwork in support of health care delivery.

View consensus recommendation page:
<https://consortium.acs4ccc.org/consensus-recommendations/>



CANCER MOONSHOT

PRESIDENT JOE BIDEN

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National goal: Reduce the death rate from cancer by at least 50% over the next 25 years.

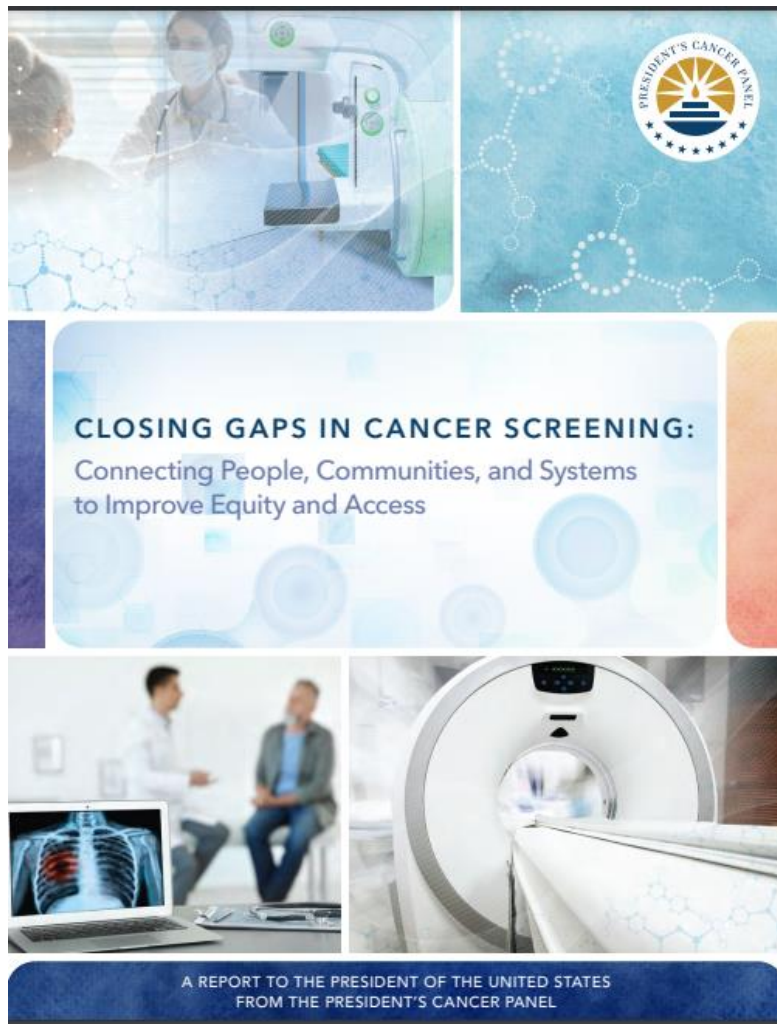
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Calls on the private sector, foundations, academic institutions, healthcare providers, and all Americans

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Calls for jumpstarting cancer screening to address those missed as a result of the pandemic and to help ensure that everyone equitably benefits from the tools that can prevent, detect, and diagnose cancer.

PRESIDENT CANCER PANEL'S REPORT GOALS



01 Improve and Align Cancer Screening Communication

02 Facilitate Equitable Access to Cancer Screening

03 Strengthen Workforce Collaborations to Support Cancer Screening and Risk Assessment

04 Create Health Information Technology that Promotes Appropriate Cancer Risk Assessment and Screening

President's Cancer Panel

01 Improve and Align Cancer Screening Communication

1.1: Develop effective communications about cancer screening that reach all populations.

1.2: Expand and strengthen National Cancer Roundtables that include a focus on cancer screening.

02 Facilitate Equitable Access to Cancer Screening

2.1: Provide and sustainably fund community-oriented outreach and support services to promote appropriate screening and follow-up care.

2.2: Increase access to self-sampling for cancer screening.

National Consortium

01 National Partnerships: Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies.

Coordinated Messaging: Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority.

Public Trust: Strengthen the trust in public health and healthcare systems by using a forward-looking, whole-person approach.

02 Proven Programs: Accelerate screening efforts and the coordination of cancer care by supporting and expanding programs that have proven to be effective at reaching communities that are underrepresented and underserved.

Pandemic-Related Innovations: Accelerate innovations and interventions that better expand equitable access to cancer screening and care.

President's Cancer Panel

03 Strengthen Workforce Collaborations to Support Cancer Screening and Risk Assessment

3.1: Empower healthcare team members to support screening.

3.2: Expand access to genetic testing and counseling for cancer risk assessment.

04 Create Health Information Technology that Promotes Appropriate Cancer Risk Assessment and Screening

4.1: Create computable versions of cancer screening and risk assessment guidelines.

4.2: Create and deploy effective clinical decision support tools for cancer risk assessment and screening.

National Consortium

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- 03
- **Proven Programs:** Accelerate screening efforts and the coordination of cancer care by supporting and expanding programs that have proven to be effective at reaching communities that are underrepresented and underserved.
 - **Transdisciplinary teams:** Strengthen the use of transdisciplinary teamwork in support of healthcare delivery.

04 **Proven Programs:** Accelerate screening efforts and the coordination of cancer care by supporting and expanding programs that have proven to be effective at reaching communities that are underrepresented and underserved.

xx **Comprehensive Preparedness Plans:** Strengthen health system and community preparedness plans for health disruptions by including cancer and other chronic disease care in the plans.

Document & Understand Cancer Disparities

Strengthen the understanding of outcomes in cancer screening and care by collecting and utilizing demographic and social determinants of health data.

Pause for questions and reflection.

MOBILIZATION

This year's activities will aim to sharpen our focus and target our efforts to activate national and local organizations in the implementation of consensus recommendations.

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IMPLEMENTATION

Identify shared opportunities among members for action and advocacy, and empower other partners to contribute in implementation.



EVALUATION

Track the progress toward recommendations, identify barriers to overcome, and celebrate achievements.



Showcase Group 1

Organizations present about their successes implementing around National Consortium consensus recommendations.

- *American Cancer Society*
- *Genentech*
- *Stand Up To Cancer*
- *American College of Surgeons Commission on Cancer*
- *National Lung Cancer Roundtable*



Recommendation

Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.

Strategy:

- Implement quality improvement strategies and evidence-informed interventions to increase cancer screening rates and reduce screening barriers (focus on breast, cervical, colorectal, and lung cancer screening projects)



Action

ACS 2021 Health System Screening Interventions

- Granted \$2.2 million in funding to 77 health system partners
- Convened health systems on national & regional levels to share best practices, challenges, and success
- Provided one-on-one strategic support, technical assistance, materials, and data & measurement tools



Impact

- 88% of health systems increased cancer screening rates in at least one cancer screening area
- On average, cancer screening rates increased 5%
- 135,000 additional people are now up-to-date with cancer screening
- 4,300 breast, cervical, and colorectal cancers diagnosed



What's Next? Over 120 health systems participating in the 2022 intervention project cohort



Recommendation

Coordinated Messaging: Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority.

Strategies:

- Create a coordinated campaign.
- Meet communities where they are.
- Strive for well-informed decisions.



Action

- Developed company-wide strategy to reach employees through newsletters and HR communications
- Developed social media toolkit to enable employees to post screening messages in personal channels
- Enable use of key “Get Screened” assets by all field and account-facing colleagues across therapeutic areas.
- Showcased breadth of Genentech’s commitment to cancer screening



Impact

- Reached 14,000 US-based employees with Get Screened messages in June 2021 and Cancer Screen Week messages in December 2021
- Genentech social channels and Genentech leaders shared “Get Screened” messages
- Distributed more than 10,000 paper copies of Get Screened assets to patients and providers in 2021
- Included “Get Screened” in cancer screening video in Genentech’s ASCO booth and leave-behind cancer screening materials



What's Next?

Identify opportunities for Genentech field teams to work with ACS and local partners to tailor “Get Screened” activities to the needs and preferences of a local communities.



Recommendation

Public Trust: Strengthen trust in public health and health care systems by using a forward-looking, whole-person approach.

Strategies:

- Empower communities to guide health messaging.
- Improve the understanding of medical mistrust.
- Meet communities where they are. (Recommendation: Coordinated Messaging)



Action

- Colorectal Cancer (CRC) Health Equity Dream Team to establish “SU2C zones” to disparities in CRC screenings and outcomes.
- Co-hosted, with NCCRT, a **CRC Community Engagement Innovation Summit** to coordinate outreach strategies to medically underserved and underscreened populations.
- Launched **Community Engagement Grants**, supporting grassroots level engagement to increase CRC screening rates to 80% among minority and traditionally underrepresented populations.



Progress

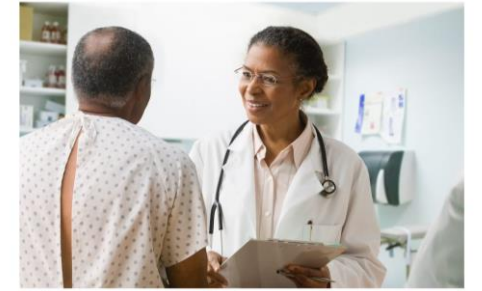
- Six grant recipients in March 2022
- Each organization received a two-year, \$25,000 grant to support their efforts.
- Each organization has access to a resource repository collected from partners attending the CRC innovation Summit.

STAND UP TO CANCER AWARDS SIX ORGANIZATIONS WITH GRANTS TO INCREASE COLORECTAL SCREENING AND EDUCATION

LOS ANGELES – March 17, 2022 – **Stand Up To Cancer®** (SU2C) recently awarded six community organizations with grants to fund efforts to increase colorectal cancer screening and education. The comprehensive and collaborative effort includes three SU2C Zones: Los Angeles, Los Angeles Communities in South Dakota.

Stand Up To Cancer Dream Team to Tackle Colorectal Cancer Disparities

By Jazmine Denise Thompson | October 7, 2021



>>> What's Next? Kicking off SU2C Diversity in Early Development Clinical Trials Program

American College of Surgeons Cancer Programs



Recommendation

Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.

Strategies:

- Sustain and grow patient navigation and community health worker programming.
- Build linkages between health systems care coordination and community outreach.
- Utilize cancer screening risk assessment strategies.



Action

Return to Cancer Screening 2021 PDSA QI Study

- Aimed to reduce gaps in screening and increase screening to reduce backlog as a result of COVID-19 pandemic
- 748 CoC-accredited and NAPBC-accredited programs enrolled
- 814 QI projects initiated
- From June through November, local QI teams implemented EBIs and evaluated progress monthly



Impact

- Baseline Findings: Most facilities still had screening deficits in late 2020/early 2021 with no geographic differences observed
- Majority of participating programs reached their target goal within the 6-month intervention period, increasing their month-to-month screening volume
- Keys to success included: motivation and culture; existing infrastructure; coordination and education; and tools

What's Next?

In 2022, initiating **PROMPT**: Patient Reported Observations for Medical Procedure Timeliness for Breast Patients QI Study and **Just ASK**: Assessment of Smoking in Newly Diagnosed Cancer patients PDSA QI Project and Clinical Study



Recommendation

National Partnerships: Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies.

Strategies:

- Ensure sustainable collaborations across organizations and national roundtables to share best practices and available resources.
- Tailor the implementation of best practices and resources to fit diverse community needs.



Action

- “**NLCRT’s Accelerating Uptake of Lung Cancer Screening Summit**” (July 19-20) in response to the President’s Cancer Panel and National Consortium recommendations.
- ≥ 50 stakeholders collaborating in 6 key strategic areas:
Community Outreach, Health Equity, Primary Care, Health Policy, EMRs, Systems Change.
- Collaboratively identify barriers and facilitators to advance strategic priorities aimed to increase LCS uptake.



Impact

- Engage diverse key stakeholders and prioritize strategic goals towards developing a multi-year framework to increase equitable LCS uptake.
- **Advance health equity by improving lung cancer outcomes through increased LCS access for all.**



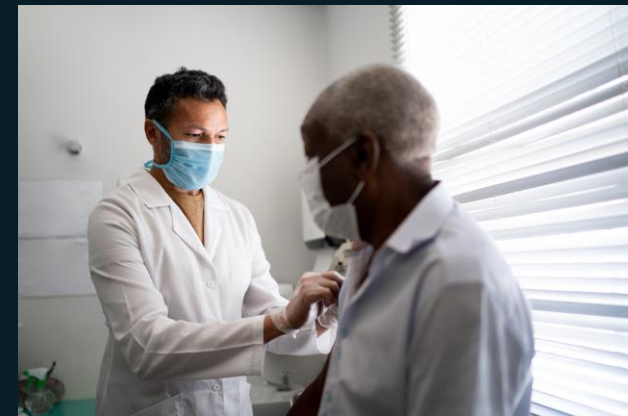
What's Next?

Address new barriers that
have emerged due to COVID-
19 and the rise of telehealth
(*Consortium
Recommendation Alignment:
Pandemic Related
Interventions*)

“Hospitals are always full
due to COVID, so if one
needs a quick
appointment is not
possible” - *Patient*



“They were very
concerned about COVID
because every time
COVID ticks-up I have 40
no-shows” - *Provider*



“Honestly, for our
population of patients that
can be screened up to age
80, they need face-to-face,
not over iphones.”
- *Community Organization*



Breakout 1

Discuss successes and additional member organization linkages/collaborative opportunities.

Description & Instructions

Objective: Discuss successes and additional member organization linkages/collaborative opportunities.

- What themes stood out from our last group of presentations?
- From those themes, where might we build further momentum of these innovations and successes?

Themes

Question: What themes stood out from our last group of presentations?

Mobilizing

Question: From those themes, where might we build further momentum of these innovations and successes?

Showcase Group 2

Organizations present about their successes implementing around National Consortium consensus recommendations.

- *National LGBT Cancer Network*
- *Pfizer*
- *National Navigation Roundtable*
- *National Cancer Institute*
- *American Cancer Society Cancer Action Network*



Recommendation

Quality Measures: Accelerate the adoption of improved quality measures, accountability measures, and institutional goal-setting that prioritize equitable outcomes.

Strategies:

- Health systems reporting: Require health systems to report outcomes by key demographic and disparity factors (e.g., insurance status, race/ethnicity, sexual orientation, gender identification, etc.).



Action

- We authored a letter that was then cosigned by 190 organizations urging routine data collection.
- Met with and co-authored letters to WH & HHS about implementation.
- Met with two survey development units at CDC and one at NCI to recommend enhanced measures.



Impact

- When promoting the NASEM data collection report findings, NIH routinely references our letter as proof of community support.
- NCI released supplement for P30 cancer center awardees to build or enhance data collection. We worked with a dozen centers to facilitate their proposal responses.
- CDC is testing enhanced youth measures



What's Next?

This Fall we could be working with up to a dozen NCI-cancer centers + Amer Society of Radiologists to implement SOGI+ data collection. We want to take some of those cases and build a toolkit for others to follow.



Recommendation

Transdisciplinary Teamwork: Strengthen transdisciplinary teamwork in support of health care delivery.

Strategies:

- Create transdisciplinary professional education opportunities.



Action

Create new transdisciplinary educational resources

- Teamed with Society for Gyn Oncology to merge two funding streams into one larger training opportunity. The result is a 8 part best in class LGBTQI enduring training with full CEs, free for 2022, with first 5 modules appropriate for ALL people working in cancer. Title: Welcoming Spaces.
- Released colorectal cancer toolkit for providers and patients alike, urging early screening and providing tailored resources.



Impact

Create new transdisciplinary educational resources

- Both resources are newly released, so impact data are just being captured now.



What's Next? Connect with professional societies to spread news about new training resources.

PFIZER ONCOLOGY – GET IT DONE CAMPAIGN

Recommendation

Coordinated Messaging: Accelerate a coordinated, innovative campaign to promote cancer screening as a public health priority.

Strategies:

- Create a coordinated campaign
- Meet communities where they are
- Tailor the screening conversation to reduce fears and misinformation
- Utilize cancer screening risk assessment strategies



Action

- Get It Done was launched to empower cancer survivors to speak with their healthcare teams, keep their cancer screenings and follow-up appointments and connect to community resources
- The campaign is grounded in strategic partnerships with advocacy groups, professional associations and health systems
- At the heart of the campaign are real cancer survivors who share their stories to empower and communicate to others the importance of continuing to receive the necessary cancer care



Impact

- The campaign was launched with a targeted focus in 10 communities by Pfizer field colleagues, and extensive promotional efforts by our advocacy partners
- The campaign included promotion across multiple mediums resulting in more than 500M impressions, 1M website visits, and 10K downloads of the appointment guides
- Feedback from the cancer community was extremely strong, with nearly 60 advocacy groups agreeing to join the initiative



What's Next? Continue to provide cancer survivors the resources and tools needed for continued care by elevating our targeted community approach and strategic partnerships with advocacy groups.

Increased Time on Site Continues to Demonstrate Strong Engagement

Awareness

Drive awareness and reach cancer survivors

Impressions

Status 




Apr/May 2021 Goal: 100M

Apr/May:
109.5M

Launch to Date Goal: 472.4M

LTD: 498.5M

Objective Rating Key*:

-  On or above campaign goal
-  Below campaign goal by < 15%
-  Below campaign goal by > 15%

*Sustained outperformance of all benchmarks resulted in elevating baseline goals by 10% in Jan and Feb

**Benchmark derived from TLWC.com estimated time to read page

Education

Educate cancer survivors on safe screening during COVID-19

Visits to Website

Status 

Apr/May 2021 Goal: 220K

Apr/May: 245K

Launch to Date Goal: 787K

LTD: 811K

Time on Website

Status 

Apr/May 2021 Goal: 2:25

Apr/May: 2:52

Launch to Date Goal: 2:25

LTD: 2:46

Google “science and health” consumer benchmarks:

Benchmark visits per day: 1,000 – 4,999

Our visits per day: ~5,000

Benchmark average time on site: 2:07

Our average time on site: 2:45

Action

Get cancer survivors to book follow-up appointments

Time on Appt Guides**

Status

Apr/May
In-person Goal: 2:00

Apr/May
In-person: 2:14 


Apr/May
Telehealth Goal: 2:00

Apr/May
Telehealth: 2:02 


Guide Downloads

Status

Apr/May 2021 Goal: 100

Apr/May: 52 

Launch to Date Goal: 3,976

LTD: 6,075 

Click to CSC

Status 

Apr/May 2021 Goal: 40

Apr/May: 46

Launch to Date Goal: 165

LTD: 252



ACS National Navigation Roundtable



Recommendation

National Partnerships: Accelerate the collective action of partnerships, coalitions, and roundtables to influence the adoption of evidence-based cancer screening interventions and policies.

Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.

Quality Measures: Accelerate the adoption of improved quality measures, accountability measures, and institutional goal-setting that prioritize equitable outcomes.



Action

Published a special supplement in the journal *Cancer* titled “A Decade Later: The State of Patient Navigation in Cancer Care”

- 13 papers highlighting a diverse range of topics pertinent to the role of patient navigation and community health workers across the cancer care continuum, including:
- “**Flexibility, adaptation, and roles of patient navigators in oncology during COVID-19**” specifically highlights the resiliency and adaptability of patient navigators and their role in providing connections with patient populations that have been economically and socially marginalized.
- “**What makes for successful patient navigation implementation in cancer prevention and screening programs using an evaluation and sustainability framework**” provides insight about program outcomes, satisfaction, and illustrates the need for reimbursement.
- “**Change agents in the oncology workforce: Let's be clear about community health workers and patient navigators**” underscores that there is much work to be done to move toward the professionalization of each of these positions as a foundation for growth in communities of greatest need.



What's Next

A call to action series hosted by the NNRT to highlight the opportunities and challenges in achieving the NNRT's 5 year aim of supporting the creation of a sustainable model of patient navigation across the cancer care continuum, with an emphasis on policy interventions.



NATIONAL CANCER INSTITUTE



Recommendation

Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.

Strategies:

- Sustain and grow patient navigation and community health worker programming.
- Increase implementation of effective patient navigation and community health worker models across communities most in need.
- Build linkages between health systems care coordination and community outreach.
- Utilize cancer screening risk assessment strategies.



Action

NCI Special Funding Notices, Initiatives, and Research

- Cancer Moonshot 1.0 to 2.0
- Population-based Research to Optimize the Screening Process (PROSPR)
- Cancer Center community outreach and engagement (COE)
- Screen to Save National Outreach Network Community Health Education
- HRSA-22-154 Accelerating Cancer Screening
- Increasing Uptake of Screening in Diverse Populations
- Dissemination and Implementation Research in Health
- Evidence-Based Cancer Control Programs website
- Research to improve cancer communication



Expected Impact

- Rigorous and innovative research
- New approaches for cancer screening
- Better understand how to implement effective interventions
- Improved cancer communication, telehealth use
- Stronger partnerships between cancer centers and health centers
- Easy access to EBIs for rapid dissemination and scale up

»»» What's Next?

Continue conversations to determine how to amplify these opportunities and identify new research gaps. Welcome ideas on actionable dissemination of research evidence to practitioners.

AMERICAN CANCER SOCIETY CANCER ACTION NETWORK



Recommendation

Proven Programs: Accelerate screening efforts by supporting and expanding proven programs that effectively reach communities that are historically excluded and underserved.



Action

Annually advocate for Federal and State Funding for the National Breast and Cervical Cancer Early Detection Program



Impact

- Successfully advocated for a \$10 million increase in FY2023 federal funding in the House Labor Health Human Services and Labor appropriations bill
- In 2021, successfully advocated for continued or increased funding in 43 states
- In 2022, successfully advocated for \$1 million in increased funding in KS after they experienced a shortfall



What's Next?

- Advocate for further negotiations for increased FY2023 federal funding for the NBCCEDP
- Advocate for federal reauthorization of the program with increased program flexibility
- Advocate for improved data collection in state cancer registries and health systems
- Develop public policy with the National Navigation Roundtable on insurance coverage of patient navigation services
- Hired new health equity staff

Breakout 2

Description

Description & Instructions

Objective: Discuss successes and additional member organization linkages/collaborative opportunities.

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Mobilizing

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Report Back

Next Steps

- Package up these presentations and share with National Consortium members.
- Identify ways we can elevate these activities and ongoing engagement.
- Schedule a second National Consortium Member showcase.