



# National Consortium for Cancer Screening and Care

Summit Objectives, Updates, and Activities

*American Cancer Society*

October 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 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:** What was your favorite candy as a child, and what is your favorite candy now as an adult?

# 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

# 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

# 2021 Evaluation Plan & Key Findings

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**

**Member Assessments & Member Interviews**

**Dissemination / Reach / Implementation**

# NATIONAL CONSORTIUM EVALUATION KEY TAKEAWAYS

- 1** | The Consortium **consistently delivered informative content** that members value and that enhances members' knowledge of the many aspects of cancer screening and care.
- 2** | The Consortium **skillfully facilitates cross-sector collaboration** that informs the way members think about their work and ensures opportunities to expand important relationships in the field of cancer screening and care.
- 3** | The Consortium **successfully developed and disseminated nine recommendations**. There will continue to be a shared responsibility around the implementation of the recommendations in the near future.
- 4** | Consortium members are **invested in the goals and efforts** of the National Consortium and are thinking critically about what is needed to successfully transition to implementing recommendations.
- 5** | The consortium successfully **created a space that grows members' understanding** of the effects of COVID on cancer outcomes, while **sharing actionable strategies** to recover and advance cancer screening during the COVID pandemic.



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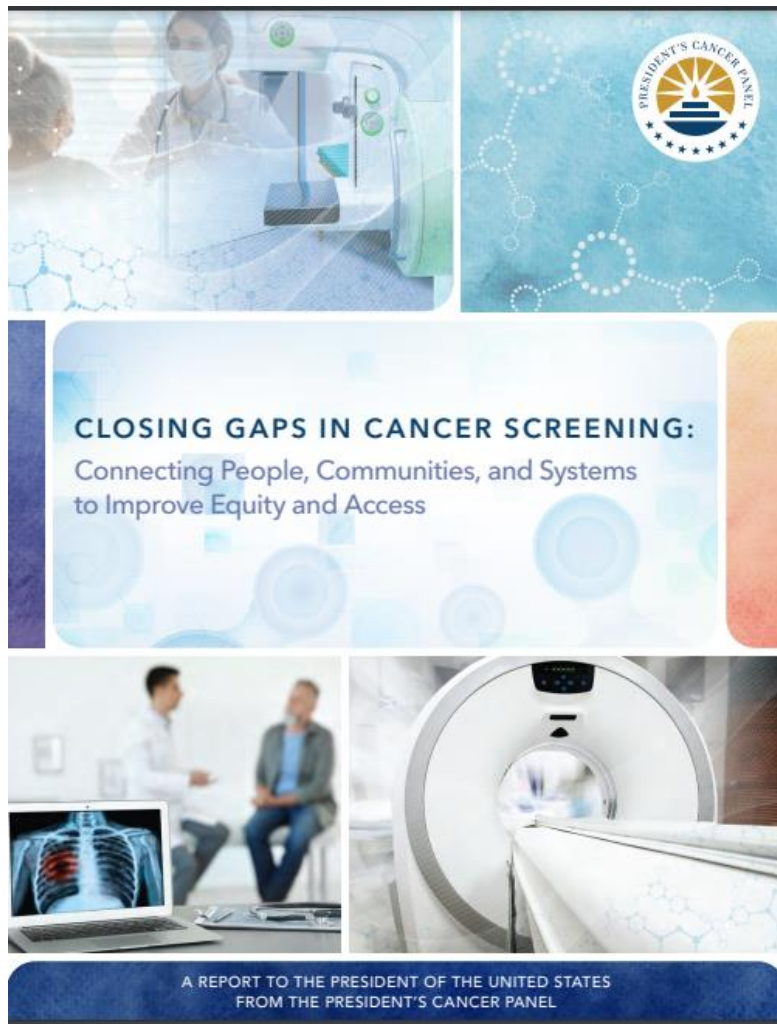
Calls on the private sector, foundations, academic institutions, healthcare providers, and all Americans

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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**

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**02      Facilitate Equitable Access to Cancer Screening**

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**03      Strengthen Workforce Collaborations to Support Cancer Screening and Risk Assessment**

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

*Pause for questions and reflection.*

# MOBILIZATION

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## EVALUATION

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# Showcase Group 1

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

- *Cancer Support Community*
- *National Colorectal Cancer Roundtable*
- *National Association of Chronic Disease Directors*
- *Comprehensive Cancer Control National Partnerships*





CANCER SUPPORT  
**COMMUNITY**  
COMMUNITY IS STRONGER THAN CANCER

# Cancer Support Community



## Recommendation

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

### Strategies:

- Integration of whole-person approaches through behavioral health experts and community navigation
  - <https://www.cancersupportcommunity.org/getscreened>
  - <https://www.cancersupportcommunity.org/healthequity>



## Action

- **Take the Pledge to Get Screened initiative**
  - Patient stories
  - Resources on routine screenings
  - Connection to Helpline navigators
- **CSC Health Equity in Action initiatives**
  - Cancer Disparities Toolkit
  - Community Navigators (social work HRSN focus)



## Impact

- A reach of more than 150,000 people through email and social media efforts during the month of July
- Disparity information on 5 cancer sites (breast, lung, colorectal, prostate, and multiple myeloma) and 6 different populations
  - Information on access to care, systemic factors, and data trends on incidence, prevalence, mortality
- Pro-active navigation within 175 local communities- resources for prevention, screening, diagnosis and treatment



## What's Next?

Ongoing health equity action in the areas of understanding and addressing disparities across the cancer continuum, growth of our local community network and thereby pro-active navigation.

# National Colorectal Cancer Roundtable



## Recommendation

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

### Strategies:

- Meet communities where they are; Strive for well-informed decisions.



## Action

- In July 2022, released ***Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening.***
- Guide provides **partners with information and tools** to help close disparity gaps by using tailored CRC screening messaging.
- Tested 15 tailored messages and narrowed down to **4 top market tested messages**, highlighting preferred delivery channels and trusted messengers.



## Key Findings

- The most frequently reported screening barrier in all age groups was self-reported procrastination (financial concerns, COVID-19, and fear of the test and preparation).
- Additional screening barriers included lack of symptoms, provider recommendation, and family history of CRC.
- Most individuals age 45 to 49 preferred to receive screening information from a health care provider; however, only 20% reported a provider had initiated a screening conversation.



## What's Next?

Continued dissemination strategies (most popular NCCRT tool in 2022 – 630 downloads; manuscript in partnership with ABGH; a tailored messaging community project (Atlanta) with AME Church, Kaiser, CDC, ACS); presentation of findings at NCCRT Annual Meeting (Nov 16 – 18); Messaging in use in influencer campaign with Colorectal Cancer Alliance

## PREFERRED SCREENING MESSAGES

Tailored messaging about cancer screening is essential. Presenting compelling information through effective channels will help motivate people to get screened. For these messages to be impactful, they need to feel relatable, give direct, and concise information, and include actionable next steps. We know from prior research that Black and African American people are more likely than the other studied priority groups to get screened, but key barriers can make screening a challenge. Education on why screening is important can help increase the likelihood of Black and African American people getting screened.

From earlier research related to barriers to screening, we identified five messaging themes, from which 15 crafted messages were created. These messages were tested to identify which were most compelling and would motivate unscreened people to finally get screened.

### Messaging Themes

- Preventable and treatable if caught early
- Silent disease
- Family history
- Screening options
- Cancer facts related to Black and African American communities

The messages in this guidebook are not meant to replace the screening campaigns of any organization. Instead, they are intended to strengthen the educational and promotional materials already available or being planned.

### Spotlight on Messaging Groups

As a result of our research findings, we identified four groups for whom screening messaging could be very impactful.

 <b>People who feel invulnerable</b>	 <b>People who have cost concerns</b>
 <b>People who are fearful</b>	 <b>People who are busy</b>

P | 20

## MESSAGE DELIVERY

How messages are received, and from which trusted sources, can have a significant impact on someone's knowledge and perceptions about screening.

While advertisements and discussions with family and friends were found to be the leading source of colorectal cancer screening information among Black and African American people, hearing this information directly from a medical doctor was, by far, the most preferred channel.

Receiving materials in doctor's offices, along with sharing of colorectal cancer-related information through email, websites, and patient portals was also top on the list. While there is no "one size fits all" for disseminating messaging, many respondents agreed that multiple modes of communication should be used to reach them. Nearly all preferred to hear a regular person they identify with (e.g., someone of the same race, age, and/or gender) talking about their experience with colorectal cancer or colorectal cancer screening versus hearing from a celebrity.



### Primary Channels for Receiving Colorectal Cancer Screening Information\*

- 47% Advertisements
- 35% Discussion with a family member or friend
- 32% Discussions with a doctor or health care provider
- 30% News report or story
- 19% Handout or poster in a doctor's office
- 13% Website
- 11% Information from a health insurer
- 11% Social media

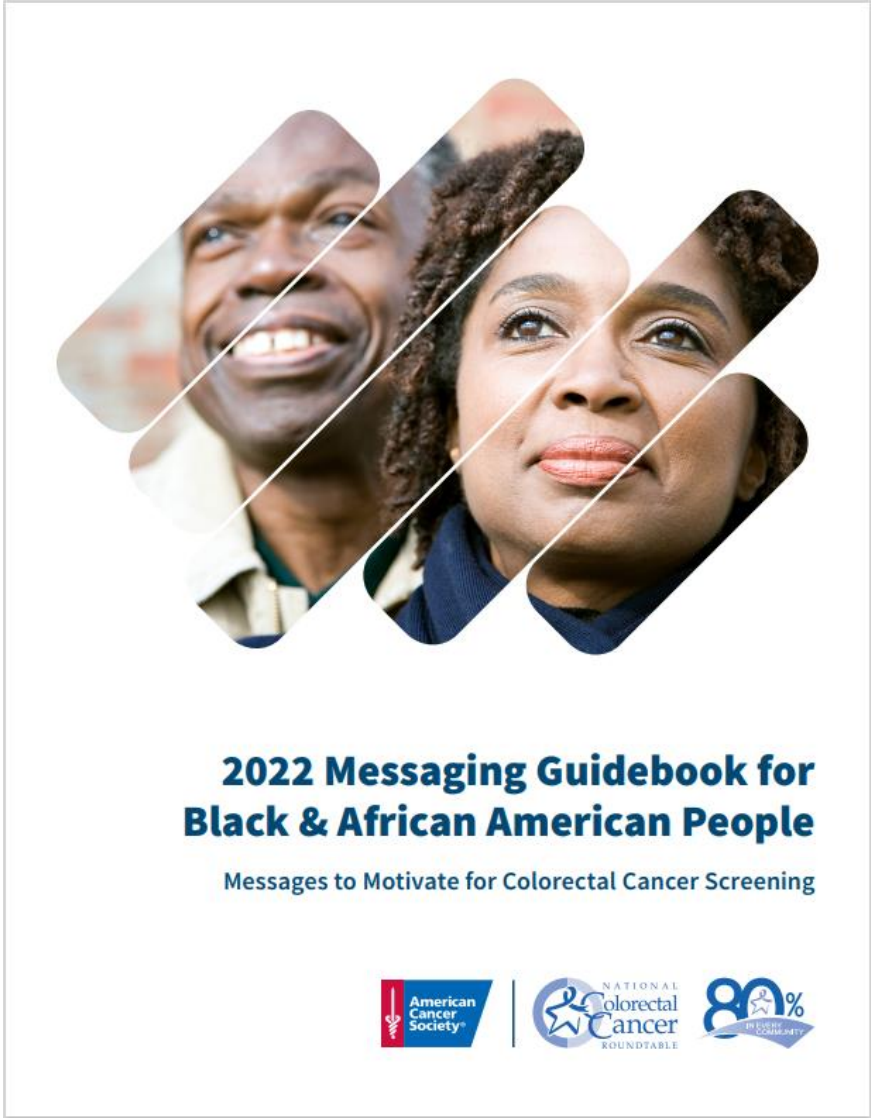
\* Respondents were able to choose more than one answer

### Preferred Channels for Colorectal Cancer Screening Information

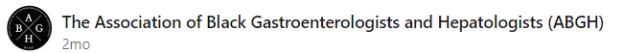
- 56% Discussion with a doctor or other health care professional (62% female, 48% male)
- 32% Handout/poster in a doctor's office
- 29% Email
- 28% Website
- 26% Online patient health portal
- 23% Discussions with a friend or family member
- 9% Social media

### The Most Trusted Sources for Health Care Information:

- 86% Doctors
- 81% Other medical professionals
- 78% National health organizations
- 73% Parents, siblings, and other trusted family members
- 67% Close friends
- 36% Celebrities



1 in 3 Black adults aged 50+ are not up to date with potentially life-saving [#colorectalcancer](#) screening. Check out the new [@NCCRTnews](#) messaging guidebook for research-tested messages to encourage [#CRC](#) screening: [nccrt.org/Black-Messagin...](https://nccrt.org/Black-Messagin...) [#getscreened](#)



Black and African American adults experience disproportionately higher incidence and mortality rates from colorectal cancer.

ABGH is grateful to have contributed to this incredible project - The National Colorectal Cancer Roundtable's newly released messaging guidebook provides market-research findings and research-tested messages to encourage unscreened Black and African American adults to seek colorectal cancer screening. <https://lnkd.in/gYrhf-4>

[#colorectalcancer](#) [#getscreened](#) [#blackgastro](#) [#healthequity](#) [#cancer](#) [#cancerawareness](#)



## Recommendation

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

### Strategies:

- Tailor the screening conversation to reduce fears and misinformation.
- Increase access points for preventive care and promote remote screening options.
- Modify community tracing technology and staffing.
- Improve integration and adoption of technological innovations in cancer screening and care.



## Action

- Developed 1) [Mailed FIT Implementation Guide](#), 2) interactive, online training for health care delivery systems, and 3) Mailed Fit business case documents for health systems, payers, and employers.
- Expert webinars to address common barriers for CRC screening identified by employers, health systems, states and health plans (out of pocket costs and working with CHWs)



## Impact

Expected outcomes:

- Increased number of health-care delivery systems successful implementing Mailed FIT
- Reduction in barriers to screening (i.e., out of pocket costs)
- Increased patient satisfaction
- Increased program quality
- Increased screening rates (i.e., averse to other methods)

## »»» What's Next?

- Dissemination of the Mailed FIT Implementation Online Training & three business case documents
- Distribution of the VHA adaptation of the Mailed FIT Guide across the health system
- White paper summarizing accomplishments and outcomes of the 5-year CDC funded project
- Bootcamp translation with 3 tribal communities (CDC/Kaiser/NACDD)

# Comprehensive Cancer Control National Partnership



## Recommendation

**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.



## Action

- The CCCNP consists of 17 leading cancer organizations that work together to build and strengthen CCC efforts across the nation.
- During the 2022 semi-annual meetings, dedicated conversations have taken place on how best the CCCNP can implement the recommendations.
- Members decided to focus on and operationalize around the three recommendations above.



## Impact

Through coordination and collaboration, the CCCNP assists comprehensive cancer control (CCC) coalitions to develop and sustain implementation of comprehensive cancer control plans at the state, tribe, territory, U.S. Pacific Island Jurisdiction and local levels.



## What's Next?

For 2023, CCCNP will formalize how each of its 4 working groups develop activities around the consortium screening recommendations; they plan to create a call to action; and will heavily promote member resources to CCC coalitions

# 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.*

- *Genentech / Stand Up To Cancer / ACS*
- *Health Resources and Services Administration (HRSA)*
- *American Cancer Society*
- *President's Cancer Panel*

## **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**

- Cancer Screen Week was created in 2017 to drive public awareness about the life saving benefits of routine cancer screening.
- National campaign runs every December (December 5-9, 2022)
- National partners are the American Cancer Society, Stand Up to Cancer, and Optum.



## **Impact**

- Over 111 million people interacted with Cancer Screen Week messages, converting to 55,000+ website visitors in 2021 campaign
- On track to engage more than 400 community partners in 2022!

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**>>> What's Next? Join us!**



[www.cancerscreenweek.org](http://www.cancerscreenweek.org)



**CANCER SCREEN WEEK**

DECEMBER 5-9, 2022  
[CancerScreenWeek.org](http://CancerScreenWeek.org)

This Cancer Screen Week (CSW) Local Activation Guide is a resource to enable local participation by institutions, community stakeholders and CSW national partners by equipping them with relevant resources for media engagement and communication assets in support of the national annual CSW initiative.

### TABLE OF CONTENTS

- 3 Key Messages / Talking Points** ▶  
Use the key messages and data points here to ground your communications.
- 4 Earned Media Guidance & Template** ▶  
Use these tools to facilitate outreach to local media and guide media engagement.
- 6 Customizable Email / Newsletter Content** ▶  
Use this copy in your email marketing or newsletters.
- 7 Social Media Guidance and Template Posts** ▶  
Use this guidance and template content to spread the word about CSW on your social channels.
- 9 CSW Creative Assets & Brand Guidelines** ▶  
Download ready-made customizable assets, including social media assets, and review CSW brand guidelines when leveraging the CSW logo.

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**Cancer Screen Week**  
**Template Social Posts**  
*Note: all images available in separate image file, and sized appropriately per platform.*


**Posts To Be Issued During Cancer Screen Week (Dec 5-9)**

**Facebook**

We are participating in #CancerScreenWeek to help raise awareness of the potentially lifesaving benefits of cancer screening. Learn more about cancer screening at [CancerScreenWeek.org](http://CancerScreenWeek.org).

**Twitter**

Join us for #CancerScreenWeek and find out how cancer screening increases the chances of detecting certain cancers early.<sup>1</sup> Learn more at [CancerScreenWeek.org](http://CancerScreenWeek.org).



**CANCER SCREEN WEEK**

**AN IMPORTANT ACTION. A BIG IMPACT.**

**WHY IS CANCER SCREENING IMPORTANT?**

According to the American Cancer Society, approximately 609,360 Americans are expected to die from cancer in 2022.<sup>1</sup> Regular screening can help find certain cancers early, when they are most likely to be treated successfully.<sup>1</sup> Learn what screening tests the American Cancer Society recommends, when you should have them, and talk to a health care professional about the best screening plan for you.

**DID YOU KNOW?**

Detecting cancer early through screening **reduces deaths** from colorectal, breast, cervical, lung (among people with a history of heavy smoking), and prostate.<sup>1,2</sup>

— American Cancer Society

**WHAT IS CANCER SCREEN WEEK?**

Cancer Screen Week is a public health initiative founded by Genentech, the American Cancer Society, Stand Up To Cancer and Optum to increase awareness of the benefits of screening for early detection of certain cancers. This nationwide collaborative effort to raise awareness about recommended cancer screening occurs the first full week of December each year.

**HOW CAN I GET INVOLVED?**

- Visit [www.CancerScreenWeek.org](http://www.CancerScreenWeek.org) to learn more about the potentially life saving benefits of cancer screening and download helpful resources for talking with your doctor.
- Spread the word about Cancer Screen Week and join the collective effort to help save more lives from cancer.

# Health Resources and Services Administration (HRSA)



## Recommendation

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

**Strategy:**

- Improve support for community health workers and patient navigators to work with people who are underserved and/or most likely to have poor outcomes for all cancer types



## Action

Accelerating Cancer Screening (AxCS) in partnership with National Cancer Institute

- \$5+ million dollar grant awards
- 11 health centers awarded a maximum of \$500,000
- Performance period : 2 years 9/1/2022-8/31/2024
- Formal partnerships with 7 Cancer Centers
- Focus areas: Outreach, TA, training, and workforce development



## Impact

- Increase access to cancer screenings
- Increase screening rates for CRC, Breast and Cervical cancer
- Increase number of patients accessing care following an abnormal test result
- Tracking number of provider reports received after the referral
- Workforce development for cancer outreach/navigation
- Increase health literacy



**What's Next?** Amplify and Elevate best practices and lessons learned  
[FY2022 AxCS Awards](#)





## 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:

- Connect organizations and catalog resources.
- Facilitate implementation of best practices tailored to community needs.
- Ensure sustainability of and collaboration across national roundtables.
- Evaluate Impact.



## Action

- Leading and enhancing four existing national roundtables
- In October 2022, ACS will launch two new national roundtables (cervical cancer; breast cancer)
- Builds upon the successful history of ACS-led roundtables that began in 1997
- Aligned with relaunch of President Biden's Cancer Moonshot and the President's Cancer Panel Report



## Impact

Roundtables Provide a Neutral Platform to Convene Diverse Stakeholders to:

- Establish National Priorities Across the Cancer Continuum
- Catalyze Coordinated Policy and Patient Care Solutions
- Build Evidence-Based Strategies and Translate them into Practice
- Leverage Knowledge and Experiences that Inform the Reduction of Health Disparities



**What's Next?** Roundtables will formally launch National Breast Cancer Roundtable and the National Roundtable on Cervical Cancer in late-October 2022 announcing leadership, governance, and membership opportunities; priority setting, strategic planning, and national meetings will take place in 2023

# President's Cancer Panel



## Recommendations

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

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



## Action

- Released in Feb. 2022, the Panel concluded that more effective and equitable implementation of cancer screening represents a significant opportunity to accelerate a decline in cancer deaths and, in some cases, prevent cancer through detection and removal of precancerous lesions.
- Meaningful gains can be made through better application of existing evidence-based modalities and guidelines.



## Updates

- PCP is attending and presenting:
  - National Colorectal Cancer Roundtable Meeting
  - National Lung Cancer Roundtable:
    - Screening Summit
    - Annual meeting
  - Shared recommendations CoC 1500 community "Physician liaisons"
  - National Lung Cancer Screening Day
  - American College of Radiology's "Health Equity Coalition"

## »»» What's Next?

# Breakout 2

*Description*



# Description & Instructions

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

- What themes stood out from our last group of presentations?
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# Themes

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# Mobilizing

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

# Report Back

# Next Steps

- Package up these presentations and share with National Consortium members.
- Identify ways we can elevate these activities and ongoing engagement.
- Next National Consortium Summit:
  - December 8, 2 to 4 p.m. EST.