

**PA CRC Workgroup Mtg – with notes
November 20, 2024 9:00am**

- Welcome/Introductions as needed (attendee list at end of document)
- 2024 Strategies – Updates
 - **Public awareness:** Promote use of small media awareness campaign about the importance of early detection.
 - Utilizing funds provided by the American Cancer Society, digital ads/screens – pick to buy type and radius (gas pumps, office building, dining, gyms, etc.) focused on the updated screening guidelines of age 45 for persons of average risk.
 - Based on the data below, we will run screens in the 12 counties in dark blue – representing both **late stage and invasive diagnosis of less than 50 years**. Run time will be 4 weeks total, last 2 weeks of Nov and first 2 weeks of Dec. CRC Workgroup collaborated with the Disparities Workgroup to identify the counties. Data provided by Penn State.
Source: [LionVu: Penn State Cancer Institute \(psu.edu\)](https://lionvu.pennstate.edu)

Hey, Class of 1997!

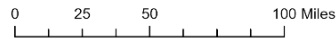
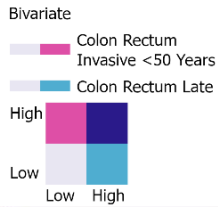
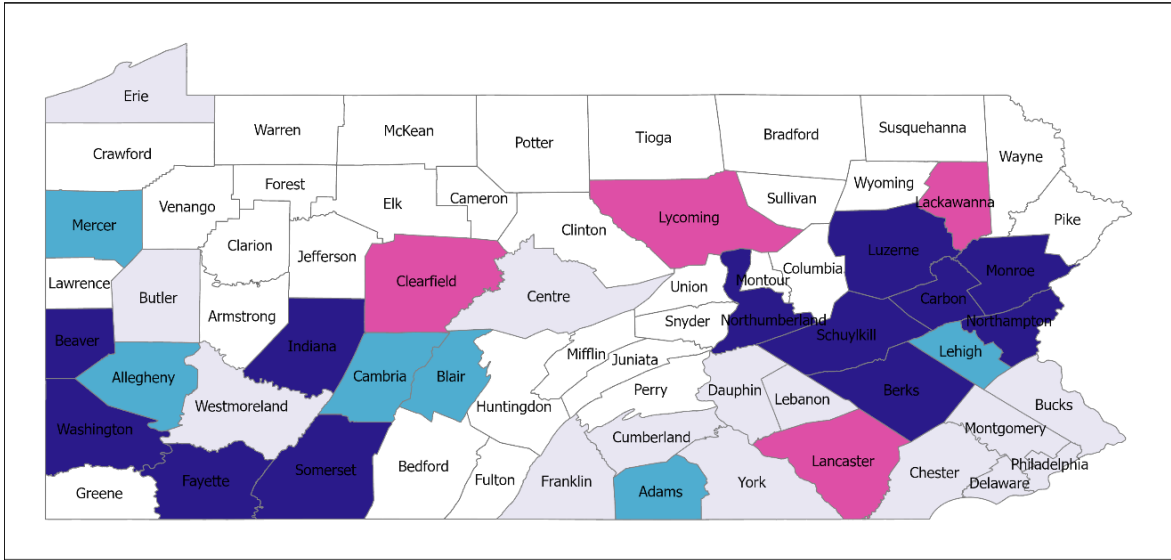
Make sure you're able to attend your next class reunion.

If you're age 45 or older, talk to your doctor about which colorectal cancer screening test is right for you.

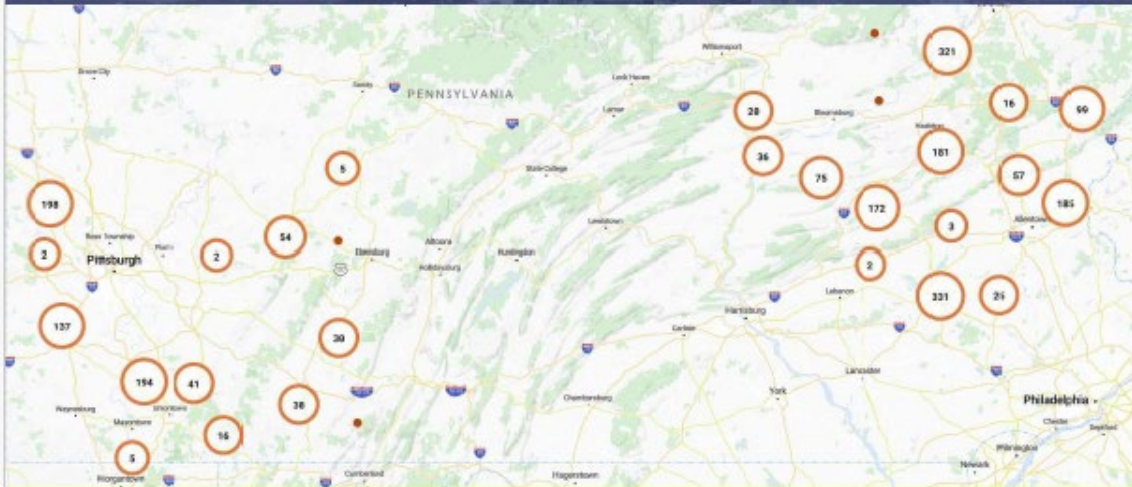


Learn more cancer.org/getscreened





AMERICAN CANCER SOCIETY – COLORECTAL CAMPAIGN



Venue Type	Venues	Date Range	Estimated Impressions	Investment
Health and Beauty/Gyms	48	11/15/2024 -	145,000	\$ 5,000.00
Retail/Malls	1	12/15/2024		
Retail/Grocery	456			
Retail/Convenience Stores	140			
Entertainment/Bars	1,268			
Entertainment/Casual				
Dining	329			
Estimated Venues	2242			

- **Provider Education:** Support provider education on the use of updated screening guidelines, shared decision making around screening type, and evidence-based interventions to increase cancer screening.
 - Collaboration with Dr. William Calo and ECHO project – Spring 2026
- **Policy:** Monitor and disseminate information on policies introduced and passed regarding cancer screening, including attempts to address loopholes in coverages and costs associated with diagnostics and follow-up. Keep decision-makers informed on the current recommendations for cancer screening.
- Items from the group – what is going on in your CRC screening world/highlight successes; Discuss and share any challenges and potential workarounds for the benefit of all.
 - Representatives from Penn State to join in future meeting to speak on Shield Blood Test. Article link previously provided to group
 - Peg Rosensweig from the Pitt School of Nursing representing the PCC Disparities Workgroup shared what the workgroup is doing to help identify specific areas of CRC data down to zip code level that will be helpful to this workgroup
 - Kelly Stank from Exact Sciences shared of work they are doing around gap closures with Cologuard
 - Kacie Jankoski from ACS shared of the ACS’s grant-funded CRC Screening Interventions program currently in progress with 3 FQHCs in PA
- CRC Workgroup Leadership needs
 - Looking for new co-leads for the PA CRC Workgroup. Please reach out to April if interested! abarry@pa.gov
- Wrap up/Adjourn
 - Have a Great Holiday Season! 2025 Mtg dates/times will be shared soon

Mtg Attendees:

Kacie Jankoski
 Barry, April
 Lyn Robertson
 Torres Del Valle, Jennifer
 Pam Schauer
 Margaret Rosenzweig
 Loftus, Patrick
 Jennifer Day
 Bryte, Kathleen
 Llavona-Ortiz, Josheili
 Ymar

Kelly Stank
Gibson, Danyelle
Christiansen, Erika
Aimee Anderson
Kelly Sanders
Guerra, Carmen