

PCC CRC Workgroup Agenda with Notes  
February 14, 2024 9-10:00am

- Welcome/Introductions as needed (see end of document for attendance)
- Revisit goals from Action Plan and related action items – Updates and Discussion
  - There are 3 Proposed Strategy areas: Patient/consumer Focused, Provider Focused, Payor/Policy Focused
  - The workgroup talked through and finalized the work plan. The finalized version is being sent with these mtg notes.
- Available Funds – 2024
  - The workgroup talked through ideas on best use of available funds for most impact. There is \$5,000 from the ACS to support our work in 2024. The workgroup was in agreement that the best use of these funds is to help spread the word throughout PA via media awareness campaigns on 45 is the new 50 for screening. Kacie/April looking into assistance from ACS and DOH for marketing strategies.
  - Adding a spokesperson was also suggested, perhaps a key figure that would resonate with Pennsylvanians. Suggestions of Dan Marino or former Philadelphia Eagle, Vince Papale. The workgroup is asked to elevate any connections for this purpose.
  - Also suggestions of survivor testimonials from younger CRC survivors. Stacy Hurt offered to participate.
- Share (briefly) what is going on in your CRC screening world and highlight successes; Discuss & share any challenges and potential workarounds for the benefit of all.
  - Several workgroup members shared of lower aged individuals recently being diagnosed through clinic and screening programs, further emphasizing the importance of enhancing and sharing the message of lower recommended screening age.
- Any additional or miscellaneous items -- Resources Shared below:
  - [Blue Star Conversation: February 21, 2024 - American Cancer Society National Colorectal Cancer Roundtable \(nccrt.org\)](https://www.nccrt.org/blue-star-conversation-february-21-2024-american-cancer-society-national-colorectal-cancer-roundtable)
  - [Early Age Onset Colorectal Cancer Summit - Colon Cancer Foundation](https://www.coloncancercoalition.org/early-age-onset-colorectal-cancer-summit-colon-cancer-foundation)
  - <https://coloncancercoalition.org/get-educated/info-materials/>
  - <https://coloncancercoalition.org/wp-content/uploads/2023/01/CRC-Flowchart-4x6-Info-Card-Web.pdf>
  - [Colorectal Cancer - American College of Gastroenterology \(gi.org\)](https://www.gi.org/colorectal-cancer)



- Wrap up/Adjourn

- Action item: Kacie/Lyn will share materials with the group – precise 3-5 points of messaging to use for CRC Month. May utilize Amer. College of Gastroenterology 45 is the new 50 resources.
- Next meeting March 5, 9-10am

Mtg Attendees:

Kacie Jankoski  
Lyn Robertson  
Barry, April  
King, Jennifer  
Hurt, Stacy  
Barreto, David  
Katie Sherman (PHN)  
Aimee Anderson  
Kathleen Bryte  
Jenny Day  
Phillips, Eveline  
Diego Serafin Martinez  
Madeline Bernard  
Winters, Sharon  
Boyd, Joanne  
Nikole Johnston  
Torres Del Valle, Jennifer  
Llavona-Ortiz, Josheili Ymar  
Passang Gonrong