

Colorectal Task Force Meeting Minutes

June 21, 2011



Chair:

Charlyn Wilson <http://www.legacyhealth.org/> Email: CWilson@LHS.ORG

Attendees:

Shaun Parkman, OHA email shaun.w.parkman@state.or.us
 Sabrina Freewynn OHA <http://www.oregon.gov/DHS/ph/tobacco/index.shtml> Email: Sabrina.L.Freewynn@state.or.us
 Michelle Chiu, Providence, michelle.chiu@providence.org
 Kiernan Doherty, Metropolitan Group

Attendees ☎:

Kathy Mix, OHA
 Mary Collins, Mid Rogue in Grants Pass
 Tara McAdoo, Acumentra
 Ruth Medak, Acumentra
 Chuck Smith, Men’s Health Project at Portland State
 Michell Baker, Steve Baker Colorectal Cancer Alliance

Handouts: PowerPoint for the Clatsop Pilot: Colorectal Cancer, the Cancer you can prevent.

Agenda Item	Discussion Points	Outcome/Follow Up
Welcome/ Introductions	Charlyn welcomed everyone	
Clatsop Pilot	Kiernan talked through the Power Point presentation. See handouts.	Please share potential spokespeople with Kiernan. Help identify local and statewide partners/sponsors and pathways for the campaign. Give these to Kiernan as well.
www.TheCancerYouCanPrevent.org web page update	<p>Discussed the update for the web page.</p> <p>We will take off the e-postcards and the invitation to join an incentive drawing. These seemed to repel people from the site.</p> <p>The stories seemed to be the place people visited most and wanted to share. We will make these stories easy to share and prominent.</p> <p>There will be a section called “Right Now” that will include information about the campaign, blogs, other updates.</p>	

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	<p>As other organizations/agencies “join” the campaign, can add their logos at the bottom.</p> <p>Seeking feedback on the layout of the pages. Those in the room gave feedback on the layout and ideas.</p>	
Screening Grant Progress	<p>We are in the process of contracting with Mosaic Medical in Bend. They are revisiting the issue of treatment internally. We are waiting to hear back from them.</p> <p>Mosaic Medical is a consortium of FQHCs, St. Charles, and other organizations in central Oregon. Their goal is to provide medical care to people who are uninsured and under-insured.</p>	
Medical Advisory Committee	<p>The first meeting (4/25) was focused on challenges we are having with getting a signed contract for the direct screening portion of the grant. We will re-convene as soon as we have a signed contract and the focus will shift to getting them up and running.</p>	
Updates	<p>Steve Baker Colorectal Cancer Alliance: Get Your Rear in Gear has been canceled. The East Bank Esplanade was closed due to flooding conditions. Additionally, one of the event coordinators had to bow out for personal reasons. Will revisit for holding the event next year. Charlyn will be writing up an invitation to help plan next year’s event. Look for this and volunteer if you are able.</p> <p>Update from Oregon Health Authority: Lesa Dixon-Grey has taken another position and is no longer on the Colorectal Cancer Grant. Existing staff, Sabrina Freewynn, Shaun Parkman, Kathy Mix and John Anderson, will continue this work until a replacement has been selected.</p>	
Review of Comp Cancer Plan	<p>We want to update the four pages of the Oregon Comprehensive Cancer Plan related to Colorectal Cancer.</p> <p>Updates:</p> <ul style="list-style-type: none"> • The screening guidelines have been updated since the plan was written and needs to be changed in the plan. • Add a strategy to target and educate providers. Quality improvement actions to get physicians to increase the number of people screened. • Update statistics listed in the plan • The campaign is one of the current efforts. • Objective: Increase the percentage of Oregonians who are screened according to current guidelines. (Questions remaining: are these USPSTF guidelines?) • Strategies: Much the same but with updates specific to this time period. • Current efforts: Messenger Project, Steve Baker Colorectal Cancer Alliance, Messaging 	

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	<p>Campaign, Acumentra, Healthy Communities, Genetics</p> <ul style="list-style-type: none"> • Do we want to add a goal about reducing inequities? <p>Strategy: Members of the Task Force will take on the tasks listed below.</p> <ul style="list-style-type: none"> • Brochure for CHTF: Michelle Cheu will be the lead on drafting this (using BHTF brochure as template.) • Plan update: Sabrina will get the plan into Word. Charlyn will do first draft at updating CRC section and strategies. • Work Plan: As a start, give a call out to the listserv: Ask for current efforts and recent work from each organization. Give it a timeline like the past year and the future year. Sabrina can send an e-mail to the listserv and bring the raw results to the next meeting. • Update of statistics: Shaun will update the stats listed in the plan. 	<p>Sabrina to send the listserv a request for information.</p> <p>Thanks to the members of the task force who have volunteered to take on portions of these tasks.</p>
<p>Agenda Items for upcoming Meeting</p>	<p>Membership assessment Brochure, plan update and work plan Updates on screening contract and messaging campaign</p>	<p>Please send agenda requests to Charlyn</p>
<p>Adjourn</p>		