

Colorectal Task Force Meeting Minutes

March 20, 2012



Chair:

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

Attendees:

Sabrina Freewynn OHA <http://www.oregon.gov/DHS/ph/tobacco/index.shtml> Email: Sabrina.L.Freewynn@state.or.us
 Tom Foeller, Activist
 Kathy Mix, OHA

Attendees ☎:

Wayne Gilbert, MD, Kaiser
 Mary Collins, Mid-Rogue Oregon Health Plan in Grants Pass
 Nancy Magathan, Columbia Memorial Hospital
 Shaun Parkman, OHA email shaun.w.parkman@state.or.us
 Michell Baker, Steve Baker Colorectal Cancer Alliance
 Kiernan Doherty, Metropolitan Group
 David Caress, Acumentra

Handouts:

Agenda Item	Discussion Points	Outcome/Follow Up
Welcome/ Introductions	Charlyn welcomed everyone	
Updates	State campaign: <ul style="list-style-type: none"> • Campaign is running well with local grantees and significant coverage is occurring around the state. Examples are in Klamath, Clatsop, Clackamas, Douglas, Umatilla, Morrow and Union county. • AARP telephone town hall happening April 10 with a follow up mailing to people who stay on the call • PEBB campaign to state employees • “Faces” of colorectal cancer campaign. We are collecting additional spokespeople from across the state and featuring their story on the Facebook page and our website. We are rolling out 1-3 faces a day on the pages. The local grantees are then asked to pitch this to their local media outlets • There will be a follow up email to all our partners asking them to do something to again support our campaign through five options listed in the email. • Health systems are participating in the campaign as well 	Sabrina to send sample articles and radio spots

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<p>Direct screening contract</p>	<p>Big news! We have a signed contract to deliver direct screening for clients at 2 Portland-area primary care clinics. This contract is with Project Access Now! They are a tri-county based non-profit and they gather resources for treatment among many local providers. Therefore, they can provide access to treatment and our resources will support their screening cost. We are now in the process of ensuring all the requirements are met for the CDC for them to begin screening and tracking data and do patient navigation.</p> <p>They will be using FIT to screen at 2 PCP clinics. They will then use their resources to cover any needed diagnostic colonoscopies and treatment.</p>	
<p>Cancer Plan update/addendum</p>	<p>The CRC portion of the Cancer Plan addendum is completed. Tom Foeller and the Bakers shared this chapter on Capitol Hill during their visit.</p> <p>This chapter, along with the others, will be finished up and published electronically. The OPCC Coordinating Committee will need to discuss how to distribute and use this addendum.</p>	<p>Sabrina to send CRC addendum to Dr. Gilbert.</p>
<p>Legislative update</p>	<p>Oregon: CCOs structure passed. We created an information sheet about cancer screening highlighting the importance of colorectal cancer screening.</p> <p>National: Tom Fuller and the Baker sisters went, as part of Fight Colorectal Cancer, to Washington DC. They had training in how to approach legislative members and then went to the Hill. They asked Senators and Representatives to support appropriations to support three research organizations and to sponsor three bills:</p> <ul style="list-style-type: none"> • CDC Colorectal Cancer Control program (handed out the CRC chapter of the Comprehensive Cancer Plan) increased so that the program can expand to all 50 states • Department of Defense cancer research program • Medicare co-insurance oversight bill HR 4120 that would pay for diagnostic procedure if polyps were found during a screening colonoscopy • Asking for own CRC stamp to raise money for colorectal cancer research similar to the Breast Cancer stamp <p>In past years have pushed for CRC screening and treatment bill. Didn't push it as hard this year but may again in the future.</p> <p>Asked of Senator Wyden: introduce a comparable bill to HR4120 to correct problem with national health reform that is allowing screening to become diagnostic and patients to be charged.</p>	<p>Sabrina to send recommendations that were collected for CCOs out to this listserv.</p>

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	<p>Recommendation is to make sure to let local legislators know about our work. This way the national folks can link back to Oregon and get ongoing support for this work.</p>	
<p>Steve Baker Colorectal cancer alliance</p>	<p>Received a grant to work with barber shops and beauty shops to train beauticians and barbers to talk with their clients about screening for colorectal cancer. The goal is work with at least 10 shops with about 4-5 employees at each one. This work will happen over the course of the next year. Bakers will be talking with other, similar programs that have happened around the country (e.g., in Atlanta.)</p> <p>Also doing Lunch and Learns around the state telling employees to use their benefits to get screened.</p> <p>Recently partnered with Providence Cancer Center to do community meetings to talk about CRC. Hear the story of the SBCCA.</p> <p>Also great media coverage in the past week. On AM Northwest last week and interviewed by every Portland Media outlet.</p>	
<p>Other Member updates</p>	<p>Clatsop County had an article in the paper and a health fair. Still have a program for free FOBTs through the hospital and free colonoscopy for high risk. This is an ongoing result of the campaign.</p> <p>Thoughts on what's next: Link BCCP to colorectal cancer screening.</p> <p>Kaiser handed out screening cards when patients came in for flu shots. Continuing this each year reinforces the annual nature of the screening.</p> <p>Familias en Accion is helping to navigate patients and refer them through Project Access Now.</p>	
<p>Need a new chair</p>	<p>Charlyn has served as the chair of the Colorectal Health Task Force for the past six years. She will be stepping down effective July. We are looking for a new chair.</p>	<p>If you are interested, speak to Sabrina. If you have questions about the position, speak to Charlyn.</p>
<p>Agenda Items for upcoming Meeting</p>	<ul style="list-style-type: none"> • Strategize how to share our work with Oregon Legislators and other elected officials 	<p>Please send agenda requests to Charlyn</p>
<p>Adjourn</p>		