

Facilitator: Charlyn Wilson (Legacy Cancer Services), Mike Lukens (Survivor), Patricia Schoonmaker (OPCC) Alyssa Green (CIS) Recorder: TeriLynn Leu (OPCC)		
<b>Handouts</b>		
<b>Agenda item</b>	<b>Discussion Points</b>	<b>Outcome/Follow-up</b>
Welcome & Introductions	Introductions and Welcome. Alissa is the Oregon Partnership Program Coordinator for the NW Cancer Information Service.	
Updates: CRC Contracts	The media contract is not signed as of yet. Pac West Communications is the new media contractor. There were no responses to the other two Request for Proposals (RFPs) (education and community meetings). The Coordinating Committee would like to continue to try to get those two grants awarded. Their reactions were that the timeline was too short and the money was not enough. There will be a reposting of the RFPs, but a letter of intent will be requested first. Mike suggested that we possibly put the education and community meetings together in one bid.	<ul style="list-style-type: none"> <li>▪ Patricia to check with Ellen to find out about why the people who downloaded the information did not bid as well as find out about the actual bid process (2/21/08)</li> <li>▪ TLL to get Mike the ORPIN website(2/18/08)</li> </ul>
Cancer Disparities	The disparities work group is being disbanded. Disparities will be incorporated in all the meetings throughout the year. There will be a spring OPCC newsletter and a fall OPCC meeting focusing on disparities.	
Screen for Life Campaign	Discussion of media markets and the handouts from the Screen for Life Campaign. There was a discussion of the media markets and what the media contractors are going to do in relation to the PSA's. Want to get news articles with survivors and health care providers so that the media contractors can work with the local contacts as well as the Screen for Life materials.	
OPCC Meeting - Call to Action Updates	Mike would like to have a meeting prior to the 3/14 meeting to practice and get some talking points. Mike will MC. Mike will introduce Coordinating Committee members and workgroup chairs. During the last 45 minutes we will: 1. view the PSA's 2. Pac/West Communications will talk about how they will work with local media markets. Invited Acumentra, Inc to talk about Medicare's focus on screening. and Asian Health & Social Services who held a community meeting on colorectal cancer screening. Good ideas for packets to include: racial/ethnic data and maps (fast facts from OSCaR).	<ul style="list-style-type: none"> <li>▪ Patricia to make sure Mike &amp; Charlyn are acknowledged in program (2/21/08)</li> <li>▪ Patricia to check on who is introducing what topic(2/28/08)</li> <li>▪ TLL to string the PSA's onto a CD (2/21/08)</li> <li>▪ TLL to get the equipment ready(3/10/08)</li> <li>▪ Patricia &amp; TLL to meet with Dr. Cook regarding data for his presentation (2/25/08)</li> <li>▪ Create a Take Action form for participants to complete during the evaluation wrap-up. <i>What is one thing you will do as a result of this meeting?</i> (2/21/08)</li> <li>▪ Patricia to acknowledge all members (2/21/08)</li> </ul>

		<ul style="list-style-type: none"> <li>▪ TLL &amp; Patricia to create a list of who to invite to the media training (2/29/08)</li> <li>▪ Mike to talk to Mark about Colon Cancer Alliance(2/22/08)</li> <li>▪ What handouts need to go into packet?- All (2/28/08)</li> </ul>
Earned Media Contract- Pac West Communications	We do not have a signed contract, so they are not able to attend today's meeting. Patricia is developing a list of local contacts (physicians, survivors and educators. Astoria and Coos Bay are key communities ready for action!	<ul style="list-style-type: none"> <li>▪ Continue to expand the local contact list to share with contractors(2/28/08)</li> <li>▪ Get contact information from Pac/West that we can build on, especially in rural areas (2/28/08)</li> </ul>
Media Advocacy Training	Looking at a media advocacy training of approximately 20 people. The focus will be how to "pitch" your story. There will be two trainings, one in the Portland/Metro area and one outside the area such as Bend. Patricia is developing a list of invitees.	<ul style="list-style-type: none"> <li>▪ Share draft invitation list with members(2/28/08)</li> <li>▪ Develop a timeline with contractor(2/28/08)</li> </ul>
Next Meeting	Tuesday, March 18, 2008 @ 1:00-2:30 (may reschedule or have additional prior to Match 14 partnership meeting to meet with contractors and to finalize meeting flow)	