

Colorectal Cancer Screening Task Force

June 17, 2008, 1:00-2:30

	<p>will participate. Brad Hall, Acumentra Health will contribute to this project as well. Looking for immediate successes and with those we can increase the learning curve of how to conduct the meetings. If you have contacts in these counties make sure to email them to Patti (patricia.santiago@cancer.org). Need to figure out whom to CC on emails. Patti is the lead coordinator.</p>	<p>Mike- TLL</p>
	<p>Pac/West-Kelly passed out a list of cities and contacts they have made (attached) to date. This is an impressive list of The goal is to secure media coverage and place CDC Screen for Life PSA's. The placement has been secured on 5 television and 32 radio stations. From a survey that Pac/West has been doing: the stations want to have local stories and connections. The shorter the better since shorter ones are easier to place. Send only one PSA, not a string of them. Radio stations prefer to have a typed script that is personalized as opposed to a canned. Need to identify local champions. The interesting is building on the topic. The goal is to have 5-10 stories from this campaign occur. Many media outlets prefer to use information that has some traction or meat to it.</p>	
<p>CRC Flyers</p>	<p>Reviewed sample posters from WA state program. Try to get photos that draw you in, but use local people from different racial groups. Doesn't have to be survivors, want people mixed throughout the state. They need to be flexible so they can be tailored and customized according to the situation and the person that wants to use them. Larger size (legal or menu size) on harder cardstock paper. That way we have many different ways to use it. There is \$5000 budgeted for printing by the end of June. Design cost could be done by Pac/West as well as TLL. Want to keep it simple. The focus is the picture with a simple format and limited text. The text can be a quote from the individual. The pictures need to be in color and black and white. Need to determine what phone number to put on the posters, but use OPCC website. The different size font is an attention getter. Possibly ad the got polys? Logo. Possibly have an over 50 format and a high risk format. Possibly have a Relay for Life Picture as well. Possible photo with Dr. Lieberman, Dr. Johnson and Mike L. Exam room picture. Need to have an action picture. Can have it on a web site for people to download. Check to see if Dr. Johnson will write a piece for the Skanner and Observer.</p>	<ul style="list-style-type: none"> ▪ Check on Dr. Lieberman availability – PS ▪ Dr. Johnson's availability- Charlyn ▪ Legacy A/V to take pictures- Charlyn
<p>Next Meeting</p>	<p>*Tuesday, July 15, 2008 Legacy Good Samaritan Hospital Agenda Items:</p> <ul style="list-style-type: none"> - Contract updates (ACS, Acumentra, Pac/West) - Poster updates - OPCC Website 	