

Colorectal Cancer Screening Task Force

May 20, 2008, 1:00-2:30

Facilitator: Charlyn Wilson (Legacy Cancer Services), Mike Lukens (Survivor)
 Participants: Patricia Schoonmaker (OPCC), Kelly Stoner (Pac/West Communications)
 Recorder: TeriLynn Leu (OPCC)
 Unable to attend: Alyssa Green (CIS)

Handouts
 May 20, 2008 Agenda
 April 15, 2008 Meeting Minutes
 Acumentra Health/DHS Colorectal Cancer Screening Education Programs for Health Care Provider and the Public May 2008
 TV Stations requesting SFL PSA's
 Radio Stations Requesting PSA CD
 2007-8 Region C District H Events
 2007-8 Region C District H Events featuring Colon Cancer Free Zone,
 Media Advocacy invitation
 Notes from Baltimore-Mike Lukens
 Notes from 2008 Dialogue for Action in Colorectal Cancer Screening, Baltimore, MD Charlyn Wilson

Agenda item		Outcome/Follow-up
Welcome & Introductions	Welcome to all	
Media Campaign Review	<ul style="list-style-type: none"> □ Centers for Disease Control (CDC) contractor (Ogilvy) says that they sent out the PSA's to TV and radio stations, but many did not get them. Stations want a location connection. Need to have local contracts with the media in order to get them played. Discussed Patricia's radio interview in Eugene on KGNU. □ Viewed the Pac/West CD of the 4/22 media event. The media value of what has been done so far is \$47498.96 and the full media value (takes into account the readership /viewership) is \$142,496.88. The color picture in the Oregonian brought in more readers. Well done, all! □ Kelly is working with Nancy Magathan in Astoria to place an ad and story in the Daily Astorian and get Nancy possible money for colorectal ad. Everyone agreed that they are glad to see something happening to get the work done. □ The PacWest media training on May 29 is geared towards anyone who will be dealing with the media. Items that should go into the packets include: press releases from the got polyps? campaigns. 	<ul style="list-style-type: none"> □ Send out thank you letter to participants-TLL & PS □ Prepare video page for website – TLL □ Where else can we use the video- ALL □ Who else can we invite to the media training- ALL □ Check on AV equipment – TLL □ Talk to Ivy Ingram RE participant from Providence –PS □ Packets for training - TLL

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<p>Community Mobilization Contract</p>	<ul style="list-style-type: none"> □ American Cancer Society (ACS) will be awarded the community mobilization contract. This work will build on their existing health care provider and community contacts, especially through Relay for Life. ACS may be able to increase colorectal cancer screening through the work that they are already doing. □ Coalition partners are looking for survivors. Pearl Kelly in Roseburg is a connection from ACS and is working with Kelly. □ The Oregon Medical Association (OMA) is committed to find doctors for health columns. Contact is Betsy Boyd-Flynn, who is a member of the OPCC Communication/Advocacy Committee. 	
<p>Cancer Center Education Program Contract</p>	<ul style="list-style-type: none"> □ Acumentra Health is going to develop an assessment of cancer centers and this will make a good template for public and provider education and a great learning tool. They have experience with many clinics, health systems and primary care providers. 	
<p>Dialogue for Action review</p>	<ul style="list-style-type: none"> □ Mike and Charlyn reviewed their trip to Dialogue for Action in Baltimore in April. There will be Dialogue for Action in Washington State. The Dialogue for Action light will develop a leadership team with a coordinator and all volunteer. □ Would like OPCC to have a summit with a focus colorectal cancer next year, by June 2009. This would involve convening an Oregon Leadership Team. □ Need to focus on our goals and not getting the funding for colorectal cancer screening alone. □ Discussion of mobile colonoscopy suite. 	<p>Check on Washington State conference- TLL</p>
<p>Next Meeting</p>	<p>*Tuesday, June 17, 2008 Legacy Good Samaritan Hospital Agenda Items: Update on contracts Identify key tasks for task force members</p>	