

Colorectal Cancer Screening Task Force

April 15, 2008, 1:00-2:30



Facilitator: Charlyn Wilson (Legacy Cancer Services), Mike Lukens (Survivor)		
Participants: Patricia Schoonmaker (OPCC), Kelly Stoner (Pac/West Communications), Alyssa Green (CIS), Amber Shoebridge(Legacy Health Systems)		
Recorder: TeriLynn Leu (OPCC)		
Handouts	March 18 Minutes, April 15, 2008 Agenda, Media Kit Materials	
Agenda item	Discussion Points	Outcome/Follow-up
Welcome & Introductions	<p>Welcome to Amber Shoebridge from Legacy PR department!</p> <p>Update on CRC Contracts: We did a quick review of the media contracts that remain. We needed to get more information from the 3 companies who applied for the community mobilization contract. We are waiting to hear from CDC if we get the new money for the next fiscal year for the media contracts as well as permission to carry over unused funds for the current year.</p>	
Review of Media Launch	<p>News Release going out the morning of April 22. Five Fact sheets will be in the media kit. Cancer Information Services will have an identifier for people when they call in so they can track the number related to OPCC. There will be 5 components in the media kit. The news alert already went out. Cost and logistic details are still being worked out to determine who the “patient” is going to be for the colonoscopy. Discussed getting CD of actual colonoscopy The media event is going to be in Building R on the 2nd floor. Confirmed list of individuals available for interview. Added Dr. Kate Morris, Legacy oncology surgeon. Discussion on hiring a videographer to shoot the colonoscopy and interviews in case media does not show up. B-roll (background roll) is general footage from a specific event. B-roll can be used in other markets. Possibly post interviews on OPCC website, U- Tube and news websites.</p> <p>Pac/West phone calls to TV stations regarding use of public service announcements has been helpful. Stations report that use of PSAs has decreased since the 1990s deregulation.</p>	<ul style="list-style-type: none"> □ Amber is going to check on getting a copy of the CD of the actual procedure □ Amber and Charlyn to set up room on April 22 □ TLL to make name badges for presenters □ Amber and Charlyn to find out about legalities in Legacy □ Patricia will confirm details with special guests regarding time and location. □ Kelly will explore options for a videographer □ Kelly is contacting the Oregonian and TV (KOIN, KPTV, KGW).
Media Advocacy Training	Possible date is Thursday, May 29, 8am – 12 noon at Meridian Park Health Education Center, Tualatin.	
Next Meeting	<p>Tuesday, May 20, 2008 Legacy Good Samaritan Hospital</p> <p>Agenda Items:</p> <p>Dialogue for Action (Charlyn and Mike)</p> <p>Updates on all colorectal contracts</p> <p>PacWest Update – media event follow-up and tracking</p> <p>Discussion about rural contacts</p>	