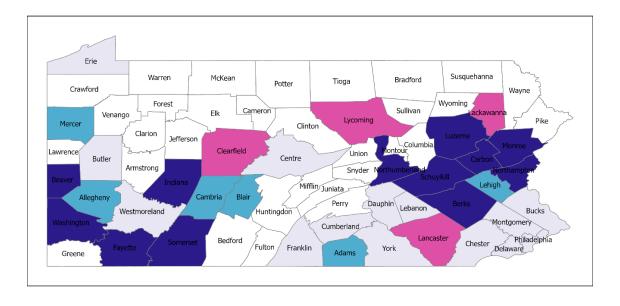
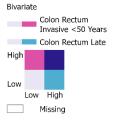
PA CRC Workgroup Mtg July 10, 2024 9:00am

- Welcome/Introductions as needed (attendee list included at end 20 participants)
- 2024 Strategies Updates
 - Public awareness: Promote use of small media awareness campaign about the importance of early detection.
 - Utilizing funds provided by the American Cancer Society, Radio run, digital ads/screens – pick to buy type and radius (gas pumps, medical offices, dining, gyms, etc.) focused on the updated screening guidelines of age 45 for persons of average risk.
 - Based on the data below, we will run screens in the 12 counties in dark blue – representing both late stage and invasive diagnosis of less than 50 years. Run time will be 4 weeks total. Screen samples in development and to be shared soon.

Source: LionVu: Penn State Cancer Institute (psu.edu)



100 Miles



- Provider Education: Support provider education on the use of updated screening guidelines, shared decision making around screening type, and evidence-based interventions to increase cancer screening.
 - Collaboration with Dr. William Calo and ECHO project 2025 potential timeframe
- Policy: Monitor and disseminate information on policies introduced and passed regarding cancer screening, including attempts to address loopholes in coverages and costs associated with diagnostics and follow-up. Keep decision-makers informed on the current recommendations for cancer screening.
 - Biomarker legislation passed. See below for more info:
 Governor Shapiro Signs Game-Changing Legislation Aimed at Improving Health Outcomes, Quality of Life for Pennsylvanians |

 American Cancer Society Cancer Action Network (fightcancer.org)
- Items from the group what is going on in your CRC screening world/highlight successes; Discuss and share any challenges and potential workarounds for the benefit of all.
 - Lyn and April shared with the group about a collaborative effort to house a CRC resource list on the PCC website. A sample will be shared with the group to add.
- Wrap up/Adjourn
 - Next Meeting is Wednesday, September 11 from 9-10am

Participants

Kacie Jankoski

Lyn Robertson

Loftus, Patrick

King, Jennifer

Barry, April

Jenny Day

Winters, Sharon

Christiansen, Erika

Madeline Bernard

Hurt, Stacy

Kelly Sanders

Katie Sherman

Llavona-Ortiz,
Josheili Ymar
Diego Serafin Martinez
Nikole Johnston
Diana Fox
Bryte, Kathleen
Passang Gorong
Aimee Anderson