

# CDC CRCCP Newsletter

Issue 4 | April 2022

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## Announcements

**Removing Barriers to Colorectal Cancer Screening Act of 2020:  
UPDATES**

On January 10, 2022 the Biden Administration issued guidance requiring private insurers to cover colonoscopy for follow up of a positive non-invasive test for colorectal cancer screening.

In addition the Affordable Care Act Implementation Part 51, Families First Coronavirus Response Act and Coronavirus Aid, Relief, and Economic Security Act Implementation provides that **a colonoscopy scheduled as a screening procedure** (in line with the USPSTF recommendation) **should not result in cost sharing for items and services integral to performing the procedure (including polyp removal and pathology).**

This recommendation was issued May 31, 2021 therefore coverage should be provided without cost sharing for plan or policy years **beginning May 31, 2022.**

[Read the H.R. 1570.](#)

[Read FAQs related to CRCS on pages 11-12.](#)

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## CPRIT announces 74 new grants for over \$112 million to expand innovations in cancer research and prevention in Texas

“The Cancer Prevention and Research Institute of Texas (CPRIT) announced 74 new cancer research and prevention grants totaling over \$112,768,740. The projects approved today include 65 academic research grant awards, seven prevention awards, and two product development research awards granted to 16 institutions and companies across the state. These awards will expand access to clinical trials, incubate innovative cancer research, support the state’s emerging biotechnology industry, provide needed cancer screenings for underserved Texans and recruit outstanding cancer researchers to Texas.

Congratulations, Dr. Foxhall on this momentous award! We look forward to our continued collaboration on the CDC CRCCP initiative!

### ***Expansion of Cancer Prevention Services to Rural and Medically Underserved Populations***

The University of Texas MD Anderson Cancer Center: PP220005- Alliance for Colorectal Cancer Testing 3.0 (ACT 3.0) (Foxhall, Lewis) \$2,500,000



## CRC Awareness Month Recap

### NCCRT March 2022 Colorectal Cancer Awareness Month Webcast

On March 8th, 2022, the National Colorectal Cancer Round Table (NCCRT) convened over 300 attendees at its seventh annual Colorectal Cancer Awareness Month Webcast to celebrate national achievements and to share the latest state of the field updates. The webcast opened with an overview of the landscape of colorectal cancer screening in 2022, including information on ongoing impacts from COVID and recent policy successes. The program then featured the **NCCRT’s six 80% in Every Community National Achievement Award honorees**, who shared about their strategies and successes in reaching under-represented communities for colorectal cancer screening and breaking down barriers to screening at both the community and state policy level.

Watch the Replay

## CRC Awareness: Pop-Up Photo Booth with Genesis PrimeCare

Sr. Program Coordinator Gabrielle Frachiseur, MS, CHES, traveled to five Genesis PrimeCare clinics to host a photo booth to increase CRCs Awareness. The clinics competed to have the most participants sign in and be photographed.

The winner, **College Drive Clinic**, will receive the highly sought-after "1<sup>st</sup> Annual Pop-Up Photo Booth for CRC Awareness" Gift Basket! All five clinics received a certificate of appreciation for their strong participation.

Thank you all for your participation and engagement in this program!



## CRC News

### Helps Low-Income Texas Residents Get Screened for Colorectal Cancer

"The [Wichita Falls-Wichita County Public Health District](#) is a sub-award recipient of CDC's National Comprehensive Cancer Control Program. Health District staff partnered with the Moncrief Cancer Institute in Fort Worth to give colorectal cancer screening vouchers to low-income patients. Their goal is to find the disease early when treatment works best."

Read More

## President of the United States Cancer Panel: Closing Gaps in Cancer Screening-Connecting People, Communities, and Systems to Improve Equity and Access.

*“Cancer screening can save lives and reduce the burden of cancer. However, gaps in cancer screening mean too many in the United States are unnecessarily enduring aggressive treatment or dying from cancers that could have been prevented or detected at earlier, more easily treated stages. This includes disproportionate numbers of socially and economically disadvantaged populations and many at elevated risk for cancer due to inherited mutations in cancer susceptibility genes. In this report, the Panel identifies recommendations to achieve four critical goals for connecting people, communities, and systems to improve equity and access in cancer screening.”*

[Read More](#)

### Project Updates

#### Coastal Health + Wellness Exceeds Their First CRC Screening Rate Improvement Goal in Year 1



CRCCP project staff want to thank the Clinical Champion and her support staff for their tireless efforts in exceeding their goals. Coastal selected the following EBIs for implementation:

- Patient Reminders
- Reducing Structural Barriers
- One-on-One Education (Patient Education)

Coastal is also optimizing their EHR, thanks to the assistance from Dr. Deevakar Rogith and his team, from the Gulf Coast Regional Extension Center ([GCREC](#)). They have piloted provider reminders and are planning to launch a new Population Health tool. Congratulations Coastal Health + Wellness on your achievements thus far!

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#### Genesis PrimeCare Complete the First Round of the Quality Games



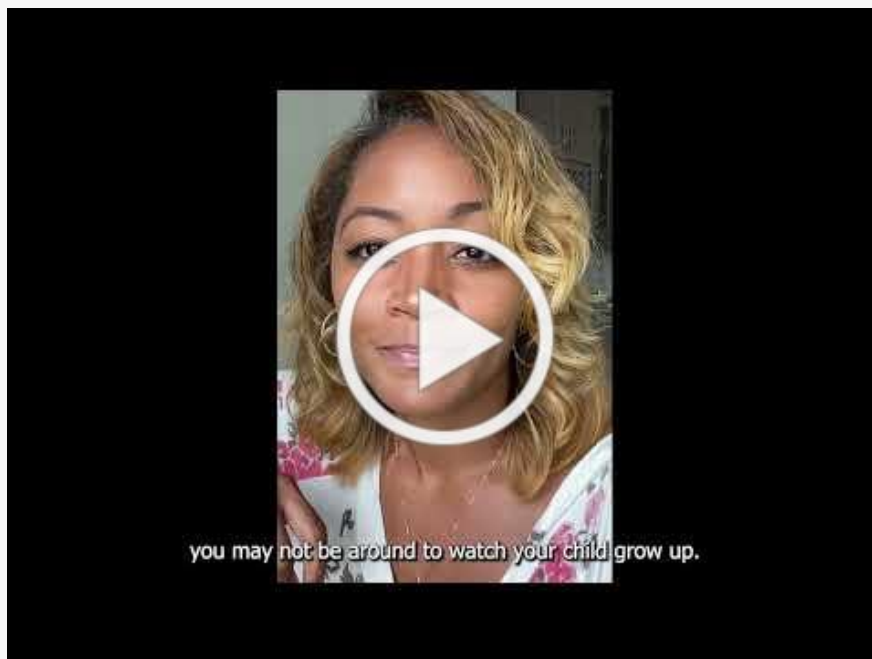
The Quality Games are an intra-organizational competition between all providers to increase screening rates of select predetermined measures.

The top provider and staff are rewarded with trophies and treats for their hard work.

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## Colorectal Cancer Screening Testimonials

Thanks to our former Project Director, Allison Rosen, MS, clinics participating in the CRCCP will be able to implement this video as a Small Media strategy to increase CRCS for both English and Spanish speaking patients.



## Clinical Champion Spotlight

### Martha Vallin, MS, CHW/ CHW-I

**Referral Manager/Health Educator  
Specialist, Coastal Health & Wellness**

Clinic Champion Martha Vallin created a process to implement a patient reminder system to increase the FIT test return rate. Patient screening rates rose during this period, indicating that Ms. Vallin's diligent work with clinic support staff to implement EBIs such as patient/client and provider



reminders, use of one-on-one education, and patient education materials (videos, letters, brochures, and clinic newsletters) were essential for this improvement. These efforts resulted in the clinic exceeding their screening goal in a short time.



Another strategy that contributes to improved CRCS screening rates is the clinic's adoption of the goal to increase CRCS demand by engaging in additional activities to improve patient education. This includes CRC poster displays and placing CRC patient education materials throughout the clinic to prompt patients to ask about screening.

Thank you, Martha for all of your hard work! We can't wait to see what other great things Coastal will accomplish with their continued participation in the CRCCP.

## Minority Health Awareness Month

A promotional graphic for National Minority Health Awareness Month. It features a large image of a smiling young man with curly hair on the left. To his right, the text reads "Give your community a BOOST!". Below this, there are three smaller images: a woman holding a blue face mask, an elderly man with a white beard talking to a woman, and a man pointing at a book with a young girl. At the bottom left is the hashtag #NMHM2022. At the bottom right are the logos for NIH (National Institute on Minority Health and Health Disparities) and National Minority Health Month.

## April is National Minority Health Awareness Month!

#NHMS2022 serves to:

- Build awareness about the disproportionate burden of premature death and illness in people from racial and ethnic minority groups.
- Encourage action through health education, early detection and control of disease

complications.

National Minority Health Month has its origins in the 1915 establishment of National Negro Health Week by Booker T. Washington. In 2002, National Minority Health Month received support from the U.S. Congress with a concurrent resolution (H. Con. Res. 388) that “a National Minority Health and Health Disparities Month should be established to promote educational efforts on the health problems currently facing minorities and other health disparity populations.” The resolution encouraged “all health organizations and Americans to conduct appropriate programs and activities to promote healthfulness in minority and other health disparity communities.”

[Learn More](#)

## Webinars

### FIT CRC ECHO

**Organizational Readiness - March 17<sup>th</sup>, 2022**

Featuring [Dr. Abe Wandersman](#) from The Wandersman Center & [Dr. Tim Walker](#) from the University of Texas Health Science Center at Houston, School of Public Health.

[Click here](#) to watch the recording.  
Passcode: iaU1V.gZ

**UPCOMING: Cancer Survivorship, April 21<sup>st</sup>, 2022:**

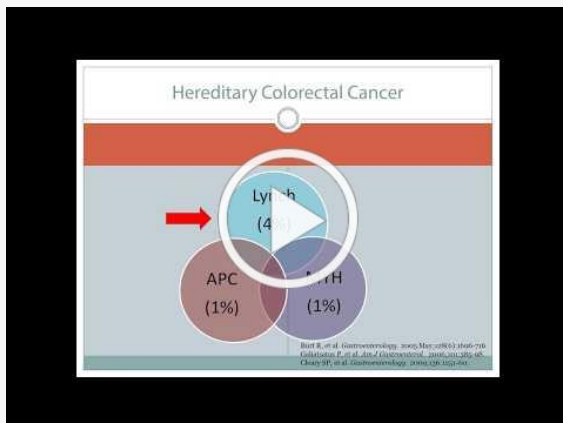
Featuring **Katherine Gilmore, MPH**, Director of Survivorship Programs and Cancer Survivorship, Ambulatory Operations at MD Anderson.

[Click here](#) to join. Passcode: 669613

### Other Webinars

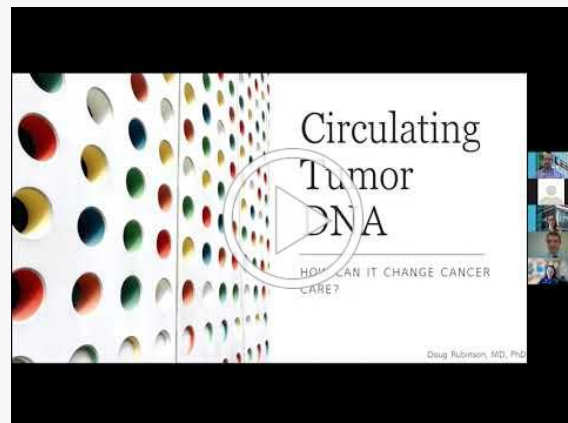
**It Runs in the Family: Colon Cancer Genetics**

Presented by the Colorectal Cancer Alliance



**Young-Onset Colorectal Cancer Center Annual Forum Expert Panel 2022**

Presented by the Dana-Farber Cancer Institute



## Related Publications

[Veterans and Industrial Workers are at higher risk for CRC, due to toxic environments, or occupational exposure.](#)

[The Current Landscape of Research Advocacy and Education for Patients with Colorectal Cancer.](#)

[A Framework for Equitable Partnerships to Promote Cancer Prevention and Control in Rural Settings.](#)

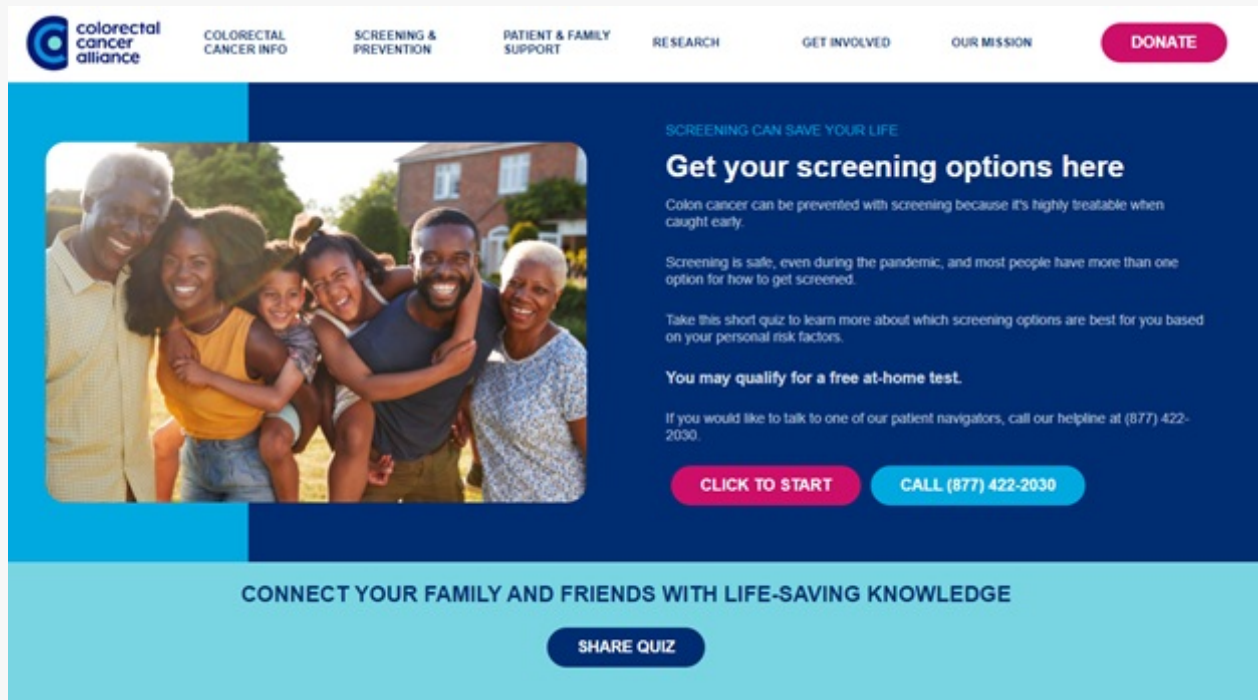
## Resources

### Research Advocacy Training and Support Program

Fight Colorectal Cancer's Research Advocacy Training and Support (RATS) program trains colorectal cancer advocates to become the most educated patient voice at the research table.

[Learn More](#)

### Colorectal Cancer Alliance: Colorectal Cancer Screening Quiz



The screenshot shows the top navigation bar of the Colorectal Cancer Alliance website. The navigation menu includes: **colorectal cancer alliance** (logo), **COLORECTAL CANCER INFO**, **SCREENING & PREVENTION**, **PATIENT & FAMILY SUPPORT**, **RESEARCH**, **GET INVOLVED**, **OUR MISSION**, and a **DONATE** button. The main content area features a large image of a diverse group of people smiling. To the right of the image, the text reads: **SCREENING CAN SAVE YOUR LIFE**, **Get your screening options here**, *Colon cancer can be prevented with screening because it's highly treatable when caught early.*, *Screening is safe, even during the pandemic, and most people have more than one option for how to get screened.*, *Take this short quiz to learn more about which screening options are best for you based on your personal risk factors.*, **You may qualify for a free at-home test.**, and *If you would like to talk to one of our patient navigators, call our helpline at (877) 422-2030.* Below the text are two buttons: **CLICK TO START** and **CALL (877) 422-2030**. At the bottom of the section, there is a light blue banner with the text **CONNECT YOUR FAMILY AND FRIENDS WITH LIFE-SAVING KNOWLEDGE** and a **SHARE QUIZ** button.

Let's Be Social!



## Institution and Staff

Visit the links below to keep in the loop with key players of our project.

### UTHealth Houston



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#### UTHealth Houston: Center for Health Prevention and Promotion Research



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#### UTHealth Houston: School of Public Health



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**Program Lead Investigator:**  
Maria E. Fernandez, PhD



## Partner Organizations

Follow our partner institutions on social media.

### MD Anderson Cancer Center



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#### UTHealth Science Center at Tyler



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#### American Cancer Society (ACS)



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**Project ECHO**

