

# CDC CRCCP Newsletter

Issue 5 | September



## CRC News

### CPRIT Oversight Committee approves over \$89 million in grants

In mid-August, the Oversight Committee of the Cancer Prevention and Research Institute of Texas (CPRIT), approved a large slate of awards totaling over \$89 million for cancer research, prevention, and product development.

“The awards approved today by the Oversight Committee illustrate the depth and breadth of CPRIT’s impact in the Texas fight against cancer,” said CPRIT CEO Wayne Roberts. “From recruitment grants bringing the brightest cancer researchers to Texas, to supporting lifesaving prevention programs across the state and providing critical investments in developing new cancer-fighting drugs, CPRIT touched all the bases for a home run against cancer.”

UT Tyler’s Health Science Center is pleased to announce the receipt of two CPRIT prevention grants approved for which they are the lead agency. 1) The Screening to Optimize Prevention of CRC in East Texas is a continuation and expansion for the current CRC award. This CPRIT-funded grant already serves the same population as the CRCCP. 2) DEFEAT (Delivering Education, Focused navigation, and Equitable Access throughout East Texas) breast cancer program. DEFEAT will focus on increasing breast cancer screenings amongst the African American population in rural East Texas, a population facing significant access barriers to quality healthcare.

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### 6th Annual Southeastern Colorectal Cancer Consortium

Project staff attended the 6th annual SECRCC in June, at the Omni Las Colinas Hotel in Irving, Texas.

The Southeastern Colorectal Cancer Consortium is diverse group of individuals and organizations from 13 Southeast states

and Puerto Rico who are working on colorectal cancer issues, including raising screening rates.

We discuss challenges that continue to confound colorectal cancer screening rates in the Southeast United States and Puerto Rico. During the conference, Consortium members share knowledge, tools, resources and strategic approaches that can significantly impact colorectal cancer screening in our unique area.



Several key project staff presented as key note speakers, expert panel members, and led breakout sessions on critical topics affecting CRCS, including Dr. Maria E Fernandez (UTH Houston), Dr. Lewis Foxhall (MD Anderson), Carlton Allen (UT Tyler) and Gloria Robinson (ACS- Texas).

[Visit the Consortium Webpage](#)

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## PRC Newsletter Feature

The Center for Health Promotion and Prevention Research (CHPPR) is proud to be the only CDC Prevention Research Center (PRC) in the state of Texas. As one of 26 PRCs nationwide, CHPPR is part of a collaborative network of research centers focused on the study of how people and communities can avoid or counter the risks for chronic illnesses, particularly among underserved populations.

The CRCCP was featured on a recent issue of the PRC newsletter, *Promotion and Prevention in Action*.

[Read the Feature](#)

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## Ryan Reynolds documents his first colonoscopy to raise CRC awareness

Ryan Reynolds is on a mission to make colorectal cancer famous. A recent post on the website [LeadFromBehind.org](http://LeadFromBehind.org) followed Ryan's journey in receiving his first-ever colonoscopy. The video mixes his witty charm with fantastic information about the importance of timely CRC screening if you are eligible or are considered to be at a greater risk for developing CRC. View the video in the link below, and explore the website for more great CRCS-focused information and resources.



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## County Health Rankings

Have you explored the updated County Health ranking for your community? The County Health Rankings explore many factors that impact overall health, wellness, quality of life, and life expectancy. Comprised of over 30 significant measures, these rankings examine health factors and outcomes that define your community's health status.

[View the Rankings](#)

## Project Updates

**Welcome Hope Community Medicine to the CRCCP**



This fall, Hope Community medicine will be joining the CRCCP initiative. Hope Community Medicine is a non-profit faith initiative established in 2003 by the Episcopal Church, with the primary mission of providing quality health care to the people of East Texas, regardless of race, religion, socio-economic status or ability to pay. Hope has four eligible clinic sites that will be joining our program, after many years of strong participation with the University of Texas at Tyler's Health Science Center CPRIT-funded colorectal cancer screening program. We look forward to working with Hope over the coming months.

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## Featured Partner Spotlight

### **Alexa Poole - Quality Improvement Advisor**

Alexa has been a part of the CRCCP since the early phases of the project's development. Currently, Alexa assists with EHR Optimization and Practice Facilitation efforts for participating clinics. Alexa also assists clinics with all reporting efforts for the project and serves internally on our Evaluation Team to ensure continued program success. We are so thankful for Alexa, and the many consultants and collaborators like her that provide the highest-quality assistance to our program and it's participants.



### **The Gulf Coast Regional Extension Center**

The mission of the Gulf Coast Regional Extension Center (GCREC) is to facilitate safe, effective, and meaningful use of state-of-the-art health information technology by all healthcare providers in the region by

focusing on primary care practices and their integration with local, state, and federal Health Information Exchange activities with the ultimate goal of improving the health of the citizens they serve. The Center's priority is helping providers fully understand and take advantage of the full benefits of electronic health records. The Center enables providers to achieve meaningful use objectives, minimize financial and administrative burdens, reduce costs associated with medical errors, improve patient safety and quality of care and prepare and position providers for future pay for performance.

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## FIT CRC ECHO

Make sure to mark your calendars to attend our FIT CRC ECHO, every third Thursday at noon.

Each session includes a didactic presentation by various subject matter experts (SMEs), case study presentations by our participating clinics, free Continuing Medical Education (CME) credits and access to incredible discussion and resources for all participants.

Email [CEAmos@mdanderson.org](mailto:CEAmos@mdanderson.org) for more information.

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## Annual Reporting Period

Recently, regional program coordinators and consultants from the GCREC, collected and reported Annual data to the CDC for our Project Year 2. We would like to thank all those that took time out of their busy days to ensure the process was completed quickly and accurately. The data collected improves how we can best serve our participating clinics, and much more. We look forward to sharing what we learn from this information, back with you, in the coming months.

## Resources

### Black and African American Messaging Resources

[NCCRT Messaging Guidebook for Black and African American People](#)

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### Spanish Language CRCS Resources

[Preparing for colonoscopy](#)

[Are you at risk for colon cancer?](#)

## Upcoming Events

**2022 Get Your Rear in Gear Race - Houston, TX**

SAVE THE DATE!

GET YOUR  
**REAR**  
IN GEAR  
HOUSTON

COLON CANCER AWARENESS 5K RUN/WALK

**SUNDAY, NOVEMBER 13, 2022**

CONSTELLATION FIELD • SUGAR LAND, TX



Get Your Rear in Gear® is the signature event of the Colon Cancer Coalition. It is the largest colon cancer-focused event series in the United States. In addition to raising funds to increase screening rates and awareness for colon cancer, Get Your Rear in Gear is also a call to take care of your body and make healthy choices. Money raised has immediate impact on the local community by being invested back to increase screening for colorectal cancer and raise awareness through public education projects.

Participants can register for the 5K event at the link below:

[Register](#)

## 2022 NCCRT Annual Meeting

Each year the NCCRT membership, a collaboration of over 175 medical, advocacy, government, and corporate organizations, convenes to work together on our shared goal to increase colorectal cancer screening awareness and utilization, thereby reducing deaths from this highly preventable and curable disease. The event features presentations by nationally known experts, thought leaders, and decision makers on colorectal cancer screening policy and delivery, with opportunities to network and learn from each other.

The 2022 NCCRT Annual Meeting will be held as an in-person event in Baltimore, Maryland on **November 16-18, 2022**.

Not currently a member? [Learn more about NCCRT membership.](#)

Find previous meeting agendas, session recordings, slides, and more information below.

[Learn More](#)

**CRC Fast Facts**

**CRC is the second leading cause of cancer death in the US.**

**60 % of CRC deaths would be prevented with screening.**

**Black Americans are 20% more likely to get CRC, and 40% more likely to die from it.**

**CRC IS PREVENTABLE with screening.**

[Learn More](#)

## Let's Be Social!

### Institution and Staff

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

**UTHealth Houston**



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



**UTHealth Houston: School of Public Health**



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



### Partner Organizations

Follow our partner institutions on social media.

**MD Anderson Cancer Center**



**UTHealth Science Center at Tyler**



**American Cancer Society (ACS)**



**Project ECHO**



**Program Contacts**



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