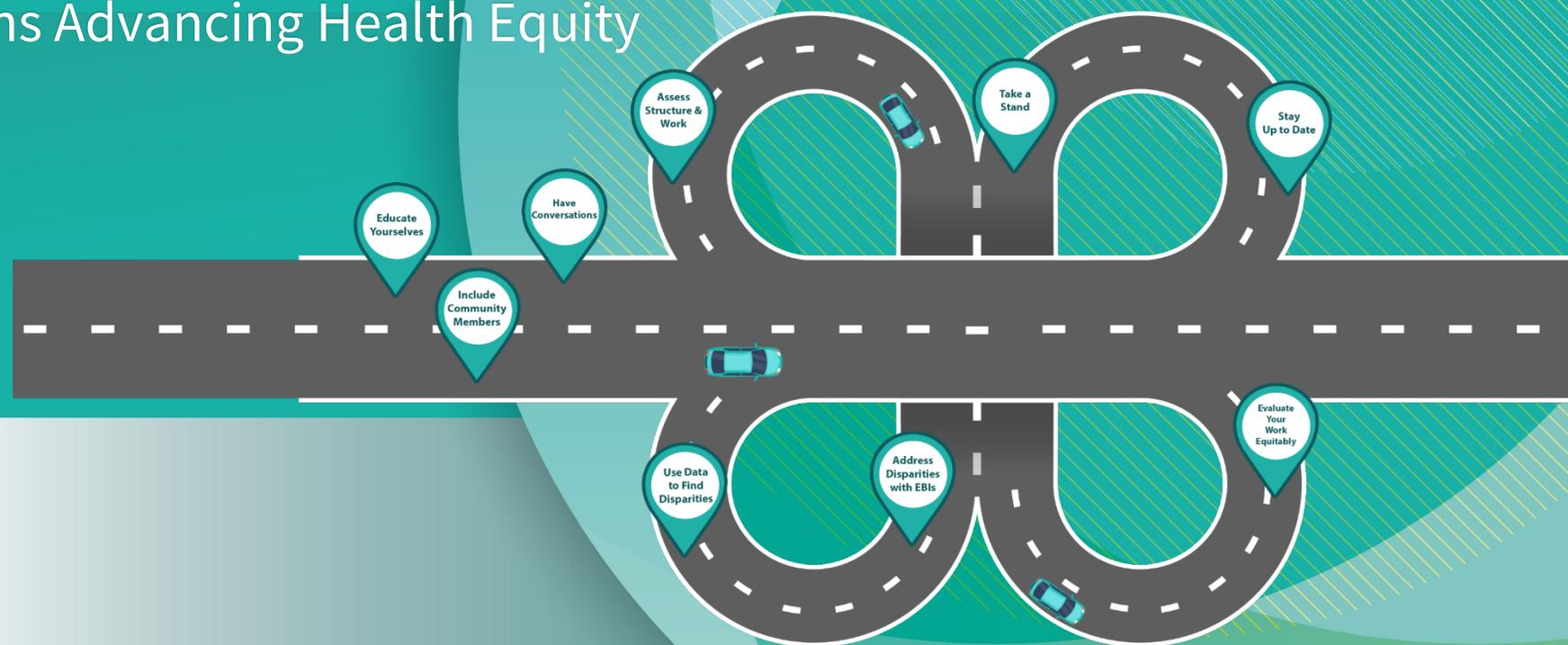


Comprehensive Cancer Control National Partnership

Zoom Series: CCC Coalitions Advancing Health Equity

March 1, 2022



Advancing equity and conquering cancer have one thing in common: A need for collective action

Black Lives Matter.

Racial injustice cannot be tolerated.

Racism is a systemic crisis that weighs heavily on the physical, mental and social well-being of people of color. Events of the past few weeks have exposed just how devastating and destructive systemic racism is on the very principles that influence health in our country.

The Comprehensive Cancer Control National Partnership (CCCNP) mourns the deaths of George Floyd, Ahmaud Arbery, Breonna Taylor and countless others who have been victims of racially motivated violence.

We stand together against discrimination.

We stand together for equal justice, inclusion and health equity.

Conquering racism and conquering cancer have one thing in common: A need for collective action.

We stand with you; we stand for you and together we can take collective action against systemic racism. We must.

With thanks and gratitude,

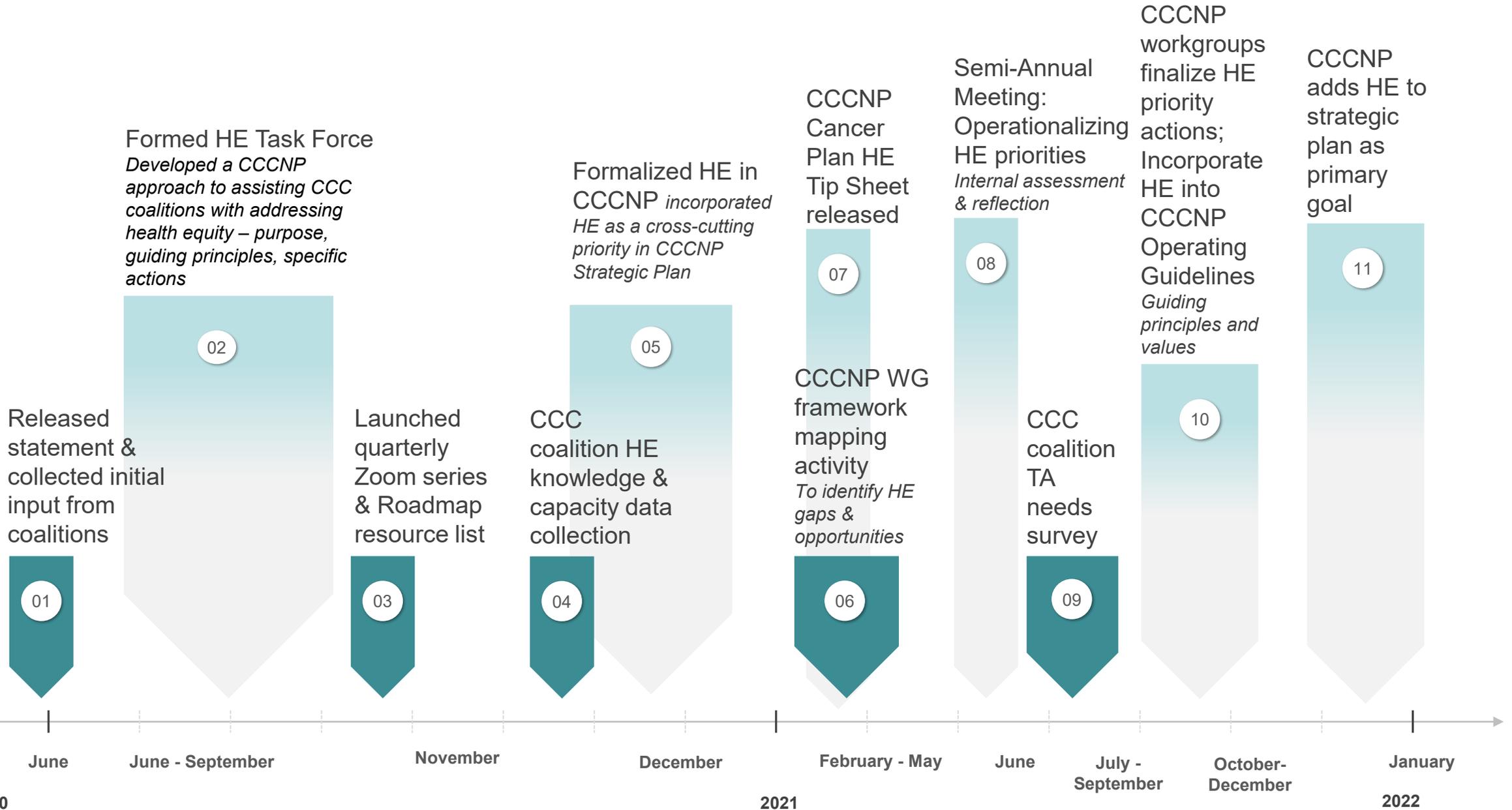
The Comprehensive Cancer Control National Partnership

www.cccnationalpartners.org

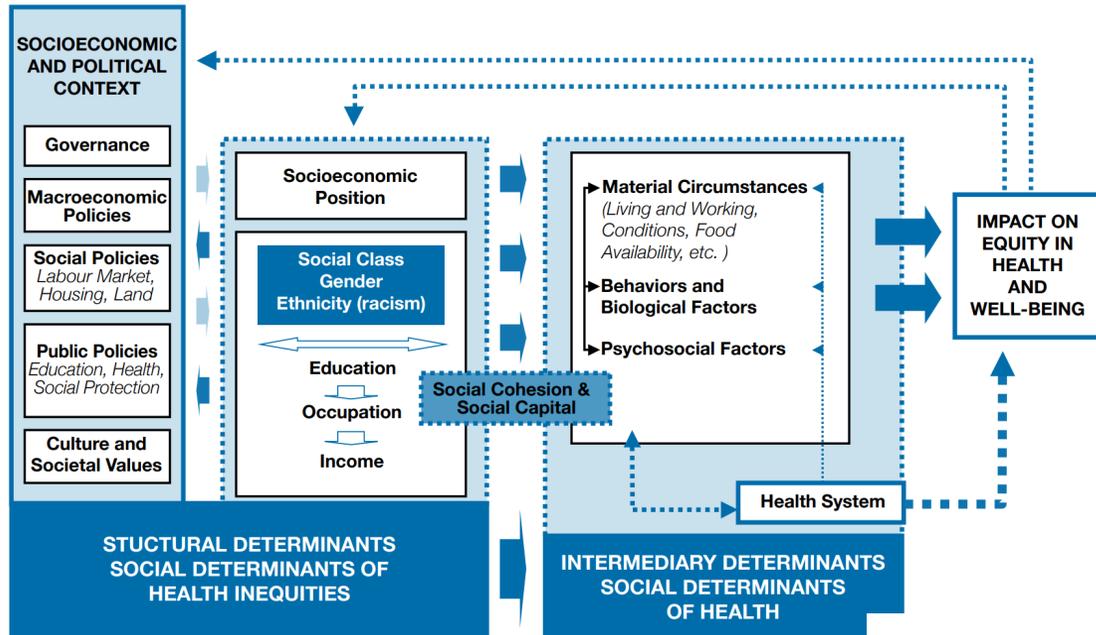


<https://www.cccnationalpartners.org/statement-health-equity-racism>

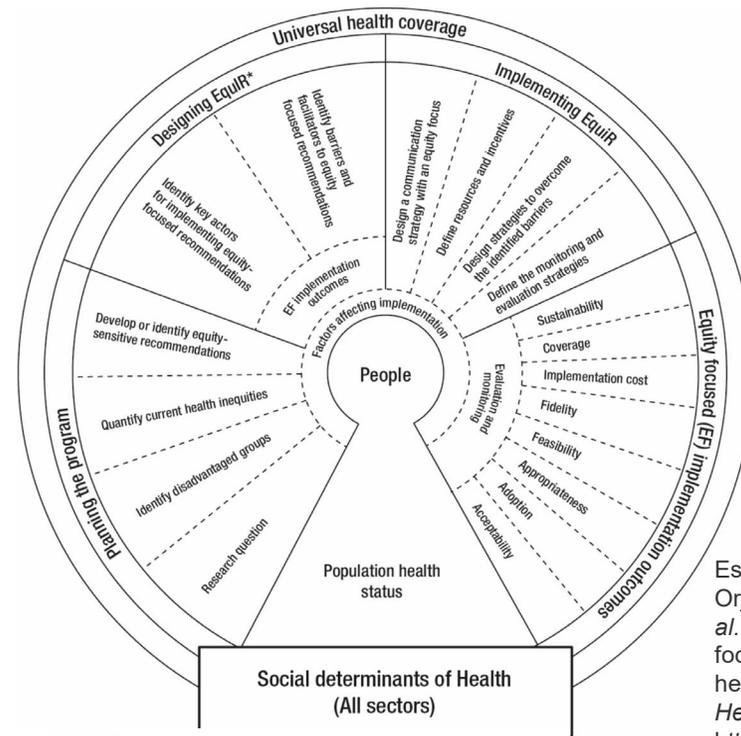
Health Equity (HE) as a CCCNP Priority: Timeline



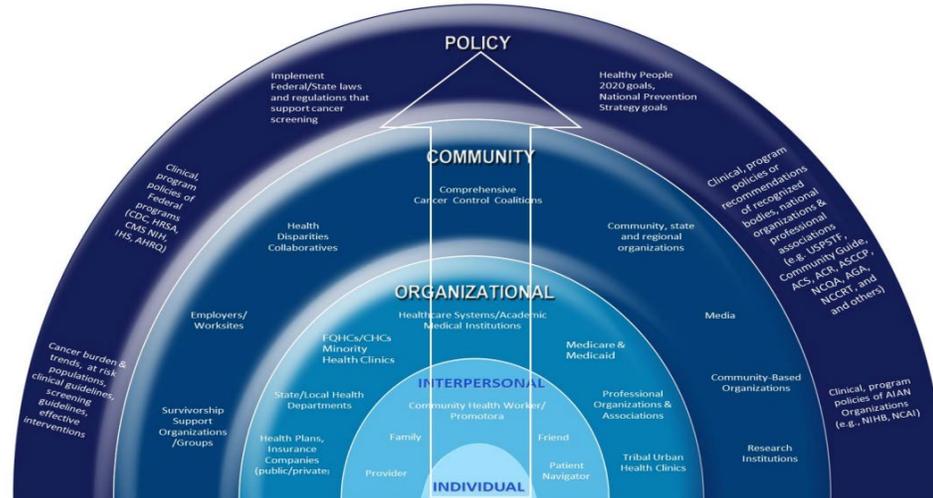
Using Evidence to Guide Efforts: Framework Identification



Solar O, Irwin A. A conceptual framework for action on the social determinants of Health Discussion Paper 2 (Policy and Practice). <https://www.who.int/sdhconference/resources/ConceptualframeworkforactiononSDH.pdf>



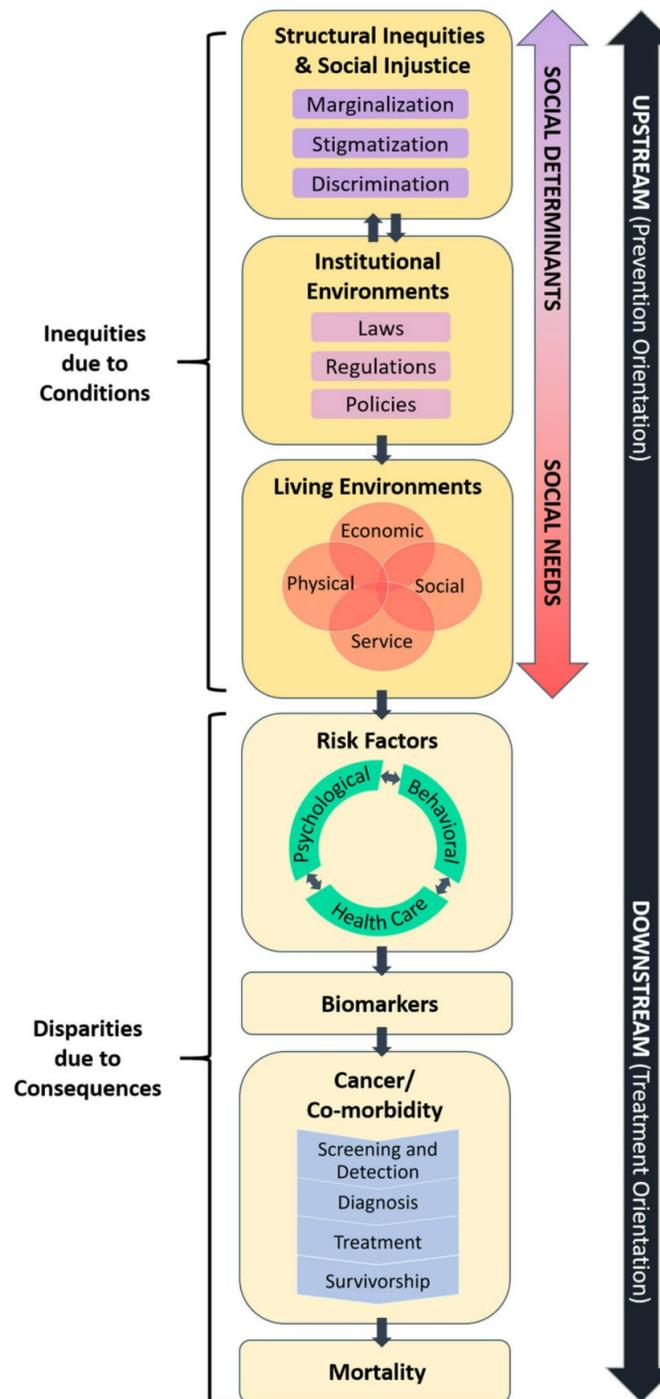
Eslava-Schmalbach, J., Garzón-Orjuela, N., Elias, V. et al. Conceptual framework of equity-focused implementation research for health programs (EquiR). *Int J Equity Health* 18, 80 (2019). <https://doi.org/10.1186/s12939-019-0984-4>



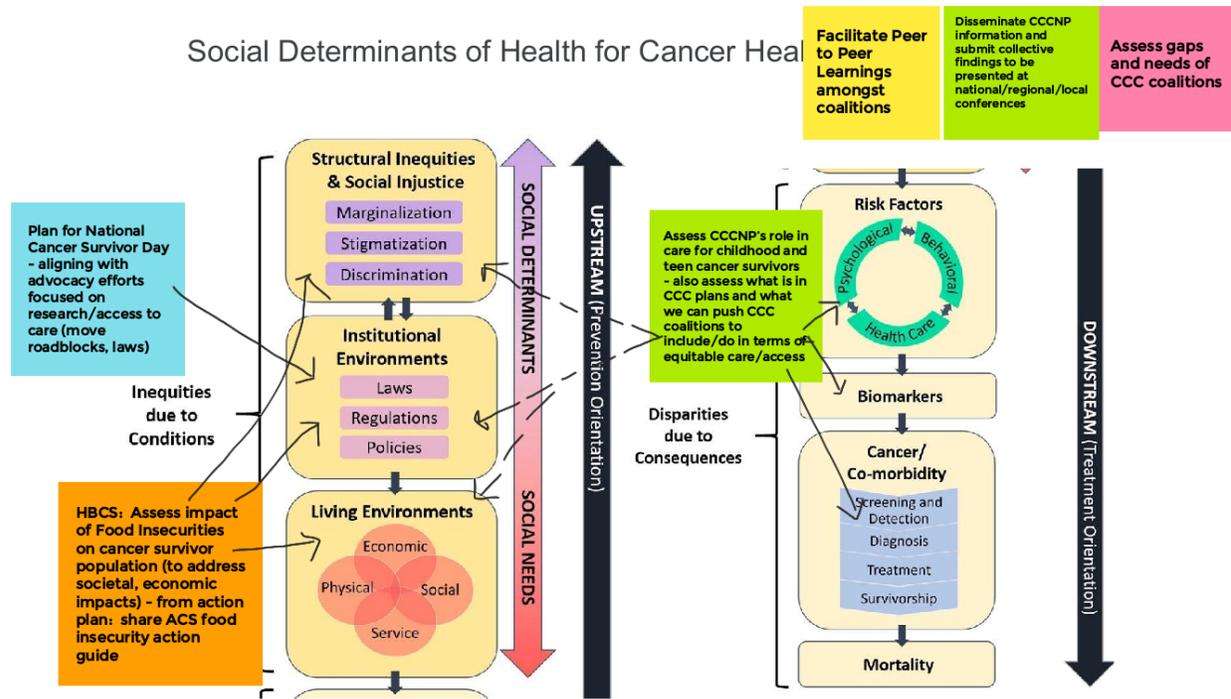
Centers for Disease Control and Prevention. Increasing Colorectal Cancer Screening: An Action Guide for Working with Health Systems. Atlanta: Centers for Disease Control and Prevention, US Dept of Health and Human Services; 2013. <https://www.cdc.gov/cancer/crccp/pdf/colorectalactionguide.pdf>

Social Determinants Framework for Cancer Health Equity

Source: Alcaraz KI. Understanding and addressing social determinants to advance cancer health equity in the United States: A blueprint for practice, research, and policy. CA Cancer J Clin 2020;70:31-46. doi: 10.3322/caac.21586. at cacancerjournal.com



CCCNP Workgroup Mapping Exercise



3 frameworks presented; each workgroup selected one (all chose Alcaraz/ACS)



Jamboard used to map current workgroup action plan to framework



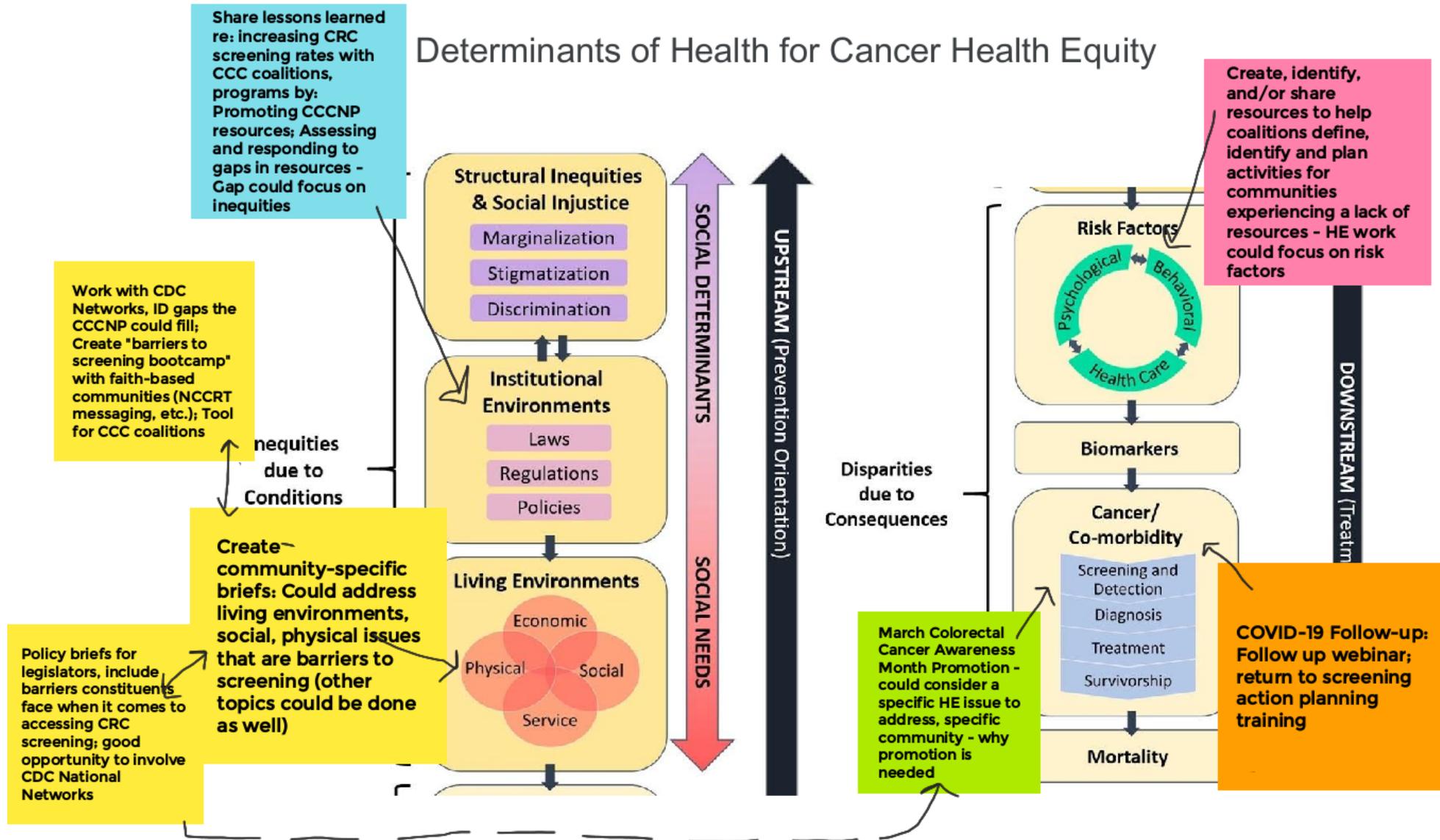
Results used to update action plan with health equity priorities

CCCNP 80% CRC Workgroup Action Plan

Priority Action	Measures of Success	Tasks
Create, identify, and/or share resources to help coalitions define, identify and plan activities for target communities	Resources to support implementation of updated screening guidelines	Communication from CCCNP, Webinar Training
COVID-19 Follow-up	Follow-up Webinar	Continue sharing screening-related resources and monitoring recovery/challenges/opportunities
	Return to Screening Action Planning Training for Programs/Coalitions and Roundtables	Deliver "return to screening" action planning and trainings
March Colorectal Cancer Awareness Month Promotion	# of CCC Coalition events reported	Identify best practices, share unified messaging and support activities for March 2022
Create community-specific briefs (work with CDC Networks and others to create a guide for faith-based communities)	Brief created	<p>Create a faith-based brief – Advising how CCC Coalitions can promote CRC screening through faith-based community stakeholders</p> <ul style="list-style-type: none"> Option 1: A Colorectal Cancer Awareness Toolkit for African American Faith-based and Community Organizations Option 2: A CRC Awareness Toolkit addressing multiple faith-based communities Option 3: Message testing for unscreened individuals in faith-based settings (Funding required)
	Brief Created	Updated 80% in Every Community brief for CCC Coalitions/Programs
	Other	Discuss other community brief opportunities
<p>Share lessons learned about increasing CRC screening rates with CCC coalitions and programs by:</p> <ul style="list-style-type: none"> Promoting CCCNP resources Promoting organizational resources Assessing and responding to gaps in resources 		

CRC Workgroup Mapping Results

Determinants of Health for Cancer Health Equity



Priority Action-Before Mapping Exercise

Priority Action	Measure of Success (major outcome expected from this priority)	Tasks
Health Equity Priority Action: <i>(please include at least one health equity focused priority in your action plan)</i> Create community-specific briefs	Completed Assessment	Assess gaps in resources to help coalitions <i>identify economic, physical, social, and service barriers to screening.</i>
	New Resources Available	Work with partners to create new resources based on this assessment. Resources may include <i>A Guide to Increasing CRC Screening through faith-based Partnerships; policy briefs on barriers for decision-makers, etc.</i>



Priority Action-After Mapping Exercise

Priority Action	Measure of Success (major Outcome expected from this priority)	Tasks
<p>Health Equity Priority Action: (please include at least one health equity focused priority in your action plan)</p> <p>Create, identify, and/or share resources to help coalitions define, identify and plan activities for target communities, particularly communities experiencing a lack of resources.</p>	<p>Completion of Bootcamp Translation Project</p>	<p>Implement a Bootcamp Translation Project to understand economic, physical, social and service-related barriers to screening in segments of African American faith communities.</p>
	<p>#Trainings delivered</p>	<p>Assist with planning and facilitating action planning trainings for coalitions to build and strengthen faith- and community-based partnerships to reduce barriers and increase screening among African Americans.</p>



Health Equity (HE) as a CCCNP Priority: Timeline

