



This document is an overview and “how to” guide for individuals engaged in the Disparities Reducing ECHO. The primary users of this guide include project leads for the three American Cancer Society and Pfizer Global Medical Grants collaborative grant projects, ACS regional staff, and ECHO expert faculty/subject matter experts.

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Disparities Reducing ECHO Project Overview

The American Cancer Society (ACS) and Pfizer Global Medical Grants awarded funding across three grant programs to 25 projects across the country aimed at reducing disparities among Black men and women facing cancer. All projects have been awarded two-years of funding and include:

- **Breast Health Equity:** The primary project goal is to reduce the gap in breast cancer mortality between Black and White women.
- **Prostate Cancer Disparities:** The intent of the project is to support quality improvement projects that reduce disparities among Black men facing prostate cancer.
- **Addressing Racial Disparities in Cancer Care:** This project supports quality improvement projects that reduce systemic barriers and address disparities in the delivery of cancer care impacting outcomes for Black men and women facing cancer.

For a complete list of projects, see [Appendix A: Project Highlights](#).

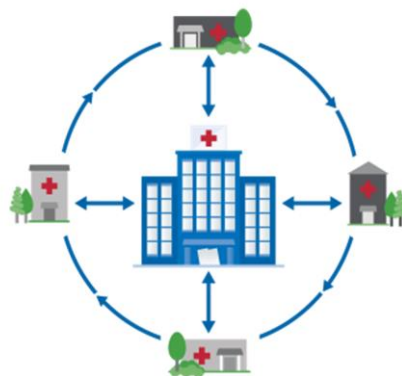
ECHO Overview

The Disparities Reducing ECHO cohort will utilize Project ECHO throughout the project. [Project ECHO](#) (Extension for Community Healthcare Outcomes) is a hub-and-spoke knowledge sharing network, led by expert teams (faculty) who use multi-point videoconferencing to conduct virtual telementoring sessions with community providers. Founded in 2003 by Dr. Sanjeev Arora at the University of New Mexico, Project ECHO uses the [ECHO model](#) to address the needs of the most vulnerable populations by equipping communities with the right knowledge, at the right place, at the right time.

An ECHO session is, essentially, a virtual learning collaborative. Stakeholders from multiple locations connect at regularly scheduled times with a team of specialists using Zoom (for more information see the [Zoom: Start-up and troubleshooting](#) section), a videoconferencing tool offered at no cost to ACS or grant recipients. During ECHO sessions, grantees will present project-related cases (“Facilitated Q&A”) offering questions, project challenges or perceived barriers to expert teams to brainstorm ways to help them. These discussions are supplemented with short didactic presentations to improve content knowledge and share evidence-informed best practices.

Move knowledge, not participants

Each online ECHO session includes case-based and didactic learning to create a collaborative sharing of information. It’s led by expert faculty from across the United States.

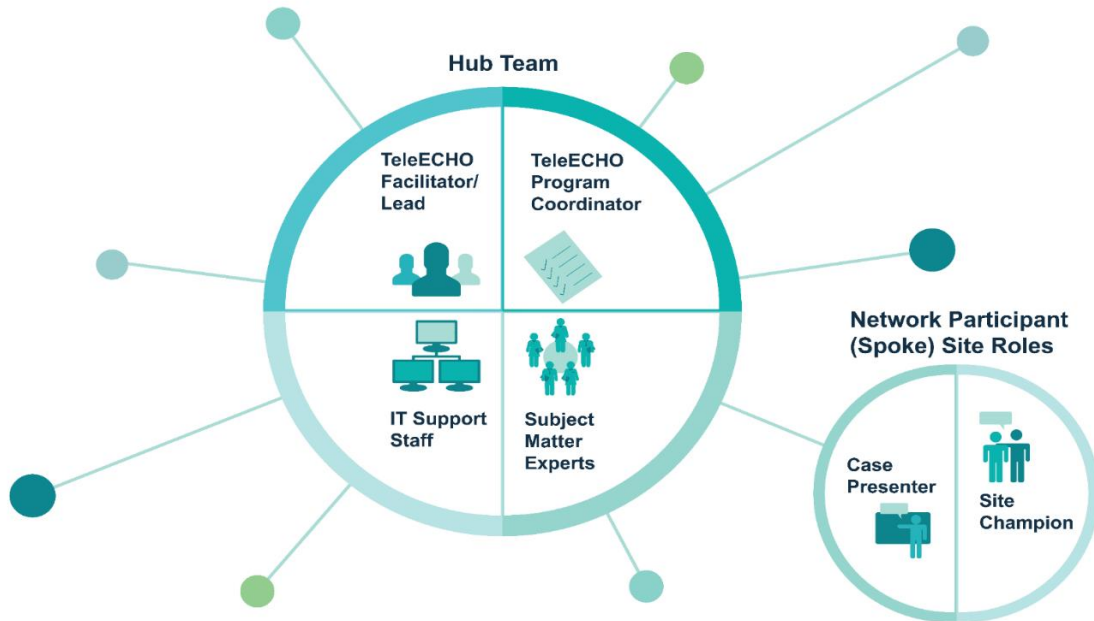


Hub-and-spoke knowledge-sharing creates a learning loop:

- Health system and ACS staff share and learn from each other and experts.
- Faculty specialize in addressing disparities across the cancer continuum.
- Best practices emerge and can be shared for wider use.

Hub Team and Roles

The Hub Team consists of a facilitator, coordinator, IT support and expert faculty/subject matter experts. Each role is critical to the success of every monthly ECHO session and collectively, ensure the Spoke Sites (ACS-Pfizer grant project leads, as well as ACS regional staff) have the best opportunity to learn and grow in their expertise.



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Facilitator

- Facilitates presentations and discussion

Coordinator

- Welcomes participants, takes roll call and reviews agenda
- Provides ECHO participants the information they need to participate in the ECHO (Zoom information, calendar entries, proactive communication about changes and/or future requests)

IT Support

- Primary function is to make sure Zoom experience is smooth
- Troubleshoots any issues with users throughout ECHO via chat

Expert Faculty/Subject Matter Expert

- “Expert faculty” and “subject matter expert” terms are used interchangeably
- Provides expert guidance and recommendations during presentations
- Presents or co-presents 1-2 didactic presentations based on area of expertise

For more information, see [Appendix B: Additional ECHO Resources](#).

Meet the ECHO Hub Team

The following individuals represent the Disparities Reducing ECHO Hub Team.

Ashley Brown, MPP

ECHO Faculty

Director of Health Equity – Stakeholder Engagement

American Cancer Society



Ashley Brown is the Director of Health Equity and Stakeholder Engagement at the American Cancer Society (ACS). Ashley leads the organization’s health equity strategy, including the integration of health equity into ACS’ policies, practices, and programs. In her previous role as Director at the Center for Global Policy Solutions, she led a community engagement initiative and the development of a health equity curriculum.

Prior to joining the Center for Global Policy Solutions, Ashley was the Program Coordinator for the National Collaborative for Health Equity, a project of the New Venture Fund. Ashley was also the Program Coordinator for the Health Policy Institute of the Joint Center for Political and Economic Studies in Washington, DC, a research and policy organization focused on addressing the needs of communities of color.

She has been dedicated to ensuring communities have the power, tools, and resource they need to attain their full health potential throughout her career. Her leadership experience is diverse, having worked with non-profits that sought to reduce childhood obesity in Washington, D.C. to the mayor’s office in Baltimore promoting the retention of quality teachers. At these institutions, she has conducted groundbreaking research and advocated for the implementation of innovative health policy. She holds a Master of Public Policy from the University of Maryland with a concentration in health policy and inequality studies and a BA in Political Science from the University of Florida.

Shawn Johnson
ECHO Faculty
Medical Student
Harvard Medical School



Shawn Johnson is a fourth-year medical student at Harvard Medical School in Boston, Massachusetts. He graduated with his Bachelor of Science in Biochemistry and Biophysics from Oregon State University in 2012. After completing his degree, he conducted research from 2012-2017 at the Dana-Farber Cancer Institute, where he investigated mechanisms of resistance to targeted therapies in BRCA-associated cancers and partnered with the Broad Institute of Harvard and MIT and African American cancer patient advocacy networks to increase the diversity of patients participating in clinical research. He has continued to partner with patient advocacy organizations on these efforts while in medical school and serves on the medical advisory board for the Tigerlily Foundation. His current research is focused on implementing the national *My Life, My Story* narrative medicine program at Brigham and Women's Hospital and the Dana-Farber Cancer Institute, with a specific focus on studying the ability of narrative medicine to improve care for patients most at risk of experiencing stigma and bias in the healthcare system, namely racial/ethnic minorities, patients with limited English proficiency, and patients with stigmatizing diagnosis. His long-term clinical and research interests are in leveraging biomedical research to eliminate health disparities and increasing the diversity of patients participating in clinical trials.

Richard Killewald, MNM
ECHO IT Support
Director, Cancer Control Intervention
American Cancer Society



Richard Killewald is a nonprofit professional with over 20 years in-sector experience using data to change lives. As the Director of Cancer Control Interventions at the American Cancer Society, Rich works to design, administer, evaluate, and support quality improvement projects at community health centers nationwide.

Rich has a Masters of Nonprofit Management degree from Regis University in Denver and lives in Phoenix, Arizona with his wife, Lauren, and three children.

Emily Marlow, PhD

ECHO Facilitator

Post-Doctoral Fellow, Cancer Disparity Research

American Cancer Society



Emily C. Marlow is a postdoctoral fellow working within the Cancer Disparities Team at the American Cancer Society. She received her PhD in Epidemiology and Masters in Biostatistics at the University of California, Davis with research primarily focused on medical radiation utilization and pediatric leukemia risk. Marlow developed cancer survival nomograms in an application designed for patients and physicians under the startup Courage Health in collaboration with the NHMRC Clinical Trials Centre, University of Sydney, Australia. Her current work at ACS involves geographical and racial disparities in cancer incidence and mortality.

Laura Makaroff, DO

ECHO Faculty & ECHO Facilitator

Senior Vice President, Prevention and Early Detection

American Cancer Society



Laura Makaroff, DO, a family physician and Senior Vice President of Prevention and Early Detection at the American Cancer Society, leads a team of public health experts in building on the organization's rich history of implementing known evidence-based strategies to improve cancer prevention and early detection. She guides the team's efforts to improve health equity and reduce disparities across cancer prevention and early detection, and works with key partners to help shape national cancer control priorities. She oversees a broad portfolio of cancer prevention and early detection initiatives including health equity, cancer screening, HPV vaccination, tobacco control, comprehensive cancer control, and other national partnerships.

Prior to joining ACS, Dr. Makaroff served as a Senior Clinical Advisor for the Bureau of Primary Health Care at the Health Resources Services Administration (HRSA). Dr. Makaroff completed a fellowship in health policy at Georgetown University and The Robert Graham Center in Washington, DC and completed her residency in family medicine at the University of Colorado. Dr. Makaroff continues to provide patient care in a primary care setting outside of Atlanta where she lives with her husband and two boys.

Brian Rivers, PhD, MPH

ECHO Faculty

Professor, Community Health and Preventive Medicine

Director, Cancer Health Equity Institute

Morehouse School of Medicine



Dr. Rivers is Director of the Cancer Health Equity Institute and Professor in the Department of Community Health and Preventive Medicine at Morehouse School of Medicine (MSM). Dr. Rivers is nationally and internationally recognized as a leader in health disparities research and a retired member of the National Institutes of Health (NIH) National Advisory Council on Minority Health and Health Disparities (NACMHD). Dr. Rivers is an active member in the American Association for Cancer Research (AACR) and serves in several leadership capacities. He is a behavioral scientist with a broad background in implementation science and public health, with specific training and expertise in methodologies commonly used to addressing health disparities. The goal of Dr. Rivers' program of research is to contribute to advancing the science of cancer health equity, both nationally and globally. More specifically, his research portfolio has endeavored to expand the application of population-based intervention science to intervene on *the drivers* of cancer health disparities in clinical and community-based settings, using multilevel, multisectoral approaches, inclusive of medical mobile applications and/or Community Health Workers/Patient Navigators. Currently, Dr. Rivers has and is leading several large randomized controlled trials, funded by Patient Centered Outcomes Research Institute (PCORI) and NIH National Institute on Minority Health and Health (NIMHD R01), to evaluate and characterize digital mobile technology usage and acceptability for health behavior change and navigation-GU care coordination among African American men diagnosed with prostate cancer.

Dr. Rivers is Multiple-Principal Investigator for the NIH National Cancer Institute (NCI) funded Partnerships to Address Cancer Health Equity (U54) between MSM, Tuskegee University, and the University of Alabama-Birmingham O'Neil Comprehensive Cancer Center (UAB CCC). Dr. Rivers serves as the Director of the Integrating Special Populations Program of the NIH National Center for Advancing Translational Sciences (NCATS) funded Georgia Clinical and Translational Science Alliance. Dr. Rivers has presented his novel and innovative research findings in diverse settings including the First Congress on Oncology Clinical Trials (Lagos, Nigeria); Movember International Prostate Cancer Consortium (Queensland, Australia); The Atlantic Magazine, *The People vs Cancer*; South by Southwest (SXSW) conferences; and the National Press Foundation.

Maitreyee Shah, MPA

IT Support

Program Manager, Interventions & Special Projects

American Cancer Society



Maitreyee has a master's degree in Public Administration with a focus on Healthcare Administration. She previously worked as a Cancer Control Strategic Partnership Manager in the Northeast Region. Prior to working for ACS, Maitreyee served as a researcher at Yale University.

Maitreyee works with the Interventions & Implementation team at ACS as the Program Manager, Interventions & Special Projects. She manages the operations of several specially funded projects at ACS, including the CHANGE program and three active Pfizer collaborative grants. Maitreyee will be provides technical support to grantees and ACS staff, as well as project support to the new Disparities Reducing ECHO. She enjoys spending time with her two little ones, reading for leisure and traveling.

Jennifer Tsui, PhD, MPH

ECHO Faculty

Associate Professor

University of Southern California

Keck School of Medicine & Norris Comprehensive Cancer Center



Dr. Tsui is Associate Professor in the Department of Preventive Medicine at the University of Southern California and a member of the Norris Comprehensive Cancer Center. She is health services researcher and cancer population scientist focusing on disparities in cancer care delivery and outcomes across the care continuum. She frequently utilizes mixed methods, including cancer registries, population-based surveys, geographic/spatial data, and administrative health care data to understand multilevel influences on patterns of cancer care among medically underserved and racial/ethnic minority populations. She currently leads an NCI-funded study to examine implementation of evidence-based strategies for HPV vaccination in safety-net health care settings. She is also PI of an ACS-funded study focused understanding cancer care transitions among Medicaid enrollees diagnosed with breast and colorectal cancer.

Kristen Wehling, MPH

ECHO Coordinator

Director, Interventions & Special Projects

American Cancer Society



Kristen Wehling is the Director, Interventions & Special Projects at the American Cancer Society. Kristen works closely with the Interventions & Implementation team to provide direction on several grant initiatives including CHANGE, ACS-Pfizer collaborative grants, and Return to Screening. Kristen also provides technical expertise to Project ECHO at ACS. Prior roles at ACS include management of Translational Cancer Research grants in the Extramural Discovery Sciences department, in addition to serving as a Community Development Manager in Southwest Michigan.

Kristen attended the University of Michigan where she received her Bachelor of Arts in English in 2012. She then went on to attend The George Washington University where she received her Master of Public Health in 2014 in Prevention and Community Health. When not at work, Kristen enjoys spending time with her husband and pets, traveling, walking the BeltLine, and exploring all of the sites and food Atlanta has to offer.

Karla Wysocki, MA

ECHO Coordinator

Senior Director, Health System Interventions

American Cancer Society



Karla Wysocki is the Senior Director, Health System Interventions, for the American Cancer Society. In this role, she leads efforts to align health system intervention strategies with the ACS program of work, which includes return to screening, HPV, CHANGE, breast health equity, and access to care.

During her 20-year career with ACS, Karla has served in a variety of roles at the national, division and state levels. Prior to joining GHQ in 2019, her responsibilities included overseeing the 13-state North Region Patient Navigator Program, partnering with NCI comprehensive cancer institutions, collaborating with state comprehensive cancer control programs, and representing the Society on local and state tobacco control initiatives. She holds a master's degree from the University of Iowa and resides with her husband and two sons in Rochester, Minnesota.

Agenda

The following agenda outlines how a typical monthly ECHO session will flow including key hub roles and responsibilities. Didactic presentations are delivered by faculty/subject matter experts and facilitated Q&A are presented by grantees. The facilitator encourages robust conversation throughout.

Agenda Item	Allotted Time	Hub Roles & Responsibilities
Housekeeping and introductions	10	Coordinator will welcome everyone and cover general housekeeping items Facilitator will introduce all faculty, hub and spoke participants
Didactic	20	Expert faculty/subject matter expert presents on the didactic topic
Didactic Q&A	5	Facilitator opens for questions
Facilitated Q&A	20	Challenges/questions submitted in advance are shared in a large group setting, or in small breakouts by the grantee Expert faculty/subject matter experts/project leads share experience, guidance and recommendations
Wrap-up	5	Coordinator shares next didactic topic, case presentation and post-session survey

Curriculum

During every monthly ECHO session, time will be dedicated to 1-2 didactic topics to be presented by expert faculty. The table below highlights topics, presenters, and dates. Topics are subject to change with any modifications noted in the calendar invitation prior to the session.

Didactic Topic	Expert Presenter	Date
Defining Health Equity & Addressing Racial Disparities	Ashley Brown, MPP <i>American Cancer Society</i>	April 27, 2021
	Erica Warner, ScD, MPH <i>Harvard Medical School</i> <i>Massachusetts General Hospital</i>	
How Racism Impacts Cancer Outcomes	Hayley Thompson, PhD <i>Wayne State University</i>	May 25, 2021
Resuming Cancer Screening Amidst COVID-19 (National Efforts & Local Implementation)	Laura Makaroff, DO <i>American Cancer Society</i>	June 22, 2021
	Shawn Johnson <i>Harvard Medical School</i>	
Addressing Social Determinants of Health and Health-Related Social Needs	Brian Rivers, PhD, MPH <i>Morehouse School of Medicine</i>	July 20, 2021
Understanding Medical Mistrust & Understanding How SDOH Impact Health Outcomes: Provider Training Needs	Jennifer Tsui, PhD, MPH <i>USC Keck School of Medicine</i>	August 24, 2021
	Shawn Johnson <i>Harvard Medical School</i>	
Community Engagement & Engaging Underrepresented Populations	<i>TBD</i>	September 28, 2021
Measuring Health-Related Social Needs	Jennifer Tsui, PhD, MPH <i>USC Keck School of Medicine</i>	October 26, 2021
Utilizing a Health Equity Lens for Intervention Implementation	Brian Rivers, PhD, MPH <i>Morehouse School of Medicine</i>	November 30, 2021
	Ashley Brown, MPP <i>American Cancer Society</i>	

Facilitated Q&A (Case Presentation)

During the Disparities Reducing ECHO, in lieu of a traditional case presentation, project leads will have the opportunity to present a question and/or challenge. This “Facilitated Q&A” format will be guided via the [Facilitated Q&A Form](#) allowing the project leads to explain challenges and/or perceived barriers, or present questions, for either a systems-level issue or patient-level issue impacting the grant project.

Facilitated Q&A topics will be selected in advance of each ECHO session and shared with faculty for review in advance of the session. The faculty will provide experience, guidance, and recommendations during the discussion. Facilitated Q&A will be presented in either a large group setting with all ECHO participants present, or in smaller breakouts segmented by relevant topic area.

Facilitated Q&A presentations may cover experiences related to the variety of topics discussed throughout the course, in addition to related project content. All facilitated Q&A presentations however, should protect patient confidentiality by complying with by avoiding any protected health information ([PHI](#)) and/or personally identifiable information (PII) in both written and verbal form and when presenting case presentations during ECHO sessions. If posing a question or challenge related to a patient, avoid sharing any PHI or PII.

How to join the ECHO

All Disparities Reducing ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the information below.

Join Zoom from PC, Mac, iOS or Android

<https://echo.zoom.us/j/2493991754?pwd=NmZta3NVVjA3VE52OU93Wm5tZWZMdz09>

Password: 527492

Joining by phone ONLY

- +1 312 626 6799 US (Chicago)
- +1 646 558 8656 US (New York)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 249 399 1754

Find your local number: <https://echo.zoom.us/u/ab7yTbLbBW>

To join via video from Video Conferencing System:

Join by SIP

2493991754@zoomcrc.com

Join by H.323

162.255.37.11 (US West)

162.255.36.11 (US East)

Meeting ID: 249 399 1754

Password: 527492

Join by Skype for Business

<https://echo.zoom.us/skype/2493991754>

Zoom: Start-up and troubleshooting

This section provides important information to get you started on the Zoom videoconferencing platform. The ECHO team will be available each session for additional troubleshooting, if necessary. Additionally, contact DisparitiesECHO@cancer.org with any Zoom-related questions or concerns.

Getting started

- Ensure you have the latest Zoom software (*version 5.6.1 as of April 12, 2021*). Download and install **Zoom Client For Meetings** at the [Zoom Download Center](#). Consider downloading mobile apps, if interested.
- [Join a test meeting](#) to confirm your microphone, speaker, and videos are working correctly and to familiarize yourself with the Zoom application. Review [this resource](#) if you run into any issues.

Tips and tricks

- Zoom allows for multiple layout options. View [this resource](#) to learn about the options, including how to maximize your layout during a screenshare. If you are using dual monitors, take a look at [this](#).
- If you are joining the ECHO by phone, be sure to enter the Participant ID (displayed in Zoom) so your audio and video feeds will be connected within Zoom. [Click here](#) for more information.
- [This video](#) from ManyCam offers 11 tips on looking better on video calls, including tips on background, lighting, internet connection, and camera angle.

Troubleshooting

If your video or camera isn't working, please review these [troubleshooting tips](#). If you are using an Lenovo device, start [here](#). If you are using Windows 10, start [here](#).

These [one-minute videos](#) may be particularly useful in addressing some frequently asked questions:

- [Joining a Meeting](#)
- [Meeting Controls](#)
- [Joining & Configuring Audio & Video](#)
- [Sharing Your Screen](#)

The [Zoom Help Center](#) includes resources to help you get started on a [desktop](#) or [mobile device](#), and to address issues related to [audio](#), [video](#), or [screen sharing](#).

Video Conference Etiquette

The recommended practices and what to avoid have been adopted from a resource provided by the ECHO Institute at the University of New Mexico.

Recommended practices

- Test your equipment before the ECHO. ECHO staff will be on Zoom at least 10 minutes early. Join early if you'd like to test your equipment live.
- Eliminate or reduce environmental distractions (i.e. turn off cell phones, avoid rustling papers, turn off loud fans) that may be picked up by your microphone.
- Be ready to introduce yourself and others joining with you as part of the introductions.
- Make eye contact with the camera when you are speaking.
- Speak clearly and in a conversational tone.
- Use respectful and appropriate language.

What do avoid

- Disclosing protected health information (PHI) or personally identifiable information (PII)
- Engaging in side conversations
- Talking over other people

Disclosures

This section includes important disclosures surrounding the ECHO.

- The ECHO series takes place on the Zoom platform
- The Zoom privacy policy is available at zoom.us/privacy
- Each ECHO session will be recorded and *may* be posted to a publicly facing website
- If you do not wish to have your image recorded, please turn off the video option
- Do not share personal information of any patient or study participant

Project ECHO Data Usage Statement

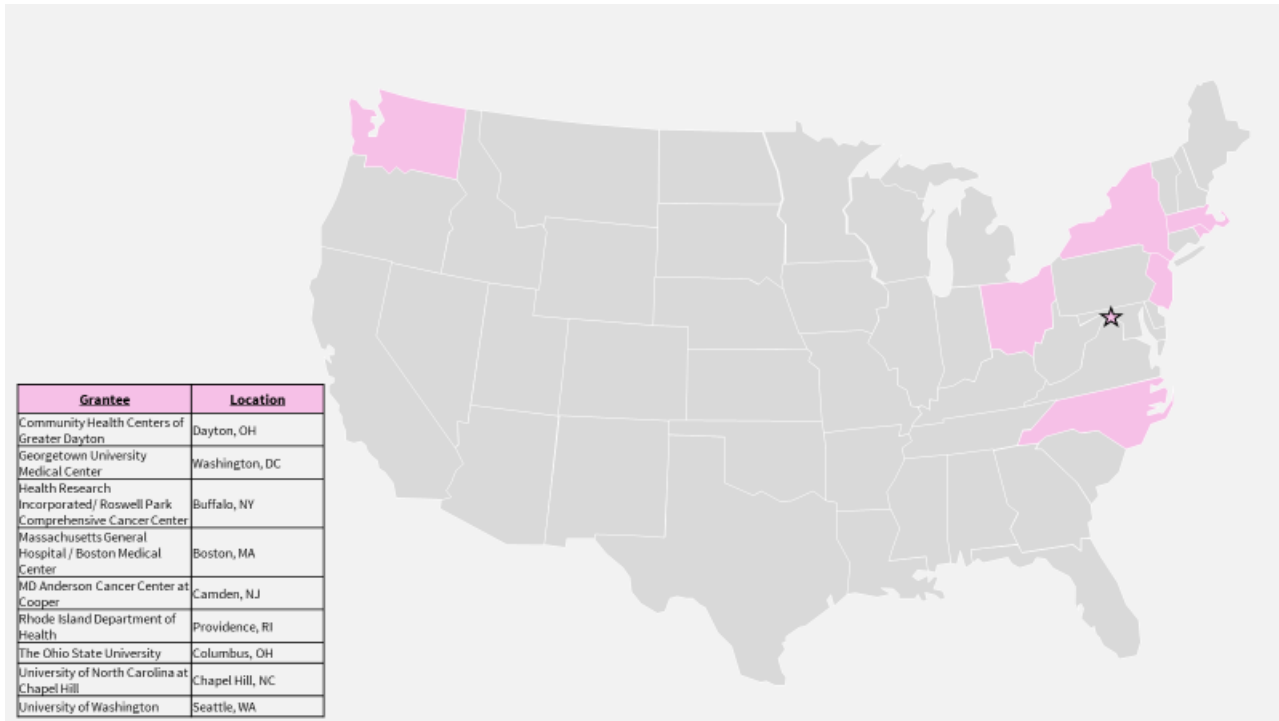
In order to support the growth of the ECHO movement, Project ECHO collects participation data for each ECHO program. This data allows Project ECHO to measure, analyze, and report on the movement's reach. It is used in reports, on maps and visualizations, for research, for communications and surveys, for data quality assurance activities, and for decision-making related to new initiatives.

Appendix A

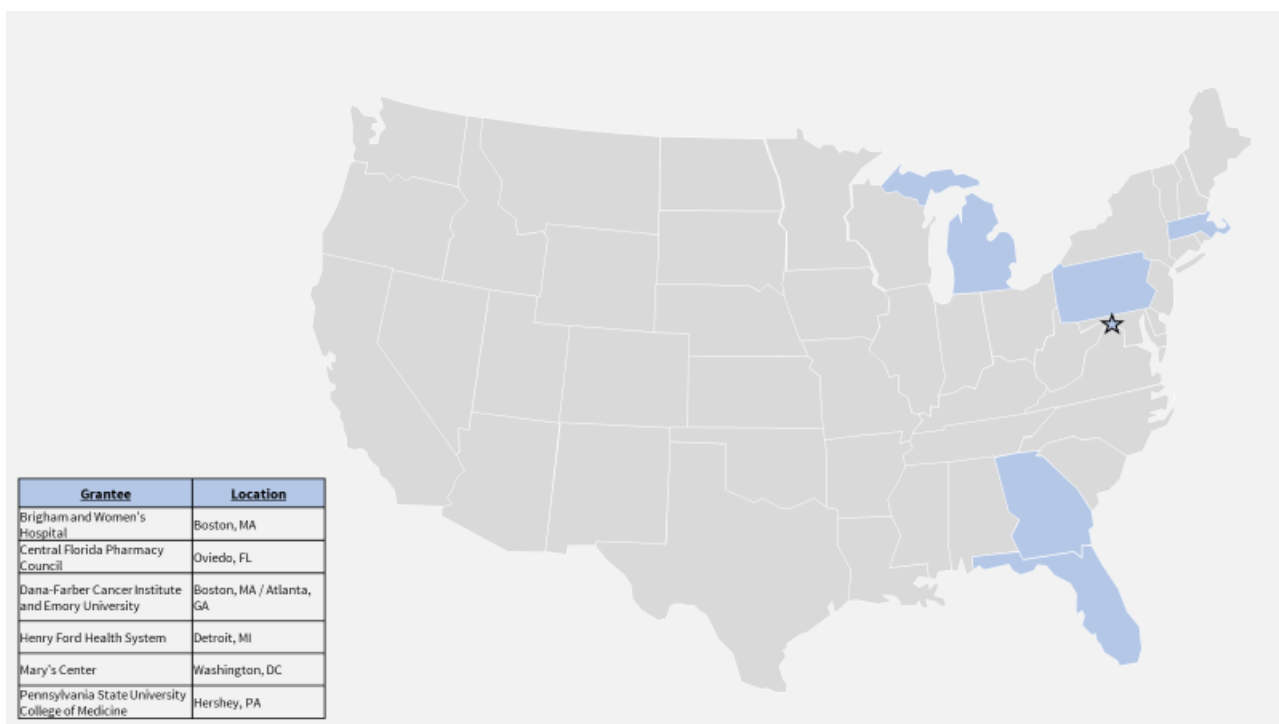
Project Highlights

The maps below highlight the location of the Disparities Reducing ECHO spoke sites (grantees).

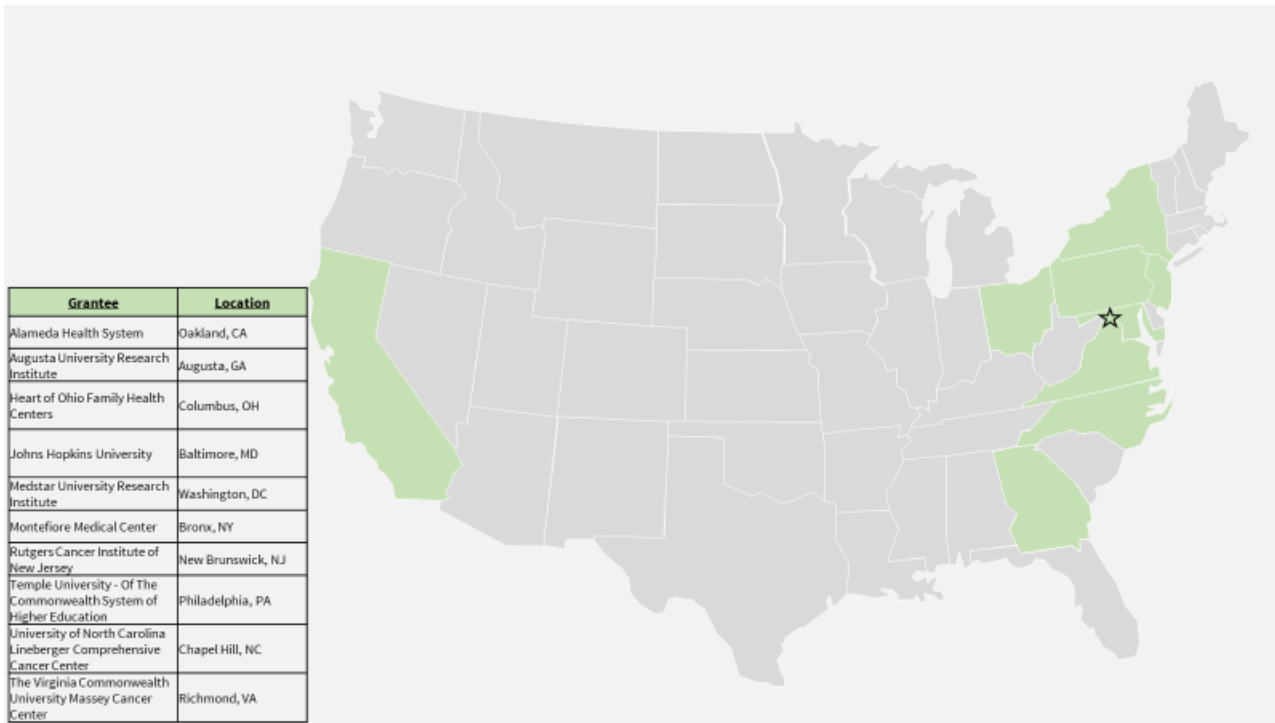
Breast Health Equity



Prostate Cancer Disparities



Addressing Racial Disparities in Cancer Care



Appendix B

Additional ECHO Resources

- [Changing the World, Fast: Dr. Sanjeev Arora at TEDxABQ](#)
- [Project ECHO: A Revolutionary Model for Expanding Access to Specialized Care](#)
- [How to be Successful in a TeleECHO Session](#)
- For more information visit echo.unm.edu