



Colorectal Cancer Project ECHO

Developed at the ECHO Institute at the University of New Mexico, the ECHO Model™ allows the American Cancer Society to increase prevention and early detection efforts in health systems, efficiently disseminate evidence-based strategies to improve cancer outcomes, and improve the overall quality of care to help ensure all people facing cancer treatment and living with cancer have access to recommended care.



Colorectal Cancer

Colorectal cancer is the second leading cause of cancer death in the United States, when data for men and women are combined.

Yet, it can often be prevented through regular screening.

The ECHO Series will engage 10 to 20 healthcare systems including Federally Qualified Health Centers, community health centers, and integrated delivery systems serving under-resourced communities, with special consideration for systems with lower screening rates. Each of the five, 60-minute sessions will offer a brief educational lecture, a case presentation and the opportunity for questions and answers.

Curriculum will include:

- Advancing health equity
- Utilizing evidence-based interventions to increase screening rates
- Implementing tested messages encouraging individuals to get screened
- Reducing health care mistrust
- Helping people understand the screening plan that's right for them
- Using data to tell a story

Participating health systems will receive:

- Coaching and implementation support from trained ACS strategic partnership staff
- Access to messaging and tools about getting screened, and the latest in cancer research
- Opportunities to connect with other health systems to share promising practices and challenges
- Support for project implementation

The Colorectal Project ECHO is a free, technology supported*, collaborative learning program that enables health systems to re-engage patients in colorectal cancer screening following the COVID 19 pandemic.

Value to participating in the Colorectal Cancer Project ECHO:

- ✓ Connect with national experts to drive real-time solutions for your health system’s providers and patients.
- ✓ Use research-tested messaging that engages people in starting or restarting screening following the COVID-19 pandemic.
- ✓ Champion efforts to reduce disparities and improve equity in your community.
- ✓ Participation in an ongoing learning community.
- ✓ Collaboration with like-minded health care providers and teams.
- ✓ Apply sustainable strategies to return colorectal cancer screening rates to pre-pandemic numbers.
- ✓ Progress toward saving more lives from cancer.

As a participating site, we ask you to commit to the following:

- ✓ Build a small, multidisciplinary ECHO team. An ideal team would consist of clinical champions and leadership, quality improvement, information technology, and operations staff.
- ✓ Have at least one team member join each of the five ECHO sessions (each session is one hour).
- ✓ Deliver one case presentation over the course of the ECHO Series (5 to 6 months).
- ✓ Complete pre- and post-participation assessments, along with brief post-session poll surveys.
- ✓ Provide data on colorectal screening rates for your health system (optional).

The Colorectal Cancer Project ECHO will meet from 12-1PM EST:

- ✓ September 8, 2021
- ✓ October 13, 2021
- ✓ November 10, 2021
- ✓ December 8, 2021
- ✓ January 12, 2022

If you have questions or would like more information, please contact:



*Technical assistance available



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