



This document is an overview and “how to” guide for individuals engaged in the Health Equity & Reigniting Colorectal Cancer Screening ECHO. The primary users of this guide include participating healthcare sites in NOR, Faculty, Speakers and Case Study presenters.

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Health Equity & Reigniting Colorectal Cancer Screening ECHO Overview

The COVID-19 pandemic resulted in many elective procedures being put on hold, including cancer screenings. Delays in screening for colorectal cancer could lead to cancers that are undiagnosed, untreated, and advanced, which makes them harder to treat. The North Region of the American Cancer Society presents an ECHO series aimed at identifying and reducing barriers to return to screening. This ECHO series will highlight the underlying components of colorectal cancer screenings in the following sessions:

- Advancing health equity
- Utilizing evidence-based interventions
- Implementing tested messages encouraging individuals to get screened
- Reducing healthcare mistrust
- Using data to tell a story

Through these sessions, ACS hopes to inspire healthcare sites to reignite colorectal cancer screening efforts with a focus on health equity because **where** one lives should not determine **if** one lives.

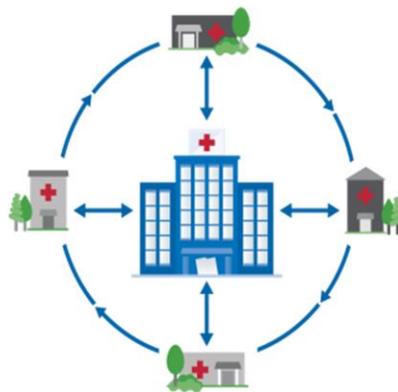
ECHO Overview

The Health Equity & Reigniting Colorectal Cancer Screening 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 participants. During ECHO sessions, health systems will present subject-related cases (“Facilitated Q&A”) offering insights into their work, challenges, barriers, and solutions with expert teams and ECHO participants. 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 didactic and case-based learning to create a collaborative sharing of information. It’s led by expert faculty from across the United States.

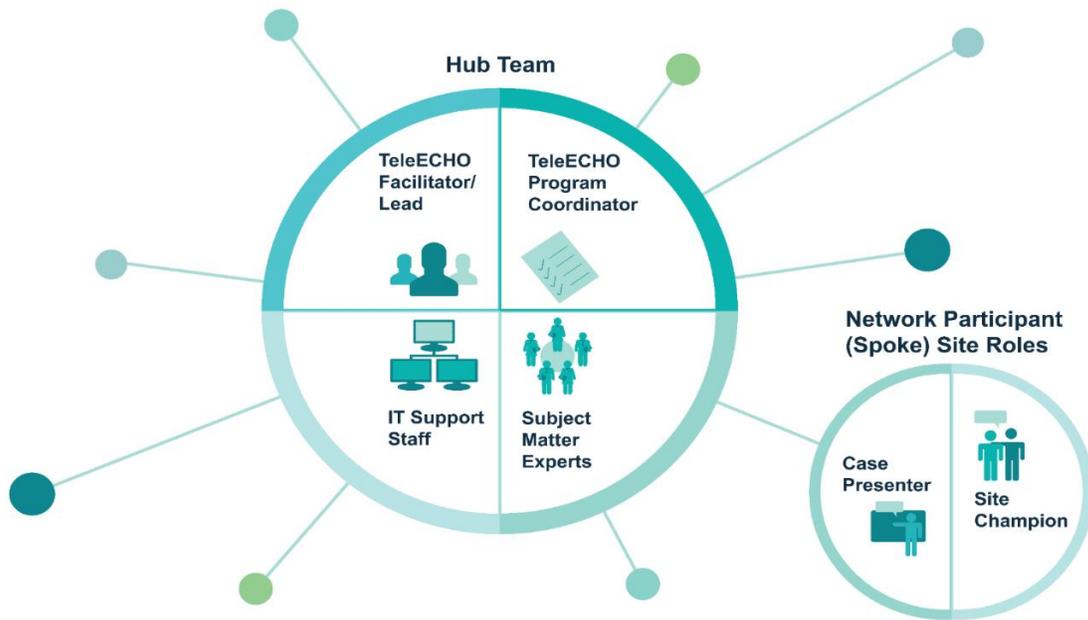


Hub-and-spoke knowledge-sharing creates a learning loop:

- Health system and ACS staff share and learn from each other and experts.
- Faculty specialize in promoting access to care and health equity 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 (participating federally-qualified health centers, community health centers, hospitals, integrated delivery systems, and statewide partners) 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 A: Additional ECHO Resources](#).

Meet the ECHO Hub Team

The following individuals represent the Health Equity & Reigniting Colorectal Cancer Screening ECHO Hub Team.



Megan Whittet

CC Strategic Partnerships Manager
American Cancer Society
Minnesota



Kim Kinner

Sr. Director, CC Strategic Partnerships
American Cancer Society
North Region



Pam Gatewood

Sr. Administrative Assistant CC,
American Cancer Society
North Region



Matt Flory

Sr. Manager, CC Strategic Partnerships
American Cancer Society
North Region



Pam Mason

CC Strategic Partnerships Manager
American Cancer Society
Minnesota



Lynn Basilio

Sr. Manager, CC Partnerships
American Cancer Society
Massachusetts

Distinguished Faculty



Cynthia Yoshida, MD, AGAF
*Professor, Division of Gastroenterology and
Hepatology
University of Virginia Digestive Health*



**Nneka O. Sederstrom, PhD, MPH, MA,
FCCP, FCCM**
*Chief Health Equity Officer
Hennepin Healthcare*



Chastity Dolbec, BSN, RN
*Director of Patient Care & Innovation
Coal Country Community Health Center*

The faculty biographies can be found in [Appendix A](#).

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 partner health systems. The facilitator encourages robust conversation throughout.

Agenda Item	Allotted Time	Hub Roles & Responsibilities
Welcome	5	Coordinator will welcome everyone and cover general housekeeping items
Overview and Introductions	10	Facilitator will introduce all faculty, hub, and spoke participants
Didactic Presentation	15	Expert faculty/subject matter experts share experience, guidance, and recommendations
Didactic Q&A	5	Challenges/questions submitted in advance are shared in a large group setting
Case Study Presentation	10	Presentation of related concepts, guidance, and recommendations
Q&A & Faculty Comments	10	Challenges/questions submitted in advance are shared in a large group setting
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	Case Study Speaker	Date
Achieving Health Equity & Reducing Disparities	Bukata Hayes <i>Vice President of Racial and Health Equity, Blue Cross and Blue Shield of Minnesota</i>	Alyssa Palmer <i>Director of Quality at Southside Community Health Services, Minneapolis, MN</i>	March 16 2022
Leveraging Evidence-based Initiatives	Sarah Francois & Amanda Parrell Kaczmarek, <i>Progressive Community Health Centers, WI</i>	Michelle Tropper, MPH, PCMH CCE <i>Director of Clinical Programs HealthEfficient</i>	April 20 2022
Effective Communication	Rahshana Price-Isuk, MD <i>Director of Clinical Services NorthPoint Health and Wellness Center</i>	Kimberly Alston RN, BSN <i>NorthPoint Health and Wellness Center</i>	May 18 2022
Harnessing Data to Support Screening Improvement	Cynthia Yoshida, MD <i>Professor, Division of Gastroenterology and Hepatology; University of Virginia Digestive Health</i>	Chastity Dolbec, BSN, RN <i>Director of Patient Care & Innovation Coal Country Community Health Center, ND</i>	June 15 2022
Building Valuable Partnerships to Support Health Equity	Gloria Coronado, PhD <i>Sr. Investigator, Mitch Greenlick Endowed Scientist in Health Disparities, Kaiser Permanente Center for Health Research</i>	Evelyn Torres-Ozadali, MPH <i>Population Health Manager AltaMed Health Services Corporation</i>	July 20 2022

Facilitated Q&A (Case Presentation)

During the Health Equity & Reigniting Colorectal Cancer Screening ECHO, in lieu of a traditional case presentation, our case study presenters will be highlighting some topic areas “in action”. In this format, case study presenters will explain challenges and present solutions or strategies they implemented to address a systems-level issue or patient-level issue impacting their screening efforts. During the facilitated Q&A, all participating sites are encouraged to share questions related to the subject.

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 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 session content. All facilitated Q&A presentations however, should protect patient confidentiality 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 Health Equity & Reigniting Colorectal Cancer Screening ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the personal link shared upon registration for this ECHO series.

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.

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 a 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

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

Faculty Biographies

Cynthia Yoshida, MD

Dr. Yoshida is professor of medicine in the Division of Gastroenterology and Hepatology at the University of Virginia Medical Center and medical lead for the UVA Cancer Center Colorectal Cancer Screening Program. Dr. Yoshida is a board-certified gastroenterologist and fellow of the American Gastroenterological Association. Dr. Yoshida has chaired and served on a number of committees for the American Gastroenterological Association (AGA). She is an active member of the American College of Gastroenterology and American Society for Gastrointestinal Endoscopy (ASGE). She has been an invited speaker to numerous national and international conferences and endoscopy courses, invited faculty for the ASGE STAR Colonoscopy Endoscopic Mucosal Resection course, course director for the AGA Postgraduate Course and the ASGE Ambassador Program to Romania. Her early career focused on gastroenterology (GI) diseases in women. She was director of UVA's Women's GI Clinic (one of the first women's GI clinics in the nation) and author of *No More Digestive Problems*, the AGA's first consumer book specifically designed to address women's digestive health. She received the UVA Dean's Award for Teaching Excellence and the Dean's Award for Clinical Excellence. Over the last fifteen years, Dr. Yoshida has specialized in colorectal (CRC) screening exclusively with a focus on colonoscopy, advanced polypectomy techniques and endoscopy quality. A longtime advocate for colorectal cancer screening, Dr. Yoshida has led the development of a multifaceted colorectal cancer screening program at UVA to enable improved access to quality screening for employees, patients, and under-resourced communities across Virginia. She also co-chairs the newly revitalized Virginia Colorectal Cancer Roundtable. In March 2020 she was awarded the National Colorectal Cancer Roundtable 80% in Every Community Physician Champion National Achievement Award.

Nneka O. Sederstrom, PhD, MPH, MA, FCCP, FCCM

Dr. Nneka Sederstrom received her BA in Philosophy from George Washington University in 2001. She began her career at the Center for Ethics at Medstar Washington Hospital Center in Washington DC the same year. She completed her Masters in Philosophy and Public Policy from Howard University in 2003 and proceeded to begin her PhD studies in Medical Sociology and Race, Class, and Gender Inequalities at the same university. After beginning her PhD studies, she was made Director of the Center for Ethics and Director of the Spiritual Care Department. She proceeded to hold these positions until she left to join Children's Minnesota in March 2016 where she served as the Director of the Clinical Ethics Department for almost 5 years. She has recently joined the executive leadership team at Hennepin Healthcare System as the new Chief Health Equity Officer where she will lead efforts in addressing health disparities, equity, and antiracism in the institution and community. Her PhD is in Sociology with concentrations in Medical Sociology and Race, Class, and Gender Inequality, MPH in Global Health Management, and MA in Philosophy. She is a member of several professional societies and holds a leadership position in CHEST Medicine and the Society of Critical Care Medicine. She is a Fellow of the American College of Chest Physicians and a Fellow of the American College of Critical Care Medicine. She is widely published in Equity and Clinical Ethics and speaks regularly at national and international meetings.

Dr. Sederstrom is the mother of 2 amazing children and married to an amazing husband. She loves to read (especially long epic fantasy series), dance, knit, bake, and engage in all things crafty. Her favorite music is anything before 2005 and her favorite quote is "Do the best you can until you know better. Then when you know better, do better." By Maya Angelou

Chastity L. Dolbec, RN BSN

Chastity Dolbec is the Director of Patient Care & Innovation at Coal Country Community Health Center, a Federally Qualified Health Center with service delivery sites in Beulah, Hazen, Center, and Killdeer, ND. Chastity has over 30 years in the nursing profession with practice experience in the areas of long-term care; home-health and hospice; acute and primary care; population health management, quality improvement, care coordination, and team-based care redesign, and nursing leadership. Chastity also functions as the ACO Champion for Coal Country Community Health Center and Sakakawea Medical Center facilitating successful value-based models of healthcare delivery within a patient-centered medical neighborhood.

Coal Country Community Health Center was the first Grand Prize recipient of the 80% by 2018 National Achievement Awards from the National Colorectal Cancer Roundtable in 2016 where Chastity continues to lead efforts focused on prevention and health promotion today. Chastity has been a member of various committees of the National Colorectal Cancer Roundtable, most recently serving on the Patient Navigation Toolkit Advisory Committee providing rural insight and collaboration with toolkit input and review efforts as well as various speaking engagements centered around colorectal cancer screening.