



QUICK REFERENCE RESOURCE SHEET

Reference Sheet provides resource links shared throughout the CRC ECHO 5 Session Series:

GENERAL REFERENCES

1. The session recordings/replays, as well as materials are available on the American Cancer Society's [CRC Health Equity MN ECHO Series](#) or <https://echo.cancer.org/>
2. Clinician's reference tool for stool-based testing-[NCCRT FOBT Clinicians Reference](#)
3. Continuing Education Courses for Healthcare Providers on Colorectal Cancer Screening [NCCRT CME CRC Screening](#)

REFERENCES BY SESSION TOPIC

- 1. Achieving Health Equity and Reducing Disparities in Colorectal Cancer Screening:**
 - a. [IHI Framework for Health Care Organizations to Improve Health Equity and IHI & Health Equity](#)
 - b. [ACS Cancer Facts and Figures for African American and Black People](#)
 - c. [Healthy People](#)
 - d. [APHA Health Equity](#)
 - e. [CDC Health Communication Health Equity](#)
- 2. Leveraging Evidence-Based Strategies to Advance Colorectal Cancer Screening Rates**
 - a. [The Community Guide: https://www.thecommunityguide.org/topic/cancer](https://www.thecommunityguide.org/topic/cancer)
 - b. [Steps For Increasing Colorectal Cancer Screening Rates: A Manual for Primary Care Practices](#) Released September 15, 2022
 - c. [New NCCRT Colonoscopy Needs Calculator](#)
- 3. Utilizing Effective Messaging to Reduce Mistrust and Drive Improvement:**
 - a. Armstrong et al. Prior Experiences of Racial Discrimination and Racial Differences in Health Care System Distrust. *Med Care*. 2013 February; 51 (2): 144-150. doi:10.1097/MLR.0b013e31827310a1.
 - b. [2019 80% in Every Community Messaging Guidebook: Recommended Messaging to Reach the Unscreened - National Colorectal Cancer Roundtable \(nccrt.org\)](#)
 - i. [2022 Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening - National Colorectal Cancer Roundtable \(nccrt.org\)](#)
 - ii. [Hispanics/Latinos and Colorectal Cancer Companion Guide](#)
 - iii. [Asian Americans and Colorectal Cancer Companion Guide](#)



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- c. Centers for Disease Control and Prevention. Factsheet. [CDC's Health Equity Guiding Principles for Inclusive Communication](#). Dec 7, 2021
 - d. Centers for Disease Control and Prevention. Gateway To Health Communication. [Health Equity Guiding Principles for Inclusive Communication Website](#). 2021.
 - e. Arica L. White, PhD, MPH,¹ Sally W. Vernon, PhD,^{1,2} Luisa Franzini, PhD,³ and Xianglin L. Du, MD, PhD^{1,3}: Racial Disparities in Colorectal Cancer Survival: To What Extent Are Racial Disparities Explained by Differences in Treatment, Tumor or Hospital Characteristics? *Cancer* 2021 Oct 1; 116(19): 4622-4631.
- 4. Harnessing Data to Support CRC Screening Improvement: (see also Data section at the end of this resource guide)**
- a. [HRSA -UDS Data](#)
 - b. [Provider Assessment and Feedback, CDC Screenoutcancer](#)
 - c. [NCCRT Learning Center- Communications Education Portal](#)
 - d. [KPMG Continuous Improvement in Healthcare](#)
 - e. [America's Health Rankings- Colorectal Cancer Screenings](#)
 - f. [United States Census – Quick Facts Minnesota](#)
 - g. [CDC- United States Cancer Statistics – Colorectal Cancer](#)
- 5. Beyond ECHO: Building Valued Partnerships to Support Health Equity:**
- a. [MailedFIT.org](#) – Mailed FIT Outreach for Colorectal Cancer Screening– Click on video tab to see shareable videos
 - b. Example VIMEO Videos
 - i. [How does colorectal cancer develop?](#)
 - ii. CCPN Spanish Video- [¿Cómo se desarrolla el cáncer colorrectal?](#)
 - iii. [Mailed Fit Video – English](#)
 - c. Colon Cancer Coalition. 8 Part Video series, currently in development- <https://coloncancercoalition.org/get-educated/>

ADDITIONAL REFERENCES

NCCRT – National Colorectal Cancer Roundtable

1. 2021 Cancer Screening Messaging Issue Brief [CRC Screening Effective Messaging COVID 19](#)
2. Make It Your Own (MIYO): (Health Communications Resource Tool for literacy levels and material design [MIYO Tool Material Design](#)
3. [NCCRT Links of Care Pilot CRC Screening](#)
4. NCCRT Learning Center: a digital learning platform which features courses, tools, and other resources on colorectal cancer screening delivery and research. [NCCRT Learning Center](#)



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Patient Navigation Roundtable

Patient navigation in the cancer care setting refers to individualized assistance offered to patients, families, and caregivers to help overcome healthcare system barriers and facilitate timely access to quality health and psychosocial care from pre-diagnosis through all phases of the cancer experience. [Patient Navigation Roundtable](#)

DATA REFERENCES

1. American Cancer Society. [Cancer Prevention & Early Detection Facts & Figures, 2021-2022](#). Atlanta: American Cancer Society; 2021.
2. Minnesota Community Measurement, [Minnesota Health Care Disparities By Race, Hispanic Ethnicity, Language and Country of Origin, 2020 Report](#) (2019 Dates of Service)
3. [SEER Cancer Data](#)
4. [ACS Stats Center](#)
5. [BRFSS State Profiles](#)
6. [USPTF CRC Screening](#)
7. [ACS CRC Screening](#)
8. [ACS CRC Screening-Español](#)
9. [HRSA- UDS Data](#)
10. Cancer.org: Early Detection, Diagnosis, and Staging. <https://www.cancer.org/cancer/colon-rectal-cancer/detection-diagnosis-staging.html>
11. National Health Interview Survey, National Center for Health Statistics, Centers for Disease Control and Prevention, 2000-2018. Public-use data files and documentation. <https://www.cdc.gov/nchs/nhis/index.htm>

POLICY REFERENCES

1. FAQ: Policy Success: Health Plans Can No Longer Impose Cost Sharing for Follow-up Colonoscopy (see questions seven and eight on pages 11 -12). [ACA CRC Screening Coverage](#)
2. [ACS CAN CRC](#)