



This document is an overview and “how to” guide for individuals engaged in the Health Equity Community Projects: Medical Mistrust in Relation to Colorectal Cancer Screening ECHO. The primary users of this guide is intended for Community Leadership Teams for the Health Equity Community Project grants (FQHCs, Patient Advisory Councils/Governing Board Members, and Community-Based Organizations) , ECHO Faculty, ECHO Facilitators, and ACS Cancer Control Regional team members.

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Health Equity Community Projects ECHO Overview

In partnership with the Robert Wood Johnson Foundation (RWJF), the American Cancer Society (ACS) awarded a total of five community project sites to explore, identify, and implement community-driven solutions to support Federally Qualified Health Centers (FQHCs) in collaboration with their Patient Advisory Councils/Governing Boards and Community-Based Organizations. Each community project site will be awarded \$50,000 to support their activities to:

- **Address Medical Mistrust** with patients and community members
- **Elevate patient’s perspectives** and experiences using Patient Advisory Councils/Governing Boards
- **Use data** to inform all aspects of the project
- **Create and implement a comprehensive action plan** - informed by a team comprised of FQHC and their Patient Advisory Councils/Governing Boards and Community-Based Organization staff – that includes community-based driven solutions and executes sustainable and meaningful process improvements.
- **Strengthen partnerships** between FQHCs, their Patient Advisory Councils/Governing Boards, and Community-Based Organizations and leverage their leadership support to influence practice and policy changes aimed to reduce medical mistrust in relation to colorectal cancer screening.

For a complete list of participating sites for Cohort 1, see [Appendix A: Project Highlights](#).

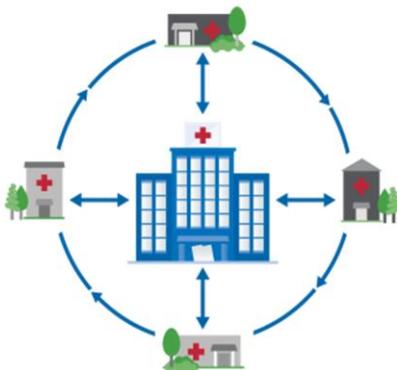
ECHO Overview

The Health Equity Community Project 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. During ECHO sessions, grantees will present project-related cases (“Case Study or 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.

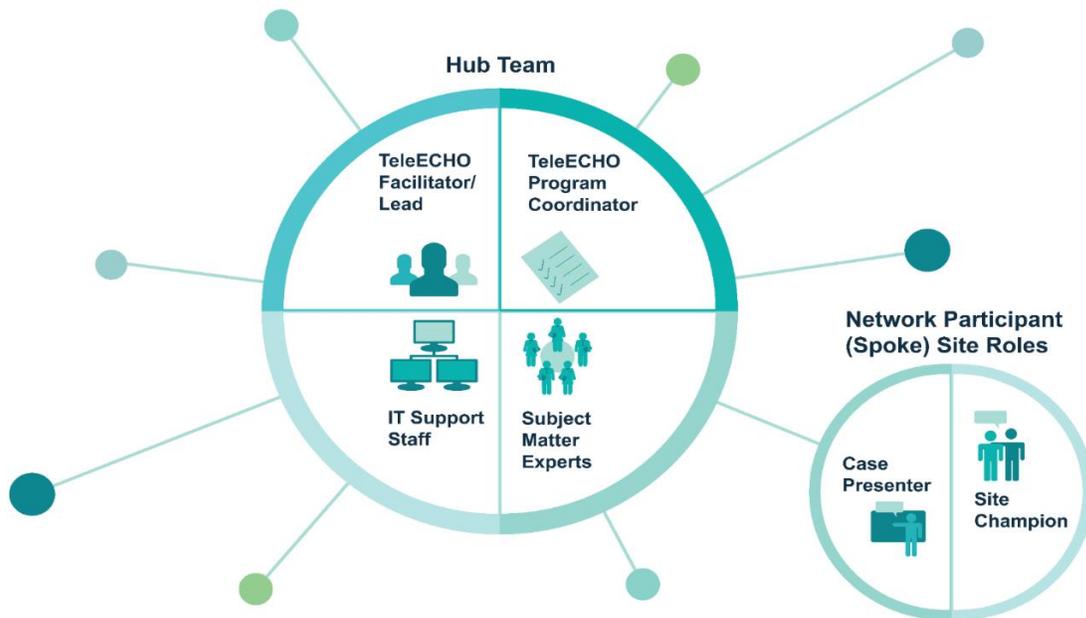


Hub-and-spoke knowledge-sharing creates a learning loop:

- FQHCs, Patient Advisory Councils/Governing Boards, Community Based Organizations, 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 (Health Equity Community Project Leadership Team) have the best opportunity to learn and grow in their expertise.



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Facilitator

- Facilitates presentations and discussions

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 1 didactic presentation based on area of expertise

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

Meet the ECHO Hub Team

The following individuals represent the Health Equity Community Projects ECHO Hub Team.

Arielle Dance, PhD

Facilitator/ECHO Coordinator

Project Manager, Health Equity

American Cancer Society



Arielle Dance, PhD (she/her) resides in New Jersey with her wife, Stevana, and chihuahua-terrier, Minnie. A published children's book author, Dr. Dance's debut book, *Dearest One* (Lantana Publishing) is a heartfelt love letter that taps into grief, loss, and life lessons from our ancestors. When she's not writing for little ones, Dr. Dance is writing about health-related topics in her community and advocating for health equity. Most recently you can find Arielle's piece *Working Through the Death of a Colleague* in the Harvard Business Review.

Within her community, Arielle is actively involved in numerous initiatives with the North Jersey Alumnae Chapter of Delta Sigma Theta Sorority, Inc. including co-chairing the Physical & Mental Health committee. Near to her heart, Arielle serves as an Ambassador for World Thrombosis Day, fearlessly sharing her Blood Clot Survivorship journey. She has been dedicated to the fight against cancer since 2002 as a volunteer and 2012 as an employee at the American Cancer Society, where she has served as Project Manager for Health Equity since

February 2021.

Arielle is a researcher of reproductive health topics and an endometriosis advocate. Arielle empowers those with chronic pain to break the silence and stigma related to their illnesses and advocate for their rights.

In her writing and in her community service, Arielle is focused on highlighting invisible illnesses, coping with life events, and dancing through every circumstance.

Cecily Blackwater, MPH

Facilitator/ECHO Coordinator

Director of Health Equity, Community Projects

American Cancer Society



Cecily Blackwater is Diné (Navajo) from Kirtland, New Mexico. She has worked for the American Cancer Society (ACS) since 2015 and serves as the Director of Health Equity and Community Projects, where she is leading the development of community leadership teams across the country to address health equity issues within organizations and communities. Cecily previously served as ACS' New Mexico's Cancer Control Strategic Partnerships Manager where she worked with health systems and coalitions across the state by engaging them in the overall mission of improving cancer screening rates through quality improvement and the implementation of evidence-based interventions.

Prior to joining ACS, Cecily worked as the Senior Research Program Coordinator at Johns Hopkins University Center for American Indian Health where she worked on numerous community research initiatives in tribal communities. Her late father's cancer journey inspired her to return to the cancer control field and dedicate her work towards advocating for families facing the cancer journey and helping reduce the burden of cancer in the Southwest.

Tracy Wiedt, MPH

ECHO Coordinator

*Managing Director, Health Equity
American Cancer Society*



Tracy Wiedt is the Managing Director for Healthy Equity for the American Cancer Society. She oversees ACS's work aimed at deepening ACS' action to addressing health equity and enabling communities to fight cancer by addressing underlying causes of poor health to help ensure everyone has an opportunity to be healthy and cancer free. Two areas of her focus are healthy eating and active living environments and health equity.

With 20+ years of experience working in federal and non-profit public health organizations, including 14 years functioning in strategic leadership positions, Tracy has played a pivotal role in the development of the nation's healthy communities' movement in using policies, systems, and environmental strategies.

She is a leading expert in designing and implementing community-based health initiatives.

She previously served as Project Director for the Let's Move! Cities, Towns and Counties initiative at the National League of Cities; Director of the Healthy Communities program at the YMCA of the USA which engaged hundreds of communities in making policy, systems and environmental changes; and Acting Associate Director for Policy in the National Center for Injury Control within the CDC. Tracy also has Capitol Hill experience, advising Senator Bill Frist and the U.S. Senate Health Subcommittee on health legislation pertaining to cancer—spanning from prevention to survivorship to end of life--and other chronic diseases.

Allison Rosen

ECHO IT Support

*Director, Project ECHO
American Cancer Society*



Allison Rosen has deliberately and consciously chosen to dedicate her life - in and outside of her employment - to use her voice and platform to educate, advocate, and continuously learn how best to represent the collective cancer community. She is the Director of Project ECHO with the American Cancer Society (ACS). Prior to joining ACS, Allison had a combined 16 years of experience in the oncology space, 12 years in basic cancer research and 4 years in public health and cancer health disparities, with much of her work focusing on designing, implementing, and evaluating public health programs and initiatives, to address cancer awareness and care disparities among medically underserved populations. Through her own experience at surviving Stage 2 colorectal cancer, Allison has experience on both sides of the fence, and works to bridge the gap between

the healthcare system and the communities that it serves.

Hayley Thompson, PhD

ECHO Faculty

Professor/Associate Center Director for Community Outreach and Engagement

Wayne State University (Department of Oncology)/Karmanos Cancer Institute (KCI)



Hayley S. Thompson, Ph.D., is a professor in the Department of Oncology at Wayne State University and the Associate Center Director for Community Outreach and Engagement at the Karmanos Cancer Institute (KCI), an NCI-designated comprehensive cancer center. In this role, she established KCI's Office of Cancer Health Equity and Community Engagement (OCHECE) and serves as its faculty supervisor. She is also founding director of the emerging Wayne State University Center for Health Equity and Community Knowledge in Urban Populations (CHECK-UP). She is a clinical psychologist whose research addresses racial and ethnic disparities in cancer care and outcomes. Her primary focus is community-based research, including investigations of cancer survivorship. She is currently a co-PI on the NCI-funded African American Resilience in Surviving Cancer (ARISE) Study. Her research also addresses sociocultural assessment in diverse populations. She led the development of the Group-Based

Medical Mistrust Scale (GBMMS), widely used in health disparities research, administered in over 100 published, peer-reviewed studies. She currently directs Michigan Cancer HealthLink, a community-academic partnership to build research capacity in diverse communities within Karmanos Cancer Institute's 46-county catchment area with 140 community members involved in contributing to Karmanos' research agenda.

Laura Makaroff, DO

ECHO Faculty

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 two boys.

Bibiana Martinez, MPH, PhD Candidate

ECHO Faculty

Research Data Analyst for Heluna Health

Doctoral Candidate at University of Southern California Dept of Population and Public Health Sciences



Bibiana Martinez, MPH, PhD Candidate is a public health researcher with a background in anthropology, human rights and reproductive health advocacy. She is a Research Data Analyst at Heluna Health and is currently a doctoral candidate in Health Behavior Research at the Department of Population and Public Health Sciences at the University of Southern California, where her research focuses on health disparities in cancer prevention and screening among Latinos. With over 7 years of experience in health services research, she has worked at Los Angeles' largest healthcare delivery institutions, including Children's Hospital Los Angeles, Kaiser Permanente, and Cedars-Sinai Medical Center. She is the co-lead of the Los Angeles chapter of the American Cancer Society's Latinos Contra el Cancer, and her current work focuses on racial/ethnic disparities in the distribution of HPV-associated cancers and HPV vaccination across Los Angeles County.

She is bilingual, bicultural, and well versed in working with Latino communities in both the East and West Coasts.

Health Equity Community Project ECHO Curriculum

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

DIDACTIC TOPIC	EXPERT PRESENTER	DATE
Phase 1 – Understanding and Measuring Medical Mistrust		
Understanding and Addressing Medical Mistrust: Introduction to the Group Based Medical Mistrust Scale	Hayley Thompson, PhD <i>Wayne State University</i>	September 28, 2022
Understanding Medical Mistrust Through the Colorectal Cancer Screening Lens	TBD	November 2022
Measuring Mistrust using the Group Based Medical Mistrust Scale: Best Practices from a Community	Bibiana Martinez, MPH, PhD Candidate <i>Heluna Health</i>	January 2023
Phase 2 – Leveraging Patient Advisory Councils and Governing Boards		
Patient Engagement Series: Fundamentals of Elevating Patient Voices Through the Use of Patient Advisory Councils and Governing Boards	<i>Anjana Sharma, MD</i>	April 2023
Patient Engagement Series: Using Patient Voices to Improve Policies and Practices to Address Medical Mistrust in Relation to Colorectal Cancer Screening	TBD	June 2023
Patient Engagement Series: Strategies for Sustaining a Highly Effective Patient Advisory Council and Governing Board	TBD	August 2023
Phase 3 – Implementing Interventions to Address Medical Mistrust		
Effective Strategies for Reducing Medical Mistrust: Support from Healthcare Providers	TBD	October 2023
Effective Strategies for Reducing Medical Mistrust: Patients Perspectives of Discrimination and Group Based Disparities	TBD	December 2023
Effective Strategies for Reducing Medical Mistrust: Patient Suspicion of Healthcare Providers	TBD	February 2024

Case Study Presentation

During the Health Equity Community Projects ECHO, Community Leadership Teams will have the opportunity to present a Case Study Presentation. Submission of cases for presentation and discussion is a key component in the Project ECHO model. It is critically important for knowledge building and sharing for all ECHO participants and is therefore an expectation for Community Leadership Teams to present at least one case study beginning November 2022. Community Project sites are encouraged to present a case study involving information on their population of focus, efforts related to addressing medical mistrust within their community, and challenges involving project implementation.

Presenting a Case-Study

A month prior to the next Project ECHO session, selected Community Leadership Teams will be notified and invited to present a Case Study. Community Leadership teams will be provided with a Case Study presentation Power Point template, which will solicit demographic and relevant information pertaining to Community Project efforts. The Power Point will also include a section for listing questions Community Leadership Teams may have concerning their projects.

NOTE: It is critical to preserve patient confidentiality at all times during Case Study presentations. No HIPPA Identifiers should be mentioned or shown during case presentations. In addition, no other information that might identify a patient residing in a small community may be mentioned.

Facilitated Q&A (Case Presentation)

During the Health Equity Community Projects ECHO, in lieu of a traditional case presentation, Community Leadership Teams will have the opportunity to present a question and/or challenge during Phase 3 of the ECHO Sessions in 2023. This “Facilitated Q&A” format will be guided via a 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.

Case Study Agenda Sample

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 Case Study presentations are presented by Community Leadership Teams. 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	25	Expert faculty/subject matter expert presents on the didactic topic
Didactic Q&A	5	Facilitator opens for questions
Case Study Presentation	10	Challenges/questions submitted in advance are shared in a large group setting, or in small breakouts by the grantee
Case Study Q&A	5	Expert faculty/subject matter experts share experience, guidance and recommendations
Wrap-up	5	Coordinator shares next didactic topic, case study presentation and post-session survey

Facilitated Q&A Agenda Sample

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	30	Expert faculty/subject matter expert presents on the didactic topic
Didactic Q&A	5	Facilitator opens for questions
Facilitated Q&A	10	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 share post-session survey

How to join the ECHO

All Health Equity Community Project ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the information below.

Topic: Health Equity Community Projects ECHO Series

Time: This is a recurring meeting Meet anytime

Join Zoom from PC, Mac, iOS or Android

Join Zoom Meeting

<https://us02web.zoom.us/j/83418919109?pwd=V0lqWUlyeGdHQXNnMW1DdzE0M1M3UT09>

Meeting ID: 834 1891 9109

Passcode: 534715

Joining by phone ONLY

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Washington DC)

Meeting ID: 834 1891 9109

Passcode: 534715

Find your local number: <https://us02web.zoom.us/j/83418919109>

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 Cecily.Blackwater@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.
- 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 map below highlights the location of the Health Equity Community Project sites (grantees).

Medical Mistrust in Relation to Colorectal Cancer Screening Cohort 2



Health Equity Community Project Sites (Cohort 2)

- Northeast Region – Asbury Park, NJ
- North Central Region – Dayton, OH
- Southeast Region - Atlanta, GA
- Southeast Region – Stone Mountain, GA
- West Region – Fremont, CA

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
- For more information on ACS ECHO resources visit echo.cancer.org