



Health Equity Community Project ECHO

Medical Mistrust in Relation to Colorectal Cancer Screening

Friday, February 10, 2023



Before we begin..

Please put your name, health center, organization, and location in the chat!

Welcome to the February Health Equity Community Project ECHO Session



Each ECHO session will be recorded and will be posted to echo.cancer.org



You will be muted with your video turned off when you join the call.
Use the buttons in the black menu bar to unmute your line and to turn on your video.
If you do not wish to have your image recorded, please turn OFF the video option.



Today's materials will be made available on echo.cancer.org



Type your name and organization in the chat box



This ECHO session takes place on the Zoom platform.
To review Zoom's privacy policy, please visit zoom.us/privacy



Remember: Do NOT share any personal information about any patient

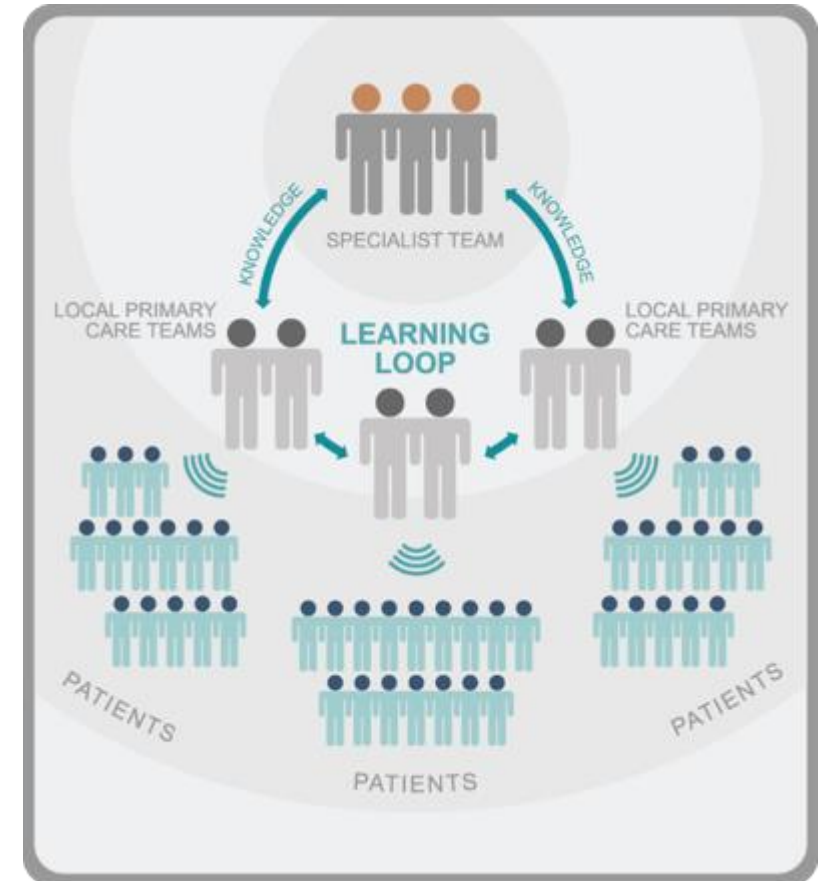


Questions about Zoom? Type them in the chat box to: Allison Rosen

What does Project ECHO do?

What does ECHO do?

- ▶ ECHO **effectively** and **efficiently** disseminates evidence-based strategies to improve cancer outcomes
- ▶ ECHO allows to **convene** for best practice sharing across health centers, institutions, and other silos
- ▶ For more information, please refer to your guidebook or visit www.echo.unm.edu

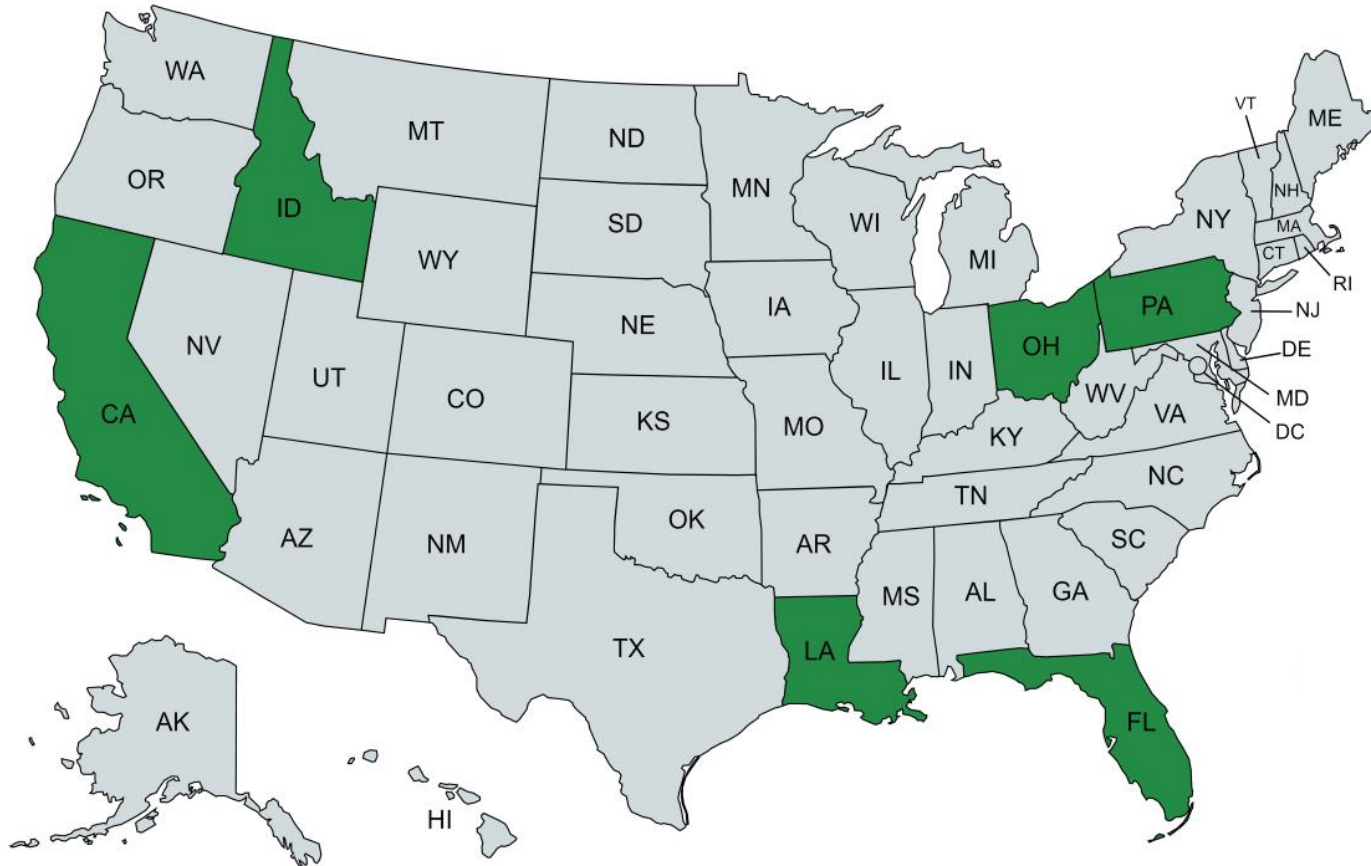


Health Equity Community Project ECHO Series

Purpose

- To share relevant health equity, medical mistrust, and colorectal cancer screening information with participants to enhance their community projects
- To provide participants with an opportunity to build their networks within their cohort and expert faculty
- To offer an opportunity for participants to share project-related challenges or questions; seeking feedback from expert faculty and cohort colleagues

Health Equity Community Project Sites (Cohort 1)



Philadelphia, PA

- Delaware Valley Community Health
- Self Help Movement, Inc.

Mountain Home, ID

- Desert Sage Health Center
- Mountain Home Parks & Rec

Whitehall, OH

- Heart of Ohio Family Health Centers
- The African American Male Wellness Agency

Avondale, LA

- InclusivCare Inc.
- Litton Zion Missionary Baptist Church

Clearwater, FL

- Evara Community Health Center of Pinellas
- Cross and Anvil Human Services

Bakersfield, CA

- Clinica Sierra Vista
- SOA

Project ECHO Planned Topics

Session Date	Didactic Topics
April 19, 2022	Understanding and Addressing Medical Mistrust: Introduction to the Group Based Medical Mistrust Scale
May 25, 2022	Understanding Medical Mistrust Through the Colorectal Cancer Screening Lens
July 14, 2022	Measuring Mistrust using the Group Based Medical Mistrust Scale: Best Practices from a Community
Sept 22, 2022	Patient Engagement Series: Fundamentals of Elevating Patient Voices Through the Use of Patient Advisory Councils and Governing Boards
Nov 15, 2022	Patient Engagement Series: Using Patient Voices to Improve Policies and Practices to Address Medical Mistrust in Relation to Colorectal Cancer Screening
February 10, 2023	Patient Engagement Series: Strategies for Sustaining a Highly Effective Patient Advisory Council and Governing Board
March 22, 2023	Effective Strategies for Addressing Medical Mistrust: Support from Healthcare Providers
May 2023	Effective Strategies for Addressing Medical Mistrust: Patients Perspectives of Discrimination and Group Based Disparities
July 2023	Effective Strategies for Addressing Medical Mistrust: Patients Suspicion of Healthcare Providers

About Our Project ECHO Facilitator



Carolyn Rhee, FACHE
ACS CAN Ambassador and Former ACS Inc. Board Member
ACS West Region – California Division

February Agenda

<p>Welcome and Introductions <i>ECHO Hub Introductions and Icebreaker</i></p>	<p>10 minutes</p>
<p>Didactic Presentation <i>Patient Engagement Series: Strategies for Sustaining a Highly Effective Patient Advisory Council and Governing Board</i> Anjana Sharma, MD, FAS University of California San Francisco Bernadette Okereke Family Health Center Patient Advisory Council Member</p>	<p>20 minutes</p>
<p>Didactic Q/A</p>	<p>5 minutes</p>
<p>Case Study Presentation Anjana Sharma, MD, FAS Bernadette Okereke</p>	<p>15 minutes</p>
<p>Case Study Q&A</p>	<p>5 minutes</p>
<p>Wrap-up</p>	<p>5 minutes</p>



ECHO Hub Introductions and Icebreaker

Project ECHO Introductions

ACS ECHO HUB Staff

- Cecily Blackwater, MPH
- Arielle Dance, PhD
- Tracy Wiedt, MPH
- Allison Rosen, MS

ECHO Faculty

- Anjana Sharma, MD, MAS
- Laura Makaroff, DO
- Jack Westfall, MD, MPH

For attendance purposes, please type your location, name, and organization in the chat box!



What is a goal (personal or work related) you have set for yourself this year?

This question applies to everyone (Community Project sites, ACS staff, and our ECHO Faculty)! Feel free to come off mute or type your answers into the chat box!

About Our Presenters



Anjana Sharma, MD, MAS
Assistant Professor
Department of Family and
Community Medicine
University of California San Francisco



Bernadette Okereke
Family Health Center Patient
Advisory Council Member
CEO/Founder – GVAG Foundation

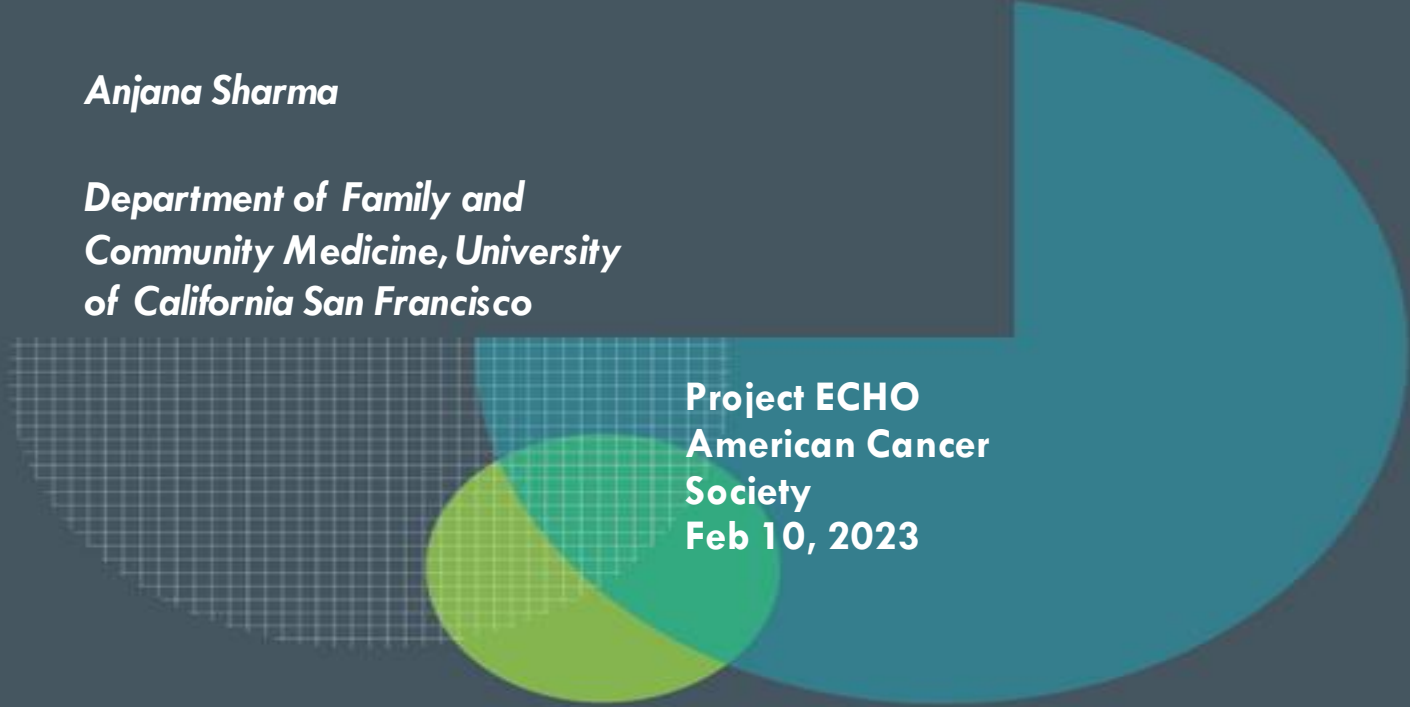
Key Strategies for Effectiveness in Patient and Community Advisory Councils

Bernadette Okereke,

*Family Health Center Patient
Advisory Council Member*

Anjana Sharma

*Department of Family and
Community Medicine, University
of California San Francisco*



**Project ECHO
American Cancer
Society
Feb 10, 2023**

Nothing to Disclose

- These presenters have no relevant financial or nonfinancial relationship(s) within the services described, reviewed, evaluated or compared in this presentation.



Session Objectives

- After attending this session, attendees will be able to:
- Provide an overview of the nuts and bolts for sustaining a highly effective patient advisory council and governing board
- Discuss best practices for building trust, sharing data, and collecting feedback from patients and community members for improvement within the FQHC setting
- Share strategies to promote patient engagement within the FQHC setting now and beyond funding
- Alert: I'm going to call on you!

Patient Advisory
Council:
Bernadette
Okereke



Re-intro



- Anjana Sharma, UCSF

Family Health Center Patient Advisory Councils



PAC at the FHC

- English-language
 - Chairs for para-transit waiting area
 - Waiting room improved chairs and toy installation for children
 - “De-cluttering campaign”
 - Patient newsletter
 - Patient planners/calendars
- 2022: Wellness and Opioid Safety



- Spanish-language
 - Spanish translation for late-time policy
 - Mammogram outreach pilot project
 - Pap smear campaign
 - 2022: Mental health

All-team meetings, retreats, safety committee, research councils

Questions for Bernadette Okereke

- What motivated you to join the PAC?
- What is an example of a past project you have been involved with at the PAC you are proud of?
- What directions do you hope our PAC goes next?

Study Participants

- Primary care clinics around California known for having high-functioning advisory councils were identified
- Clinics nominated one staff member and one patient advisory board member
- 8 sites selected; 15 interviewees participated
 - 8 staff interviews
 - 7 patient interviews

Major themes

THEME 1: Thoughtful recruitment

- *“I think once we’re established and solid and work out all the processes I’m going to focus on what groups are we not representing.”*

THEME 2: Dedicated leadership/facilitation

- *“...I see the facilitator as a conductor and we are the musicians. One plays cello, one plays violin, one plays the piano. We all play our own music, everybody does, and the conductor is to synchronize and harmonize”*

THEME 3: Clear workflows for projects

Pause: Let's
discuss
thoughtful
recruitment

Proportional representation?

Equity-focused representation?

Data-driven representation?

Race/ethnicity

Historical community relationships

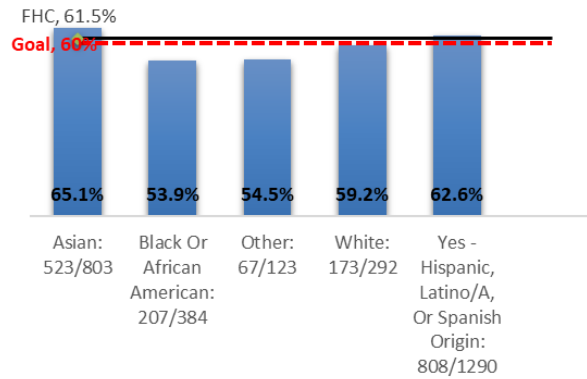
Language

Geography

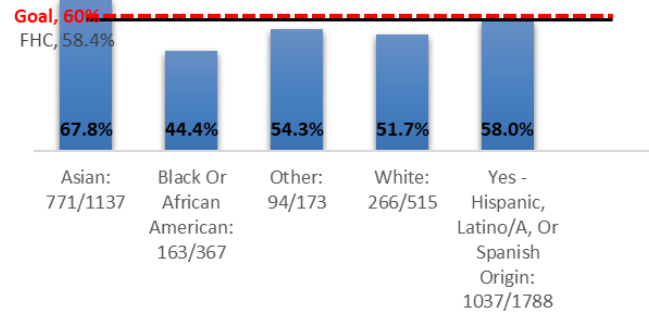
Disability status

Thoughtful recruitment

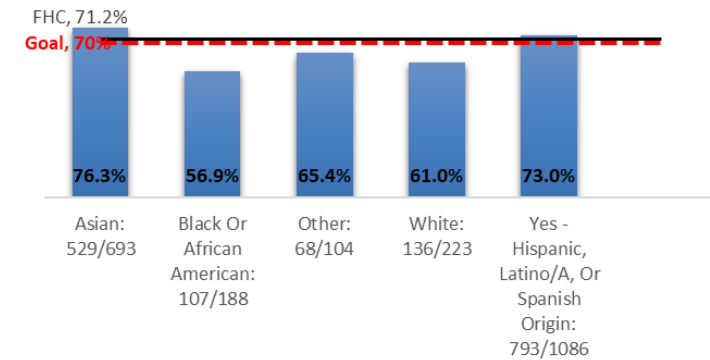
Blood Pressure Management



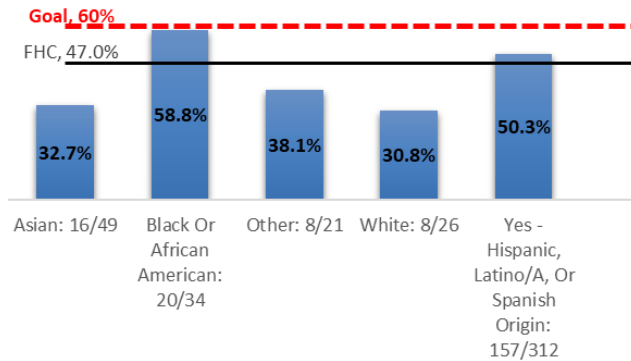
Colorectal Cancer Screening



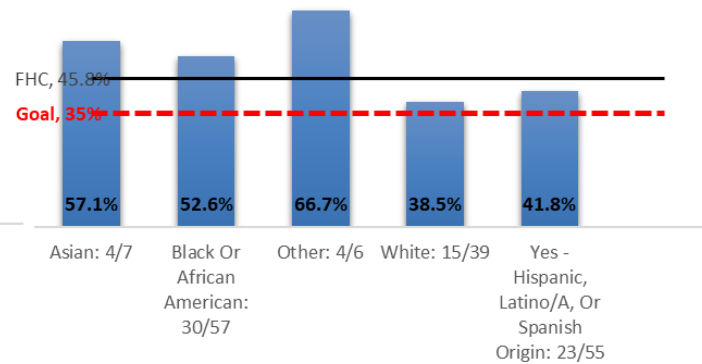
Breast Cancer Screening



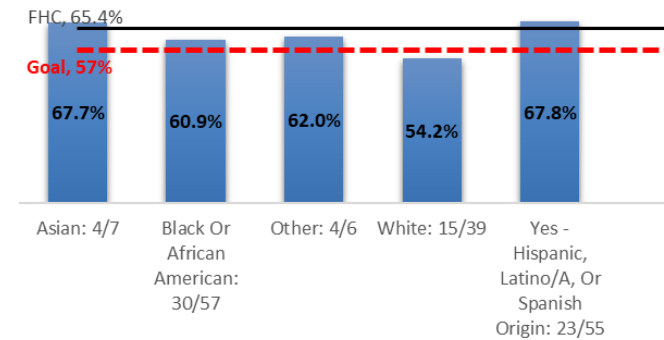
Chlamydia Screening



Opioid Safety



BHVS





Thoughtful recruitment: your turn

Theme 2: Skilled facilitating



Who facilitates your patient or
community groups?



What could make it even
better?



Theme 3: Robust follow-up



Let's discuss

- Wins and misses at our PAC
 - “fly by” presentations
 - Closing the loop
- What input have you received from your community or patient advisors?
- What means could you develop to have a better feedback loop?

Didactic Questions?

Trust and Community



uché blackstock, md  @uche_blackstock · Mar 8, 2022



On public schools:

"We talk about medical mistrust or institutional mistrust. I actually turn it around and say, it's more institutional untrustworthiness, that these systems have proven untrustworthy to certain communities. They have to earn the trust of communities."



1



28



110





Let's Discuss

- Q for Bernadette: How have aspects of trust come into play with our work at the Patient Advisory Council?
- For the group: how have patient and community partnerships impacted issues related to trustworthiness and colorectal cancer screening?



Next steps: sustainability

RECAP

THREE Key ingredients for effectiveness:

- Intentional recruitment
- Skilled facilitation
- Closing the loop

Healthcare
trustworthiness

Long term
sustainment

Thank you!

Questions? Please contact:

Anjana Sharma, MD MAS

Anjana.Sharma@ucsf.edu

Case Study Questions?



Anjana Sharma, MD, MAS



Jack Westfall, MD, MPH



Laura Makaroff, DO

THANK YOU TO OUR PHASE 2 ECHO FACULTY!

Health Equity Community Project Case Study Overview

Presenting a Case Study

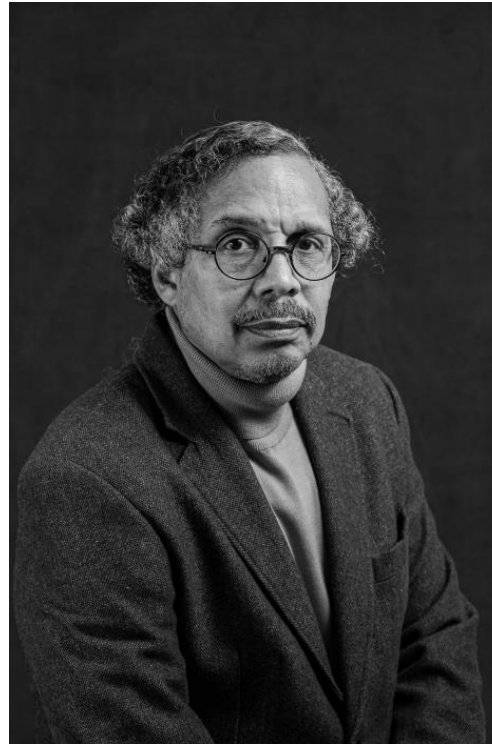
- Submission of cases for presentation and discussion is a key component in the Project ECHO model.
- It is critically important for knowledge building and sharing for all ECHO participants and is therefore an expectation for Community Leadership Teams to present at least one case study within the 18-month project period
- 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/or challenges involving project implementation.
- Community project sites will be notified **a month in advance** to present a Case Study for the next ECHO Session.
- 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.
- **Please submit completed Case Studies to cecily.blackwater@cancer.org one week prior to the scheduled ECHO Session**



Project ECHO Session Survey

Next Project ECHO Session

Phase 3: Implementing Interventions to Address Medical Mistrust



Presenter: Wayne Tuckson, MD, FACS, FASCRS

Date: ECHO Session #7 – March 22, 2023, at 11am PT/12pm MT/1pm CT/2pm ET

Topic: *Effective Strategies for Addressing Medical Mistrust: Support from Healthcare Providers*

Next Steps

Group Based Medical Mistrust Scale Baseline Data:

- Share results with Patient Advisory Council, Governing Board, and/or QI Committee
- Post-test GBMMS data will take place June – August 2023

Bi-monthly Check-in Calls:

- Bi-monthly Check-in Calls to begin March 2023

Project ECHO:

- ✓ ECHO Session #6: Friday, February 10, 2023 (60 minutes)
- ECHO Session #7: Wednesday, March 22, 2023 (60 minutes)

Thank You