



Health Equity Community Project ECHO

Medical Mistrust in Relation to Colorectal Cancer Screening

Wednesday, May 17, 2023



Before we begin..

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

Welcome to the May 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.
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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

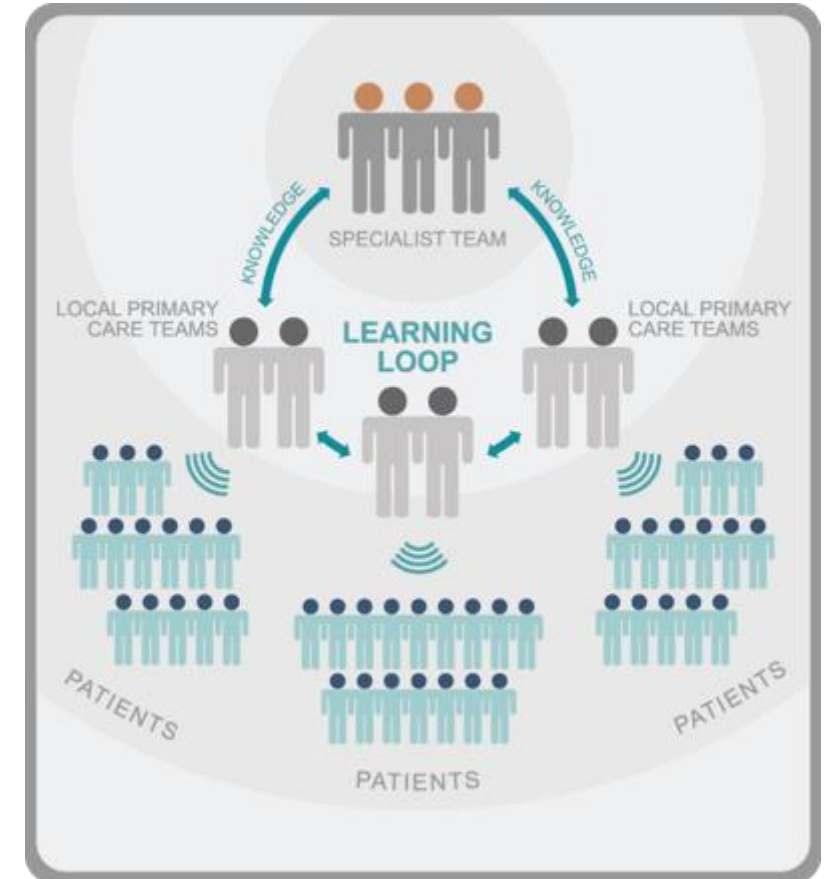


Questions about Zoom? Type them in the chat box to: Allison Rosen

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

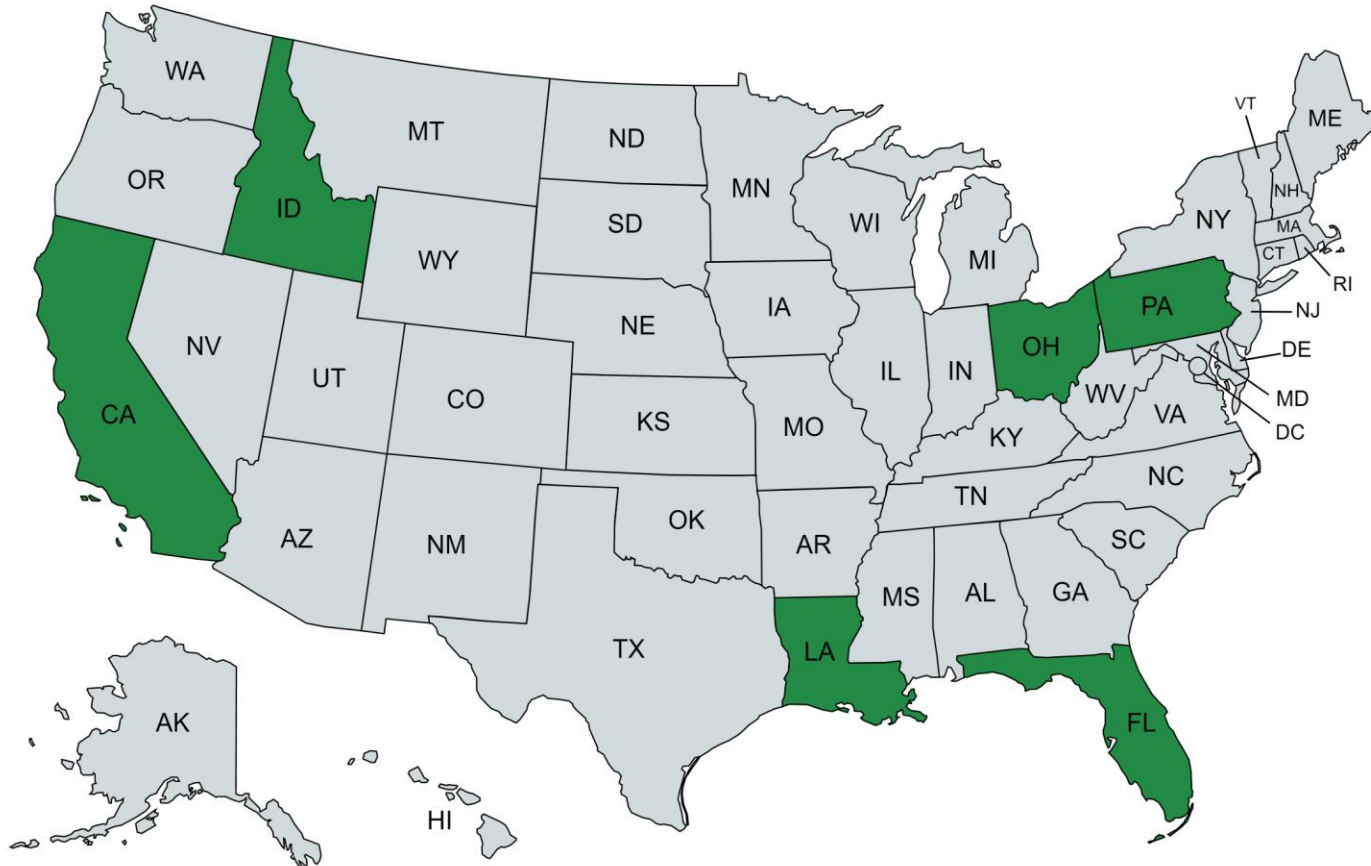


Health Equity Community Project ECHO Series

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
- SROA

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 17, 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

May Agenda

<p>Welcome and Introductions <i>ECHO Hub Introductions and Icebreaker</i></p>	10 minutes
<p>Didactic Presentation <i>Effective Strategies for Addressing Medical Mistrust: Patients Perspectives of Discrimination and Group Based Disparities</i> Mark Manning, PhD Department of Psychology Oakland University</p>	25 minutes
<p>Didactic Q/A</p>	5 minutes
<p>Case Study Presentation <i>InclusivCare Inc. (Avondale, LA)</i></p>	10 minutes
<p>Case Study Q&A</p>	5 minutes
<p>Wrap-up</p>	5 minutes



ECHO Hub Introductions and Icebreaker

Project ECHO Introductions

ACS ECHO HUB Staff

- Cecily Blackwater, MPH
- Tracy Wiedt, MPH
- Allison Rosen, MS

ECHO Faculty

- Wayne B. Tuckson, MD, FACS, FASCRS
- Mark Manning, PhD
- Shana O. Ntiri, MD, MPH
- Laura Makaroff, DO

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

About Our Didactic Presenter:



Mark Manning, PhD
Department of Psychology
Oakland University

Didactic Questions?

About Our Case Study Presenter

Marcia Gainer, DNP, APRN
InclusivCare Inc.

Case Study Questions?



**Thank you ECHO Faculty
for joining our call today!**



Project ECHO Session Survey

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**

Next Project ECHO Session

Phase 3: Implementing Interventions to Address Medical Mistrust



Presenter: Mark Manning, PhD

Date: ECHO Session #8 – May 17, 2023, at 11am PT/12pm MT/1pm CT/2pm ET

Topic: *Effective Strategies for Addressing Medical Mistrust: Patients Perspectives of Discrimination and Group Based Disparities*

Next Steps

Group Based Medical Mistrust Scale Baseline Data:

- Share results with Patient Advisory Council, Governing Board, and/or QI Committee

Bi-monthly Check-in Calls:

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

Project ECHO:

- ✓ ECHO Session #7: Wednesday, March 22, 2023 (60 minutes)
- ECHO Session #8: Wednesday, May 17, 2023 (60 minutes)

Thank You