



Welcome to the January 2020 edition of the **CCC Circular** – a communication from the *American Cancer Society (ACS)* Comprehensive Cancer Control Technical Assistance and Training grant team highlighting events and resources for your CCC program/coalition efforts.



## ACS CCC Update

### WATCH YOUR INBOX!

The ACS CCC and their colleagues in the [Comprehensive Cancer Control National Partnership](#)'s Health Behaviors from Cancer Survivors Workgroup are hosting an in-person workshop in Atlanta on June 25-26, 2020. Through an application process, 11 CCC states/tribal teams will be chosen to attend an action plan around increasing healthy nutrition and physical activity in cancer survivors. Be on the lookout for more information in your email inbox in the next several days!

**SAVE-THE-DATES for our Spring Webinar Series!** The ACS CCC team is partnering with the [NLCRT State-Based Initiatives Task Group](#) to host a three-part webinar series on Lung Cancer Screening on the last Wednesdays of each month this Spring. Registration is required for each individual session in the series, so sign up today!

- March 25, 2020, from 1–2 PM EST: **Lung Cancer Screening: The Who-What-When-Where-Why;** Ella A. Kazerooni, MD, MS, Professor of Radiology & Internal Medicine, Associate Chair for Clinical Affairs & Director of Cardiothoracic Radiology at the University of Michigan Medicine. [Register for this 3/25 webinar.](#)
- April 29, 2020, from 1–2 PM EST: **Increasing Lung Cancer Screening Uptake in Eligible Adults: Do We Know What Works?** William Mayfield, MD, Chief Surgical Officer, WellStar Health System. [Register for this 4/29 webinar.](#)
- May 27, 2020, from 1–2 PM EST: **Tobacco Cessation and Lung Cancer Screening.** Member of the NCCRT Tobacco Treatment in the Context of Lung Cancer Screening Task Group. Stay tuned!



## Roundtables' Resource Round-up

### National Colorectal Cancer Roundtable: Videos and Webinar

Does your coalition have a story to tell about how you are working to increase colorectal cancer screening rates to 80% and higher in your community? **Share it with NCCRT in a short, 30-second video**, and it might be shared during their annual Colorectal Cancer Awareness Month webcast on March 5 at 2 PM ET from the American Cancer Society's Global Headquarters in Atlanta, GA ([learn more and register for the launch event](#)). Others will be shared on NCCRT social media channels throughout March. Find out how easy it is by sending [Emily.Butler@cancer.org](mailto:Emily.Butler@cancer.org) a quick note expressing your interest!

Join NCCRT during their upcoming webinar, **What Do The Data Tell Us: What Can We Learn From The Latest Colorectal Cancer Screening Rate Trends Over Time?** this Thursday, January 30 from 12 PM - 1 PM EST. A panel of experts will review the key colorectal cancer screening data sets: BRFSS, NHIS, HEDIS, and UDS, discussing trends that reveal where we are progressing and where we still need to focus, to help us reach 80% in Every Community. [Register here.](#)

### National HPV Vaccination Roundtable: We're in!

As part of Cervical Cancer Awareness Month, the [National HPV Vaccination Roundtable](#) invites you and your coalition partners to cyber-join a launch event of the HPV cancer prevention initiative "[We're In! 2020](#)" this Tuesday, January 28. The launch will discuss a nationwide call-to-action for U.S. health systems to prioritize HPV vaccination by using the new Influencer Toolkit, signing onto a nationwide HPV vaccination commitment called We're In! 2020, and implementing evidence-based interventions within health systems. Pre-registration is required. [Register here.](#)



## American Cancer Society Cancer Action Network (ACS CAN)

### State Policies

Chances are your state legislature is bustling with activity this month. Most states have a "**Cancer Action Day**" coming up soon in their Capitol, offering an opportunity to meet individually with legislators or attend group events. Want to know what is happening in your state? Visit [ACS CAN's](#)

[website](#) and click on your state's name on the drop-down menu in the upper right-hand corner of the home page.

Are you hesitant due to concern about the difference between advocacy versus lobbying? Read this [informational factsheet](#) from the [National Association of County and City Health Officials](#).



## Fill Your CCC Toolbox

### Legislators + Session time = Coalition opportunity!

Media plays a major role in shaping our perceptions and influencing our decisions. Information in the media can impact not only the public's understanding of health but policy-making as well. [Effectively Engaging Your Coalition When Working with the Media](#) is a resource that cancer coalitions and policy committees or task force groups can use to help demystify the sometimes daunting task of working with the media.

Feeling overwhelmed at the thought? Do not! Use the guide to help a sub-committee of communication-oriented coalition members to plan for NEXT year's legislative session media opportunities.



## Cultivating Coalition Health

From the [Nine Habits of Successful Comprehensive Cancer Control Coalitions](#):

### Habit #7: Clear Roles and Accountability

The beginning of a new calendar year is a good time to revisit Habit #7 in the guide entitled [Nine Habits for a Successful Comprehensive Cancer Control Coalition](#). In a coalition with clear roles and accountability measures in place, members understand the mission of the coalition and how they, as individuals, can help achieve that mission. How do you think your coalition is doing in Habit #7? Read the statements below and rate your coalition from 1 (needs improvement) to 5 (we got this!), and then follow the link for simple ideas on how to grow your coalition's health in this area in 2020.

- The coalition has defined roles for its members and has a recommit process in place.
- The majority of members follow through with assignments and meet deadlines.
- When efforts are not being followed through, or progress is not being made, we discuss the issues and take appropriate action.

[Habit #7 - find out more!](#)



## "Take 5!" for this Resource

All this talk about policy should remind us -- how does your coalition successfully communicate scientific data to improve public health? [Making Data Talk: A Workbook](#) is a [National Cancer Institute](#) publication providing key information, practical suggestions, and examples on how to effectively communicate health-related scientific data to the public, policymakers, and the media. Use this resource to better select and convey data in ways lay audiences can understand.

**Imagine a world free from cancer.  
Help us make it reality.**

For more information about ACS Comprehensive Cancer Control training and technical assistance, contact ACS CCC Director Katie Bathje at [katie.bathje@cancer.org](mailto:katie.bathje@cancer.org).

*This communication was written by the American Cancer Society Comprehensive Cancer Control team and supported through funding from the Centers for Disease Control and Prevention Cooperative Agreement # 6 NU58DP006460. Its contents are the sole responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.*

[About us](#) | [Legal & Privacy Information](#) | [State Fundraising Notices](#) | [Unsubscribe](#) | [Donate](#)

You can always contact us 24 hours a day, 7 days a week, at 1-800-277-2345  
or at [cancer.org/contactus](https://cancer.org/contactus).

**The American Cancer Society** | 250 Williams Street | Atlanta, GA 30303  
Copyright 2020 © American Cancer Society okay click okay