

1) Welcome & Introductions

Chair Julie Garden-Robinson called the North Dakota Cancer Coalition virtual annual meeting to order at 12:00 p.m. CT on Wednesday, June 15, 2022. She welcomed 39 attendees and opened with the ice breaker “what is your favorite vegetable?”

2) Business Meeting

- a. Minutes from the June 14, 2021, meeting were sent as a link in the agenda. Christina Cook made a motion to approve the minutes as presented. Brian Halvorson seconded the motion. Motion carried.
- b. Julie Garden-Robinson gave the treasurer’s report on behalf of Maria Schmidt, NDCC Treasurer. The Treasurer’s report as follows: Balance as of July 14, 2021, was \$5,716.74; current balance is \$5,503.75.
- c. Christina Cook, NDCC Secretary, presented new members since July 2021 are: Lisa Burghardt, Caris Sales; Mary Erickson, Trinity Cancer Care Center; Melissa Hendrickson, KAT & Company; Lisa Hilbert, Foster County Public Health; Kim Lee, Central Valley Health District; Andrea Polkinghorn, Sanford Health System; Katie Richardson, Altru Cancer Center; Amanda Schreiner Schwartz, Guardant Health; Heather Tebbenhoff, AIM at Melanoma Foundation; Jacqueline Volkert, Sanford Health; Lori Welder, CHI St. Alexius Health; Jeffrey Wiisanen, Sanford Fargo Roger Maris Cancer Center; Heather Tienter-Musacchia, Sanford Health. Judy Beck made a motion to accept all new members. Jocelyn Dunnigan seconded the motion. Motion carried.

3) New Coalition Logo and Website

Geneal Roth, Coalition Manager, shared the new Coalition logo design selected by the Executive Team developed by KAT & Company. The logo represents the impact of our Coalition’s work across the expanse of North Dakota from corner to corner. Dark lavender was chosen for the ribbon because it represents all cancers. Logo promotional items have been approved and ordered by the Executive Team. Attendees were encouraged to complete a form with their mailing address to receive these items by mail. Geneal indicated work has been in progress over the past few months to transition the website from under the umbrella of the State IT Department to the control of the Coalition. With this transition came an entire redesign of the site with a fresh and updated appearance. Many new features have been implemented including a resource search feature where resources can be sorted by topic or type or both. Geneal stated the website is a work in progress and intends that the site will be dynamic with frequent updates. Attendees were encouraged to visit the [website](#) and provide feedback.

4) Election of Officers

The positions of Chair and Treasurer are elected on even numbered years. Both Julie Garden-Robinson and Maria Schmidt filled the one-year open terms of Chair and Treasurer for the past year. Julie Garden-Robinson was nominated for Chair and Maria Schmidt was nominated for Treasurer. No other nominations were received. Attendees were provided a link to vote. Twenty-five ballots were cast with 25/25 for Julie Garden-Robinson as Chair and 24/24 for Maria Schmidt as Treasurer.

5) Comprehensive Cancer Control Program Subcontract Grant Showcase

A [video](#) featuring the 14 Comprehensive Cancer Control Program subcontract grant projects was presented. A brief summary of each project was also provided to Coalition members. Julie Garden-Robinson reported that several of the grantees had presented at NDCC Steering Committee meetings earlier in the year. In January, Cavalier County Health District presented their project activities surrounding radon awareness. In April, representatives from Altru Health System, LaMoure County Health Department, KAT & Company, and NDSU Extension shared their skin cancer and sun safety activities.

6) Breakout Sessions

Four session topics were provided for 30-minute breakout discussions. A discussion guide was provided for each topic to drive discussion to at least one action item the Coalition could pursue in the coming year. The topics and highlights were as follows:

Breast Cancer

What activity(ies) could the Coalition engage in to address this topic in the upcoming year?

- Educational or community events
- Pretty in Pink toolkit
- More coordinated efforts
- Use similar messaging and resources
- Communication resources to share on local venues
- Materials/resources available in alternate languages

How can this be accomplished?

- Research community events and develop calendar
- Pretty in Pink events held simultaneously with a personal story
- Using same event agenda and resources
- Meet cancer center commission requirements for better uptake

Who is our audience for this topic?

- Women in ND (age 40 to 64)

What are the best communications methods to reach the audience?

- Social media
- Common calendar to add events
- Multiple types of outreach (Facebook) how do people get their information

What barriers/challenges exist relating to this topic?

- Competing priorities for women (and us)
- Mobile Mammography events statewide or work places but take time
- Access to mammography
- Current clinic hours
- Cost of screening – women making too much money to qualify for Women’s Way but still out of reach due to cost of living (eligibility requirements not changed in 25 years)
- Women don’t understand insurance coverage benefits

Who are the stakeholders who can collaborate on this topic to overcome barriers and to help us achieve our goals?

- Local health systems
- Medicaid State Office or regional offices
- Medicaid Expansion Plan Provider
- Resource sheet flyer highlighting benefits
- Population health coordinators

Colorectal Cancer

What activity(ies) could the Coalition engage in to increase colorectal cancer (CRC) screenings in the upcoming year?

- Noted that screening is now recommended to begin at age 45. How do we reach the 45-49 population?
- In order to be ready to screen at 45, need to start talking about it much earlier. Target them starting at 40+ so that they are ready at 45.
- #1 factor in deciding to screen is your physician’s recommendation. Need to make sure that we are working with provider community to assure they are educated about the new recommendation and help them develop policies and interventions that assure they are talking about it with every eligible patient.
- Dr. Wiisanen - how many 40-45 year olds have a PCP? Need to educate PCPs, but also focus on social media, bill boards, etc., to assure they know the recommendations and encourage them to establish with PCP.
- Success in providing gas cards to patients who have completed screening.

- Possibility of videos produced by KAT Communications- instructional videos on completing FIT kits – some have been given to providers for use with patients – some produced for Good Health TV in subscribing clinics. May need to update these with new age guidelines. Coalition could use these.
- Could use these videos on other social networks
 - May need to review the videos to assure screening guidelines are up to date.
 - Would be beneficial to update the Good Health TV videos.
 - The Coalition has had very few provider participants over the years. Would be helpful to have their perspective.
 - Training and education on guidelines
 - Having systems in place that help remind them – utilizing EHR functionality
 - Consistency in addressing preventive care with patients. Need to bring it up every time they see them – even if it isn't today's priority.
 - Assuring patient makes preventive appointment following other type of visit.
 - Patients push back, particularly where they are there for acute visit. How do we get them to change their mindset? Noted \$ tied to patient experience scores – don't want to irritate them.
 - Need to educate patient outside of clinic setting too
 - Work with insurance companies to send out educational materials, also work with PH.

How can this be accomplished?

- Jesse has most of the videos on file. KAT has copies available as well.
 - Good Health TV is now being superceded by ND Health Network which is on display in multiple settings, not just clinics. Has a little more reach.
- Jolene Keplin volunteered to review the videos to assure they meet the cultural needs for tribal communities.
- Nikki Medalen willing to review videos.
- Can we make these videos available for download – placed in a very accessible location?
- Noted that the files tend to be large – may need to ask KAT & Company to compress these for web use.

What are the best communications methods to reach the audience?

- ND Health Network would likely be the most robust method.
- Cost – purchase of air time is a barrier. KAT is good about providing additional air time in-kind.

What are our next steps?

- Jolene and Nikki to review videos, provide feedback
- Assure edits are made and videos are provided in a format that can be downloaded (compressed)
- Provide central location where videos are accessible
- Work with partners/stakeholders to assure education outside of the clinic setting

Skin Cancer (Melanoma/Sun Safety)

What activity(ies) could the Coalition engage in to address this topic in the upcoming year?

- Get into the schools and present to the kids.
- Discussion was held on the uv bracelets.
- Get info out to the Zoo, softball tournaments, and the pools. Maybe have students help.
- Sun safety with farmers & through social media. Wondering how to reach out to construction workers?
- Add sun safety information to the medical curriculum.

Who is our audience for this topic?

- Try to catch them when they are younger/schools.

What are the best communications methods to reach the audience?

- Face to face/small groups
- Have the younger people lead sessions to present/skits
- Toilet talk (signage on bathroom stalls)

What barriers/challenges exist relating to this topic?

- Youth feel they are invincible.
- Misinformation
- Active agents in sunscreen

Who are the stakeholders who can collaborate on this topic to overcome barriers and to help us achieve our goals?

- Teachers
 - Parks and Rec - Pools - Schools - Nurses - Coaches
 - Homeless - Shelters - Food Pantry
 - Gardeners - Farmers Market
 - Financing (Local businesses)
- What resources are needed (education, promotional, etc.)?*

- Students can make up kits
- Cancer coalition subgrants

Survivorship

Who is our audience for this topic?

- Cancer patients
- Primary care providers
- Caregivers
- High school/medical/nursing students

What are the best communications methods to reach the audience?

- Face-to-face
- Virtual
- Handouts (important to send something home with them)
- Survivorship plans
- Patient and provider education

What barriers/challenges exist relating to this topic?

- Lack of education on survivorship
- Time/capacity
- Making sure it is an ongoing process (making contact early and often)
- Conversations can be emotionally charged
- Getting attendance to survivorship events
- Finding the balance between too-little and too-much information
- Timing of information provided

Who are the stakeholders who can collaborate on this topic to overcome barriers and to help us achieve our goals?

- Everyone in attendance of breakout
- Health systems
- Public Health
- Home health nurses

How can a high level of collaboration and buy-in be achieved with these stakeholders?

- Survivorship program collaboration
- Reaching out to one another

What resources are needed (education, promotional, etc.)?

- NDCC website
- American Cancer Society resources
- Add resources to NDDOH website (more survivorship information or link to NDCC website)

What are our next steps?

- For providers: quarterly education that includes survivorship
- Survivorship workgroup
- Continue to fund subcontracts focused on survivorship
- Keep survivorship as a priority in cancer plan
- Utilizing Tobacco Program to promote quitting tobacco products during treatment

7) Comprehensive Cancer Control Program Update

Jesse Tran, Program Director, announced the ND Burden of Cancer Report is still under review but is hopeful it will be available sometime in July. The Coalition membership will receive a notice when the new report has been posted. Jesse provided an update on the status of the new five-year funding cycle from CDC which begins in July 2022. This

funding includes the Comprehensive Cancer Control Program (CCCP), Women's Way and the Cancer Registry. He stated the notice of award was much less than anticipated which will result in significant cuts to program activities. Internal discussions are occurring to try to align current work with other programs that may be focusing on similar topics particularly in the area of the CCCP subcontract grant program. Staffing changes within the program will most likely occur as well. A new Statewide Cancer Plan for 2022-2027 will be developed later this year, and volunteers from the Coalition will be recruited to help with plan development and writing. Any Coalition member who would like to volunteer should contact Jesse Tran or Geneal Roth.

Julie Garden-Robinson thanked everyone for attending and stated she believes we really can make a difference in the impact of cancer and is excited about all the ideas discussed in today's meeting. There being no further business, the meeting was adjourned at 1:30 p.m.

Respectfully submitted,

Christina Cook
Secretary