

**CCC Early Detection and Screening Committee Meeting Minutes
Colorectal Cancer Sub-Committee Meeting**

Date: May 29, 2008

Time: 9:00 – 11:00 am

Location: AZ Department of Health Services

150 N 18th Avenue, Room 335C

Conference Call Dial-In Number: 602-542-9003

Attendees: Racquel Acosta, Sharon Jaycox, Betty Rose DeCarlo, Jolene Rasmussen, Jennifer Lenz, Kendra Sabol

Agenda Item	Discussion	Follow-Up Items
<p>Undy 5000 Event Discussion</p>	<p>ADHS confirmed that Arizona was selected as one of four cities to have an Undy event, the date is set for Saturday, November 15th. The event is to raise awareness for colon cancer awareness and promote early detection and screening. The committee will focus on the Undy 5000 event and needs to identify volunteers to help with marketing, recruitment, logistics, finance, and registration. Colon Cancer Alliance is the National partner that will be working with ADHS and the committee on the event. Registration will take place on-line, teams can be formed, the registration fee is \$25.00 per walker/runner.</p> <p>The committee discussed ways to promote the event, Kendra will take information back to the next Cancer Collaborative Meeting at Mountain Park that includes various partners including Mayo Clinic, ADHS, the U of A, Arizona Cancer Center, Sonora Quest, and Susan G. Komen.</p> <p>Colon Cancer Alliance has secured two National Sponsors, Ethicon Endo-Surgery and the American College of Gastroenterologists.</p> <p>The committee discussed a need for a letter of support to approach other local sponsors for in-kind and local sponsorships. The committee brainstormed about media exposure options and the need to reach faith-based communities.</p> <p>Colon Cancer Alliance is in the process of producing posters and save the date post-cards. These will be available by the next coalition meeting on 6/19 for dissemination.</p> <p>Walkers/runners will receive boxer shorts for participating in the event.</p> <p>The committee will reach the Prostate Cancer Society on June 14th about the event reaching over</p>	<p>Kendra to attend the Cancer Collaborative Meeting and promote the Undy 5000 event.</p> <p>ADHS will provide marketing materials at the next Coalition Meeting.</p> <p>Sharon Jaycox will promote</p>

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	200+ people, on June 19 th and the next coalition meeting reaching about 100 people, and at the Faith Leader Breakfast.	event with Prostate Cancer group and at Faith-Leader conference.
Colon Cancer Messaging for AzAFP	<p>Jennifer reported that Dr. Jones made contact with the Arizona Association of Family Physicians, we have missed their annual meeting, however there is opportunity to place information into their newsletter reaching all their members as well as exhibiting at the annual conference next year.</p> <p>The Internist group has their next meeting in October so there may be opportunity to have some presence for the committee/coalition at that time.</p> <p>Virginia Warren attended the last Clinical Oncology Society meeting and there is potential to promote the Undy 5000 event among this group as well as partner on committee projects.</p>	The committee will discuss key messages at the next meeting.
Next Meeting Date	To be determined and coordinated with Colon Cancer Alliance for event planning.	Jennifer to send out meeting information after coordinating with CCA.