



Editorial: 2020 is coming, ready or not! [\(Back to Top\)](#)

RJD

First, I want to thank everyone who has contributed to the 70x2020 Colorectal Cancer Screening Initiative. There are now over 650 partners receiving this newsletter, in addition to many partners who do not have an e-mail account and/or internet access, so I won't attempt to name everyone who deserves to be mentioned.

Earlier this month, I had the honor of speaking about the "Natural History and Epidemiology of Colorectal Cancer" at a national meeting. When I looked at my last slide - a map of Mississippi with photos of March CRC awareness activities held throughout the state - it fully dawned on me that 70x2020 is truly a grassroots effort. Every one of the activities shown on that slide was completely organized and sponsored by local community organizations. From North Mississippi Health Services in Tupelo, to Vessels of Mercy Church in Greenville, to Merit Health in Biloxi, to GI Associates and Stinky Feet Athletics in Flowood, these were all made possible by you!

I've had plenty of opportunities to listen to many Mississippians who are passionately fighting colorectal cancers. Whether you are an early-onset colorectal cancer who knows we need to improve detection and treatment of non-average risk individuals, whether you are a health care provider who recognizes the need for systemic improvements in health care delivery, or whether you are a community leader who is fighting to eliminate health disparities, you have made your priorities clear. Your priorities go beyond the simple 70x2020 screening goal, and they deserve to be addressed. You've generously donated thousands of dollars of YOUR own money to support this Initiative, creating an opportunity for meaningful change.

It's time to start planning the funeral of 70x2020. It's time to start planning the birth of the Mississippi Colorectal Cancer Roundtable.

This newsletter will list a few new projects to help this partnership transition beyond the year 2020. If you haven't done so already, please pick a project, and get involved!

Butts and Guts 5K raises over \$6,000 for 70x2020 [\(Back to Top\)](#)

RJD

For many years, GI Associates has held an annual "Give Back" day in March to provide free colonoscopies to the uninsured and medically-underserved. This year was no different, and 56 individuals were screened by GI Associates as part of this program.

This year, GI Associates decided to raise the bar for raising colorectal cancer awareness in central Mississippi. Working with Stinky Feet Athletics, they capped off Colorectal Cancer Awareness Month in central Mississippi with the "Butts and Guts" 5K race. It was successful beyond all expectations, and received a great deal of news coverage ... perhaps because nearly every race participant (including me, oh! and at least one dog) wore a "molded foam fake buttock costume accessory". GI Associates raised over \$6,000, which was donated to the 70x2020 Colorectal Cancer Screening Initiative at UMMC. Click the "READ MORE" link below to read their blog post about the event.

[READ MORE](#)

3rd Annual SECRCC Conference in New Orleans [\(Back to Top\)](#)

RJD

Mississippi is a member state in the Southeastern Colorectal Cancer Consortium. In fact, Mississippi is one of the original founders of this now 13-member consortium which sweeps from Virginia through Texas and includes Puerto Rico. In light of the fact that, for a variety of reasons, Mississippi was not represented at last year's SECRCC Conference in Puerto Rico, it's essential that our state has a strong presence at this year's conference. The 2018 Conference will be held in New Orleans from June 27th through the 29th. The poster abstract deadline is extended through May 11th. This is an excellent opportunity to build professional networks and to learn how others in the southeastern United States are addressing the challenge of colorectal cancer prevention through screening.

You can register for this year's conference by clicking on the "READ MORE" link below.

[READ MORE](#)

Are you ready to build an ECHO Hub in Mississippi? [\(Back to Top\)](#)

RJD

Earlier this month, I had the pleasure of meeting the Chief Operating Officer and the Chief Replication Officer of Project ECHO. Many of you, including Dr. John McKee and Ms. Letitia Thompson, have tried to persuade me about the benefits of this innovative approach to collaborative medical education. But it wasn't until I had a few hours to listen and learn that I understood why so many Mississippians are excited about this innovation which is literally spreading throughout America and across the globe.

Here's how Project ECHO describes itself: "Project ECHO (Extension for Community Healthcare Outcomes) is a collaborative model of medical education and care management that empowers clinicians everywhere to provide better care to more people." To learn more about Project ECHO, click on the "READ MORE" link below.

Despite the enthusiasm, can you believe there is neither an ECHO Hub nor an ECHO Superhub in Mississippi?

If you have a health-related topic that is of interest to you, and you think it would be of sufficient interest to others in Mississippi and the surrounding areas, please contact Dr. Roy J. Duhe. Stay tuned for further developments.

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Telehealth CRC screening navigation project

In January of this year, several of Mississippi's major health associations worked together to submit a cooperative agreement application to the National Cancer Institute under the Cancer Moonshot Initiative. With the University of Mississippi Medical Center serving as the primary applicant, the Mississippi Primary Health Care Association, Mississippi Gastroenterology Society, Mississippi Hospital Association, North Mississippi Health Services, UMMC Cancer Institute, and the UMMC Center for Telehealth all provided letters of support for a novel implementation research project, "Telehealth Nurse Navigator Systems to Improve CRC Outcomes in Rural, Medically-Underserved Areas."

The prospects for creating a "win-win-win" situation for patients, primary care providers and specialty care providers became so obvious that the leaders of this effort pledged to move forward with this project, whether or not the National Cancer Institute selects it for funding.

If your organization is either a Federally Qualified Health Center or a colonoscopy provider, please contact Dr. Roy J. Duhe for further details.

Mississippi Delta Community Engagement project

Given the success of the PCORI-sponsored community engagement project conducted in Washington, Bolivar, and Leflore Counties, and

given the fact that several Mississippi-based breast cancer groups are actively working to eliminate disparities in and around Adams County, a new community engagement funding proposal is being developed.

Since the most striking successes of the initial PCORI-sponsored program resulted from ideas and actions of the 70x2020 Community Champions, this new project will build on the knowledge and experience of these Delta-based Community Champions. They will be asked to share their expertise with communities in the southwestern corner of the state. In addition, to add variety to the content, this new project will address other highly-preventable and early-detectable cancers, rather than limit the scope of activity to colorectal cancer screening.

If you are interested in this potentially-fundable project, please contact Dr. Roy J. Duhe.

Are you interested in moderating the 70x2020 Colorectal Cancer Screening Initiative FaceBook group?

Inspired by Dr. John McKee's recently-established Gulf States Gastroenterology FaceBook group, a FaceBook group was recently established for the 70x2020 Colorectal Cancer Screening Initiative. This group has the potential to greatly improve our ability to communicate, since it bypasses the problems associated with a monthly newsletter which is too often a single-person effort.

If you have a talent for social media and are interested in serving as a content moderator for the 70x2020 FaceBook group, please contact Dr. Roy J. Duhe.

Call for planning committee for 2018 annual 70x2020 conference

Committee volunteers are needed to plan the 2018 annual 70x2020 conference. There are two major agenda items for this year's conference. The first is to begin the transition process to establish a self-sustaining Mississippi Colorectal Cancer Roundtable. The second will concern the proposal to apply unrestricted funds to increase colorectal cancer screening rates in rationally-targeted communities. Please contact Dr. Roy J. Duhe if you are interested in serving on the conference planning committee.

Which Mississippi organization will be the first to fulfill their 80% by 2018 pledge?

If you belong to any of the following organizations, and you'd like to share your organization's success story as you compete to be the first Mississippi organization to fulfill the 80% by 2018 pledge, please contact Dr. Roy J. Duhe.

- Central MS Health Services Inc.;
- Digestive Health Specialist, PA - MS;
- East Central MS Health Care, Inc.;
- GI Associates;
- KidsCAN;
- Magnolia Health Plan;
- Mallory Community Health Center;
- Mississippi Baptist Medical Center;
- Mississippi Primary Health Care Association;
- Mississippi State Department of Health;
- North Mississippi Medical Clinics, Inc.;
- Sanderson Farms Inc.;
- St. Dominic - Jackson Memorial Hospital;
- University of Mississippi Medical Center.

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<https://www.umc.edu/cancerinstitute/for-students-and-trainees/70x2020/overview.html>

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