

Switch Workshop 2A: Deliver the message that CRC screening is not so bad (do it for friends and family)

Facilitator: Patricia Bonifer-Tiedt
Scribe: Mary Ann Troyano

Who needs to change? Eligible individuals who go without screening

How should they change? Facilitate relationship with provider, become aware of what is available, reduce barriers

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Herd
Patient-to-patient word-of-mouth	Opportunity—hope for the future. “Do it for your friends and family”	It is only 1 day every 10 years!	Make it easy for patients to make an appointment by having “one click” online or one phone number that goes directly to appropriate person who can schedule appointments—no transfers, no long holds	Announcements saying “this many people have been screened in your neighborhood” to encourage others to get screened. Create competition Encourage people to talk to others Buddy bracelet

Switch Workshop 2B: Deliver the message to Increase CRC screening

Facilitator: Erica Breslau
Scribe: Erica Childs Warner

Who needs to change? Opinion leaders

How should they change? Priority on parallel between CRC and breast. Increase visibility, funding and emotional ties.

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Herd
Advocacy: Susan G. Komen Attaching CRC screening with other preventive care (mammogram, flu shots) Use of humor in messages Use of personal stories Personalize social messaging Use of survivors and champions (faith-based)	Tailor to the audience of leaders (with survivors) making it personal Build trust and show value of screening Tapping the competitive nature of men	Make it automatic Screen 80 and save 1 life (messaging to unions)	Utilize patient navigators Make it the social norm to talk about it and to get screened. Tailor messaging for the individual Use of sports—March Madness (blue in uniforms) “Madness not to get screened” Teamsters/unions	Use of buttons as badges of honor (also use t-shirts) Attach CRC to other screenings Tap into men and sports

Switch Workshop 2C: Using increased access to health care as an opportunity to target the new 50-year-olds accessing health services

Facilitator: Carrie Klabunde
Scribe: Suzette Smith

Who needs to change? Change perception to start screening earlier (age 47?) and target 50-year-olds (even doctors), find them through: primary care, DMV, AARP, insurance companies

How should they change? Create discount or incentives: discounts for good behavior (educing risks); incentives for employers; life insurance discounts; shrink the steps; create a check-off like car care

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Herd
<p>Kaiser</p> <p>NYC (C5) has patient navigators</p> <p>“Widely known” that at 65 window opens for Medicare</p> <p>In KY, gift cards for screening “prevention pays”</p> <p>Allegheny (PA)—\$ for meeting steps</p> <p>Pink Ribbon</p> <p>Create a group to encourage “Blue Star”</p>	<p>Use family ties to Motivate; use children to do the ask and use so-cial media</p> <p>Create positive feeling (Do not focus on the procedure, but on living longer and the fact that it is only every 10 yrs)</p> <p>Mix up the message and target populations</p> <p>Don’t focus on the many steps—saps the feeling</p> <p>Message: “You may look young, but your colon is 50”</p>	<p>Decrease steps -Direct access to FIT or colonoscopy</p> <p>Outreach</p> <p>Piggyback with other preventive care (e.g. flu shot)</p> <p>Move care together (comprehensive service under one roof)</p> <p>Keep focus; don’t overwhelm with too many tests/options</p> <p>New message: “Screen and Treat”</p>	<p>Patient navigation</p> <p>Bring screening to the patient</p> <p>Work place wellness</p> <p>Educate the public, make individuals aware</p> <p>EHRs</p> <p>“It’s not so bad” — message to entire staffs of medical practices, <i>not</i> just doctors</p>	<p>Work place wellness</p> <p>Make screening a “societal norm”</p> <p>Use class reunions</p> <p>Use family reunions to talk about family history</p> <p>Use community (barbers, farmers, churches)</p> <p>Use unique factors (ethnicity)</p> <p>Spouses</p>

Switch Workshop 2D: Increasing CRC screening in a time of tight budgets and scarce resources

Facilitator: Karen Peterson
Scribe: Sarah Abou-El-Seoud

Who needs to change? Third party payers: insurance companies, Medicare and Medicaid

How should they change? Use insurance lists to educate patients send yearly reminders to get screened (to individuals 50+), inform patients about benefits and/or offer incentives to get screened.

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Herd
<p>Insurance companies that send out emails or statements with health tips</p> <p>Companies that call members to talk about health programs and incentives offered as part of benefits</p> <p>Dentists do a good job of getting patients in through postcard reminders and phone calls</p>	<p>Appeal to morality; make the to focus on prevention—CRC screening is “the right thing to do” and that their competitors are doing it</p>	<p>Reduce the burden on the insurance company by doing the majority of the work.</p> <p>Provide text and design for emails/letters</p> <p>If doing regular mail, find a sponsor to pay for the printing</p> <p>Identify eligible patients 50+ with EHRs and/or email individuals just turning 50 about the screening benefit</p>	<p>Make it easy: put together a campaign (e.g. record messages for patients on hold, create text and design for email and regular mail) and share with insurance companies to distribute to members</p>	<p>Use bright spots to highlight examples of groups doing well—those making an effort to increase screening (e.g. report card)</p> <p>Numbers matter: use quantitative examples of the good in a positive light</p>

Switch Workshop 2E: Optimizing local or state government to increase CRC screening

Facilitator: Mary Doroshenk
Scribe: Bethany Biskey

Who needs to change? State and local agencies at all levels and elected officials on city councils and state legislatures

How should they change? Influencing the budget, mindset—prevention (cost), medical decisions, “Boston Day-Off” for screening” for city employees, break down dollars and cents of prevention similar to Heath’s “Glove Effect” story

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Heard
<p>“Champions” and survivors (especially survivors who are legislators)</p> <p>NYC’s C5 program</p> <p>Breast and Cervical Program</p> <p>Pike County, KY (local leadership)</p> <p>NE saved money</p> <p>MD tobacco refund—long term investment by Government</p>	<p>Personal story/ Survivors/Faces of colon cancer</p> <p>Humor</p> <p>Legislative cancer caucus</p> <p>Connecting w/the community, coaches and religious leaders</p> <p>Involve survivors and family story; Family as motivators: “Have you had one?”</p> <p>Family can show full spectrum and tell prevention story</p> <p>Disparity—cost of Prevention vs. none</p>	<p>Ask your legislator:</p> <p>“Have you had a colonoscopy?”</p> <p>“What is an easy thing you can help with?”</p> <p>“What do you spend on healthcare?”</p> <p>“Have you ever been to your local health department?”</p> <p>Learn to speak <i>their</i> language (state reps, etc.)</p> <p>Make it local—their constituency</p>	<p>Pledge forms for members of congress/local reps—ask them to commit on the spot</p> <p>Peer pressure environment/Town hall—make them feel there is only one choice</p> <p>Use community leaders (Pastors) as advocacy base</p> <p>Ask your elected officials in the media spotlight -tweet or video tape</p> <p>Develop a relationship with staff as well as members</p> <p>Education, be specific</p>	<p>Co-sponsoring</p> <p>Identify spokesperson</p> <p>Change the stigma</p> <p>Lobby day</p> <p>Change the message “social justice”</p> <p>Know what you want when you get in the door</p> <p>Small business Champions</p> <p>State chamber and other lobbyists/orgs, Competition between local businesses</p>

Switch Workshop 2F: Optimizing community resources to Increase CRC screening

Facilitator: Frank Berger
Scribe: Stephanie Guiffré

Who needs to change? Insurance companies

How should they change? Cover the uninsured

Direct the Rider: Find the Bright Spots	Motivate the Elephant: Find the Feeling	Motivate the Elephant: Shrink the Change	Shape the Path: Tweak the Environment	Shape the Path: Rally the Herd
<p>Kaiser provides services to the uninsured through a collaboration with community health centers in San Diego</p> <p>Blue Cross Blue Shield Foundation in SC screens the underserved through grant funding. They receive ongoing money for 340 colonoscopies</p>	<p>Find the champion (someone internally who is passionate and will do press releases, media interviews etc.</p> <p>Show what the competitor is doing; make other companies feel shame or embarrassment</p>	<p>Fund Screenings</p> <p>Give them the resources to make it happen</p> <ul style="list-style-type: none"> - Collaboration - Evidence of need 	<p>Create a committee to impact the change.</p> <p>Include:</p> <ul style="list-style-type: none"> -GIs -PCP -Pharma reps - Oncologists - And their social networks 	<p>Good press</p> <p>Feed their egos (E.g. Award Program)</p> <p>Put a face on the issue (appeal to emotion)</p> <p>Show success of what is working</p> <p>Keep looking for ways to sustain the change</p> <p>Say "Thank You"</p>