



Women's Wellness Connection  
Breast and Cervical Cancer Screening Program (BCCSP) Advisory Board

April 19, 2017

Location: Century Link  
(<https://stateofcolorado.centurylinkccc.com/CenturylinkWeb/WWC> and audio 720-279-0026 with passcode 335241#) - OR - A4D, 4<sup>th</sup> Floor, Building A  
Colorado Department of Public Health and Environment  
4300 Cherry Creek Drive South, Denver, CO 80246

Call to Order, Usual Business (Gladys Brown Jones Turnbough (Vice chair))

1. Roll Call, Determine Quorum

- Board members present
  - Gladys Brown Jones Turnbough (Vice chair) - In Person
  - Mandy Ivanov - Remotely
  - Taj Kattapuram - Remotely
  - Michael Oliphant - Remotely
  - Shana Santistevan - Remotely
  - Catherine Strode - Remotely
- Rosalina Roacha (Chair) was absent.
- Colorado Department of Public Health and Environment (CDPHE) staff present:
  - Emily Kinsella, WWC Section Manager
  - Kate DeShiell, WWC Program Assistant
  - Heather Link-Bergman, PSD Marketing and Communications Strategist
  - Marina Milzer, WWC Data Manager
  - Phu Mai, Student Intern with WWC (MPH program)

2. Email inquiries to Board

- There weren't any inquiries to the central board email account.

3. Age Expansion for Cervical Screening Update

- eCaST data - Marina Milzer
  - Presented data covering January 1 - April 17
  - Clinical Services - 21 of 46 agencies participating in expansion
  - Care Coordination - 17 of 28 agencies participating in expansion
- Preliminary data from Media campaign - Heather Link-Bergman
  - Targeted nine counties, English only
  - Goals:
    - Increase awareness of campaign
    - Increase number of cervical cancer screenings for qualified women ages 21-39
  - Launched Jan 21, 2017 - almost 5.8 million impressions (views) so far



- Tactics: all digital; all click through rates within industry average range or above
  - Landing page: WomensWellnessConnectionCO.com with over 6,000 impressions
  - See attached Slideshow
4. Introduce New Program Staff
    - WWC Nurse Consultant - Maxine Horton (works 70% time - Mon, Tues and Thurs)
    - Fiscal Officer - Cathy Van Tassel
  5. Plan for Recruitment of New Board Member (to replace Rosalina whose term ends 10/19/2017)
    - Reviewed preferred qualifications used in last recruitment -
      - Remove cardiovascular disease screening and control knowledge/experience
    - LGBT and Medicaid/ACA not as well represented on this board- where should we focus our outreach?
      - Colorado Youth Matter
      - Medicaid (Emily has specific person to email)
      - One Colorado
    - Save applications from this round for next April 2018 when Gladys' and Catherine's terms end
    - Applications will be due a few weeks before the July meeting so that Board members have time to review ahead of the meeting.
  6. Elect New Vice-Chair (to start in July)
    - Gladys will move to Chair at the end of this meeting.
    - Shana was elected to Vice Chair, starting at the end of this meeting.
    - Both terms last one year.
  7. Website Feedback
    - Board reviewed and provided feedback on how to clarify the structure and processes for enrollment into the program on the following website pages:
      - **WWC homepage**
      - **See if I qualify**
      - **Preparing for your appointment**
    - Feedback/recommendations for changes:
      - What can the patient expect at their first appointment?
      - Very wordy- suggest answering 3 basic questions that lead people to site (animation), list steps to process, video, flowchart/visuals
      - "Simple steps to get your screenings"
      - Use questions instead of statements in header
      - List types of info patients will be asked at appointment
      - Specific language in describing "free" health care
  8. Women's Wellness Connection Program Updates
    - Shirley Hass Schuett Award (confidential - do not share until after conference)
      - Board voted for annual statewide quality award winner from 5 regional winners
      - Cumulative award winners
    - Women's Health Conference - May 24-26



- First ½ day (Wednesday afternoon) will be dedicated to WWC - WWC past, present and future
  - Various women's health topics Thursday and Fri AM
  - Board members are welcome to attend all or part
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- NBCCEDP grant application
    - Submitted in February
    - Should hear about award in May/June
  - RFA
    - On track to be released on time
    - Funding tribes outside of RFA
  - Targeted Outreach
    - Summit May 8 and 9 with grantees
  - Performance Improvement Plans
    - Three agencies being put on performance improvement plans for lack of screening under Clinical Services and/or Care Coordination
  - RT Welter
    - Hired to provide options for paying towards co-pays and deductibles for underinsured
    - Visited with CDPHE staff - eCaST and Ryan White HIV Treatment program
    - Will also visit with Dr. Vo and Clinica Colorado
  - FY18 (first 6 months)
    - One RCCO has opted not to continue - other 3 are continuing
    - Additional funds for Clinical Services again

#### Open Forum

- Women's Wellness Day - May 13 - 5k and barbecue (Shana)
- 9Health Fair - May 20 @ Aurora Mall - Selling panties to raise funds (Gladys)
- WWC to send calendar appointments to Board for rest of the year's meetings

#### Upcoming:

- Update on Clinic Quality Improvement project (new data) was requested by Catherine
- Bylaws Orientation will happen again at July meeting (in person!)
- Selection of a new committee member at July meeting

Next meeting: July 19, 2017

