



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

April 15, 2015

Location: Adobe Connect (<https://Cdphe.adobeconnect.com/bccsp>) -OR-
B1E, 1st Floor, Building B
Colorado Department of Public Health and Environment
4300 Cherry Creek Drive South, Denver, CO 80246

In Attendance: Christine Fisher, MD, MPH, University of Colorado Hospital
Jane Lose, CNM, ANP, MSN, Metro Community Provider Network, joined at 2pm
Judith (Judi) Jackson, MSN-ED, MS RN-C, could only stay until 2:30
Largressa Munnerlyn, WWC Consumer
Barbara Newton, Susan G. Komen for the Cure, Aspen, Colorado - **Chair**
Rosalina Roacho, Metro Community Provider Network
Sue Tompkins, Community Volunteer
Jamie Vader, PA-C, Metro Community Provider Network - **Vice Chair**

State Representation: Emily Kinsalla, WWC Section Manager
Ivy Hontz, WWC Program Coordinator
Kris McCracken, WWC Program Coordinator
Shannon Lawrence, Evaluator
Sara Jestrab, WWC Program Assistant

Minutes

Call to Order at 1:20 pm (Barbara Newton, Chair)

1. Roll Call, Determine Quorum
2. Email inquiries to Board
 - a. No inquiries to the Board.

Evidence-Based Strategies to Increase Screening - Karen Forest, American Cancer Society

- Evidence based strategies are strategies that have been proven or shown to be effective by a credible, outside source (research papers, journal articles, external publications by other agencies, etc.). Using evidence based strategies means that you:
 - Don't waste time and resources on marketing strategies that don't work
 - Use strategies that have worked in similar populations as the one you are trying to reach
 - Will be able to measure if your strategy has been effective
- Suggestions for increasing outreach and screening:
 - If your agency has a marketing or PR person - use them!
 - Make sure local non-WWC providers are aware of the program and referral guidelines.
 - Do regular staff updates. Once is not enough.
 - If you are having trouble reaching your target population, talk to others who serve the same community.
 - Make marketing and recruitment a standard part of your WWC staff meeting agenda. What have you tried lately? Did it work or not? What new ideas do staff members have? Are there marketing resources within your agency that you're not utilizing? Etc.
- Please see Karen's Powerpoint for more information.



- Emily asked if there was anything from the presentation that the Board could do to improve outreach and screening.
 - Jamie asked about the poster with screening guidelines.
 - WWC has not been able to create this yet.
 - Jamie suggested sending to clinics with a cover letter.
 - The Board suggested outreach to Pediatrician offices, sending marketing materials, and sending information on eligibility and enrollment.

Shirley Hass Schuett Quality Award - Kris McCracken, WWC Program Coordinator

- Board Members voted from the 5 regional quality award recipients and Sunrise Community Health Center was selected as the Statewide Winner.
- WWC will ask for feedback and suggestions from the Board at a future meeting about criteria and process for these awards in the future.

New Board Member Election - 2 Members (Closed Session)

- Board Members voted on 5 applications. Linda Archer and Gladys Brown Jones were recommended as the new board members.
- With Barbara Newton's term ending, Jamie Vader becomes chair of the Board at the end of this meeting.

Vice Chair Election (Closed Session)

- Board Members elected Dr. Christine Fisher as vice-chair. Her position begins at the end of this meeting.

Program Updates (Emily Kinsella, WWC Section Manager)

- Evaluation Plan Update - Shannon Lawrence
 - WWC drafted an evaluation plan last fiscal year (2013-2014), but at the end of the year WWC learned that the evaluation plan would not be due until the end of this fiscal year (by June 29, 2015).
 - Shannon presented a draft of the revised evaluation plan.
 - Board feedback:
 - Lean - Board suggested gathering data from agencies that have withdrawn from WWC, as well as new versus old agencies.
 - Targeted Outreach - Board suggested gathering data from agencies receiving referrals.
- Targeted Outreach Overview - Ivy Hontz
 - A total of seven awards were made to the following agencies: Denver Health, Heart of the Rockies, Penrose, Somali American Community Center, Spanish Peaks, Uncompaghre and Weld County Public Health.
 - Heart of the Rockies and Somali American Community Center are new to WWC and are not clinical services agencies.
 - Each agency is implementing their work plan. Each agency is doing very different work.
 - Each agency has submitted a continuing application and budget for the next fiscal year.
- One-time Grant Update
 - Requests totaled \$891,929.98
 - 42 agencies requested funds
- Request for Proposals
 - WWC Clinical Services and Care Coordination recipients are considered Contractors/Vendors (versus Sub-Recipients)
 - RFP is used to solicit Contractors/Vendors
 - Temporary staff person is working to transfer previous RFAs into RFP format
 - Prioritizing Care Coordination RFP
 - Will also do Clinical Services RFP
 - Timeline unknown at this point
- Women's Health Conference in June in Breckenridge.
 - "Wonder Woman 2015 Conference"



- In collaboration with Family Planning
- 1:00 pm June 10 (Wednesday) until Noon, June 12 (Friday) in Breckenridge
- The sessions will cover both clinical and administrative topics related to both the Family Planning and Women's Wellness Connection programs. Offerings include, but are not limited to:
 - gynecological cancers other than breast and cervical;
 - contraceptive updates;
 - HPV beyond cervical cancer;
 - fundamentals of patient navigation and case management in breast and cervical cancer screening;
 - coding and billing;
 - providing LGBT appropriate services;
 - creating a workspace and office that relieves stress while increasing efficiency and joy;
 - health and wellness for health care providers;
 - leadership;
 - and communication.
- Are Board members interested in attending? Should summer Board meeting be moved up and held before, during or after conference?
 - Board members decided to keep the July 15 meeting at CDPHE
- Road Show - Fort Morgan
 - Final Road Show is Friday, April 24 in Fort Morgan
 - It is fun to have Board members attend!
 - Denver was successful (despite snow) with 44 people in person and 14 online, from 19 agencies.
 - Pueblo was successful with 31 people from 15 agencies attending.
- Wildly Important Goal / Lead Measures
 - WWC is trying to follow the Four Disciples of Execution in order to prioritize efforts and move things forward (versus the "whirlwind" of too many competing priorities)
 - In the beginning of March the team settled on this Wildly Important Goal: *Increase the number of women served through WWC* from 3,053 women between June 30, 2014 and January 15, 2015 to 15,000 women in FY17. (*clinical services, care coordination, outreach).*
 - However, the team has decided to revisit this goal to determine if we should revise it to be something over which we (at the state) have more direct control.
 - Once a Wildly Important Goal is finalized, the team will decide on 1-2 Lead measures, create a scoreboard to track progress, and meet weekly to discuss.
- Patient Navigation Training Credentialing Project
 - WWC will be funding the creation of a voluntary Patient Navigation Training Credentialing program
 - Participants in credentialed programs will have to pass a competency-based test
 - Registry for graduates of credentialed PN training programs
 - Term-limited staff person at CDPHE to lead work
 - Advisory board
- Update on screening numbers
 - Emily showed the WWC Investments Slide
 - Care Coordination
 - As of the March 16th bill run, the WWC Care Coordination Grant Program coordinated 162 screenings with 8 of 14 contractors now generating a bill. Goal is 2,400 women.
 - Clinical Services
 - As of the March 16th bill run, WWC Clinical Services agencies had screened 3,768 women. Goal is 8,965 (42 percent of goal).
 - WISEWOMAN



- As of the March 16th bill run, WISEWOMAN has screened a total of 420 women. Goal is 2,000 (21 percent of goal).
- Tried to revise goal down, but CDC would not approve. Said they understand that most states will not meet their goals and would not be penalized.
- The Board asked about the status of the Cervical Expansion to lower ages.
 - Emily said WWC is working with HCPF to try to implement this expansion. Slow process but moving forward.

Thank you Judi and Barbara for your years of service to the Board!

Adjourned meeting at 3:52 pm

Next meeting July 15,2015 at the Colorado Department of Public Health and Environment, 4300 Cherry Creek Drive South, A-4, Denver, CO 80246

