



Public Policy and Promotion Advisory Group
Conference Call Agenda
Wednesday November 14, 2012
9:00 a.m. – 10:00 a.m.

Conference line: (888) 670-3525 Conference code: 8338411399

Facilitators: Camilla Reid and Jessica Peterson

Purpose: To share ideas and best practices for increasing colorectal cancer screening rates.

- I. Call to Order
- II. Introduction of new Gainesville Region Community Navigator
- III. Discussion Items
 - Group Name
 - Website revision
 - CRC Article, “When it comes to colon cancer checks, options exist”
 - March, CRC Awareness Month
 - Partner Activities
 - March, Colorectal Cancer Awareness Activities
 - Screen for Life Activities
 - CRC Consumer Awareness Campaign
 - Grocery Store Bags Go Blue
 - Medical Society Presentations
 - Provider CME Workshops
 - Collaborative Opportunities
 - State and Local Proclamations
 - Dress In Blue Day
 - Earned Media (radio, newspaper, utility notices, organization newsletters, etc.)
- IV. Next call scheduling & adjournment