

# Endpoints Report

2023



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CANCER / STAGE  
SHIFTING / INITIATIVE

# Cancer Stage Shifting Initiative

## *Endpoints Report: Phase 1 -Phase 2*

Presented by

**National Minority Quality Forum**



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# Background

## Cancer Stage Shifting Initiative



*Inspired by the bold goals of President Biden's reignited Cancer Moonshot, National Minority Quality Forum (NMQF) launched the multi-sponsored Cancer Stage Shifting Initiative (CSSI) as its contribution to end cancer as we know it.*

CSSI's mission is to move historically excluded communities in the U.S. from a disparate, late-stage diagnoses to early-stage diagnoses and treatment of cancer with an initial focus on people living with colorectal cancer.

Stage shifting requires system changes via coordinated efforts involving patients, caregivers, families and all stakeholders in the oncology community and beyond, advocating for, educating and communicating about earlier detection and treatment of cancer among marginalized populations. NMQF expects to reach more than 11 million patients, clinicians and other stakeholders monthly through its unique capabilities related to advocacy and policy, social media communication, clinical research, quality improvement and community engagement.

Cancer Moonshot creates the opportunity to center equity in cancer detection and treatment at the dawn of emerging technologies. Stage shifting will require system changes brought on by a coordinated effort that involves advocacy and education, access to clinical research, representative data, quality improvements in care and community engagement focused on the early detection and treatment of cancer in marginalized populations.



# Background

## Cancer Stage Shifting Initiative

NMQF is engaging a two-pronged approach to address awareness of clinical barriers, policy barriers and systemic bias to early detection and screening, particularly among marginalized populations in prioritized geographies with disparities in cancer outcomes.

- The first prong focuses on improving screening and diagnosis rates, as well as navigation to and through the cancer continuum of care related to those cancers with established screening methods and guidelines (Breast, Colorectal, Endometrial, Lung, Prostate and Skin).
- The second prong is aimed at screening for more than 50 cancers through the clinical development and reimbursement of Multi-Cancer and Early Detection (MCED) technologies and ensuring a patient pathway to subsequent diagnosis and treatment.

NMQF is leveraging its proven capabilities in data, communication, community engagement, clinical quality improvement and clinician education, policy, and clinical and social research to support the CSSI efforts.

Phase 1 of the CSSI Initiative Action Plan was launched in the fourth quarter of 2022. Phase 1 included broad communications activities, including the launch of an online hub featuring resources for clinicians, patients, advocates, researchers and industry. Phase 2 launched the development of demonstration projects to increase traditional colorectal cancer screening and MCED testing in key geographic areas across the country.

# CSSI Advisory Board

**Ashley Dedmon**

American Cancer Society, Director of National Breast Cancer Roundtable

**Katherine Cornish**

Tigerlily Foundation, Director of Clinical Trials and Partner Engagement

**Maimah Karmo**

Tigerlily Foundation, President and CEO

**Leigh Boehmer, PharmD., BCOP**

Association of Community Cancer Centers, Chief Medical Officer

**Alec Calac**

MD-PhD student, US San Diego; President, Assoc. Of Native American Medical Student

**Ricki Fairley**

Touch - Black Breast Cancer Alliance, Chief Executive Officer

**Reesa Motley Reynolds**

The Charles McKinley Reynolds Jr. Pancreatic Cancer Pain Management Initiative

**Cindy Gavin**

Let's Win Pancreatic Cancer, Founding Executive Director

**Patricia Moreno, PhD**

Assistant Professor, Department of Public Health Sciences, Miller School of Medicine, University of Miami

**Cindy Brohotm, DNP, MPH, FNP-BC**

Assistant Professor of Nursing, Harriet Rotkopp Heilbrum School of Nursing, Long Island University/Brooklyn

**Esther Krofah**

Executive Vice President, Milken Institute

**Pam Traxel**

Senior VP of Alliance Development and Philanthropy, American Cancer Society

**Shyrea Thompson**

Founder and Principal, The IRIS Collaborative

**Elizabeth Valencia, MD,JD,FCLM**

Assistant Professor of Radiology, the Mayo Clinic

**Upal Basu Roy, PhD, MPH**

Executive Director of Research, the LUNgevity Foundation

**Marvella Ford, PhD**

Prof., MUSC Dept. of Public Health Sci and Assoc. Dir., Pop. Sci. and Cancer Disparities Hollings Cancer Center

**Scout, PhD**

Executive Director, National LGBT Cancer Institute

**O. Samuel Adekolujo MD, MBA, FACP**

Medical Oncologist & Hematologist, Karmanos Cancer Institute

**Andrew Chan, MD, MPH**

Professor of Medicine, Harvard Medical School; Director of Cancer Epidemiology at Massachusetts General Hospital

**Victoria Baptiste, BSN, RN**

Registered Nurse, The Henrietta Lacks Initiative

**'Lola Fashoyin-Aje, MD, MPH**

Deputy Director, Division of Oncology; Associate Director, Science and Policy to Address Health Disparities, Oncology Center of Excellence; Food and Drug Administration (FDA)

# Metrics for Success

## Cancer Stage Shifting Initiative

The CSSI aims to shift the narrative of cancer diagnosis in historically excluded communities from later stages to early stages. To do so, it is vital to outline success. Thus, NMQF has determined the following as metrics of success:



Increase in number of people screened (traditional & MCED).



Number of demonstration projects in critical geographies with high cancer incidence/environmental exposure.



Number of community stakeholders engaged in short-term and long-term solutions.



Media hits, Online Hub Engagement, Social media participation, reach and impression.



Policy movement and action in legislative and regulatory spaces.



Baseline staging data per geography - medium to long term. Measuring the shift in a given geography (long term).



# National Minority Quality Forum Center for Sustainable Health Care Quality and Equity



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Center for  
**Sustainable Health Care**  
*Quality and Equity*



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# Establishing Colorectal Cancer Community Interventions

Cancer Stage Shifting Initiative × SHC

## The Center for Sustainable Health Care Quality and Equity (SHC)

The SHC team at NMQF began the development of a quality improvement and clinical education (QIE) and community engagement program to combat health inequities in colorectal cancer (CRC) in five geographic areas. Using the NMQF Colorectal Cancer Index and the colorectal cancer data from the Centers for Disease Control and Prevention (CDC), these geographic areas - Houston, TX; Chicago, IL; Birmingham, AL; Queens, NY and Prince George's County, MD- were identified as having high rates of colorectal cancer disparities among historically excluded populations.



**Faith Health Alliance (FHA)** collaboration and educational materials. The FHA is a network of 22 Black-led, protestant churches across the U.S. Each church and their leadership serve as public health beacons for their congregants and in their communities. They may participate in disseminating public health education and information, hosting screening fairs, and/or inviting trusted practitioners to assist in educating their congregations.



**HAIR Wellness Warriors** collaboration and educational materials. The HAIR Wellness Warriors program is an expansion of the Health Advocates in Reach and Research (HAIR) program that began at the University of Maryland over one decade ago under the leadership of Dr. Stephen B. Thomas. The program positions barbers and stylists and community health ambassadors and public health champions in their communities and for their clients. Their barbershops and salons serve as public health hubs



# Establishing Colorectal Cancer Community Interventions

## Cancer Stage Shifting Initiative x SHC

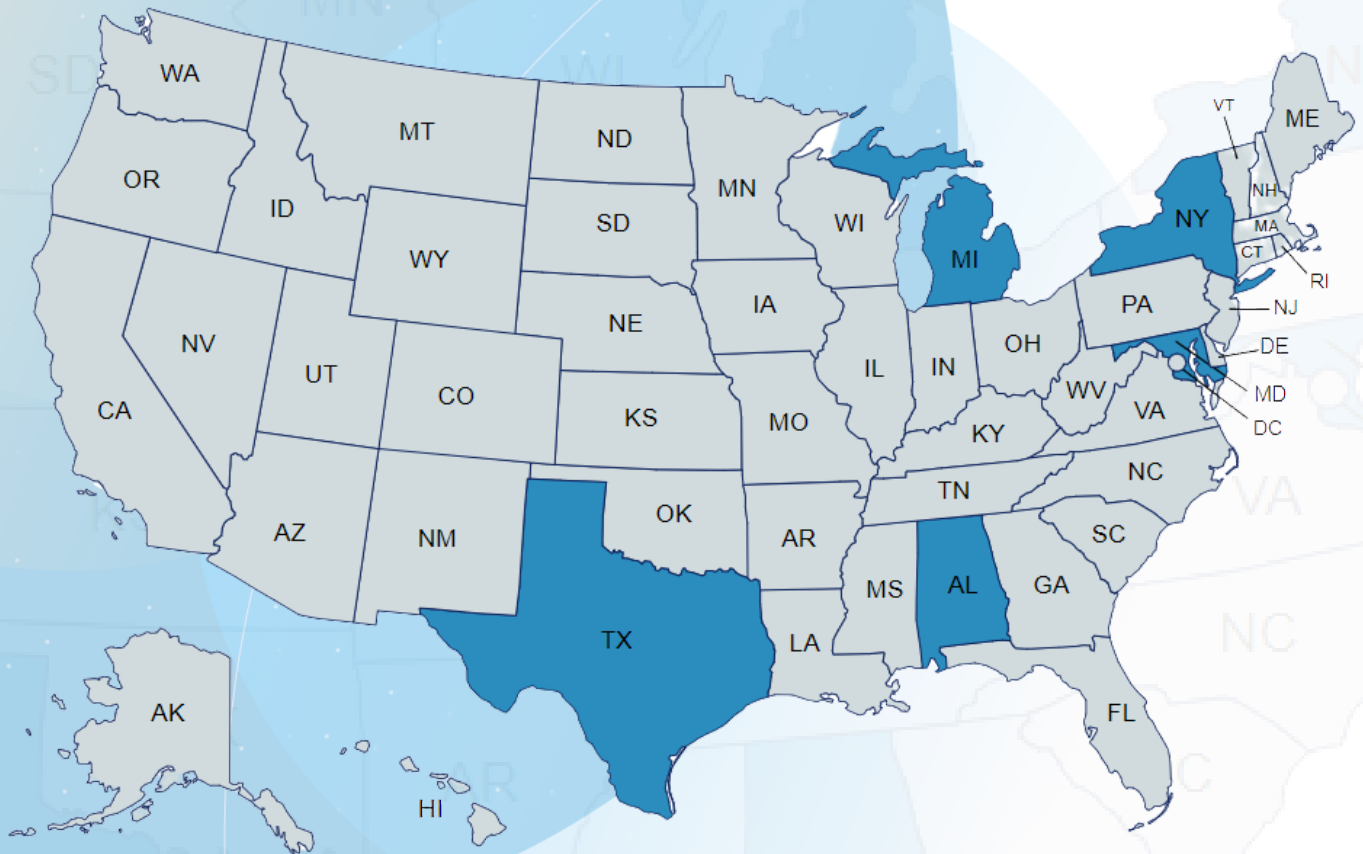
According to the intended aims above, SHC has executed on the following:

- Identified and done initial outreach to health systems and churches in each of the five geographies. SHC has obtained verbal agreements to participate in CRC initiatives from most participants.
- Invited experts across sectors to participate in a one-time advisory board meeting that will serve to help inform and guide our work. The advisory board meeting was held on Feb. 12th 2023. This meeting allowed for SHC to receive further guidance on both goals and deliverables. During this meeting disparities, inequities and barriers for CRC screening were identified. Gaps and recommendations for CRC screening (ex. age, race/ethnicity, and family history), were also identified. The advisory board meeting also guided the creation of the CRC QIE toolkit, and the need for culturally competent education models was highlighted. The importance of patient centered care was highlighted as well as the importance of providing education to medical professionals on breaking the cycle of the creation of disparities.
- Finalized the CRC QIE library of examples, a CRC QIE toolkit, and CRC communications toolkit. The health systems are in the process of completing practice assessments that will aid in identifying barriers, current CRC screening protocols, and makeup of both health systems as well as patients. SHC will conduct launch meetings in each city, between May-June.

During these launch meetings SHC will review practice assessments, review the DRIVE module, as well as connect each partner in each city teaming up for the CRC screening project. These meetings will also allow for further planning and collaboration of events that will be held by the FHA church as well as the HAIR Wellness Warrior barber/stylists.

# Launching Colorectal Cancer Community Interventions

Cancer Stage Shifting Initiative x SHC



## Confirmed outreach:

Alabama  
Illinois  
Maryland  
New York  
Texas

# Launching Colorectal Cancer Community Interventions

Cancer Stage Shifting Initiative x SHC

DRIVING Equity in Colorectal Cancer

Location	Clinical Partner	Church	HAIR Wellness Warriors
Houston, TX	Kelsey Seybold Clinic	Brentwood Baptist Church	Met with two stylists and they have verbally agreed.
Queens, NY	NYC Health + Hospitals/ Elmhurst	OLOS	In discussion with a few barbers/stylists. UMD has many that they have worked with in this area.
Chicago, IL		New Spiritual Light Missionary Baptist Church	Met with a stylists and they have verbally agreed
Prince George's County, MD		The Sanctuary at Kingdom square	In discussion with a few barbers/stylists. UMD has many that they have worked with in this area.
Birmingham, AL	eCure Clinic	Payne Chapel African Methodist Episcopal Church	In discussion with a few barbers/stylists.

# National Minority Quality Forum Center for Clinical and Social Research



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CENTER FOR  
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# National Minority Quality Forum Appoints Dr. Salvatore Alesci as SVP of the Center for Clinical and Social Research



Dr. Salvatore (Salvo) Alesci, M.D., Ph.D. joined NMQF in June 2023 as the Senior Vice President of the Center for Clinical and Social Research which leads the Alliance for Representative Clinical Trials (ARC). ARC is a multi-sponsor public/private program focused on increasing clinical research participation within communities of color and other populations that have been underrepresented in clinical trials.

In this leadership role, Dr. Alesci will spearhead the organization's efforts to advance health equity, improve healthcare outcomes, and drive research initiatives that address the disparities faced by minority populations.

Dr. Alesci is a physician-scientist and healthcare executive with over two decades of working experience spanning multiple leadership roles in the government research and biopharmaceutical sectors. His expertise in R&D strategy and translational medicine have been applied to multiple therapy areas and drug pipelines. With a track record of groundbreaking work in medical research, health policy, and patient advocacy, a profound understanding of the intersection of clinical and social determinants of health, and a passion for addressing health disparities, Dr. Alesci is uniquely poised to lead NMQF's efforts in fostering innovative research to promote health equity.

In his role, Dr. Alesci will be responsible for leading development and implementation of a strategic and operational plan for the Center for Clinical and Social Research, including oversight of the departmental budget. Working collaboratively with NMQF cross-functional teams, Dr. Alesci will establish and maintain a clinical research network consisting of minority-serving community clinicians, oversee development of research grants and sponsorships, and coordinate research-based projects. As a member of NMQF executive team, Dr. Alesci will liaise with private organizations and public agencies to advance the research and government relations/public policy objectives of the organization. In particular, he will lead collaborative activities to raise public awareness on the value of diversity in research and clinical trials. He will enhance our Executive Office capabilities by cultivating new relationships and manage projects to deepen and broaden our impact, while leveraging existing partnerships.

# Building Clinical Trial Diversity

## Cancer Stage Shifting Initiative x CCSR

### Alliance for Representative Clinical Trials (ARC)

The Alliance for Representative Clinical Trials (ARC) is a multi-sponsored public/private program organized to diversify and bring clinical trials to historically excluded communities that have been underrepresented in clinical trials.

ARC houses two unique clinical services arms: 1) the PI Institute; and 2) the Clinical Investigative Site Network (CISN). The PI Institute invites community clinicians and site personnel to attend a 13-hour training course conducted by a leading global research organization. This instructor-led, virtual training program focuses on the International Council for Harmonization of Technical Requirements for Pharmaceuticals for Human Use (ICH) Guideline for Good Clinical Practice (GCP) guidelines. Upon successful completion of PI training, a certificate of achievement of core clinical research site competencies is issued. The CISN conducts sponsored clinical trials through a network of PI Institute graduates.

Via the Cancer Stage Shifting Initiative (CSSI), Alliance for Representative Clinical Trials (ARC) refines clinical trial processes ensuring optimally performed trials using single contracting, budgeting, centralized IRB, and more via a centralized coordinating center. Thus, facilitating an efficient, coordinated approach to clinical trial research, and lessening the burden on community clinicians who may already be experiencing burnout. ARC is uniquely positioned for the CSSI to do the following: Diversify its clinical trials through the PI Institute and the CISN, including sponsors' abilities to conduct their own inspections and feasibility studies of clinical sites before commitment.

### Colorectal Cancer Clinical Trial Studies

Detecting Cancers Earlier Through Elective Blood-Based Multi-Cancer Early Detection (MCED) Testing – Study of All Comers (SOAR): Three sites have been selected (Franklin, Louisiana; Queens and Bronx New York) that have had a pre-site initiation visit (PSIV) and two (2) have been approved as study sites.

In January 2023, Exact Sciences made the decision to pause and reevaluate the SOAR pivotal trial. They are still committed to carrying out the trial and anticipate that they will initiate the trial sometime in 2024.

Informed choice intervention for colorectal cancer screening (COMPASS): Two (2) sites located Albany, Georgia and Queens, New York, have completed their Site Initiation Visits (SIV) and are expected to receive activation confirmation by June 2023 to begin enrolling participants into the trial.

# Building Clinical Trial Diversity

## Cancer Stage Shifting Initiative x CCSR

### LUNG CANCER STUDIES

ARC and the clinical study team at Merck have been in discussions regarding the clinical trials in Merck's pipeline and will continue selection in Q1 of 2023. ARC has provided Merck with data analyses. One objective of the collaboration was to identify practices treating non-small cell lung cancer (NSCLC) and understand the demographics of patients, particularly those from underrepresented groups. The findings provide insights on patient concentration and help target specific regions or communities for early intervention. The following key points summarize our analysis:

#### Patient Concentration and Geographical Distribution:

- Analyzed the data by geography to identify areas with a high concentration of NSCLC patients.
- Identified Cook County in Illinois, Los Angeles County in California, Wayne County in Michigan, Philadelphia County in Pennsylvania, and Harris County in Texas as regions with a high concentration of non-white patients.
- Notably, Cook County in Illinois and Harris County in Texas appeared on both the Medicaid and Medicare beneficiary data analyzed for a high number of lung cancer patients.

#### Challenges in Early Intervention:

- Early intervention before treatment initiation is a significant challenge in reaching NSCLC patients.
- Understanding patient distribution and the practices treating them is essential to identify target areas and improve early intervention efforts.

#### Recommendations:

- Based on the findings, we recommend focusing on the identified regions with a high concentration of NSCLC patients, especially those from underrepresented groups.
- A compiled list of oncologists treating NSCLC patients, along with the number of unique NSCLC patients and the number of patients from underrepresented groups treated (Medicare and Medicaid combined), has been provided.

These findings aim to inform strategies for improving access to timely and appropriate care for NSCLC patients, particularly those from underrepresented groups. By targeting the identified regions and collaborating with oncologists, we can enhance early intervention efforts and ultimately improve patient outcomes.

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# Launched Cancer Equity Online Resource Center

Advocacy & Education

## Online Hub

NMQF's Center for Communications and Public Affairs launched an online communications hub for the Cancer Stage Shifting Initiative. The hub includes several interactive features designed to increase awareness about cancer disparities, innovation in early detection/treatment, and provide patient-oriented and clinician-oriented resources to close gaps in cancer care delivery, including:

- Flight Plan to Equity Cancer Timeline Simulator
  - Innovation Center
  - Information on innovative cancer care including diagnostic tools and treatment Innovation educational video series that highlights innovations working to eliminate cancer disparities
- Cancer Command Center
  - Interactive Map of Areas of High Cancer Incidences or Risk of Cancer
  - Patient Headquarters featuring FAQ center with financial resources, "Share Your Story" engagement module, local cancer organization locator, and cancer screening locator
  - Clinician Command Center featuring principal investigator training enrollment, access to sign up for clinical investigative site network, and anti-racism/implicit bias training resources
- Policy Action Center and Latest News
  - Information on the latest news and grassroots action in support of policies that address barriers to equitable cancer care



# Raising Awareness of Colorectal Cancer Burden

## ADVOCACY & EDUCATION

### SOCIAL MEDIA

Utilizing poignant narratives and compelling visuals, CSSI's social media campaigns resonated deeply with audiences, driving an impressive 18,078 pageviews and drawing the attention of 7,886 unique visitors to the online hub. By thoughtfully harnessing various social media platforms, the initiative has not only raised awareness about the nuances of cancer stages and the importance of screening but also provided invaluable information that touched lives. The campaign's success underscored the undeniable impact of a well-crafted message delivered through the right channels with approximately 240,000 views each month on social media.

### INNOVATION VIDEO SERIES

What are the biggest myths about colorectal cancer? In March 2023, CSSI launched the “Detecting the Silent Cancer: Innovative Technologies for Colorectal Cancer Detection” series – where Dr. Durado Brooks, Associate Chief Medical Officer of Screening at Exact Sciences, unravels facts vs. fiction, and Dr. Travelle Ellis, Director of Health Equity Education at Exact Sciences, shares how colon cancer can be preventable when we stay up to date on screenings.



# Calling for Action on Cancer in Minoritized Communities

## ADVOCACY & EDUCATION



### WHITE HOUSE BRIEFING

CSSI convened a briefing on “Cancer in Minority Communities” as a part of the Cancer Stage Shifting Initiative – aligned with President Biden’s Cancer Moonshot 2.0 – on April 10 at The White House. Dr. Gary A. Puckrein, NMQF President and CEO, led the briefing, which brought together stakeholders from the oncology community, minority health organizations, cancer experts and patient advocates to discuss earlier detection and treatment of cancer among underserved populations. Speakers highlighted the link between environmental injustice, health disparities, and increased cancer incidence in at-risk, historically disenfranchised communities as well as the emergence of multi-cancer early detection technologies that could fundamentally shift cancer detection, diagnosis, and treatment to an earlier stage.

### UNITED IN BLUE RALLY

On March 13, Fight Colorectal Cancer – along with a community of patients, survivors, caregivers and advocates – rallied together on the National Mall in Washington, D.C., for the United in Blue Rally to raise awareness for colorectal cancer. NMQF VP of Communications and Public Affairs Adjoa Kyerematen joined Fight Colorectal Cancer and advocates to raise awareness and honor and remember the community of colorectal cancer loved ones. At the rally, she highlighted the disparities in colorectal cancer rates and outcomes for Black individuals and discussed the work of our Cancer Stage Shifting Initiative.



# Answering the Call in Flint

## Flint, Michigan

In 2022, the White House Cancer Cabinet identified priorities to: (1) close the screening gap, (2) understand and address environmental exposure, (3) decrease the impact of preventable cancers, (4) bring cutting edge research through the pipeline to patients and communities, and (5) support patients and caregivers. In August 2022, representatives of the White House Cancer Moonshot team facilitated an introduction between NMQF and members of a community-academic collaborative called the Flint Community Cancer Consortium (FC3) based in Michigan to explore partnering with CSSI.

As a function of the CSSI, NMQF is focused on bringing targeted solutions to the Flint, Michigan community.

Plagued by environmental justice that has been wrought with dismissal of such oppression, Flint residents face a unique public health crisis that must be addressed head on. The link between environmental injustice and increased cancer incidence is acknowledged by the National Cancer Institute and has resulted in a clarion call for increased resources. Thus, NMQF values partnering with GRAIL to make a concerted community-led effort that will commit solutions to the community and build trust in national non-profit and biopharma partnerships. It is well documented that adults enrolled in Medicaid have significant unmet needs for cancer early detection - as adherence to recommended screenings is low, there is a high prevalence of cancer risk factors, and pervasive cancer disparities in late-stage diagnosis and outcomes among minority communities.

Flint community residents and researchers have recently been concerned about an elevated cancer incidence rate in Flint, particularly for unscreened cancers. As a result, Flint has recently been identified by the NMQF as a key focus area as part of their CSSI in support of the White House Cancer Moonshot Initiative.

# Launched CSSI Demonstration Project in Flint

## Kick off Study to Determine Existence of a Cancer Cluster

Due to the increased observance by the community of cancer incidence in the Flint, Michigan area, community leaders, academics, and scientists wish to partner with NMQF to explore the possible existence of a cancer cluster. To date, the FC3 has conducted the following:

**1. Hybrid Research Planning Session:** On November 29, 2022 the Flint Community Cancer Consortium (FC3) with support from NMQF and Exact Sciences hosted a hybrid (in-person and virtual) research planning session. The meeting boasted attendance from NMQF's CSSI leadership, Exact Sciences leadership, cancer cluster experts from the Centers for Disease Control and Prevention (CDC), the National Cancer Institutes (NCI) and National Institutes of Health (NIH), the Agency for Toxic Substances and Disease Registry (ATSDR), researchers from the University of Michigan and Michigan State University, and Flint community leaders. Michigan Department of Health and Human Services presented data that clearly noted disparities in cancer outcomes across the Flint community and its marginalized residents. On January 17, 2023, a second hybrid research planning session will be held to delineate the scientific hypothesis, research questions, and methodology of the FC3.

**2. Community Engagement:** NMQF CSSI leadership held a virtual introduction as a precursor to an in-person Flint community listening session to be held in Q1 of 2023. The virtual introduction aimed at introducing key community and informant leaders (7 attendees) to NMQF and understand their public health needs and concerns. During the introductory call, community leaders were asked the following:

- What drives your engagement with the Flint community?
- Is cancer one of your health concerns?
- Do you have any other health concerns?
- How do you feel the Flint health crisis is being perceived (locally and nationally)?
- In your opinion, are there additional health-related issues that are not being addressed by your local and/or national leadership?
- Would you and/or members of the community be interested in working with NMQF?

During the discussion, community leaders noted the following:

- Community members generally feel an overwhelming sense of pride as Flint residents. They are concerned parents, family members, caregivers, neighbors. The Flint community members and leaders feel that the entire area has been marginalized by the government and has been victim to environmental injustice.
- Community leaders underscored the importance of cancer education and the intersections of poverty.

# Conducted Community Listening & Surveys in Flint

Community Listening Session on Cancer Care Disparities in Flint, MI: Insights

Date: January 17th, 2022 and May 6th, 2023

Location: Flint, Michigan

Attendees: Flint community members, community leaders, community-based organizations, health professionals, researchers, industry/innovators, representatives from NMQF.

Community listening sessions and surveys held in Flint, Michigan aimed to engage the community and gain insights to support the National Minority Quality Forum's Cancer Stage Shifting Initiative (CSSI) focused on early-stage diagnosis and treatment of cancer in vulnerable and minoritized populations. A full report will be released upon the completion of Phase 2 at the end of 2023.

## Key Insights:

- Flint residents are also concerned about nutrient-dense food access, food swamps, food deserts, environmental injustices, lack of quality health care providers and working in the community within a collaborative network.
- Community leaders feel that their public health and environmental concerns have been neglected and that the “world is completely unaware”. They are doubtful that justice will occur for the community.
- Community leaders feel that there have been no solutions brought to bear for the African American community in Flint.

## Environmental Justice and Cancer Incidence Rates:

- The Flint community acknowledged the importance of addressing the impact of cancer and working towards reducing cancer-related disparities.
- The community expressed deep concern over the environmental justice issues they have faced, particularly the water crisis and its potential link to increased cancer incidence rates.
- Community members highlighted the need for comprehensive research on the long-term health effects of the water crisis and the importance of addressing environmental factors contributing to cancer risk.

# Conducted Community Listening & Surveys in Flint

## Community Concerns and Challenges:

- Participants shared personal experiences with cancer and expressed concerns about health disparities in cancer outcomes within Flint.
- The impact of environmental factors, including the water crisis, on cancer rates and overall health was highlighted as a unique challenge faced by the community.

## Barriers to Accessing Cancer Care:

- Participants identified barriers such as lack of awareness, limited resources, transportation issues, and systemic challenges that prevent community members from receiving timely cancer screenings and medical care.
- Addressing these barriers was seen as essential for improving cancer care and outcomes.

## Building Trust and Collaboration:

- Building trust between NMQF and the Flint community was emphasized as a crucial step in promoting collaboration and engagement.
- Participants highlighted the importance of community-led initiatives and stressed the need for NMQF to work closely with community leaders and organizations to promote cancer education and prevention in Flint.

## Importance of Multi-Cancer Early Detection (MCED) Testing:

- There was interest in understanding and exploring the potential benefits of MCED testing in improving cancer outcomes for the community.
- Participants discussed the paradigm shift in cancer care with the emergence of multicancer early detection (MCED) testing. They expressed interest in understanding the risks and benefits of MCED testing, as well as learning more about the research to determine the optimal use of these tests in their communities.

# Advanced Cancer Screening in Flint

## Flint Community Cancer Screening and Health Fair: January 2023

MQF kicked off efforts to increase early-stage detection cancer screenings in Flint, Michigan, on Rev. Martin Luther King Jr. National Day of Service, Monday, January 16th. In partnership with Hurley Medical Center, McLaren Flint Hospital, Hamilton Community Health Network, St. Mark Community Outreach Center, Michigan United, Genesee County Health, MI-CARES, American Cancer Society, Colorectal Cancer Alliance, and Fight Colorectal Cancer, the event provided colorectal cancer screening kits, COVID-19 and flu vaccinations, and general health screenings. Flint residents were also able to receive fresh produce from the local food bank after completing their health screenings and visiting booths from patient advocacy organizations.

NMQF President and CEO Dr. Gary Puckrein, Exact Sciences CEO Kevin Conroy, Meridian CEO Patty Graham and local community leaders worked to raise awareness of the need to increase cancer detection and diagnosis in Flint.





# Advanced Cancer Screening in Flint

## Flint Community Cancer Screening and Health Fair: August 2023

In the summer, NMQF, in collaboration with major partners, came together once again to address cancer concerns within the Flint community by targeting a hard-to-reach patient population. NMQF, in partnership with Genentech, proudly organized the Flint Community Cancer Screening and Health Fair. This event took place at Flint Northern High School on August 26, 2023, coinciding with their annual class reunion tailgate.

The cancer screening and health fair was made possible through partnerships with a wide array of organizations, including Exact Sciences, McLaren Flint Hospital, Hamilton Community Health Network, St. Mark Community Outreach Center, Michigan United, Genesee County Health, MI-CARES, American Cancer Society, Lungevity, MiGHT, Leukemia Lymphoma Society, and many others. The event offered colorectal cancer screening kits, mammogram and vision screenings, lung cancer risk assessments, and general health screenings and educational resources. We also had medical professional present on cancer prevention and treatment Upon completing health screenings and visiting booths from patient advocacy organizations, Flint residents had the opportunity to receive fresh produce from the local food bank. To incentivize participation, attendees were also provided with additional giveaways.



# Measuring Impact: Flint

## FLINT COMMUNITY CANCER SCREENING AND HEALTH FAIR: JANUARY 2023

### Data + Engagement: Highlights



## FLINT COMMUNITY CANCER SCREENING AND HEALTH FAIR: AUGUST 2023

### Data + Engagement: Highlights



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# More Information

*Please contact Adjoa Kyerematen, National Minority Quality Forum Vice President of Public Affairs and Communications via telephone (202) 220-8505 ext 137, or email ([akyerematen@nmqf.org](mailto:akyerematen@nmqf.org)).*



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