



## 70x2020 Announcements: #17

### Prevent Colon Cancer - Get Screened!

#### CRC Screening & Prevention Car Tags in Production Phase

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Congratulations! The 70x2020 Partnership will end this year with a major accomplishment. A production application has been submitted to the Mississippi Department of Revenue to manufacture a new specialty license plate which promotes the prevention of colon cancer through screening. The threshold requirement of 300 plates was exceeded on December 5, 2016 and the final package included a total of 314 car tag applications. If you are not in line for one of the first 314 car tags, you will now have to wait until they've been manufactured. You will then be able to request the specialty car tag through your County Tax Collector's office.

To the best of my knowledge, Mississippi will be the first state in the nation with such a specialty license plate.

This should be a proud moment for the 70x2020 Partnership, because it is an outstanding example of how we can create positive change through statewide teamwork. Beginning with Dr. Sam Pace and Ms. Leslie Geoghegan, the creative team who came up with the concept and visual design, and Representative Margaret Rogers, who provided legislative leadership for the authorization of this plate, so many people and organizations throughout Mississippi came together to accomplish a shared goal. Organizations such as the UMMC Office of Development, the UMMC Office of Finance and the UMMC Division of Information Services provided behind-the-scenes technical support. People who might never

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#### Volunteers needed for March Public Service Announcement Campaign

Those of you who attended the 2016 Annual 70x2020 Conference had a sneak peek at the 30-second Public Service Announcement which will be at the heart of our statewide Colorectal Cancer Awareness Month campaign in March 2017. Those who have seen it are emotionally moved

read this article because they do not use e-mail, such as Ms. Sennetta Gower and Ms. Julia Williams, went from door to door to collect applications from friends, family and neighbors who want to eliminate colorectal cancer as a cause of needless death and suffering. I would also like to note that without the support of the gastroenterology community, which conducted massive enrollment drives at gastroenterology clinics in Hattiesburg, Jackson, Tupelo and elsewhere, we would not have reached the numbers we needed to reach our required goal.

The take-home message is that we can accomplish any realistic goal, as long as it is clearly-defined and we relentlessly work as a team to accomplish it.

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## 2016 - The Year in Review

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by the message and excited by the messenger. We are confident that it will motivate many people to get screened and to persuade their loved ones to get screened. However, it can only be effective if it is seen and/or heard. The 70x2020 Communications Task Force NEEDS many more volunteers to personally ensure that every station in Mississippi will run this incredible PSA in March 2017. Maximum exposure is the goal.

To volunteer, please contact the 70x2020 Communications Task Force Chair, Ms. Ann Sansing at [ASansing@fsnhp.mssstate.edu](mailto:ASansing@fsnhp.mssstate.edu).

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The 70x2020 Colorectal Cancer Screening Initiative officially began with a roundtable meeting of 15 key stakeholders on April 22, 2014, with initial finances which literally consisted of a one-time allowance for "lunch money". This statewide grassroots volunteer effort remains focused on attaining a defined goal in a time-sensitive manner. 2016 has been noteworthy as a year of implementing the 70x2020 Strategic Plan developed in 2015. Here are some of the noteworthy accomplishments of this year.

The 70x2020 Partnership grew to 515 Partners, far exceeding the goal of 400.

Eleven 70x2020 Community Engagement Meetings were held in the Mississippi Delta over the year through a contract (EA-1148-UMC) supported by the Patient-Center Outcomes Research Institute.

The 2016 Annual 70x2020 Conference was held jointly with the American Cancer Society Cancer Action Network's Policy Forum, which allowed members of the 70x2020 Partnership to consider policy actions which could increase colorectal cancer screening rates in Mississippi.

Two members of the 70x2020 Partnership, Ms. Latania Dodd and Dr. Stephen Amann, traveled to Washington, D.C. with their respective organizations to advocate for legislative policies to increase colorectal cancer screening rates in the USA.

Most of the ten 70x2020 Task Forces defined their priority efforts and began implementation efforts. Six of the ten Task Forces now have permanent Chairs; four are operating with Acting Chairs.

Colorectal Cancer Awareness activities in March 2016 included a Blue Tie Gala in Tupelo, a Run for Your Buns 5K race in Tupelo, the production by the Mississippi Gastroenterology Society of a special CRC-focused issue of the Journal of the Mississippi State Medical Association and a stop of the 2016 BIG Colon Tour in Jackson.

Members of the 70x2020 Partnership were instrumental in organizing and participating in the first annual symposium of the Southeastern Colorectal Cancer Consortium.

A campaign to produce a CRC Screening & Prevention specialty car tag exceeded the required threshold for production, and the new car tags will be on vehicles in 2017.

Let's resolve to make even greater progress in 2017.

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**Providing financial support to the 70x2020 Colorectal Cancer Screening Initiative at UMMC is easy, fast & secure: Go online to <https://www.umm.edu/givenow/Default.aspx>, click on the donation box on the top line of the left column, and follow the donation instructions.**

