

Roy J. Duhe

From: Roy J. Duhe <rduhe@UMC.EDU>
Sent: Wednesday, January 25, 2017 5:37 PM
To: Roy J. Duhe
Subject: A New Year brings new resolutions

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70x2020 Announcements: #18

Prevent Colon Cancer - Get Screened!

Top ten 70x2020 New Year's resolutions ([Back to Top](#))

RJD



The New Year brings us closer to the 2020 deadline. In order to be well above our stated goal of 70% colorectal cancer screening compliance by 2020, here are the top ten resolutions for the year 2017.

- 1) Air the MSU Extension Service PSA to promote colorectal cancer screening in every Public Health District in Mississippi in March 2017.
- 2) Provide a free core training module on colorectal cancer screening and prevention for Community Health Advisors.
- 3) Publicly recognize at the annual 70x2020 Conference any Mississippi organizations inducted into the NCCRT's 80% by 2018 Hall of Fame.
- 4) Increase the 70x2020 Partnership to at least 600 partners.
- 5) Increase publicity about the 70x2020 Initiative by posting informational flyers on kiosks in public gathering spaces.

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Volunteers needed for March Public Service Announcement Campaign

Most of you know that the MSU Extension Service produced an incredibly powerful Public Service Announcement (PSA) featuring a very well-known celebrity. The 70x2020 Communications Task Force is actively working to ensure that every broadcast station in Mississippi will run this PSA in March 2017. However, we know from past experience that people are not motivated by e-mails and newsletters; to get something

- 6) Engage the Mississippi Municipal League to promote CRC screening at the community level in each of its 295 member communities.
- 7) Obtain a permanent chair for the 70x2020 Task Force on reaching 90% CRC screening among eligible participants in the State and School Employees' Health Insurance Plan.
- 8) Obtain a permanent chair for the 70x2020 Task Force on reaching 90% CRC screening among eligible veterans, military service members and immediate families.
- 9) Obtain a permanent chair for the 70x2020 Task Force on Funding.
- 10) Obtain a permanent chair for the Task Force on the 2020 Transition.

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Colon cancer car tags ready to roll

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Michaela Gibson Morris, Northeast Mississippi Daily Journal



Special license plates promoting colorectal cancer screenings will hit the roads this spring.

The 70X2020 coalition secured 314 pre-orders for the tags and submitted the final paperwork in December 2016, allowing them to go into production. Lee County had the highest number of pre-orders with 76 applications for the initial production of tags. The 16 Northeast Mississippi counties accounted for nearly 40 percent of the orders.

"Without Northeast Mississippi, this project would not have gotten off the ground," said Roy Duhé, the University of Mississippi Medical Center professor who coordinates the 70x2020 Partnership.

Retired Tupelo gastroenterologist Dr. Sam Pace, who is a colon cancer survivor, and North Mississippi Medical Center graphic artist Leslie Geoghegan designed the bright blue tag and won a national award from the American College of Gastroenterology in 2015.

"It's a community effort," Pace said, noting that gastroenterologists in Jackson and Hattiesburg campaigned hard for the tags, too.

accomplished we need personal, one-on-one requests. The Task Force therefore needs more volunteers from every major media outlet in Mississippi. We especially need volunteers who live in the following media markets: Hattiesburg, Natchez, Vicksburg, Oxford and Memphis (TN). Most of the other media markets are covered only by ONE volunteer, so we need your help wherever you live. To volunteer, please contact the 70x2020 Communications Task Force Chair, Ms. Ann Sansing at ASansing@fsnhp.msstate.edu.

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Rep. Margaret Rogers of New Albany shepherded the legislation approving the specialty tag. Tupelo barber Aaron Washington helped lead the final push needed to put the tags into production.

(EDITOR'S NOTE: Special thanks go to the staff of the Mississippi Department of Revenue for expediting the post-application production process. Because of their efforts, the new plates (a production sample is shown in the accompanying photograph) might hit the roads of Mississippi in March 2017, to coincide with Colorectal Cancer Awareness Month.)

You can read the rest of Ms. Morris' story by clicking on the "READ MORE" link below.

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Governor Bryant proclaims March 2017 [\(Back to Top\)](#) as Colorectal Cancer Month

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Kudos go out to Dr. Christina Granderson for successfully leading the effort to have Governor Phil Bryant proclaim March 2017 as COLORECTAL CANCER MONTH in Mississippi. Dr. Granderson successfully procured such proclamations for several years in a row, and as a result, Mississippi was one of the first states in the nation to become a confirmed Blue Star State in 2017! Hurry over to see the map by clicking on the "READ MORE" link, before the rest of the United States catch up to Mississippi.

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