



NYSCC NEWSLETTER

RECOGNIZING AWARENESS MONTHS:

Colorectal Cancer Awareness



Colorectal Cancer (cancer that starts in the colon or rectum) is the second leading cause of cancer deaths for adults in New York State; there are approximately 8,800 new cases diagnosed and about 2,900 adult deaths each year. Early detection of colorectal cancer through regular screening is crucial. Everyone should start screening at age 45, and people at increased risk or with symptoms of colorectal cancer should talk to their doctors about getting tested earlier.

To learn more about colorectal cancer, its risk factors, and how to reduce your risk, visit the [NYS Department of Health](#), website, or the **Consortium's** [Colorectal Cancer Action Team Webpage](#) for detailed information and helpful resources.

CONSORTIUM NEWS:

Action Team Highlights

In celebration of National Cancer Control Month, the Consortium proudly highlights the remarkable achievements of its Action Teams in 2024, while embracing the projects each team is set to tackle in 2025.

Colorectal Cancer Screening	Environmental Carcinogens	Healthy Eating and Active Living (HEAL)	Human Papillomavirus (HPV)	Lung Cancer Screening	Skin Cancer	Survivorship
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Colorectal Cancer Screening Action Team



Over the summer, the Action Team conducted a targeted digital media campaign to increase awareness about screening at age 45 and test options. An email campaign also educated healthcare providers about insurance coverage of follow-up colonoscopy after a positive fecal test. Both the ad and email campaigns had excellent interactions with high numbers of recipients visiting educational websites.

In April 2024, the team hosted a webinar titled, “Nobody Told Me I Needed to be Screened: Elements of Effective Communication from Community and Clinical Perspectives - Increasing Colorectal Cancer Screening”, a panel discussion featuring outreach, navigation, healthcare and community advocate perspectives about effective messaging and what works to help support people getting screened for colorectal cancer. 176 attendees viewed the live webinar which included robust discussion and interactive question and answer session.

➤ [View the Presentation Slide Deck and Video Recording Here](#)

In 2025 the Action Team is planning to reach younger populations with messaging about the increasing rates of colorectal cancer among young adults, symptom recognition, and the importance of starting regular screening at age 45.

Environmental Carcinogens Action Team

[TOP](#)



In March, the Team hosted a Consortium Quarterly Member Meeting focused on increasing awareness of polyfluoroalkyl substances (PFAs) and other environmental carcinogens, while also providing updates on other initiatives.

- [The session is available on the Consortium's website](#)

The Team also:

- Presented to the Community Advisory Board (CAB) at the Herbert Irving Comprehensive Cancer Center and engaged the CAB in a discussion on research methods and findings.
- Presented to the New York Regional Cancer Collaborative Policy Working Group about the health risks of PFAs and routes of exposure.
- Presented a briefing to members of the New York State legislature on associations between environmental factors and cancer in New York State, including detailed information on cancer risk and mortality trends, PFAS, and endocrine-disrupting chemicals.

For 2025 the Team will host an update of their 2023 *Cancer and Environment* continuing medical education forum, in collaboration with Columbia University and Weill Cornell. This forum will update attendees on the state of environmental carcinogens and the role physicians, nurses, community leaders, and public health practitioners play in engaging in environmental chemicals and cancer risk reduction.

- [Visit Here to View the 2023 Session Recording](#)

Healthy Eating and Active Living (HEAL) Action Team

[TOP](#)



In April, the Action Team published a study in the Journal of Community Health describing the influence of COVID-19 and food insecurity among cancer survivors in New York State.

- To View the full article, Visit: [HEAL \(Healthy Eating Active Living\) Action Team | New York State Cancer Consortium](#)

The Team also distributed a guest essay/letter to the editor, *Healthy Meals for All*, in support of Governor Hochul's 2025 New York State Budget proposal of \$180 million to help incentivize eligible schools to participate in the federal Community Eligibility Provision program, which allows all students in participating schools to eat breakfast and lunch free of cost regardless of their families' income. The Healthy School Meals program will serve more than 2.7 million students in New York State.

A copy of the guest essay/letter is available by request, please email the [Consortium](#).

Human Papillomavirus (HPV) Coalition

[TOP](#)



In April, the Coalition held the first New York State HPV Vaccination Summit. The summit included four sessions; *Identifying the Pieces: HPV Prevalence, Burden, and Prevention*, *Assembling The Pieces to Maximize HPV Vaccination in The Clinical Setting*, *Fitting Together Community Assets to Reach the Unvaccinated*, and *Understanding the HPV Vaccination Policy Puzzle*, targeting vaccination providers and community organizations. It brought 193 attendees, 30% of whom were vaccinating providers.

- Visit [HPV Coalition Action Team webpage](#) to view more information on this summit and the presentation slides.

Throughout 2024, the Coalition continued to promote the [Start at 9](#) campaign across New York State. To date, 59 organizations have endorsed this campaign and communication efforts have reached approximately 100,000.

- For more information regarding this initiative, please visit: [the New York State HPV Coalition](#)

For 2025, the Coalition will:

- Develop a Peer to Peer (POP) training program that will offer Maintenance of Certification (MOC) Part 4 credits to licensed health care providers.
- Develop a 'Nine to Thrive' training program for Dentists and Pediatricians.
- Develop a training program for OB/GYNs.
- Draft a 'College HPV Vaccination Campaign Guide' on how to work with pharmacies and local health departments to vaccinate college students.

Lung Cancer Screening Action Team

[TOP](#)



In 2024, the Team published a searchable lung cancer screening locator website that currently includes over 425 screening locations across New York State. The Team also launched an environmental scan survey to identify additional screening sites across the State to better understand the current landscape of lung cancer screening.

- Visit [Lung Cancer Action Team | New York State Cancer Consortium](#) to view this incredible resource

In 2025 the Team seeks to incorporate health equity into their initiatives, continue working on legislative steps to expand access to lung cancer screening and follow-up diagnostic testing, and continue to deliver lung cancer screening education to providers and communities.

Skin Cancer Action Team

[TOP](#)



The Team created a Sun Safety Policy agreement between Sun Protection Outreach Teaching by Students ([SPOTS](#)) and the current Cancer Prevention in Action ([CPiA](#)) programs that provides sun safety supplies (e.g., sunscreen dispensers, sun safety signage, and shade tents) to students and summer programs (e.g., Boys and Girls Club of Harlem) across New York State.

Dr. Larisa Geskin, Action Team Lead, and Sararose Suhl, Student Lead, both from Columbia University, participated in a social media campaign to increase community education and awareness on sun safety.

- To view the campaign materials visit [Columbia Medicine | Instagram](#) and [Shining a Light on Sun Safety: Debunking TikTok's Anti-Sunscreen Claims | Herbert Irving Comprehensive Cancer Center \(HICCC\) - New York](#)

The Team also collaborated with the Firefighters Cancer Support Network to organize screening events, reaching hundreds of firefighters to date. Those at high risk for skin cancer are promptly referred to a dermatologist for further assessment.

For 2025, the team plans aims to provide sun safety education via health fairs and firefighter skin protection events, as well as promote school-based sun safety policy.

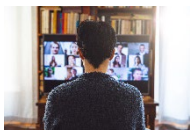


In the first half of 2024, the team developed and implemented a [6-part ECHO series](#) that covered the main issues faced by cancer survivors, with a focus on those who live in rural parts of the State. An abstract on the ECHO project, titled “Rural Cancer Survivorship: Project ECHO for Primary Care Clinical Teams” was accepted for oral presentation at the Cancer in Primary Care Research International (Ca-PRI) conference in April 2025 at The University of Manchester.

In 2025 the Team is continuing its efforts to educate healthcare practices on ways to improve care of cancer survivors, focusing on educating staff responsible for providing patient navigation for rural cancer survivors.

A huge shoutout to every team for your amazing dedication and work in easing the cancer burden across New York State! Your efforts are truly making a difference, and together we are transforming lives! Keep up the fantastic work!

[New Quarterly Member Meeting Series: Health Equity and Cancer](#)



The Consortium invites you to the 2025 [Health Equity and Cancer Series next session](#) titled, Health Equity and Cancer: Inequities in New York State Communities and Actions for Improvement on **March 18, 2025, at 11 AM**.

Our speakers, *Charles Kamen* - PhD, MPH, Associate Professor in the Department of Surgery and Psychiatry in the Division of Supportive Care in Cancer at the University of Rochester, *Elizabeth Bouchard* - PhD, Professor of Oncology at Roswell Park Comprehensive Cancer Center, and *Phoenix A Matthews* - PhD, MS, BS, LCP, Professor of Behavioral Sciences (in Nursing) at Columbia University will discuss what each New Yorker can do to promote health equity and address the challenges posed by cancer throughout the state.

As Consortium members, we share a commitment to look at the various causes and influences related to addressing cancer inequities in our communities.

- If you missed the first session of the series please visit [Quarterly Member Meeting Series | New York State Cancer Consortium](#) to view the session recording and slide deck.

[Policy, Systems, and Environmental Change \(PSE\)](#)



Promoting Sun Safety through a PSE Change Approach

The third session in the Consortium’s PSE Learning series will take place on **Wednesday, April 2nd, 2025, at 11 am**. Participants will learn what a Sun Safety Policy is, why it is needed, how it is being used to reduce the risk of cancer, and how to support and adopt sun safety policies in communities, schools, and workplaces.

- [Register for the April 2nd Session Today](#)
- Visit [NYSCC PSE Learning Series | New York State Cancer Consortium](#) for more information on the full series.

[Social Media](#)



The NYS Cancer Consortium is excited to connect with you on our social media platforms – [Facebook](#), [Instagram](#), and [LinkedIn](#)! Just click on these links or search for us using our handle, @nyscancerconsortium. In addition, you can now connect with the Consortium on [BlueSky](#),

@nyscc.sky.social. We'll be sharing updates, like highlights for cancer awareness months and Action Team projects, along with other exciting initiatives. Make sure to check in regularly so you don't miss any of the fun! Join us in spreading the word and making a difference!

Meetings and Trainings of Interest



Please visit the ["Meetings and Trainings of Interest" page](#) on the [Consortium website](#). This regularly updated resource highlights a variety of meetings, training sessions, webinars, and events organized by our partners. If you would like to promote your event, please reach out to the Consortium via [email](#). You may also, complete the [New York State Cancer Consortium Member Meeting and Training \(Event\) Submission Form](#) available at the top of the webpage.

RESOURCES:

Cancer Prevention



[NYS Department of Health Cancer Community Programs List](#)
[Take Steps to Reduce Your Cancer Risk](#)

2023 Binge and Heavy Drinking Behavioral Risk Factor Surveillance System



[NYS Alcohol Surveillance and Epidemiology Program](#)

Colorectal Cancer Data Dashboard:



[Colorectal Cancer Data Dashboard - National Colorectal Cancer Roundtable](#)

The U.S. Surgeon General's Advisory – Alcohol and Cancer Risk 2025



[Alcohol and Cancer Risk 2024](#)

American Cancer Society: CancerRisk 360



[ACS CancerRisk360 | American Cancer Society](#)

Clinician's Reference: Stool-Based Tests for Colorectal Cancer Screening



[Clinician's Reference: Stool-Based Tests for Colorectal Cancer Screening - National Colorectal Cancer Roundtable](#)



Colorectal Cancer Resources for Patients and Clinicians



[Colorectal Cancer Resources for Patients and Clinicians - National Colorectal Cancer Roundtable](#)



If you, or someone you know, is interested in joining any of these incredible teams, please visit [the Consortium's Become a Member Page!](#)

The Consortium recognizes the following opportunities for advocacy and recognition during March and April.

March: [National Doctors Day 3/30](#), [National Nutrition Month](#)

April: [Alcohol Awareness Month](#), [National Minority Health Month](#), [National Public Health Week 4/7 – 4/13](#), [Adolescent Immunization Action Week 4/7 – 4/11](#), [World Immunization Week 4/24 – 4/30](#), [Every Kid Health Week 4/22 – 4/26](#), [World Health Day 4/27](#), [Oral Cancer Awareness Month](#), [Testicular Cancer Awareness Month](#)

The mission of the Consortium is to reduce the human and economic burden of cancer in NYS. Information in this email is provided as a resource to members of the New York State Cancer Consortium on topics related to the New York State Comprehensive Cancer Control Plan. The views, opinions, and content included in this e-mail are those of the authors or event hosts and do not necessarily reflect the official policy or position of the New York State Department of Health or the New York State Cancer Consortium.

[New York State Cancer Consortium | Working Together, Reducing Cancer, Saving Lives](#)