

Catalyst State-by-State Advocacy

SPONSORSHIP OPPORTUNITIES

The Catalyst State-by-State Advocacy Program is a significant step towards achieving a critical public health goal of increasing colorectal cancer screening rates. Fight CRC’s approach empowers communities in each state to lead grassroots efforts to bring about legislative and policy changes that will make screening more accessible to all. With funding and technical assistance from Fight CRC, local organizations can build coalitions and implement effective advocacy strategies to improve access to screening and reduce barriers to care. This initiative holds promise for making real progress in reducing the burden of colorectal cancer in the United States. We aim to foster a community of colorectal cancer champions across states to troubleshoot challenges and share best practices.

State-level programs that demonstrate coalition and partnership ability to activate state-level policy change are eligible for \$10,000-\$50,000 over a two-year period. In addition, grantees receive technical assistance, a full-day action planning session with a strategic planner to develop their strategy, and resources such as state fact sheets, action alerts, draft testimony, and other supporting materials.

Within the Catalyst program, once a state receives funding, each state is supported by the Fight CRC team to initiate a program design phase. This includes developing intervention components and establishing necessary infrastructure (e.g., technology, standard operating procedures).

- * **Policy Innovation** activities include training, initiation of supply chains and quality assurance procedures, strategic planning, and relationship building.
- * **Policy Pull Through** which will include ongoing technical support, monitoring and evaluation, and troubleshooting unexpected obstacles. Within each phase, implementation costs can be incurred at the site of delivery (“site-specific” costs) or more centrally (“above-service” or “central” costs).
- * **Integration with Federal Efforts** will ensure that the Catalyst program can maintain comprehensive and effective continuity of state efforts and federal policy opportunities. For example, funding the Colorectal Cancer Screening Program at the CDC or passing a Treatment Act for colorectal cancer patients both have state implications that require alignment and support at the federal level. (*Separate Grant Application)

To date, Fight CRC has supported coalitions in twelve states to advance policy to help increase access to colorectal cancer screening. This has included passing state legislation to ensure coverage for screening beginning at age 45, removing out of pocket costs for colonoscopy after a positive non-invasive screening test, and empowering pharmacists to be able to offer non-invasive screening tests.

Catalyst Advisory Council

The Catalyst State-by-State Advocacy Program Advisory Council serves as an outside review panel to evaluate grant applications and provide input on funding decisions. The Advisory Council also provides guidance and technical assistance throughout the grant cycle. The Advisory Council includes representatives from the American Cancer Society Cancer Action Network, Prevent Cancer Foundation, and Centers for Disease Control and Prevention.

Implementation

The Catalyst Program helped secure important advocacy victories across several states and at the federal level. In particular, removing out of pocket costs for patients needing a colonoscopy after a positive non-invasive colorectal cancer screening test. Getting these policies on the books is incredibly important, but Fight CRC also believes it is critical to work to ensure that these policies are effectively implemented. We’ve partnered with the American Gastroenterological Association to create resources for patients, physicians and insurance companies to help them understand the policy change and what it means for them.

SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES
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PR and media coverage year-round with a concentration of coverage in March 2024

Identification of policy strategies to support access to screening and care if diagnosed with colorectal cancer

Increase partnerships amongst national organizations and professional associations

Alignment amongst colorectal cancer community leaders and state leaders with federal efforts

Increase awareness amongst stakeholders of our policy initiatives

Increased public awareness (visibility of) and engagement in colorectal cancer screening efforts

Identification of champions and leaders who can support our efforts (ie. FLOTUS, White House and business leaders)

Increased policy and advocacy coordination among stakeholders in the colorectal cancer community

To secure your sponsorship, please contact Erin Quiko at Erin@FightCRC.org.

Catalyst State-by-State Advocacy (CONTINUED)

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Evaluation Metrics

There are numerous ways we will evaluate our advocacy work. The following methods will be implemented based on the data collection needs and feasibility:

- * Qualitative (e.g., case studies, stories, opinions, survey questionnaires)
- * Quantitative (e.g., colorectal cancer screening rates, claims data (Komodo Health data) trends that indicate a change over time)

Program management and evaluation strategies will include:

- * Keeping records of meetings, correspondence, or conversations with key stakeholders and the responses elicited
- * Tracking when elected officials and other key influencers or the media use your key messages or briefing notes
- * Carrying out surveys and interviews to determine the impact your actions have had and the recognition they have received
- * Monitoring the media and keeping track of coverage of your topic in the media

	Gold Sponsor — \$50,000	Silver Sponsor — \$25,000	Bronze Sponsor — \$15,000
Recognition in Annual Catalyst Summary Report with Shared Copy	✓	✓	✓
Recognition on Catalyst webpage, via Fight CRC's website	✓	✓	✓
Recognition in Catalyst Emails	✓	✓	✓
Recognition in Fight CRC's Annual Report with Shared Copy	✓	✓	✓
Recognition via social media	 45k reach	 39k reach	 30k reach
Recognition in blog / vlogs related to Catalyst Program	✓	✓	
Recognition in Press Release (if applicable)	✓	✓	
Recognized as a State Proclamation Sponsor – March 2024	✓	✓	
Recognition in one (1) Beyond Blue Magazine Bi-annual Publication with a Featured Article (Fall/Winter 2023 or Spring/Summer 2024)	✓		
Special Invitation to a Policy Expert Featured on Fight CRC's Instagram discussion will be centered around shared policy goals	✓		

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