

Fueling the Mission: ACS Resources to Power Your Coalition's Work

ACS Webinar for Cancer Coalitions

We acknowledge the Centers for Disease Control and Prevention, for its support of the American Cancer Society staff, and in the development and dissemination of this webinar, under cooperative agreement NU58DP007540 awarded to the American Cancer Society. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.



May 20, 2025

Learning Objectives

1. **Identify & explain** the core principles and structure of the ECHO Model.

2. **Understand the key benefits** of the ECHO Model for healthcare professionals.

3. **Gain insight into the ACS Superhub's role** in recruiting, training, and mentoring organizations, & how participants can engage with or benefit from starting their own ECHO programs.

Fueling the Mission: ACS Resources to Power Your Coalition's Work



Allison Rosen, MS
ACS Director of Project ECHO



Rish O'Brien, MPA
ACS Director of Project ECHO Superhub



Molly Black
ACS Director Early Detection & Patient Support

Presenters

What is Project ECHO?

(Extension for Community Healthcare Outcomes)

What is ECHO?

Project ECHO is inspired by the way clinicians learn from medical rounds during residencies, the ECHO Model® has evolved into a learning framework that applies across disciplines for sustainable and profound change.

Founded in 2003 by Dr. Sanjeev Arora at the **University of New Mexico**, Project ECHO uses telementoring to address the needs of the most vulnerable populations by equipping communities with the right knowledge, at the right place, at the right time.



Key Terminology

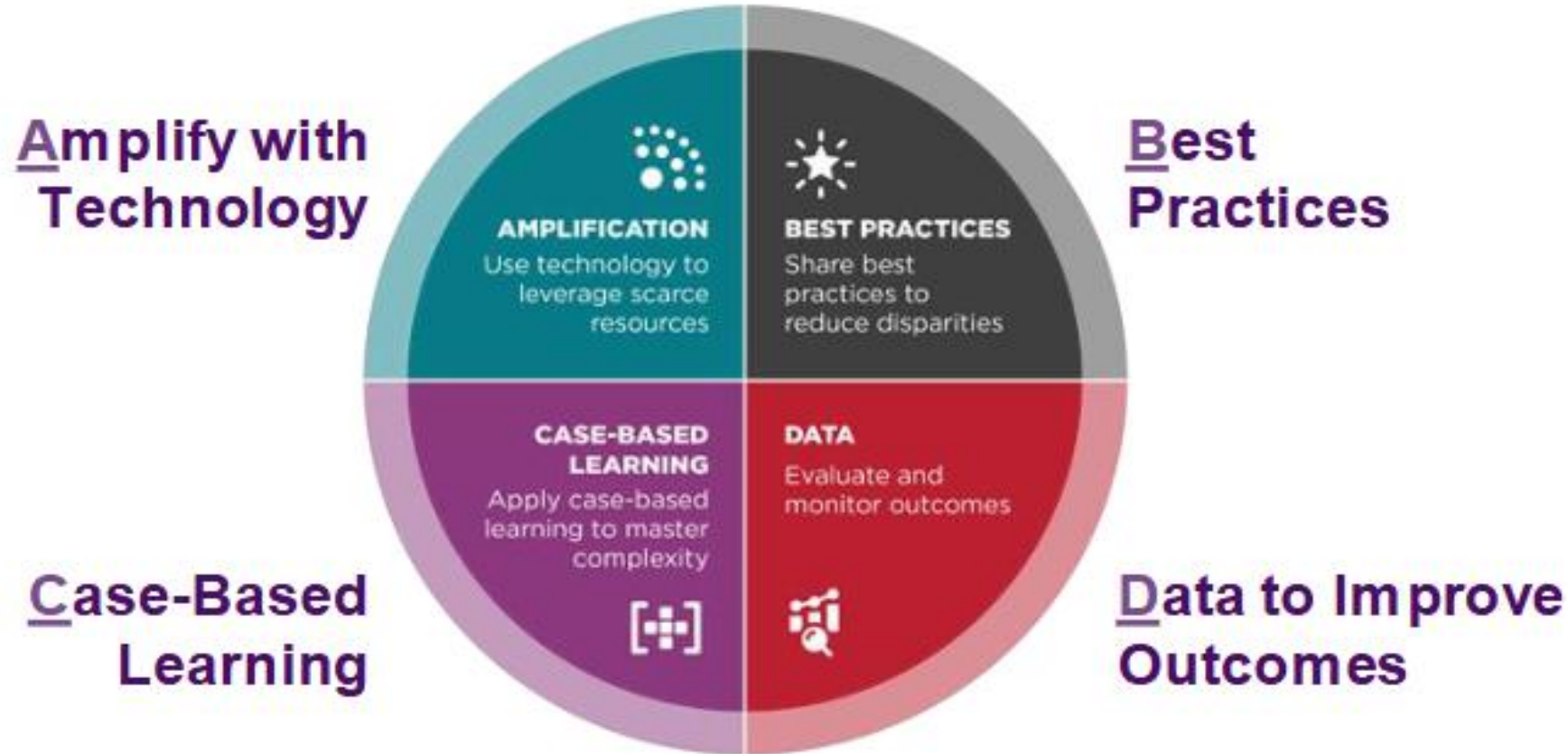
Terms	Definition
ECHO Hub Team	A group of experts and facilitators that runs a Project ECHO program. The team typically includes a Hub Lead, subject matter experts, a facilitator, IT support, and program coordinators.
Participant sites	Individuals, organizations, or locations that join an ECHO Hub Team's virtual sessions to receive training, mentorship, and support.
ECHO Program	A regularly scheduled series of videoconferencing sessions based on the ECHO Model
Public Program	Open to a broader audience and allow participants from various backgrounds to join. These programs are typically advertised widely, and interested participants can register to attend.
Private Program	Closed sessions limited to a specific group of participants. These programs are not openly advertised, and access is restricted to invited participants.

ECHO Model

- ECHO **effectively** and **efficiently** disseminates evidence-based strategies to improve cancer outcomes
- Hub teams bring **expertise** for best practice sharing across health centers, institutions, and other silos
- ECHO leverages a **one-to-many** approach



Four Core Principles of ECHO

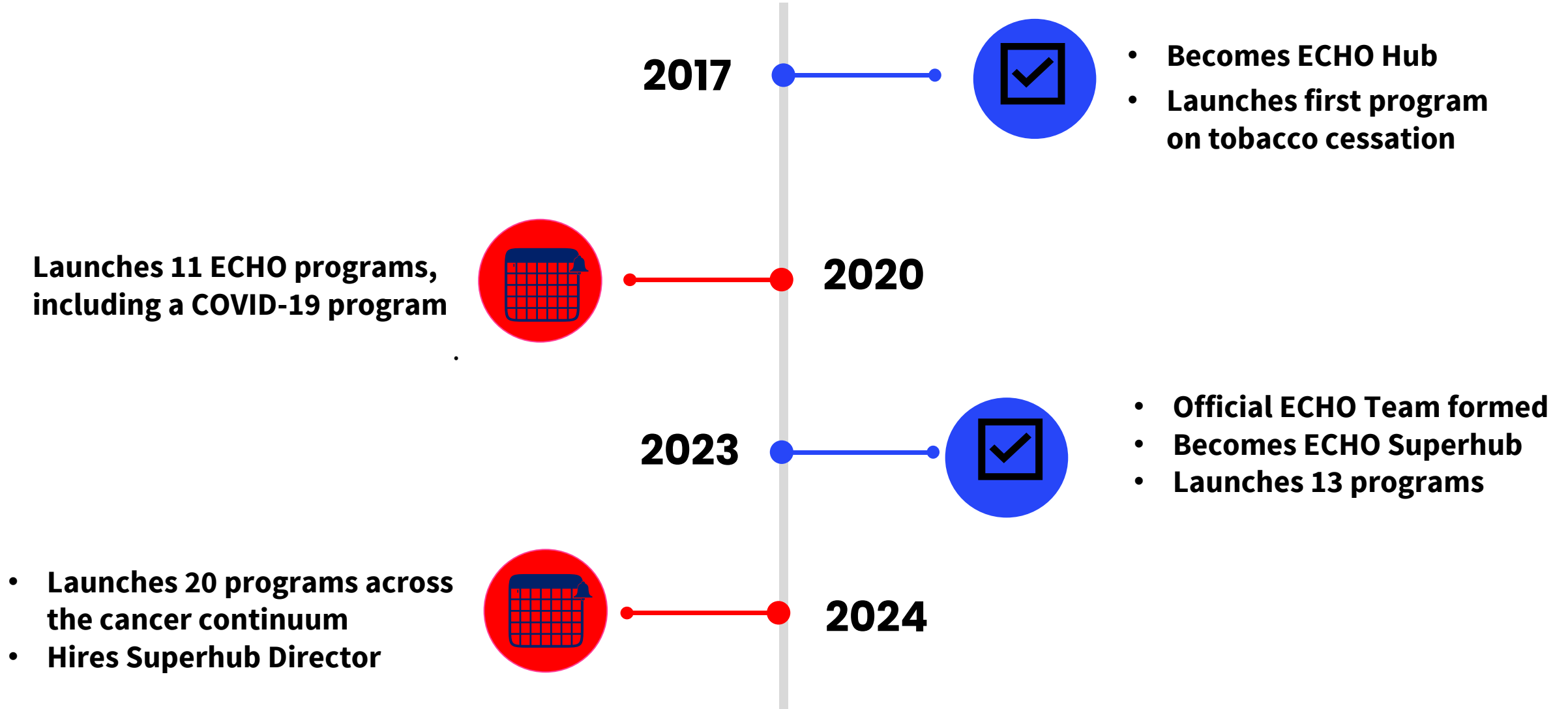


Fifth Shadow Principle– All Teach, All Learn

ECHO Model vs Webinar

	ECHO	Webinar
Participants log in from any computer, tablet, or phone	X	X
A series of sessions with consistent participants	X	
Varied group of attendees		X
Professional development	X	X
Facilitated discussion and Q&A	X	Varies
Interactive case-based discussion	X	
Virtual community of practice, “all teach, all learn” approach	X	
Peer-to-peer learning network	X	

ACS ECHO Historical Timeline



ACS ECHO Program Portfolio

Prevention & Early Detection

- Tobacco Cessation*
- Smokefree Public Housing
- Prostate Screening
- Breast Density & High Risk
- Colorectal Cancer Screening*
- HPV ECHO with community health workers and school nurses*
- CRC Screening & Medical Mistrust*
- LGBTQ+ in Primary Care*

Treatment

- Advanced Treatment of Prostate & Breast Cancer
- Genomic Tumor Board
- Lung Cancer Biomarkers*
- Colorectal Cancer Treatment*
- Bone Health (Breast/Prostate)
- Caregiving
- Hospital Capacity Building*
- Addressing Health Disparities*
- Animal-assisted Therapy
- Global patient navigation

Survivorship

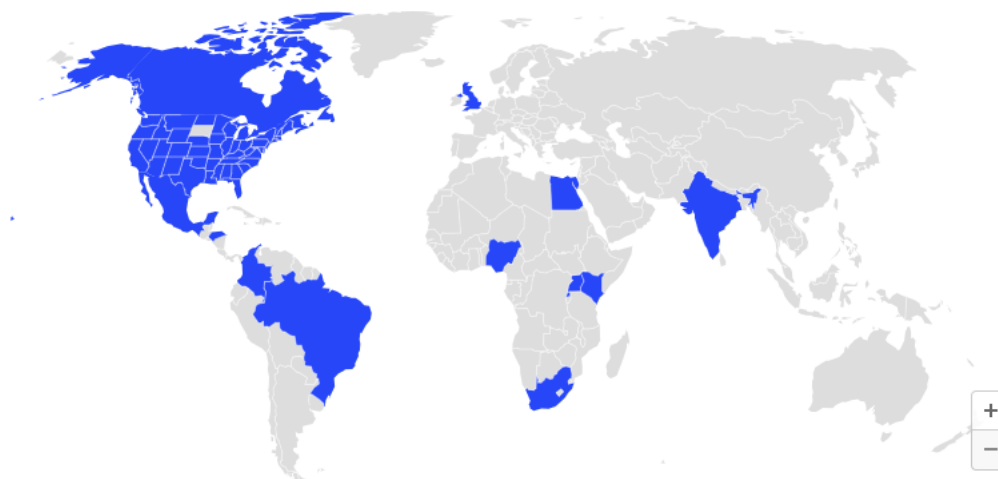
- Food Insecurity
- Pediatric, Adolescent, Young Adult Survivorship
- Long term survivorship plans (in development)

* Multiple cohort programs

ACS ECHO by the Numbers 2017–Present

American Cancer Society Project ECHO Participant Reach

Move your cursor to view participants categorized by state or country.



5015

ECHO Participants

667

ECHO Learning Hours

476

Subject Matter Expert Faculty Members

67

ACS ECHO Programs Launched

ECHO Programs (Public Programs)



Program	Kick Off Month	Program Ends
Pediatric, Adolescent, and Young Adult Cancer Survivorship ECHO (Cohort 1)	June 2024	May 2025*
Improving Treatment of Advanced Breast Cancer ECHO (Cohort 1 &2)	May 2025	February 2026
Oncofertility ECHO	September 2025	TBD
Prostate Cancer Screening & Risk Identification ECHO (Cohort 2)	September 2025	February 2026
Breast Density & Risk in Primary Care ECHO (Cohort 2)	October 2025	March 2026

* Last session May 28th

ACS as an ECHO Superhub

Hub vs. Superhub Terminology

Hub

- Trained to launch their own ECHO programs

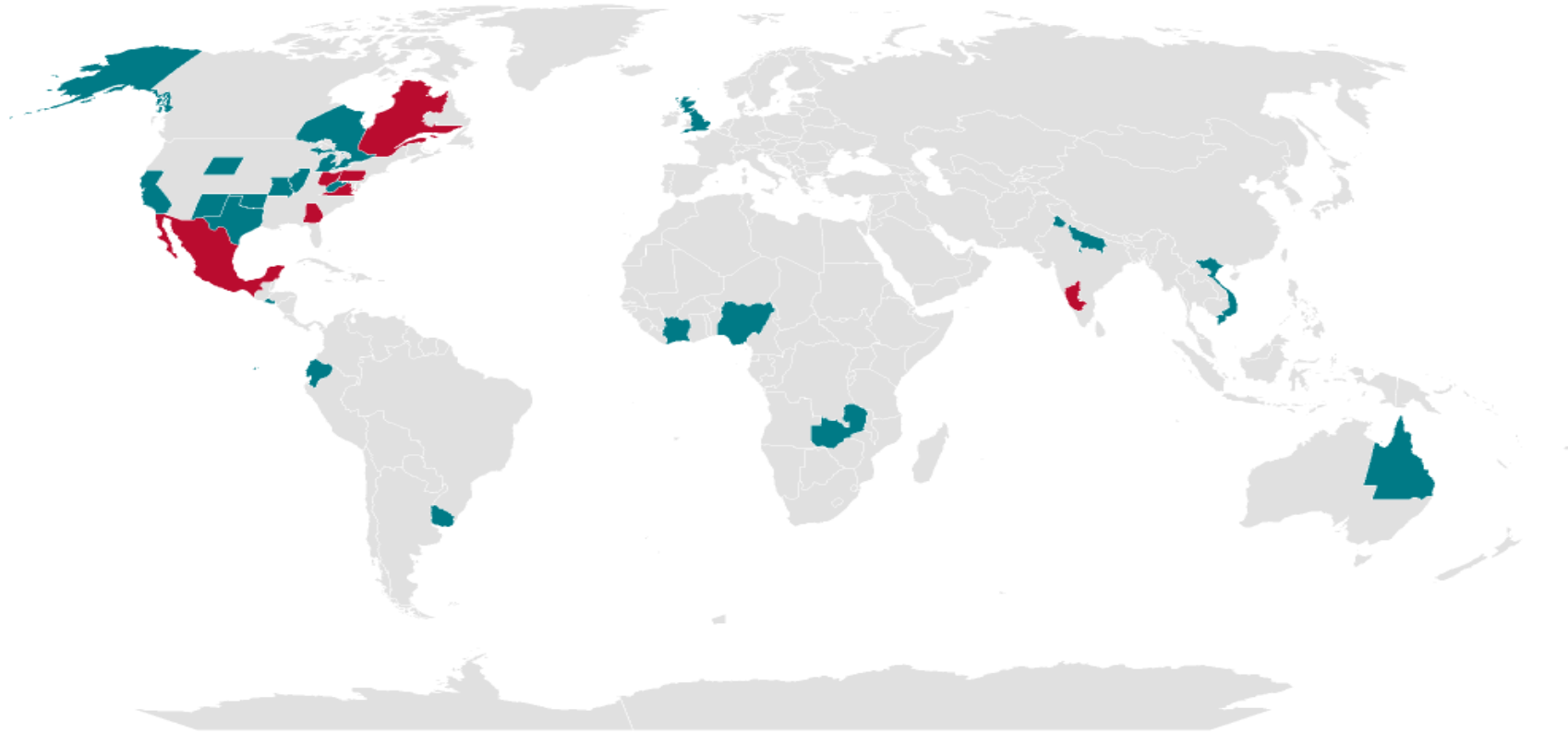
Superhub

- Trained to launch their own ECHO programs
- Licensed to recruit, train and support ECHO hub partners
- Serve as an arm to the ECHO Institute, but provide an oncology lens

ECHO Superhub Locations



■ Active
■ Trained



Active (33)– these Superhubs have hosted Partner Launch Trainings

Trained (10)– these Superhubs are planning to launch their first Partner Launch Training

Hub Partner Benefits



- ✓ Low cost, high impact
- ✓ Access to extensive resources and ACS's expertise
- ✓ Stronger collaboration and networks with ACS and other ECHO hubs around the world

Eligibility Criteria



- Mission alignment and mutual goals
- Proposed ECHO focus area(s) along the cancer care continuum
- In a position to lead and have the capacity to participate in ECHO programming effectively

Steps to Becoming an ACS Hub Partner



INITIAL CALL WITH ECHO
TEAM TO GAUGE INTEREST
AND GOALS



OBSERVE AN ECHO SESSION



REVIEW AND SIGN UNM
CONTRACTS



ATTEND PARTNER LAUNCH
TRAINING

ACS as your Superhub

Partner Launch
Trainings

1:1s for
program design
& mock session

Quarterly
newsletter
(summer 2025)

Resource
repository

Collaborative
calls

Opportunities
for networking

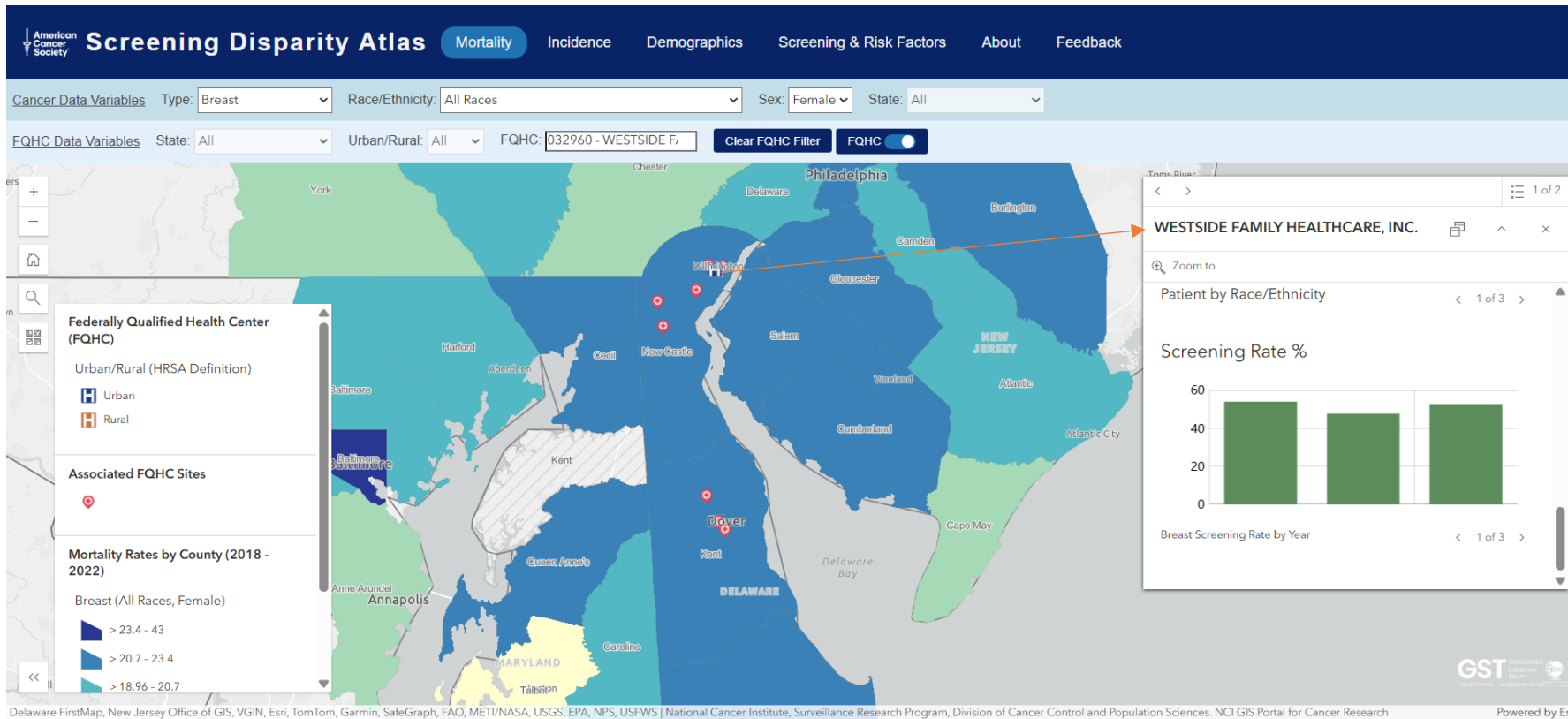
Continuous support along the way!

What's Next?



- Connect to us via echo@cancer.org or rishika.obrien@cancer.org if you want to learn more
- Upcoming Partner Launch Training dates
 - July 14–15, 2025

ACS Screening Disparity Atlas



The [American Cancer Society Screening Disparity Atlas](https://maps.cancer.org/ScreeningDisparityAtlas/) is a state-of-the-art dashboard, developed by the [Geospatial Solutions Team \(GST\)](#) in collaboration with the Early Detection Team. Map and identify disparities with:

- County level incidence rates
- County level mortality rates
- County level breast, cervical and colorectal cancer screening rates
- FQHC system and site locations
- FQHC population data
- FQHC breast, cervical and colorectal cancer screening rates



<https://maps.cancer.org/ScreeningDisparityAtlas/>



A web-based app that assesses comprehensive cancer risk and offers personalized recommendations to empower individuals to reduce their cancer risk and improve overall health.

Assessment Makeup

Dynamic set of questions & content to identify areas of risk

The Basics

- Age
- Sex
- Race & ethnicity
- ZIP code

Health History

- Genetic mutations
- Hereditary cancer syndromes
- Family history of cancer
- Personal medical
- Vaccination history

Daily Life

- Tobacco use
- Alcohol consumption
- Diet
- UV exposure
- Sleep
- Physical activity
- Environment

Screening History

- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Lung Cancer Screening
- Prostate Cancer Screening

Personalized Action Plan, Information & Resources

ACS CancerRisk360™: A simple tool to check your cancer risk.

How it works:

1. Go to acscancerrisk360.cancer.org
2. Take the test in about 5 mins. *No prep or studying needed.*
3. Get a personalized action plan.
4. Improve your whole health.

You can save your results to discuss with your doctor by downloading, printing, or sending it to yourself.

Don't forget to encourage your friends and family to take the assessment too!

SCAN TO TAKE ASSESMENT



ACS Webinar for Cancer Coalitions

Comprehensive Cancer Coalitions & the Evolving Landscape of Cancer Survivorship

This webinar will highlight new standards for survivorship care & will share evidence & pragmatic use cases of how comprehensive cancer coalitions can improve the integration of survivorship-focused work into their cancer control plans & initiatives.

June 17, 2025 (3-4 PM ET)
Register Today



ACS Colorectal Cancer Mortality Learning Community

Why? to increased your capacity to integrate interventions mitigating colorectal cancer mortality disparities into the cancer planning process.

Who should attend? NCCCP grantee program & coalition staff members & their coalition partners. The CRC Mortality Learning Community would be ideal for coalitions prioritizing CRC initiatives.

When? All meetings will be 3-4 pm ET

- June 5, 2025
- July 10, 2025
- August 7, 2025
- September 4, 2025

Register Today!

https://zoom.us/meeting/register/jVtSzV6HTtGjlp_9d3Grvg#/registration



ACS CCC Team



Sarah Shafir
Principal
Investigator



Katie Bathje
Strategic Director



Donoria Evans
Director, Data &
Evaluation



Disa Patel
Senior Data and
Evaluation Manager



Liddy Hora
Program Manager



Aubree Thelen
Program Manager

acs4ccc.org

Thank you!

acs4ccc.org