

**Strategic Planning and Alliances Steering Committee**  
**August 4, 2025**  
**Meeting Notes**

<b>Attendance</b>			
<b>Members Present:</b>	Eric Durbin Kevin Ward (co-chair) Wendy Aldinger	Jenna Mazreku Randi Rycroft Iris Zachary	<b>NAACCR Staff Present:</b> Stephanie Hill Ann Marie Hill Lori Havener
AGENDA ITEM	DISCUSSION		ACTION/FOLLOW-UP
<b>1. Roll</b>			
<b>2. Review meeting notes</b>			Meeting notes were approved.
<b>3. Updates from the Board</b> Eric mentioned there are no Board updates.			
<p><b>4. Value of cancer registries – Monique/Kevin</b></p> <p><b>a. Social Media Campaign/Communications WG</b></p> <p>Stephanie reported that the Communications WG hasn't met yet and the group is trying to schedule a meeting in September. NAACCR currently uses two social media platforms, LinkedIn and Facebook. At this time the WG does not have the capacity to add this to their tasks. Stephanie suggested that SPA create their own social media content.</p> <p>Kevin reviewed the five concepts that were identified as a priority by the SC that were pulled from the Promoting the Cancer Registries Impact slides.</p> <p>Stephanie gave a quick overview of the Promoting Cancer Registries Share site and mentioned that the infographic currently has 164 downloads. Members continue to add content to the Share site.</p> <p>Stephanie reported that NAACCR met with their attorney to develop release forms (child and adult) for patient consent to use their picture and story as part of the cancer counts flyers.</p>	<p>Randi suggested using ChatGPT to create social media content.</p> <p>There was discussion about using images and the permissions needed. NAACCR would need permission to use any images in the social media content.</p> <p>Stephanie provided an overview of the current social media content that the RDU social media group posted. Tyler can provide a report of how many hits the posts receive.</p> <p>Stephanie shared that during the NCRA advocacy call that one of the members mentioned a social media influencer on Instagram that is a cancer patient making his own cancer experience very public and has close to a million followers. If NAACCR created a dynamic message to share it may be something the social media influencers could reshare to get NAACCR some traction on our messages.</p> <p>Kevin mentioned that Georgia used the infographic to develop a presentation with other materials to work with ACS CAN who is meeting with Georgia legislation.</p> <p>There was discussion about patient recruitment for the cancer counts flyers. Some concerns were voiced with soliciting for the childhood pictures and stories. Randi suggested creating a project plan on how to proceed. The SC agreed to first solicit volunteers from the registry community. Eric personally knows</p>	<p>Kevin will meet with Monique to come back with additional social media ideas and recommendations. They will also take one of the topics from the slides to create an initial sample of social media content.</p> <p>Kevin will post the Georgia advocacy materials to the Promoting Cancer Registries Share site.</p> <p>Mary Jane and Kevin will reach out to their contacts to see if they would be willing to review the forms and share their pictures and stories for the cancer counts flyer.</p> <p>Eric will reach out to the childhood cancer advocate to see if they would be willing to share their picture and story for the cancer counts flyer.</p>	

	<p>and works with childhood cancer advocates in Kentucky and will solicit someone to share their story.</p> <p>NAACCR plans to develop a webpage for the general public. The page would include a link to the NAACCR population-based registry video and would include the cancer counts stories.</p>	
<p><b>5. Narrative or Social Media topics</b> (see above discussion)</p>		
<p><b>6. Liaison reports</b> CoC: Randi reported that NCDB has proposed over 70 data items (new and revised) for 2027 implementation. Many of these data items are to collect multiples of treatment e.g., 3 surgeries. There have been discussions to consider a user-defined dictionary and field testing the proposed changes/additions. CoC is cognizant of the burden these changes have on registrars.</p>	<p>Karen mentioned that the CoC proposed data items for 2027 have been discussed at the HLSG. There have been several meetings to strategize on how to move this forward. A meeting is being planned with CoC leadership to discuss the value of the change management process and how CoC might support a strategy to meet their needs as well as the cancer surveillance community.</p> <p>Eric stated that it would be great if some resources could be invested to automate approaches vs. manual coding.</p>	
<p><b>7. Summarize meeting for reporting to the Board</b></p>		
<p><b>Next Meeting:</b></p>	<p>September 2, 2025@11:30-1:00 ET</p>	