6th Annual Scopy Awards
American College of Gastroenterology
The College takes great pride in the GI community’s passionate and unwavering commitment to support colorectal cancer (CRC) prevention. In 2015, ACG introduced a prize to annually recognize the innovative and impactful CRC awareness efforts: **SCOPY — Service Award for Colorectal Cancer Outreach, Prevention & Year-Round Excellence.**

This year, many efforts devoted to increasing awareness and prevention of colorectal cancer (CRC), particularly during Colorectal Cancer Awareness Month, were thwarted by the COVID-19 pandemic. Throughout this challenging time, resources have been shifted away from colorectal cancer screening to mitigating the pandemic. In soliciting applications for the SCOPY awards, we recognized the difficult position members of our College grapple with — addressing the present danger of COVID-19 and the reality that in the absence of CRC screening, incidence of this preventable cancer may rise.

In the early weeks of March, many ACG members both honored “Dress in Blue Day” and highlighted their dedication to spreading awareness about the importance of CRC screening in a variety of creative ways. Impressively, and despite enormous pressures that all in healthcare have experienced, we received SCOPY submissions.

A total of 16 SCOPY Awards will be presented to an outstanding slate of CRC awareness champions. This year’s initiatives demonstrated sustained engagement with community members, effective collaboration to deliver comprehensive CRC awareness campaigns, a commitment to improving accessibility of CRC screening, and the use of humor to communicate this significant, but under-addressed, public health issue.

Two judges (recognized on the next page) pared down the remarkable efforts to this outstanding group of winners. Importantly, this booklet also recognizes and commends the many submissions deserving an Honorable Mention. The passion and dedication of ACG members to communicate the vital message of CRC screening and prevention is evident in every initiative.

Learn more and be inspired by this year’s projects by visiting the ACG website at [gi.org/SCOPY](http://gi.org/SCOPY). We are very grateful to everyone who committed their time and energy to envisioning, planning, and delivering these CRC awareness programs.

Very Truly Yours,

Sophie M. Balzora, MD, FACP
Chair, ACG Public Relations Committee

Mark B. Pochapin, MD, FACP
ACG President (2019-2020)
SCOPY AWARD

Judges

Sophie M. Balzora, MD, FACG
Chair, ACG Public Relations Committee,
NYU School of Medicine
New York, NY

Jacques C. Beauvais, MD
NYU Langone Medical Center,
New York, NY
Before that \( \text{C} \) took over, March was about another Big C #ColonCancerAwareness month!

#IBD pts are a high risk group & have difficult decisions to make when dx w #colorectalcancer

#GI #CRSurgery #GiPath please join us for a #NotTodayCOVID @MondayNightIBD @JGastroMD

Knowledge and understanding may just save your life, save your life one day...
Uptown downtown or countryside

Kelsey-Seybold Cancer Center
Best CRC Community Outreach During COVID

Allegheny Health Network and Highmark Health
Pittsburgh, PA

COCOVID-19: The 2020 Story Before, During, and After

In early 2020, Allegheny Health Network (AHN) began a new initiative regarding screening colonoscopies to thank patients who took the step toward CRC prevention. “Happy TLC for your Colon” cards were signed by the physician and given to each patient who had a colonoscopy. Pivoting to provide the best and safest possible patient care during the pandemic, AHN developed patient education materials, including a telemedicine program with key points regarding colon health, procedure explanations, and a 19-point checklist for patients. CRC awareness efforts were continued through radio and magazine interviews with Dr. Katie Farah, and Facebook ad placement linking to the magazine article.

Best Culturally Inclusive Social Media Event

Duke Division of Gastroenterology/Durham County Colorectal Cancer Screening Work Group
Durham, NC

Duke Cancer Institute Facebook Live Event for Colorectal Cancer Awareness Month

The Duke Cancer Institute created a Colorectal Cancer Work Group in partnership with the Durham County Department of Public Health and other community organizations to provide culturally appropriate colorectal cancer screening information to African American, Latino, and Asian American communities, which often have lower rates of colorectal cancer screening. They created a Facebook Live series of presentations and Q&A sessions delivered in English, Spanish, and Mandarin, respectively, which were tailored to each audience and delivered by gastroenterologists from each demographic. Culturally appropriate issues relevant to these communities were covered in the discussions, which also included an interview with a CRC survivor about their personal experience with screening, diagnosis, treatment, and recovery.
**Best Culturally Conscious Social Media Campaign**

Rachel Issaka, MD  
Fred Hutchinson Cancer Research Center, Seattle, WA

Darrell M. Gray, II, MD, MPH, FACP  
The Ohio State University, Columbus, OH

Folasade P. May, MD, PhD, MPhil  
University of California Los Angeles, Los Angeles, CA

#ItsTimeGetScreened

Dr. Issaka, Dr. Gray, and Dr. May created a social media campaign to increase colorectal cancer awareness and screening in the African American community, to address higher disease burden and lower CRC screening rates. They created humorous, nostalgic images that would resonate with African Americans born in the 1960’s encouraging them to get screened using facts about how CRC affects the African American community along with the tagline, “It’s Time, Get Screened,” which was shared weekly on Twitter, Facebook, and Instagram. This campaign emphasizes that such targeted campaigns play an important role by complementing research, clinical, and advocacy efforts aimed to promote colorectal cancer awareness.

**Best International Effort**

Mukesh Sharma Paudel, MD  
Lumbini City Hospital, Butwal, Nepal

Colorectal Cancer and Colonoscopy Lecture, Video, and Poster

In March 2020, Dr. Paudel gave a lecture to a group of participants including physicians and members of the community on colorectal cancer and colonoscopy in Nepalese, using ACG’s patient education materials. To extend the reach of his CRC awareness campaign even further, he created a poster about screening colonoscopy that he shared with his national endoscopy club and patients attending GI clinic. In addition, he created an video on CRC and colonoscopy which he shared via Facebook.
**Best Multi-Channel Colorectal Cancer Awareness Initiative**

**Lyndon B. Johnson Hospital**  
**Houston, TX**  
*Colorectal Cancer Awareness – “Go Blue and Get Your Screen On”*

The Lyndon B. Johnson Hospital hosted several exciting and informative events this year for visitors, hospital employees, and the surrounding community. The enthusiastic team of physicians, nurses, and technicians from the GI Lab volunteered to take the message of CRC Awareness through a visit to an area mosque, hospital events, Facebook and Twitter communications, a live webinar, and participation in the “Dress in Blue Day” campaign.

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**Best Multi-Faceted Health Initiative by a Hospital**

**Sita S. Chokhavatia, MD, MACG & The Valley Hospital**  
**Ridgewood, NJ**  
*CRC Community Awareness and Educational Programs at The Valley Hospital – 2020*

The Valley Hospital began CRC awareness activities at the very beginning of the year and were able to conduct community activities and educational programs before additional planned efforts had to be postponed due to COVID-19. Community activities included a Colorectal Cancer Awareness Walk, distribution of FIT kits to their local community, a banner display for TVH’s Fast Track Screening Colonoscopy, employee participation in “Dress in Blue Day,” and an endoscopy display showcase. TVH was able to provide educational programs that included CRC Tumor Board Continuing Education presentations and a dietitian-led CRC lecture on nutrition.
Best Patient-Provider Communication Instruction

Adewale Ajumobi, MD, FACP; Eliane Coffler, MD; Joline De Castro, MD; Sushant Soni, MD; and Eisenhower Health
Rancho Mirage, CA

Colonoscopy During the COVID-19 Pandemic & How to Discuss CRC Screening With Your Patient Via Telemedicine

Dr. Ajumobi, Dr. Coffler, Dr. De Castro, and Dr. Soni collaborated to develop two instructional videos to improve patient-provider communication regarding CRC screening during the COVID-19 pandemic. One video answers common questions that patients may have about getting a colonoscopy and what safety measures are in place. The other video models a provider discussing the importance of CRC screening, as well as screening options, in the context of a telemedicine visit.

Best Polypectomy Video

Ronald Hsu, MD, FACP
Sutter Roseville Endoscopy Center, Roseville, CA

Colon Cancer Prevention Education Video: Choices

Dr. Hsu created a 90-second video highlighting the importance of CRC screening, addressing colonoscopy and stool testing, emphasizing that a positive stool test must be followed up with a screening colonoscopy. He enlisted the animation and audio engineering skills of his daughter and son, Kacey Hsu and Ryan Hsu, in creating the animated video.
Best Public Health Intervention for a Medically Underserved Patient Population

UC San Diego Health
San Diego, CA

The UC San Diego Health-Family Health Centers of San Diego Colon Health Program: A Partnership to Screen Those Most At-Risk

UCSDH partnered with Family Health Centers of San Diego (FHCSD), a local Federally Qualified Health Center (FQHC), to provide free diagnostic colonoscopies to uninsured patients of FHCSD from at risk, vulnerable populations who had an abnormal fecal immunochemical tests (FIT). In the partnership’s Colon Health Program, FHCSD’s patient navigator identifies patients who may be eligible and submits a referral to UCSDH. After review by UCSDH’s triage nurse, those eligible are accepted, scheduled with a gastroenterologist, then receive education on bowel prep. After the procedure, appropriate patient follow-up is completed, and FHCSD is notified of all test results. This collaborative effort has expanded FHCSD’s ability to deliver comprehensive colorectal cancer screening to uninsured individuals.

Best Public Service Announcement Written and Delivered by a Gastroenterologist

Louis J. Wilson, MD, FACG & Wichita Falls Gastroenterology Associates
Wichita Falls, TX

Wichita County Health Department 2020 Colorectal Cancer Awareness Month Message

In collaboration with the Wichita County Health Department, Dr. Louis Wilson and Wichita Falls Gastroenterology Associates contributed a video Public Service Announcement for CRC Awareness Month in March 2020. The message was designed to effectively increase awareness of CRC screening and rapidly educate the public about colonoscopy and colon polyps. Dr. Wilson wrote and delivered the message, which was disseminated via social media accounts from the Wichita County Health Department and Wichita Falls Gastroenterology Associates, as well as local television placement by The Texas Society of Gastroenterology and Endoscopy.
**Best TV PSA Featuring an ACG Governor**

**Alyn L. Adrain, MD, FACP**  
Gastroenterology Associates, Inc., Providence, RI

*Don’t Die of Embarrassment — Get Screened Today*

Dr. Adrain participated in a video PSA to raise awareness of colorectal cancer and the importance of colorectal cancer screening, alongside a CRC survivor. She shared information about CRC risk and prevention and encouraged Rhode Islanders to prioritize their health over any potential embarrassment. The video was created in collaboration with the Rhode Island Department of Public Health and the CDC Screen for Life National Colorectal Cancer Action Campaign.

**Grand SCOPY**

**Dan L. Duncan Comprehensive Cancer Center’s Office of Outreach and Health Disparities**  
Houston, TX

*Light the Night Blue: A Colorectal Cancer Awareness Initiative*

The Dan L. Duncan Comprehensive Cancer Center at Baylor College of Medicine collaborated with the American Cancer Society and the City of Houston for their CRC Awareness Month campaign in March, which began with Houston’s Mayor, Sylvester Turner, officially declaring March as Colorectal Cancer Awareness Month. Radio and TV interviews were recorded with gastroenterologists Dr. Milena Gould Suarez and Dr. Benjamin Musher, along with staff member Allison Rosen, who is a CRC survivor. More than 50 Houston buildings, landmarks, and businesses displayed blue lights for one week and a 20-foot inflatable colon was also put on display at various landmarks throughout the city to bring attention to the nation’s second-leading cause of cancer deaths for men and women, and to promote the importance of getting screened for this preventable cancer.
Crohn’s disease is an inflammatory bowel disease (IBD). It causes inflammation of the lining of your digestive tract and increases your risk of colorectal cancer.

You will be required to wear a face mask when you come for your colonoscopy.

This can actually prevent colorectal cancer.

The endoscopes and other instruments are properly cleaned and disinfected before and after each use.
Making CRC Awareness Fun Award

University of Alabama at Birmingham, Division of Gastroenterology and Hepatology
Birmingham, AL

Love Your Bum: Get It Screened 2020 Campaign

The University of Alabama at Birmingham (UAB) Division of Gastroenterology and Hepatology engaged employees and community members through events and virtual promotion of colorectal cancer screening and early detection. A single “Colon on the Corner…with Coffee” event was held at the beginning of March, which included a 16-foot inflatable colon with #uabcolon2020 photo ops, tips and facts on CRC prevention and early detection, “Wheel of Wellness” game, and a toilet paper toss. Through the rest of the month, UAB engaged virtually through the creation of two online quizzes and sending links to CRC awareness materials to those who attended the in-person event.

Most Inspirational Original Cancer Awareness Song

Carlos Keebo Santos
Mayo Clinic, Jacksonville, FL

Cancer Doesn’t Discriminate

Mr. Santos, an endoscopy technician at Mayo Clinic Jacksonville, wrote and composed an original song promoting the importance of CRC screening, particularly “when you reach a certain age.” The song conveys the message of CRC prevention in an unconventional, entertaining way, while clearly communicating the key point that CRC screening and prevention should be an important health consideration for everyone.
**SCOPY Best Bi-Lingual CRC Screening Video**

Renugadevi Swaminathan, MD, MPH & Arturo Lopez, MD  
Louisiana State University Health, Shreveport, LA

*A Clean Colon is Half Your Colonoscopy*

Dr. Swaminathan created a video to educate audiences aged 45-74 on screening colonoscopy, the gold standard screening test for colorectal cancer. The video focuses on demonstrating the steps in preparation for colonoscopy and emphasizes the need for proper bowel preparation before the procedure. Overall, the video encourages patients to look at the critical need for CRC screening and prevention. Dr. Arturo contributed Spanish language translations to better reach Latino patient communities, which undergo screening colonoscopies less frequently than white patient populations.

**SCOPY Social Media Acumen and Authentic Leadership Award**

Aline Charabaty, MD  
Johns Hopkins Sibley Memorial Hospital, Washington, DC

*#ColonCancerAwareness Month: #ScreenMoreFearLess*

Dr. Charabaty created her Twitter-based #ColonCancerAwareness and #ScreenMoreFearLess campaigns for the two Twitter handles she manages—her personal and professional account, @DCharabaty, and @MondayNightIBD, which she created in 2019 to discuss IBD-related cases with the IBD physician and patient communities. On @DCharabaty, she created videos that addressed the importance of getting screened for CRC as part of any resolution for healthy living, who should get screened for CRC and why, and the various screening options. In a display of commitment to the messages she champions, Dr. Charabaty shared her own experience of getting a colonoscopy, with the goal of demystifying the process and offering tips to overcome some of the practical barriers to colonoscopy. For @MondayNightIBD, she used case-based discussions to highlight the importance and the particularities of CRC screening as well as management of dysplasia and colorectal cancer in the IBD population. Following the clinician discussion, a poll was conducted for IBD patients to assess their understanding of an increased risk of CRC and their perspectives regarding the different surgical options for dysplasia in IBD.
“Colon Cancer Screening: A Faith-Based Community Outreach Initiative,” The Brooklyn Hospital Center; Brooklyn, NY

“Community Service Despite COVID-19,” Santa Maria Gastroenterology; Santa Maria, CA

“A Patient-Centered Multidisciplinary Approach to Improve Inpatient Bowel Preparation for Colonoscopy,” Richa Bhardwaj, MD; Elena A. Ivanina, DO; Vinayak Shenoy, DO; Lenox Hill Hospital; New York, NY

“Iuvurcolon,” Endoscopy Center at Cooper Digestive Health Institute at Willingboro; Willingboro, NJ

“Colorectal Cancer Awareness - A Public Campaign,” Cyprus University of Technology; Limassol, Cyprus, Europe

“I Scream, You Scream, We All Scream for Ice Cream,” Geisinger Health System; Danville, PA

“Colorectal Cancer Prevention Campaign,” Rafael Mosquera Fernández, MD; Gurabo, PR

“The Barriers and Facilitators of Colorectal Cancer Screening in an Outpatient Setting: A Retrospective and Prospective Study,” East Carolina University; Greenville, NC

“Rowan Community Health Clinic Colon Cancer Screening Initiative,” Rowan Community Health Center; Stratford, NJ