



AMERICAN COLLEGE OF GASTROENTEROLOGY

6400 Goldsboro Road, Suite 200, Bethesda, Maryland 20817-5842
P: 301-263-9000; F: 301-263-9025; Website: gi.org

FOR IMMEDIATE RELEASE

Contact: Jacqueline Gaulin 301-263-9000
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Hawaii Convention Center, (808) 792-6633

American College of Gastroenterology Announces Winners of 1st Annual SCOPY: Service Award for Colorectal Cancer Outreach, Prevention and Year-Round Excellence

Bethesda, MD (October 13, 2015) – The American College of Gastroenterology (ACG) announces the winners of the first annual SCOPY Award (**S**ervice Award for **C**olorectal Cancer **O**utreach, **P**revention and **Y**ear-Round Excellence) to recognize the achievements ACG members in their community engagement, education, and awareness efforts for colorectal cancer prevention.

“We received a range of outstanding submissions in various forms and categories such as campaigns and events, educational activities, awareness walks, fun runs, a spin-a-thon, infographics and other patient education materials, multi-channel public awareness activities, , examples of effective radio, news and print media outreach, patient awareness videos, and other unique activities aimed at raising awareness of colorectal cancer, “ said Jordan J. Karlitz, MD, Chair, ACG Public Relations Committee, Professor of Clinical Medicine, Section of Gastroenterology and Hepatology, Tulane Cancer Center, New Orleans, LA.

Twenty-three winners were selected by a panel of three judges that included Dr. Karlitz, Patricia L. Raymond, MD, FACP, Professor of Clinical Internal Medicine, Eastern Virginia Medical School, Practitioner, Gastrointestinal Consultants, LTD, Norfolk, VA and John D. Wysocki, MD, GI Fellow, Tulane University School of Medicine, New Orleans, LA.

“All of these submissions demonstrated the outstanding creativity and commitment by gastroenterologists and their colleagues to spread the potentially life-saving message of the importance of colorectal cancer screening and prevention,” noted ACG President Stephen B. Hanauer, MD, FACP.

The winners will be honored at a reception at ACG Annual Scientific Meeting in Honolulu on Sunday, October 18 from 3:15 pm-4:00 pm Hawaiian Standard Time (Exhibit Halls I & II) and in a special [SCOPY Booklet](#).

[Access the booklet](#)

SCOPY AWARDS for 2015

GRAND SCOPY

- **Darrell M. Gray, II, MD, MPH**, The Ohio State University (Columbus, OH)

The Grand SCOPY is the highest honor among the SCOPY recipients and recognizes the most innovative and multi-faceted integrated communications program that represents what can and should be done to raise colorectal cancer awareness.

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Multi-Channel Colorectal Cancer Awareness:

- **GRAND SCOPY/ Best Multi-Channel Colorectal Cancer Awareness Campaign by a University**
 - [Darrell M. Gray, II, MD, MPH](#), The Ohio State University (Columbus, OH)
- **Best Multi-Channel Colorectal Cancer Awareness Campaign by a Private GI Practice**
 - Central Illinois Endoscopy Center (Peoria, IL)
- **Best Coordinated Community Campaign by a Private GI Practice**
 - Digestive Care of Evansville (Evansville, IN)
- **Best Original Communication Campaign by a Private GI Practice**
 - Gastroenterology Associates, LLC (Baton Rouge, LA)

Campaign/ Projects:

- **Best Community Service Delivery**
 - GIVEBACK CAMPAIGN – GI Associates and Endoscopy Center (Jackson, MS)
- **Best Initiative by an ACG Governor**
 - 80% by 2018 Pledge for Colon Cancer Screening, West Virginia Governor’s Proclamation— Nitesh Ratnakar, MD, FACG, ACG Governor (Elkins, WV)
- **Best Public Health Intervention for Targeted Community**
 - **Gender and Ethnicity-Based Intervention to Raise Colorectal Cancer Screening Awareness in Asian Indian Community**— Bhaumik Brahmhatt, MBBS, Mayo Clinic (Jacksonville, FL)
- **Best Original Tactic**
 - Colon Cancer Awareness License Plate – Samuel C. Pace, MD, FACG (Tupelo, MS)
- **Best Call-to-Action**
 - Make that Call for Colon Cancer Screening Campaign—The Jay Monahan Center for Gastrointestinal Health at New York-Presbyterian Hospital/ Weill Cornell Medical Center, submitted by Felice Schnoll-Sussman, MD, FACG (New York, NY)

GI Fellows-in-Training:

- **Best Video by a GI Fellow-in-Training (Two Tied for First Place)**
 - [Colon Cancer Awareness: Let’s Spread the Word](#)— Khadija H. Chaudrey, MD, Oklahoma University Health Sciences Center (Oklahoma City, OK)
 - [Voices from Our Community: Colon Cancer Screening](#) — Evelyn Marquez-Mello, MD, Washington University School of Medicine in St. Louis (St. Louis, MO)

Infographics:

- **Best Infographic From a GI Fellow-in-Training**
 - You Follow Signs for Road Safety. Would You Follow Signs for Your Health and Safety? – Bhaumik Brahmhatt, MBBS, Mayo Clinic (Jacksonville, FL)
- **Best Infographic From an Institution**
 - 7 Myths About Colonoscopy; Colon Cancer Infographic — Cleveland Clinic Foundation, submitted by Carol A. Burke, MD, FACG (Cleveland, OH)
- **Best Infographic From a Private GI Practice**
 - Get Behind Screening— Gastroenterology Associates, LLC (Baton Rouge, LA)

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Art:

- **Best Colon Cancer Awareness Art**
 - Colon Polyp Poem— Eli Kuga, MD, Central Illinois Endoscopy Center (Peoria, IL)

Best Patient Education Brochure, Flyer or Website

- BowelPrepGuide.com – Ajumobi Adewale, MD, University of Texas Health Science Center (San Antonio, Texas)

Videos

- **Most Engaging Method**
 - [“Ask Us Anything”](#) — Central Illinois Endoscopy Center (Peoria, IL)
- **Most Humorous**
 - [“Things that are Scary”](#) – Gastroenterology Associates, LLC (Baton Rouge, LA)
- **Best Independent Video by an Academic Center**
 - [C-Scopy@50](#) – Manasi Agrawal, MD, Montefiore Medical Center (Bronx, NY)
- **Best Nursing Videos for Colorectal Cancer Awareness**
 - [Colon Cancer Screening Awareness, Preparing for Your Colonoscopy](#) — Teresa McKamey, RN, MSN, Richard L. Roudebush VA Medical Center (Indianapolis, IN)
- **Best Video Series from an Academic Center**
 - [Colon Cancer Genetics, Colon Cancer Overview, Colon Cancer Reconstruction, Colon Cancer Treatments, Digestive Health Colonoscopy, Genetics of Tumors, Patient Story Colonoscopy](#) – Stanford Health Care (Stanford, CA)
- **Best Advocacy Video**
 - [Marzo Cáncer Colorrectal Mes de Concienciación](#)— Puerto Rico Colorectal Cancer Coalition, submitted by Rafael A. Mosquera, MD, MSc, FACP, (Gurabo, Puerto Rico)
- **Best Foreign Language Video**
 - [Bowel Prep Patient Education Video in Chinese](#)— Geng Zhang, Alice Shen, Ashish Buttan, DDS, John Leung, MD, Tufts Medical Center (Medford, MA)
- **Most Original Colorectal Cancer Awareness Video**
 - [“P Polyp-Colorectal Cancer Awareness Rap”](#)— Nizar Senussi, MD, Presence Saint Joseph Hospital (Chicago, IL)

See [SCOPY Awards Booklet](#) and the [ACG Blog \(acgblog.org\)](http://acgblog.org) for more details on the winning entries. Winning video entries can be viewed on the [ACG YouTube Channel](#).

About the American College of Gastroenterology

Founded in 1932, the American College of Gastroenterology (ACG) is an organization with an international membership of more than 13,000 individuals from 80 countries. The College's vision is to be the pre-eminent professional organization that champions the evolving needs of clinicians in the delivery of high quality, evidence-based, and compassionate health care to gastroenterology patients. The mission of the College is to advance world-class care for patients with gastrointestinal disorders through excellence, innovation and advocacy in the areas of scientific investigation, education, prevention and treatment. www.gi.org. Visit the [ACG Blog](http://acgblog.org) for all news, featured research and expert insights related to the annual scientific meeting. Follow ACG on [Twitter](#) and share your live updates #ACG2015.

