

# 2025

## ANNUAL REPORT

*Taking Aim at Cancer in Louisiana*

TAKING AIM AT CANCER IN LOUISIANA | TACL  
[takingaimatcancer.com](http://takingaimatcancer.com)

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# Taking Aim at Cancer in Louisiana (TACL)

TACL is a statewide initiative that brings together leaders across sectors in healthcare, business, government, community, advocacy, philanthropy and other sectors to work toward the common goal of improving cancer outcomes in Louisiana.

## MISSION

TACL is Louisiana's united force to **reduce cancer mortality by eliminating racial disparities and health inequities.**

## VISION

To support initiatives that give communities across Louisiana **access to cancer screening** and the **ability for each cancer patient to pursue their best treatment options.**

## Meet Our Team

### TACL OFFICERS

#### TACL CHAIR

#### **Vince Sedminik**

Willis Knighton Bossier Health System

#### TACL VICE CHAIR

#### **Greg Sonnenfeld**

Ochsner LSU Health Shreveport

#### TACL SECRETARY/TREASURER

#### **Dr. Donna Williams**

Louisiana Cancer Prevention & Control Program

#### EXECUTIVE DIRECTOR

#### **Barkley Booker**

#### TACL CHIEF MEDICAL OFFICER

#### **Dr. Chancellor Donald**

Tulane University

### 2025–2026 BOARD OF DIRECTORS

#### **Dr. John Lyons**

Franciscan Missionaries of Our Lady Health System

#### **Dr. Edward Trapido**

LSU | LCMC Health Cancer Center

#### **Dr. Victor Lin**

Mary Bird Perkins Cancer Center

#### **Emily Lawrence**

Ochsner MD Anderson Cancer Center

#### **Dr. Deidre Barfield**

Blue Cross and Blue Shield of Louisiana

#### **Karl Lirette**

United Healthcare – Commercial

#### **Sheree Taillon**

Louisiana Medicaid Managed Care Association

#### **Richard Born**

Humana

#### **Dr. Brent Wallis**

Peoples Health

#### **Dr. Gary Wiltz**

Teche Health

## Leadership Transition

In September 2025, TACL welcomed Barkley Booker as its new Executive Director, marking an important leadership transition for the organization. We also extend our deep gratitude to Terry Birkhoff, TACL's founding Executive Director, whose leadership since the organization's inception helped establish a strong foundation and guide its early growth and impact across Louisiana.

Barkley brings a unique and valuable perspective to this role. While not a traditional nonprofit executive, she offers a unique combination of business leadership, health policy advocacy, and coalition-building experience. Her connection to TACL runs deep—as a founding patient advocate, board member, and strategic partner, she understands the organization, its mission, and its partners from the inside.

In addition to her professional expertise, Barkley's personal experience as a colorectal cancer patient brings a profound sense of purpose and urgency to this work. Her ability to translate complex policy into meaningful action, combined with her firsthand understanding of the patient journey, positions her to lead TACL into its next phase of growth.

The Board is confident that Barkley's leadership—grounded in experience, perspective, and passion—will continue to advance TACL's mission and expand its impact in the years ahead.

## Message from Our Board Chair

Thank you for taking a moment to review our 2025 Annual Report. I am proud to share that, thanks to the dedication of our board leadership, executive team, and community partners, we have made tremendous progress in our shared mission to reduce cancer mortality and address persistent health inequities across Louisiana.

This year has been one of both momentum and transition for our organization. With the onboarding of our new Executive Director, Barkley Booker, we have ensured strong continuity in leadership while positioning TACL for continued growth and impact. Under this leadership, we remain deeply committed to collaboration, innovation, and measurable results.

A key area of progress this year has been our work to improve cancer screening rates across the state. Through strong collaboration with health systems and payers, we are seeing encouraging year-over-year improvements in screening rates for colorectal, breast, and cervical cancers. These gains represent critical steps toward earlier detection and better outcomes for patients across Louisiana.

Central to this progress is the advancement of our cancer screening registry. With newly received Medicaid data and the completion of our registry dashboard, TACL now has a powerful tool to track screening rates, identify gaps, and guide data-driven interventions statewide. This work is laying the foundation for more targeted and effective cancer prevention efforts.

We have continued to build strong momentum this year, hosting a successful Colorectal Cancer Awareness Month press conference and advancing key committee priorities. Notably, our Transportation Program, in partnership with LA 211 Ride United, concluded in June 2025 after providing 4,672 rides to 81 cancer patients, successfully reducing critical barriers to care. At the

same time, our website ([takingaimatcancer.com](http://takingaimatcancer.com)) grew our social media presence and allowed us to share our work more broadly and strengthen collaboration across Louisiana.

On behalf of the entire TACL Board of Directors, thank you for your continued support and partnership. Together, we are making meaningful progress, and I am excited to see what the year ahead holds for our organization and the communities we serve.

## Year In Review: 2025 HIGHLIGHTS

**4,672**

Rides Provided

**81**

Individual Riders

**80+**

Clinicians Educated

**\$110,500**

Funds Raised

### Transportation Program Results

TACL's Transportation Program, operated in partnership with LA 211 Ride United, continued to remove a critical barrier to cancer care for vulnerable Louisiana patients. The program ran from October 2022 through June 2025, with the following cumulative results:

#### PROGRAM STATISTICS | Oct 2022 – June 2025

| METRIC                   | RESULT               |
|--------------------------|----------------------|
| Total Rides Provided     | <b>4,672</b>         |
| Individual Riders Served | <b>81</b>            |
| Average Trip Distance    | <b>7.85 miles</b>    |
| Average Trip Duration    | <b>19.44 minutes</b> |

### Patient Stories

The impact of TACL's Transportation Program is best understood through the voices of the patients it serves. The following stories illustrate the life-changing difference reliable transportation makes for cancer patients across Louisiana.

### **Breast Cancer Patient — Wig Fitting Appointment**

LA 211 helped a breast cancer patient make it to her wig fitting appointment after losing her hair to chemotherapy — ensuring she could access supportive care that matters for her dignity and well-being.

### **Disabled Veteran — Colorectal Cancer Patient**

A colorectal cancer patient who was also a disabled veteran had previously relied on volunteer transport from a local nonprofit, but experienced frequent cancellations and hours-long waits for return trips. After treatment he would be "exhausted physically and mentally." After enrolling in LA 211 Ride United he shared: "The overall benefit is that my PTSD is not triggered, and I am able to be in a better state of mind for my appointments."

### **Elderly Breast Cancer Patient — Fixed Income**

An elderly breast cancer patient on a fixed income was struggling to reach daily treatments and medical check-ups, dependent on family and friends who could not provide reliable transport. With LA 211 Ride United there was a "weight lifted off" her. She said: "Sometimes I would wait hours after treatment for family to get me — it was so tiring. This program helped me maintain my appointments and treatment without stressing. It has been a lifesaver."

### **80+ Year-Old Colon Cancer Patient**

LA 211 began scheduling rides for an 80+ year-old colon cancer patient who had nearly died. His health stabilized after regular ride access. His only son shared: "He probably wouldn't have been able to make it to all his appointments. He basically wouldn't be with us." He believes months have been added to his father's life — and quality of life improved for both of them by relieving stress.

## **Fundraising**

Total Funds Secured: **\$110,500**

| <b>FUNDING SOURCE</b>                           | <b>AMOUNT</b>    |
|---|------------------|
| ▶ Board Contributions                           | <b>\$79,500</b>  |
| ▶ Louisiana Healthcare Connections              | <b>\$30,000</b>  |
| ▶ National Colorectal Cancer Roundtable (NCCRT) | <b>\$1,000</b>   |
| <b>TOTAL</b>                                    | <b>\$110,500</b> |

## **Progress on TACL Priorities**

- **Clinician Education — Shield CRC Blood Test Webinar**

- ▶ Educated over 80 clinicians and providers through a hosted webinar on the Shield CRC Blood Test
- ▶ Panelists included Guardian (science behind the test), a FQHC (experience with Medicaid recipients), a GI specialist, and primary care provider Dr. Keith Winfrey
- ▶ Panel facilitated by TACL's Chief Medical Officer, Dr. Chancellor Donald

- **Louisiana Payer Council (LPC) Activities**

- ▶ Surveyed LPC members on their use of Artificial Intelligence and identification of high-performing providers
- ▶ Hosted a clinician from Jackson Parish to share best practices for CRC screening — the parish reports the highest screening rates (>50%) among neighboring parishes
- ▶ Surveyed LPC members on Data-Driven Evidence-Based Interventions (EBIs)

- **Cancer Screening Registry**

- ▶ Received data from Medicaid — registry dashboard report completed and available
- ▶ Registry captures standardized cancer screening data to track progress and identify gaps statewide

- **Partnership with LBCHP — Colorectal Cancer Awareness Month**

- ▶ Partnered with the Louisiana Breast & Cervical Health Program (LBCHP) to create a free/low-cost screening calendar for March colorectal cancer awareness month
- ▶ Calendar includes all mobile screening programs in Louisiana

- **Changes in Cancer Screening & MSI Testing Rates (2023–2024)**

- ▶ Analysis of multi-year screening rate changes currently underway — 5-year trend data to be included when available
- ▶ Includes breast, colorectal, cervical cancer screening rates and MSI testing rates across health systems and payers

## Progress on TACL Priorities

- **Social Media Growth & Digital Presence**

- ▶ Continued to expand TACL's footprint on Facebook and LinkedIn
- ▶ Full campaign results to be included upon receipt of final report from social media team
- ▶ Content strategy consisted of four pillars: fundraising & involvement, TACL brand awareness, cancer education, and events/partner highlights

- **Leadership Transition**

- ▶ TACL transitioned to new Executive Director Barkley Booker in September 2025

- ▶ Transition included thorough knowledge transfer, stakeholder introductions, and continuity planning across all active programs

- **Increased Colorectal Cancer Screening Rates**

- ▶ Year-over-year screening rate improvements tracked across health systems and managed care organizations
- ▶ Data submitted by participating payers and systems reviewed by Data Committee

- **Transportation Program — Continued Expansion**

- ▶ **4,672 rides provided to 81 individual cancer patients from Oct 2022 through June 2025**
- ▶ Average trip: 7.85 miles / 19.44 minutes
- ▶ Program operated in partnership with LA 211 Ride United

## It's Not Too Early to Know — CRC Awareness Campaign

In partnership with LSU Health Sciences Center School of Public Health and Fiegley Communications, and funded by Exact Sciences, TACL led a research-driven social media campaign targeting young Black men in Louisiana ages 30–45 — a population at disproportionate risk for colorectal cancer. The campaign used a lead-time approach to build awareness and encourage on-time screening before men reach the recommended screening age of 45.

### SOCIAL MEDIA CAMPAIGN RESULTS | May 2 – November 2, 2025

|                   |                |                |                     |
|-------------------|----------------|----------------|---------------------|
| <b>3,355,115</b>  | <b>504,690</b> | <b>201,647</b> | <b>18,800</b>       |
| Total Impressions | Total Reach    | Engagements    | Landing Page Clicks |

### GEOGRAPHIC REACH — TOP MARKETS

| MARKET       | IMPRESSIONS      |
|--------------|------------------|
| New Orleans  | <b>1,282,768</b> |
| Baton Rouge  | <b>509,985</b>   |
| Lafayette    | <b>387,020</b>   |
| Shreveport   | <b>378,005</b>   |
| Monroe       | <b>244,470</b>   |
| Lake Charles | <b>196,535</b>   |

Alexandria

140,951

## It's Not Too Early to Know — Research Findings

### PHASE 1: COMMUNITY SURVEY FINDINGS (N=403 Black Men, Ages 30–44)

#### CRC Awareness Gap

Only 26% identified CRC as the deadliest cancer — vs. 51% who named prostate cancer. CRC ranked 6th of 7 major health threats.

#### Screening Intent Is High

83% of participants intended to screen when eligible. Among those recommended for screening, 70.3% completed it.

#### Trusted Messengers

Doctors (76%), Teachers (67%), Coaches (48%), Pastors (39%). 74% more likely to screen if the message came from a trusted community member.

#### Top Platforms

Facebook (81%), Instagram (69%), Twitter (43%), TikTok (38%). 76% preferred short-form video. 58% followed influencers.

### PHASE 3: FOCUS GROUP FINDINGS (N=13, Greater New Orleans)

#### THEME 1

##### Clarity Drives Engagement

Messages must be short, plain-language, and skimmable. Technical jargon and long copy are skipped — especially on mobile. Design for the scroll.

#### THEME 2

##### Clear Steps, Real Impact

Participants wanted one clear call-to-action per message (e.g., "Ask your family," "Talk to your doctor"). Vague messages were not acted on.

#### THEME 3

##### Relatability & Trust

Real survivor stories and community messengers outperformed clinical voices alone. Participants wanted to see people who looked like them and had gone through the experience.

### CAMPAIGN PHYSICIAN PARTNERS

#### Dr. Corey Hebert

TV personality, professor & clinician — DePaul Community Health Centers, New Orleans

#### Dr. Rani Whitfield

The "Hip Hop Doc" — clinician at Open Health Care Clinic, Baton Rouge

#### Dr. James Hobley

Community advocate & GI clinician — Gastrointestinal Specialists AMC, Shreveport

**Funder:** Exact Sciences | **Research Partners:** LSU Health Sciences Center School of Public Health | Fiegley Communications | **Website:** [NotTooEarly.org](https://www.NotTooEarly.org)

# Focus Areas & Strategic Plan

## CANCER FOCUS AREAS:

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Lung Cancer  
Screening

Cervical Cancer  
Screening

Colorectal Cancer  
Screening

Breast Cancer  
Screening

Liver Cancer  
Screening

## OBJECTIVES & STRATEGIES:

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- ▶ Expand access to cancer screening services that help prevent cancer, specifically cervical and colorectal cancers
- ▶ Decrease late-stage diagnosis in colorectal cancer
- ▶ Improve adherence to NCCN Cancer Care Guidelines
- ▶ Improve cancer screening rates (breast, cervical, and colorectal cancer screening)
- ▶ Improve cancer screening for at-risk populations for lung and liver cancers according to industry guidelines
- ▶ Advance cancer research

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