

Colorectal Cancer in Local Public Health Jurisdictions with High Mortality Counties

INTRODUCTION: Background

- Data indicated 1/3 of Michigan counties had higher colorectal cancer mortality rates than state rate
- State health department initiated a community based project to learn local/regional specific barriers to early detection of colorectal cancer
- Request for proposals to award eligible local public health agencies with nominal funding

INTRODUCTION: Project Objectives

- Development of collaborative process with local partners
- Identification of barriers unique to their communities
- Completion of a short-term activity to address one identified barrier
- Development of a 5-year plan to foster ongoing collaboration and sustain continued activities to address barriers

INTRODUCTION: Demographics

Grantee 1	<ul style="list-style-type: none">• Mostly rural; large uninsured / underinsured population• Limited access to care
Grantee 2	<ul style="list-style-type: none">• Covers large geographic area, most rural with significant uninsured/underinsured population• Access to care across area varies
Grantee 3	<ul style="list-style-type: none">• Large urban area with sizable uninsured / underinsured population• Significant medical resources

INTRODUCTION: Technical Assistance Provided

#4

- Three project meetings with grantees throughout the year
- Focus Group/Provider Survey question and protocol development assistance
- Data collection and analysis training and support
- Project report and five-year plan templates

METHODS: Barrier Identification

- Community focus groups with educational presentations (pre and post tests)
- Interviews and focus group sessions with health care providers
- Surveys to healthcare providers
- Examination of secondary data sources (e.g. existing survey data)

METHODS: Barrier Identification

Example

Do You
Remember Elvis?



Remember Elvis before Graceland? Did you wear go-go boots and tease your hair? Then it's time to think about a screening test for colon cancer. You can prevent colon cancer before it starts.

What else can you do to lower your risk of colon cancer?

Come to a "Focus Group" at the Chippewa County Health Department. **Find out:**

- What causes colon cancer?
- How to prevent it.
- Why there is a higher death rate from colon cancer in Chippewa County?

Focus Group
Chippewa County Health Dept.
Wednesday, March 30, 2005, 6-8 pm
call 635-3591 to register.
There will be food, prizes & information
that can save your life!

METHODS: 1-Year Intervention

- Community education and awareness activities – local newspaper articles, radio interviews, health fairs
- Health provider educational seminar with continuing education credentialing
- Articles in health department newsletters
- Development of colorectal cancer community website

METHODS: 1-Year Intervention Example

#8

GCCC News Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Genesys
MHA
Community

Cancer News

Publications

- ["Epi News: Colorectal Cancer" Fall 2004, Vol. 4, No.3](#)
A publication of the Genesee County Health Department

Research

- [Colorectal Cancer Screening Attitudes and Behaviors: A Populations-Based Study](#)
Nancy K. Janz, PhD, Patricia A. Wren, PhD, David Schottenfeld, MD, Kenneth E. Guire, MS

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Community Screenings

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METHODS: 5- Year Plan Goals

- Increase funding through grants or donations
- Conduct outreach and interventions directed towards consumers and providers
- Foster coordination of colorectal cancer efforts within existing cancer partnerships
- Provide screening and follow-up of clients

RESULTS: Data Collection Approach

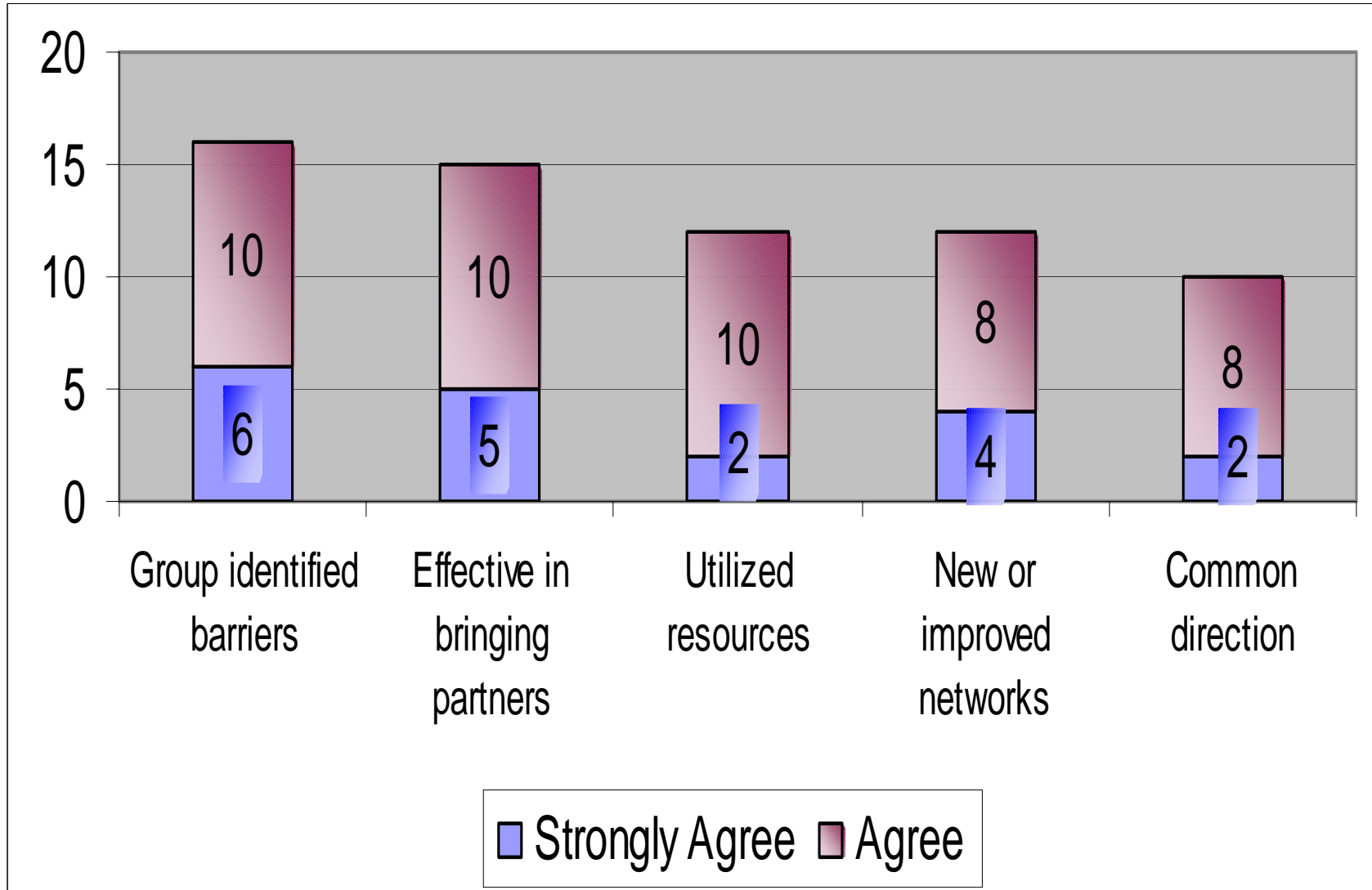
- Quarterly and Final Reports
- Collaborative Surveys
- Focus Groups
- Meeting Satisfaction Surveys

RESULTS: Collaboration Outcomes

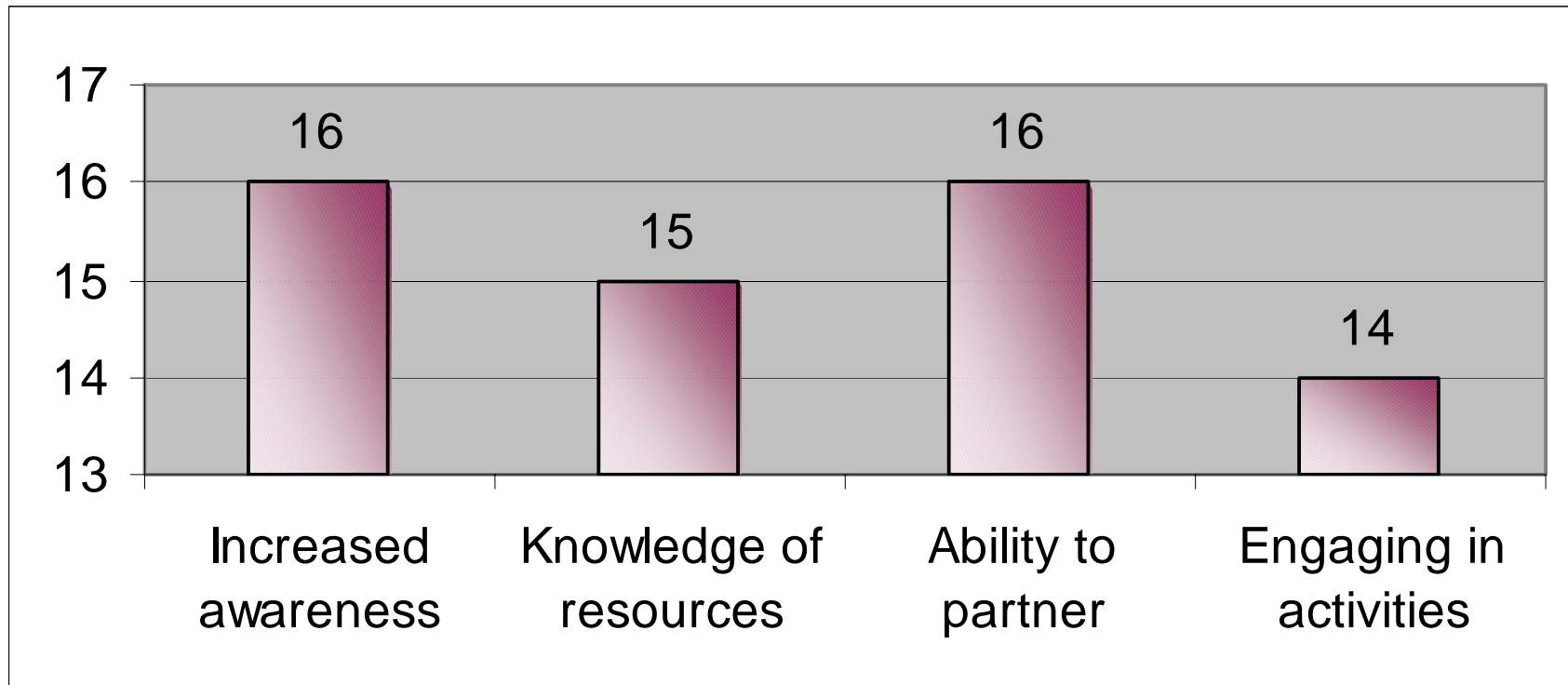
Over 84% of respondents indicated they thought the project brought about an increase in:

- Awareness of community needs and assets
- Ability to partner with other programs

RESULTS: Impact of Collaborative Group (n=17)



RESULTS: Perceived Organizational Benefits (n=18)



RESULTS: Collaborative Relationship Sustainability

Method	% of respondents
Continued efforts related to colorectal cancer?	78.9%
Collaboration on another community health concern?	63.2%
Participation on local collaborative body?	68.4%
Participation on local advisory boards?	47.4%

CONCLUSIONS: Lessons Learned

- Clearly defined, local data specific problem provided greater “buy-in” from partners
- Invite both traditional and non-traditional partners to the table
- Maintain the focus on a shared vision—collective not individual agendas
- Keep consistent communication channels open