A Call to Action

Addressing the Burden of Colorectal Cancer

Community Assessment: Colorectal Cancer Screening

Prepared by the West Michigan Colon Cancer Consortium

Help understand more about colorectal cancer screening in West Michigan

West Michigan Colon Cancer Consortium

Member Organizations

American Cancer Society

Grand Rapids Clinical Oncology Program

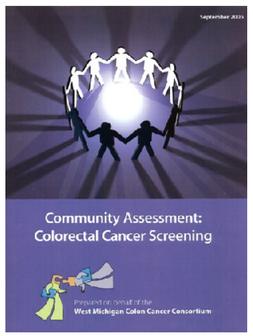
Metro Health

The National Cancer Institute's Cancer Information Service

The Lacks Cancer Center at Saint Mary's

Spectrum Health Cancer Program

Healthier Communities (Funding Agency)



Goal 1

To describe the demographics of the community served by the WMCCC member organizations

FINDINGS:

Many individuals in all counties live below the poverty level without insurance

All counties are federally designated health provider shortage areas for primary care

Goal 2

To describe the colorectal cancer screening/education services provided within the community

FINDINGS:

Less than half of respondents (providers) use tracking and reminding systems and when used, the majority depended upon the yearly well visit exam to do colorectal cancer screening

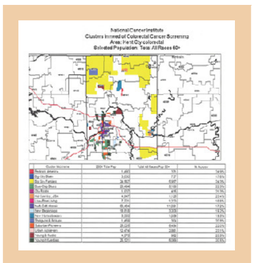
The majority of respondents offer colorectal risk assessment but risk areas assessed are not inclusive and comprehensive

Goal 3

To identify and prioritize gaps in services for colorectal cancer screening

FINDINGS:

Consumer Health Profile maps show segments of population in need of screening



Uninsured by County

County	Uninsured Below Poverty/Pop.	Uninsured 100-199% Poverty/Pop.	Uninsured Over 200% Poverty/Pop.	All Income levels Uninsured/ Tota l Population	MUA/P Feb. 2004	HPSA Feb. 2004
Ionia	1,438/5,379 (27%)	1,875/10,456 (18%)	3,232/45,683 (7%)	6,545/61,518 (11%)		PC*MH^DH#
Kent	14,154/50,904 (28%)	15,827/84,206 (19%)	32,563/439,225 (7%)	62,544/574,335 (11%)	*	PC#
Montcalm	1,762/6,708 (26%)	2,065/12,126 (17%)	2,840/42,431 (7%)	6,667/61,266 (11%)		PC#MH^DH#
Muskegon	4,600/19,437 (24%)	5,670/33,005 (17%)	8,418/117,757 (7%)	18,691/170,200 (11%)	*	PC*D#
Newaygo	1,451/5,563 (26%)	1,724/10,084 (17%)	2,105/32,225 (7%)	5,283/47,874 (11%)	*	PC#MH^DH#
Ottawa	3,937/13,079 (30%)	4,931/26,405 (19%)	14,068/198,829 (7%)	22,932/238,314 (10%)	*	PC*MH#

Uninsured by County*Partial County; *Full County; #Full County Population Group; Primary Care=PC; Mental Health=MH; Dental Health=DH
Primary Health Care Profile of Michigan, 2000h(http://www.mpca.net/healthpolicy/profiles.htm).

Demographics

Kent County

Population (2003) 590,417

Median age: (2000) 32.5 years

Median household income: (1999) $45,980

Grand Rapids

Population (2000) 197,800

Median age: (2000) 30.4 years

Median household income: (2000) $37,224

2000 Census Data

Kent County

80.3% White, non-Hispanic

8.9% Black

7.0% Hispanic

1.9% Asian

.5% American Indian and Alaskan Native

Grand Rapids

62.5% White, non-Hispanic

20.4% Black

13.1% Hispanic

0.8% Vietnamese

1.5% American Indian

Recommendations

Goal 1

Ensure the same colorectal cancer screening is offered to all eligible individuals regardless of ability to pay or insurance coverage

Pilot an early detection program for underserved populations

Goal 2

Educate providers about appropriate use of the fecal occult blood test

Develop a screening resource guide for the community

Goal 3

Ensure screening efforts include community members, are comprehensive and adaptable to different systems

Develop a consistent message using a variety of media approaches

Enhance the strength of interdisciplinary teams through assessment

Provide economic solutions to collaborating providers

Complete a comprehensive assessment of economic factors for screening in the larger context of health care economics

Develop forums for sharing best practices, along with shared responsibility and accountability for patient outcomes