Success: Michigan Cancer Prevention Initiatives

Increasing Colorectal Cancer Screening Rates

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Kalamazoo Colorectal Cancer Awareness Network (KCran)
Calhoun County Cancer Control Coalition (5C)
Introduction

• The Cancer Control Coalition of Southwest Michigan (CCCSWM) & its subsidiaries, Kalamazoo Colorectal Cancer Awareness Network (KCran) & Calhoun County Cancer Control Coalition (5C), serve Calhoun and Kalamazoo Counties.

• Incidence of colorectal cancer in both counties is in line with statewide population; Both colorectal cancer screenings and early detections – lag behind.

• Call to Action
Mission

• The overriding mission is to reduce the incidence of colorectal cancer in Calhoun and Kalamazoo Counties.

• Objective of the coalition is to “Promote colorectal cancer health awareness in Calhoun and Kalamazoo Counties in order to increase the proportion of average-risk, African Americans, Hispanic/Latino people receiving appropriately timed colorectal cancer screenings to 75% by 2015.”
2013 Program Year

• Workgroups
  • Provider education
    February 1, 2013 – ½ Day Conference (CME Event for primary care physicians)
    March 8, 2013 – ½ Day Educational Symposium (CME Event for medical professionals, including primary care physicians)

• Small media campaigns
  • Community wide educational and advertising campaign promoting colon health
  • March 2013 Pharmacy bag inserts
  • March 2013 9 ½ Minute Educational Video
  • April 2013 Colorectal health information distributed to Employers

• Improving access
  • March 9, 2013 – ½ Day Public Awareness Educational Symposium
  • March 2013 (varied dates) – Blue Ribbon Days “Free Screening Colonoscopies for low-income, under – uninsured individuals

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Provider Education

- February 1, 2013/The Details of the Plan
  - ½ Day Conference with CME
  - Primary Care Physicians (215 attended)
  - Presentations included:
    - General Risk Population (Colorectal Cancer)
    - High Risk Population (Colorectal Cancer)
    - Common Genetic Syndromes Related to Colon Cancer
  - Colorectal Screening Materials to Primary Care Offices (240)
    - Letter from the CCCSW explaining contents of the box.
    - 5 unique colorectal cancer screening posters created through the MIYO website. Targeted to persons 50+ including African American and Hispanic populations.
    - 50 colorectal screening brochures (patient version)
    - 100 colorectal screening brochures (provider version)
Provider Education - continued

- March 8, 2013/Details of the Plan
  - ½ day Educational Symposium (CME)
  - Medical Professionals Invited (103 attendees including physicians, mid-levels, nurses, medical assistants, community organization representatives, clinical office staff and genetic counselors)
  - Presentation: “Colon Cancer: Identifying Patients At Risk”
    - Family History as Tool for Prevention & Control (Tessa Jane Paling, MS; Certified Genetic Counselor, Karmanos Cancer Institute)
    - Identification of Persons at Genetic Risk of Colon Cancer (Elena Martinez Stoffel, MD; Assistant Professor, Department of Internal Medicine, University of Michigan)
    - Increasing Colon Cancer Screening Rates (William Hanavan, MD; Board Certified Gastroenterologist, Bronson Gastroenterology in Portage.
    - Keynote Speaker: “An Update of Lynch Syndrome in the Quest for Reducing its Morbidity and Mortality”, (Henry Lynch, MD; Chair of Preventive Medicine, Hereditary Cancer Center, Creighton University)
Small Media Campaign

- Focused on March Colorectal Cancer Awareness Month
- **March 2013** – 13 local pharmacies participated as well as each Walgreens pharmacies in Calhoun and Kalamazoo County. Total inserts distributed – 13,400
- **March 2013** – 9 ½ minute education video was produced. Features **Mayor Bobby Hopewell** along with other volunteer community members and physicians. “The Bottom Line: Begin Colon Cancer Screening at 50”. The video can be viewed on “you tube” at [http://www.youtube.com/watch?v=m_7u0ibfwSA](http://www.youtube.com/watch?v=m_7u0ibfwSA)
  - This video has been used as a resource at various events such as a church leader leading a congregational discussion on men’s health in March.
- **April 2013** – Colorectal Health Information to local employers.
Improving Access

• Community Educational Symposium
  • “Colon Cancer: Are You At Risk?” (85 Attendees)
  • Saturday, March 9, 2013 9:00 a.m. – 1:30 p.m.
  • Presentation:
    • “Your Family Health History and Your Risk for Colon Cancer: How are they related?” (Carol A. Christianson, MS, CGC, West Michigan Cancer Center)
    • “The Importance of Getting Screened for Colon Cancer” (Tarun Sharma, MD, Gastroenterologist)
    • “Living Healthy: Learn How to Eat Right and Exercise to Prevent Colon Cancer” (Julia Ridenour, RD, Registered Dietitian, Bronson Methodist Hospital)
    • “Colon Cancer: Are You At Risk?” (Henry T. Lynch, MD, Chair of Preventive Medicine, Hereditary Cancer Center, Creighton University)
Improving Access - continued

• **Blue Ribbon Days**
  • Multiple location involvement (Battle Creek and Kalamazoo)
  • Prep Kits Donated (Miralax w/Gatorade)
  • Family Health Center Coordinated Patients
  • Collaborated with Bronson Methodist Hospital and Borgess Medical Center
  • Criteria to meet “Blue Ribbon Mondays Financial Assistance”
    • Uninsured
    • 50 Years or older
    • Symptomatic (bleeding, etc.
    • Family History
    • 250% of the poverty level
    • Has not had a screening colonoscopy in the last 10 yrs.
  • 95 Patients Screened (see graph)
## Blue Ribbon Days Results & Comparison Data

### Blue Ribbon Days Results

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Patients Screened</th>
<th>Patients with polyps</th>
<th>% Patients with polyps</th>
<th>Of patients with polyps, those with Precancerous Polyps</th>
<th>Of Total Pts, % w/Precancerous Polyps</th>
<th>Cancer Dx</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>BC</td>
<td>44</td>
<td>22</td>
<td>50.0%</td>
<td>14</td>
<td>31.8%</td>
<td>0</td>
</tr>
<tr>
<td>2012</td>
<td>Kzoo</td>
<td>57</td>
<td>22</td>
<td>38.6%</td>
<td>17</td>
<td>29.8%</td>
<td>0</td>
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<tr>
<td>2012 Total</td>
<td></td>
<td>101</td>
<td>44</td>
<td>43.6%</td>
<td>31</td>
<td>30.7%</td>
<td>0</td>
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<tr>
<td>2013</td>
<td>BC</td>
<td>46</td>
<td>14</td>
<td>30.4%</td>
<td>10</td>
<td>21.7%</td>
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<tr>
<td>2013</td>
<td>Kzoo</td>
<td>49</td>
<td>18</td>
<td>36.7%</td>
<td>15</td>
<td>30.6%</td>
<td>1</td>
</tr>
<tr>
<td>2013 Total</td>
<td></td>
<td>95</td>
<td>32</td>
<td>33.7%</td>
<td>25</td>
<td>26.3%</td>
<td>1</td>
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</tbody>
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Community Partners

- American Cancer Society
- Blue Cross Blue Shield of Michigan
- Borgess Health
- Bronson Gastroenterology Portage
- Bronson Methodist Hospital
- Calhoun County Cancer Control Coalition (5C)
- Cancer Control Coalition of Southwest Michigan (CCCSWM)
- Colon and Rectal Surgery Center
- Endoscopy & Surgery Center of Woodbridge Hills
- Family Health Center
- Hispanic American Council of Kalamazoo
- Kalamazoo Anesthesiology
- Kalamazoo County Health & Community Services
- Kalamazoo Endoscopy Center
- Kalamazoo Gastroenterology Hepatology
- Kalamazoo Colorectal Cancer Awareness Network (KCran)
- Lifelinc Anesthesia
- NAACP of Southwest Michigan
- Opti-Med Pharmacy (Western Michigan University School of Medicine)
- West Michigan Cancer Center
- Western Michigan University School of Medicine

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Future Planning

• **2014 focus:**
  • Quarterly small media campaigns
  • Primary care physician education
  • Blue Ribbon Days in March
  • Road Shows

• **Goals:**
  • Increase colorectal cancer screening rates of appropriately aged individuals to 75% by 2015.
  • Increase primary care physician understanding about the range of colorectal screening tests (colonoscopy, FOBT, and FIT) and the importance of family history.
  • Implement an evidence-based educational plan designed to reach and engage area underserved populations.
  • Provide access to free screenings to low income, uninsured individuals.
Future Planning - continued

• The activities of the various individuals and organizations within the Kalamazoo and Calhoun County area continue their commitment to increasing awareness on the importance of education on colorectal cancer screenings.

• Another grant year aids in the efforts to increase screening, collect family histories, clinical trials, and gather genetics, as well as educate the Primary Care Provider population.

• Colonoscopies for Low Income, Uninsured Individuals (50 minimum)
Future Planning - continued

- Small Media Campaigns completed on a quarterly basis spread the word of our efforts to not one month but throughout the year.
  - Targeting specific populations with appropriate messaging
  - Utilize the MIYO website for material development
  - Each campaign reaches minimum of 2,000 individuals, overall goal of 10,000 people

- Road Show Message – Utilizing the video discussed earlier, trained speakers will be providing an educational and fun presentation that is consistent and uniform presenting at local health fairs, churches, work sites and classrooms. Goal is 12 times in 2014. Measures of success will be pre- and post testing as well as program evaluations.
In Closing

• Continuing our efforts to reduce the incidence of colorectal cancer in Calhoun and Kalamazoo County the organizations of CCCSWM, KCran and 5C’s will focus on strengthening the coalition, commit to working collaboratively to implement colorectal cancer health education efforts and provide appropriate screening to the underserved in our area.

• 2014 Grant Awarded - $25,000 from Michigan Department of Community Health

• *Together – we do more, we are not just members on paper, we participate and educate. This mission alignment ensures commitment and participation in years to come.*
Thank You

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