

# Cancer Screening Rates Improving For Organizations Participating in the MCC Challenge

## What is the MCC Challenge?

The MCC Challenge assists Michigan Cancer Consortium (MCC) member organizations in implementing evidence-based [Community Guide](#) strategies to improve cancer screening rates among their employees.

First Year  
(2011-2012)

- **Approach:** Eight organizations assessed their colorectal, breast, and cervical cancer screening policies and created an action plan for their project.
- **Outcomes:** Many organizations already had Community Guide recommended policies in place. The organizations addressed areas for improvement, reaching about 7,000 employees and dependents. The five organizations providing screening data reported improved rates in nearly every instance. For more details see [The Michigan Cancer Consortium Challenge Year One Project Report](#).

Second Year  
(2012-2013)

- **Approach:** The challenge used the same guidelines as the first year of the project. The two new organizations participating in the project assessed their baseline screening rates and existing screening-related policies then prepared action plans using evidence-based interventions to improve screening-rates.
- **Outcomes:** Roughly 5,000 employees and dependents were reached.

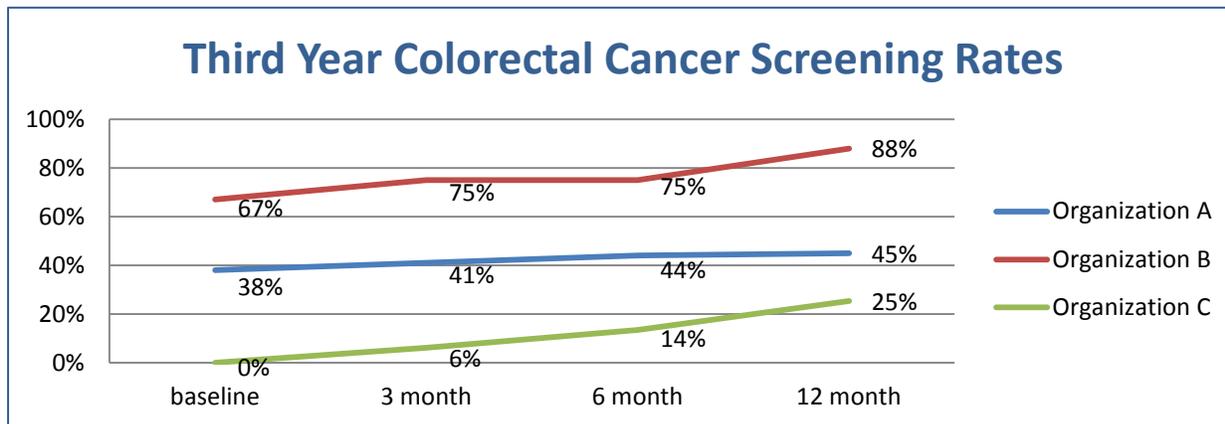
Third Year  
(2013-2014)

- **Approach:** Year three participants were required to use the [Make It Your Own](#) (MIYO) web tool to create patient screening reminders for colorectal cancer screening. Participants were also able to continue with other Community Guide recommended strategies to improve colorectal, breast, and cervical cancer screening.
- **Outcomes:** Three organizations participated in this additional phase, sending out nearly 850 screening reminder postcards to employees who were due for colorectal cancer screening. Each organizations improved their colorectal cancer screening rates during this year.

The Future

- **Approach:** The Michigan Department of Community Health (MDCH) and the MCC will continue to promote the use of Community Guide strategies to improve cancer screening rates. MDCH will support MCC member organizations who implement them, with an emphasis on the use of client reminders created using MIYO. In addition to colorectal cancer messages, MIYO now includes messaging for breast and cervical cancer. These additional messages will support increased use of this tool by Michigan organizations.

# MCC Challenge Success



\*Note: Organizations A and B tracked their overall colorectal cancer screening rate. Organization C determined the population needing screening and assessed the screening rate specifically for that population.

## Don't have time to think about colon cancer?

Who does? But screening can find problems before they turn into cancer. Take time now and get screened.



Call for more information about colon cancer screening at little or no cost.

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Contact 724-4411

Public Health  
Muskegon County

For more information about the program  
Public Health Muskegon  
County

Example of a colorectal cancer screening reminder

### Keys to Successful Client Reminders

- **Create partnerships** between organizations and their insurers. This allows for appropriate targeting of client reminder mailings and data collection and sharing without compromising employee privacy.
- **Develop trust** among those involved.
- **Use customized, evidence-based messaging** for client reminders created with the MIYO tool.

The MCC Challenge has helped many diverse Michigan organizations successfully translate evidence-based worksite interventions that improve cancer screening into practice. The MCC and the Michigan Department of Community Health continue to encourage and support the use of these interventions.