

## Colorectal Screening project at Men's Health Event

### Collaborating Partners:

American Cancer Society, Michigan Institute of Urology (MIU)/ Mens Health Foundation, Beaumont Health, St. Mary Mercy Livonia, Henry Ford Cancer Institute

### Project description and outcomes:

For several years, the American Cancer Society and Michigan Institute of Urology have partnered to provide information and educational services to men. The avenue of partnership has leveraged ACS to be a mission partner to MIU. MIU offers a unique opportunity to service men from Michigan by offering a 1-day men's health awareness event. For the past two years, ACS has brought the collaboration to the next level by including partners from the SouthEast MI CRAN ( colorectal awareness network) group to be a part of the Men's Health Event for colorectal screening awareness. Partners of these hospitals join ACS at the Men's Health Event to educate, and pre-screen men for colorectal screening. At that point if a man qualifies for a FIT Kit, it is provided, the hospital not only provides the information on the Fit Kit, but does a follow up reminder and follows the men through the screening process. If a FIT Kit is returned to the hospital, and the Kit is positive the hospital will follow up with the men and provide appropriate direction on next steps for additional screening and guidance from a nurse navigator. In 2019 the partners launched this colorectal screening activity at the Men's Health Event and saw a 21% of returned Fit Kits. With some changes in follow up, the project saw a return rate of Fit Kits at over 48% the following year. This was an amazing increase of men not only getting screened but also returning the Fit Kit, which is sometimes the biggest obstacle.

### Learn More:

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