Community Engagement
By Cancer Centers in CRC Screening: The OSUCCC Experience

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Cancer Center Summit: A Strategic Look at Cancer Centers and Colorectal Cancer Screening
Populations Represented

2016 Ohio Population
11.6 million

Urban Populations of Ohio:
- Few large metropolitan areas
  - Cleveland, Akron, Cincinnati, Columbus, Dayton, Toledo

Rural Populations of Ohio:
- 2.5 million residents
  - 59% land mass
  - 22% of population

Appalachia (gray shaded area):
- 32 county area in East and South
  - Federally-designated HCPS area
  - Socioeconomically destressed

Rural:
- NW and SE part of state
  - Similar characteristics
  - Amish

Minority/Ethnic Populations:
- African-American
- Somali
- Hispanic
- Asian

Legend
CT Population Density (per sq. mile)
- 0 - 223
- 224 - 1216
- 2678 - 4694
- 4695 - 29072
- Ohio Appalachia
Community-based Efforts in CRC Screening

- Patient Navigation: Improving adherence to screening and follow-up of abnormalities – *in-house community*
- Ohio Colorectal Cancer Prevention Initiative – *clinical community*
- Community outreach to promote screening – *various communities*
- Increasing Screening: clinic and community-based research studies
WayFinder Patient Navigation Program

- **Goal 1:** To reduce the “no show” rates by 40% in participating clinics

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Baseline</th>
<th>Navigated N/S Rate</th>
<th>Percent Change</th>
<th>Current Overall Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endoscopy</td>
<td>32%</td>
<td>6.14%</td>
<td>80%</td>
<td>22.89%</td>
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</tbody>
</table>

- **Goal 2:** To increase adherence to recommended preventative tests for Medicaid patients seen in participating clinics by at least 40%

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Baseline</th>
<th>Current</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPE</td>
<td>40%</td>
<td>28.33%</td>
<td>29%</td>
</tr>
<tr>
<td>Rardin</td>
<td>40%</td>
<td>25.95%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Molecular Epidemiology of Colorectal Cancer

Peter Shields

Universal Screening for Lynch Syndrome

Albert de la Chapelle
Heather Hampel
Richard Goldberg
Wendy Frankel

Adherence to Colorectal Cancer Screening

Electra Paskett

Molecular Epidemiology of Colorectal Cancer

Peter Shields

Supported by Pelotonia
$4.5 Million

Statewide 2012-2017

Ohio Colorectal Cancer Prevention Initiative

The James
Statewide Coverage

Statewide 2012-2017

50 participating hospitals - partners
Patients enrolled in all 88 counties
Adherence to Colorectal Cancer Screening

Statewide 2012-2017

Lynch Syndrome negative patients and first degree relatives
- Brief phone survey
- Tailored screening recommendation via website +/- patient navigation (N=100)

Lynch Syndrome positive patients and first degree relatives
- Genetic counseling
- Brief phone survey +/- patient navigation (N=1800+)

Testing comparative-effectiveness of interventions on outcome of following recommendations

Electra Paskett

The James
Community Awareness Activities (Center for Cancer Health Equity – CCHE)

- Super Colon (Columbus; Appalachia)
- Provider & Community Engagement Program (PACE)
  - March Colorectal Cancer Awareness Events – Wellness Wednesdays
  - Screening Saturdays (Free Colonoscopies & Patient Navigation)
  - Grocery Store Tours
  - Live Phone Bank and Webchat
  - Cancer Disparities Conference
- S2S – Screen to Save*
- Men’s Health Program*

*NCI-funded NON grant activities

Photos Courtesy of Darrell M. Gray, II, MD, MPH

The James
How Do We Do This?

- **Funding:** *NCI National Outreach Network grant (all populations); ACS Ohio Colorectal Cancer Innovation Grant; Departmental (James) and Philanthropic Funds; Pelotonia; Upper Payment Limit (Medicaid) Funds*

- **Staffing:** CCHE Staff and volunteer physicians, staff and students provide guided tours for Super Colon, implement PACE events and screenings, provide outreach and educational sessions on colorectal cancer.

- **CCHE** handles the coordination of outreach and Super Colon events and works in conjunction with the GI department for PACE program activities.

  - **CCHE Staff include:**
    - Faculty Director and Deputy Director
    - Director
    - Program Director
    - Program Managers – Navigation; NON/Training; Immigrant/Refugee communities; Hispanic/Latino community
    - Program Coordinators
    - CHW’s – Appalachia, Asian, Hispanic and Somali community
    - Patient Navigators
Key Community Partners

- American Cancer Society
- African American Male Wellness Walk
- Dodge Community Center
- Fight Cancer Saves Lives Coalition
- Gillie Community Senior Center
- Local Matters
- Marion Franklin Community Center
- New Lexington Ohio Library
- Ohio Partners for Cancer Control (State Cancer Plan)
  - Efforts align with objectives 5 and 6 in the plan
- YMCA of Central Ohio
Challenges Overcome

- Free Colonoscopy: F/up for (+); no-shows; staffing; funding for bowel prep; transportation
- Community Events in PACE: Participation
- Super Colon: purchase unit; space, staffing
- S2S: no additional funding; short time frame; staffing
- Men’s Health: men to participate; worksites
- WayFinder: Integrating into clinic flow; buy-in from clinical staff; access to EHRs
- Statewide Prevention Program: slow uptake by clinics; funds for screening and f/up
Future Plans

- Continue colorectal cancer awareness programs with expansion in other racial/ethnic communities.
- Expand screening activities/opportunities, especially free screenings
- Increase use of patient navigators across the medical center showing cost-effectiveness of navigation for uptake of CRC screening
- Find funding sources to expand OCCPI
Lesson Learned: Advice for Other Centers

- Get buy-in from leadership – Center Director
- Have a budget, structure, dedicated staff
- Use a plan – short and long-term goals
- Community partnerships are key
- Have staff that represent the populations
- Apply for all types of grants to leverage your budget
- Take advantage of opportunities
- Network with researchers
- Evaluate and make course corrections, as needed
Thank You

To learn more about Ohio State’s cancer program, please visit cancer.osu.edu or follow us in social media: