Thank you for joining! The session will begin shortly.
Strategies to Promote Colorectal Cancer Screening in Underrepresented Communities

Annie Thibault
MS
Colorectal Cancer Prevention Network

Michelle Aubertine
MBA
KS&R

Anne Escaron
PhD, MPH
AltaMed Health Services

Jennifer Hatcher
RN, MPH, PhD
University of Arizona Cancer Center
LIKELIHOOD TO GET SCREENED IN THE NEXT 6 MONTHS

1 in 3 unscreened Black and African American people are likely to make a CRC screening appointment in the next 6 months. Among those with a family history, just under half are likely to get screened in the near future.

No differences in likelihood between men and women.
Procrastination is the leading reason Black and African American individuals have not been screened. Lack of symptoms, no family history, and doctor not recommending it are also top cited barriers.

**CRC SCREENING BARRIERS**

**DRIVERS OF PROCRASTINATION VARY BY AGE**

- **Ages 45-49:** Cost concerns (21%); COVID (19%)
- **Ages 50-54:** COVID (27%); Cost concerns (22%), Don’t think they’re likely to get CRC (21%)
- **Ages 55+:** COVID (22%); Fear of results (19%), Prep concerns (18%), Test concerns (17%)
1 in 5 think you don’t need to get screened if you eat right & exercise

Some of those with a family history do not worry about colon cancer, as they feel their lifestyles are healthier than their relatives’ and thus they are not as likely to get colon cancer. These respondents cite their family members led unhealthy lifestyles (e.g. sedentary, poor diet, and/or were heavy drinkers).

Only 53% have discussed colon cancer screening with their health care provider
15 messages with a variety of themes were tested using an advanced analytical technique to measure which ones will be most impactful in helping encourage unscreened Black and African American people to get screened for CRC.
Did you know that colon cancer is the second leading cause of cancer death in Black and African American people in the United States?...

Colon cancer is often a silent disease. Usually there are no symptoms. That’s why getting screened is so important.

Colon cancer still happens more often in African Americans, but progress is being made. Fewer African American people...

Right now, you could have a polyp, a small growth in your colon or rectum...

Colon cancer screening can save your life. And for most people, there’s more than one screening option available...

A colonoscopy isn’t the only option for colorectal cancer screening. There are simple, affordable options...

Colon cancer is often preventable and likely to be successfully treated if caught early...

Did you know that most African American people are screened for colon cancer?...

My mom was diagnosed with colon cancer at age 55. I now know I’m at a higher risk for the disease...

Being active and eating right are important for your health, and so is getting screened for cancer...

My mom was screened for colon cancer and caught it early when it was more treatable...

Did you know screening is done by people who don’t have any symptoms?...

One in four people with colon cancer have a family history of the disease. Family history puts you at an increased risk...

Carl feels great about his health. He eats right and exercises regularly. And he received good news after his last colonoscopy...

Al’s buddy, Joe, is a colon cancer survivor. Joe was only 50 when he was diagnosed...

### MESSAGES PERFORMANCE (SHARE OF PREFERENCE)

Colon cancer being the second leading cancer death in Black and African Americans, is by far the most compelling message.

<table>
<thead>
<tr>
<th>MOST MOTIVATING</th>
<th>Total</th>
<th>15.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you know that colon cancer is the second leading cause of cancer death in Black and African American people in the United States?...</td>
<td>9.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGHLY MOTIVATING</th>
<th>Total</th>
<th>9.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon cancer is often a silent disease. Usually there are no symptoms. That’s why getting screened is so important...</td>
<td>9.6%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>9.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon cancer still happens more often in African Americans, but progress is being made. Fewer African American people...</td>
<td>9.0%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>9.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right now, you could have a polyp, a small growth in your colon or rectum...</td>
<td>7.7%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>7.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon cancer screening can save your life. And for most people, there’s more than one screening option available...</td>
<td>7.2%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>7.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A colonoscopy isn’t the only option for colorectal cancer screening. There are simple, affordable options...</td>
<td>6.3%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>6.3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon cancer is often preventable and likely to be successfully treated if caught early...</td>
<td>6.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>6.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you know that most African American people are screened for colon cancer?...</td>
<td>5.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>5.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>My mom was diagnosed with colon cancer at age 55. I now know I’m at a higher risk for the disease...</td>
<td>5.1%</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>5.1%</th>
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<tbody>
<tr>
<td>Being active and eating right are important for your health, and so is getting screened for cancer...</td>
<td>4.6%</td>
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<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>4.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>My mom was screened for colon cancer and caught it early when it was more treatable...</td>
<td>3.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>3.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you know screening is done by people who don’t have any symptoms?...</td>
<td>3.6%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>3.6%</th>
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<tbody>
<tr>
<td>One in four people with colon cancer have a family history of the disease. Family history puts you at an increased risk...</td>
<td>3.2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>3.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carl feels great about his health. He eats right and exercises regularly. And he received good news after his last colonoscopy...</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Illustrative Personas</th>
<th>Total</th>
<th>2.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al’s buddy, Joe, is a colon cancer survivor. Joe was only 50 when he was diagnosed...</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>

Top message across all age groups, gender, & illustrative personas

Colon cancer being the second leading cancer death in Black and African Americans, is by far the most compelling message.
This message is most compelling because it is extremely relatable and sheds light on a widely unknown statistic for Black and African people.

<table>
<thead>
<tr>
<th>#1</th>
<th>Did you know that colon cancer is the second leading cause of cancer death in Black and African American people in the United States? Colon cancer can be caught early or even prevented through regular screening. Most people should begin screening at age 45.</th>
</tr>
</thead>
</table>

- **It was relatable.** I’m Black and it talked about Blacks having a high rate of colon cancer and that we should get tested.
- **Being African American myself, I know that whether I have a family history or not my chances are much greater than other races of people.**
- **It is a good warning for Black people.** I know that health care for us is very different in this country. I appreciate knowing that colon cancer should be more of a concern for Black people.
- **The fact that I’m African American and colon cancer is the second leading cause of death for AA is enough to motivate me to get screened.**
- **The fact that I identify racially as African American and that I’m 49 years old.**
- **As an African American male this is relevant to me.**
- **It speaks directly to me as an African American.**
- **Because it sounds like it’s speaking straight to me.**
- **I am African American and I didn’t know this.**

**PERCEPTIONS OF TOP MESSAGE**
Colon cancer is often a silent disease. Usually there are no symptoms. That's why getting screened is so important. It can help prevent colon cancer or catch it early when it is easiest to treat. Most people should begin screening at age 45.

Colon cancer still happens more often in African Americans, but progress is being made. Fewer African American people develop or die from colorectal cancer as compared to just a few years ago, thanks to more African Americans taking part in screening, now starting at age 45.

Colon Cancer being a silent disease is what makes this message highly compelling as most are unaware of this fact.

"It makes me feel like I could possibly have cancer but it's not being detected. If I get screened and it's caught early, I have a better chance."

"Highlighting that it's a silent killer; that shows how important screening is."

"Usually with illnesses, one has symptoms which prompts them to get checked. Those illnesses that are silent with no warnings are the worst, so it is best to get checked."

Similar to the most preferred message, this message is motivating because it’s relatable and eye opening with regards to colon cancer being more prevalent in Black and African American people.

"Because it talks about Black people needing to get screened and I’m a woman of color."

"As an African American it is telling me that I am more likely to get colon cancer."

"Knowing that I am of high risk makes it important to get screened."

Right now, you could have a polyp, a small growth in your colon or rectum. Right now, your polyp may be harmless, but over time it could develop into colorectal cancer. Right now, through regular screening, you have the power to find and remove precancerous polyps and prevent colorectal cancer. Call your doctor and take control of your health!

This message made people stop and think, and motivates them with the fear that RIGHT NOW they could have a polyp that could be dangerous.

"It addresses the fact that presently things could seem okay when preventable dangers could be developing out of sight."

"What could be happening in my colon now is very scary."

"When the message states it can be happening NOW...it hits different when you see the word NOW."
56% prefer to receive CRC screening information from health care providers

Only 44% have talked to a HCP about CRC screening
- 32% 45-49 y/o
- 41% 50-54 y/o
- 52% 55+ y/o

Beyond HCPs, other top channels for information include:
- Handouts/posters in a doctor’s office (32%)
- Emails (29%)
- Websites (28%)
- Online patient health portals (26%)

Though not a top preferred or trusted channel, virtually all are on Social Media making it an ideal source for reaching this audience with CRC and CRC screening information
TRUSTED SOURCES

- **86%** Doctors
- **81%** Other Medical Pros
- **78%** National Health Orgs (e.g. ACS)
- **73%** Family
- **67%** Close Friends
- **66%** Gov’t Health Orgs (e.g. CDC)
- **63%** Insurance Plan

**Critical for all HCPs to start the conversation with 45+ year olds (regardless of reason for medical visit)**

Content backed by national health organizations, such as the ACS, will be highly regarded.
89% report a regular person they can identify with (similar age, gender, race, etc.) talking about their experience with CRC is more impactful than a celebrity speaking out.

With regard to celebrities, 64% report celebrity deaths are more impactful than seeing a celebrity get screened.
NEXT STEPS:

- NCCRT to host a webinar of the findings
- NCCRT Advisory Committee to begin focusing on content development
- Supplemental guide and complementing resources will be available on nccrt.org
Evidence Based and Innovative Approaches for Promoting CRC Screening among Latino and Multi-ethnic Communities in Southern California

Anne Escaron, PhD
AltaMed Health Services Corporation

80% in Every Community Conference

Strategies to Promote Colorectal Cancer Screening in Under-represented Communities

11/17/2021
Outline

• AltaMed’s patient population

• Colorectal cancer screening at AltaMed
  • System wide strategies
  • Additional evidence based strategies
    • Colorectal Cancer Control Program (CRCCP) awardee

• Innovative approach
  • Fotonovela

80% by 2018 National Achievement Award
ALTAMED HEALTH SERVICES CORPORATION

- Largest Independent Community Health Center
- 257,093 patients *UDS 2020*
  - 88% Racial and/or Ethnic Minority
  - 83% Latino
  - 61% Medicaid
  - 43% Best served in language other than English
  - 20% Uninsured
- >3,000 employees
  - ≤ 400 physicians

Mission
- To eliminate disparities in health care access and outcomes
Colorectal Cancer Screening at AltaMed

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorectal</td>
<td>57%</td>
<td>62%</td>
<td>63%</td>
<td>56%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Image courtesy of Kaiser Permanente Center for Health Research Portland, OR
Critical Gap for Abnormal FIT Results- 2018

- Screening: 11,599 patients
- Abnormals: 324 (8%)
- Colonoscopy Referrals: 262 (81%)
- Colonoscopies Completed: 93 (29%)

71% of patients with abnormal FIT result do not complete a colonoscopy.
Colorectal Cancer Screening at AltaMed

- Clinical goals
- Provider incentives
- Annual FIT mailing
- Standing order
- Referral coordinator
- Low abnormal FIT follow up
- Abnormal workflow
  - Linkage to GI specialist
  - Colonoscopy for uninsured
  - Tracking
  - Extending FIT outreach
- Clinical guidelines
- Provider & staff trainings

July 2015

... July 2019

July 2020

July 2021
Colorectal Cancer Screening at AltaMed

Assessing patients’ barriers to completing follow up colonoscopy after abnormal FIT result

• Transportation
  • Ride to & from procedure site

• Social support
  • Escort

• Health literacy
  • Bowel preparation
Fotonovela 1: *Turning 50*

Flesch-Kincaid reading level 3.1

Happy birthday, my friend!

I'm so happy you could be here with me to celebrate!

Open the gift, Ana.

This is so pretty! It's my favorite color. Thank you, Dolores! I'll wear it tomorrow.

I'm so glad you like it. One other thing...I've been meaning to ask you.

What's that?

I've been doing my FIT test every year for 8 years. Did you get one? It's one of the joys of turning 50!
THANK YOU
Multilevel Interventions to Promote CRC Screening among Native American Communities in Arizona - Accelerating Colorectal Cancer Screening and Follow-up through Implementation Science (ACCSIS) Program Grantee

Dr. Jennifer Hatcher, RN, MPH, PhD
Arizona (2020):
- 23 tribes
- 317,000
- 298,000 Navajo
- 173,000 on reservation

- Majority of reservation households lack phones and access to USPS (BRFSS, mailed FIT)
- Paucity of cell phone towers (BRFSS)
- 75% of all US households lacking electricity are on the Navajo Nation (reservation)

<table>
<thead>
<tr>
<th></th>
<th>AI/AN</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (median, y)</td>
<td>31</td>
<td>37.4</td>
</tr>
<tr>
<td>Household income</td>
<td>$35,310</td>
<td>$51,371</td>
</tr>
<tr>
<td>Children/family</td>
<td>3-4</td>
<td>1.93</td>
</tr>
<tr>
<td>Poverty rate</td>
<td>29.4%</td>
<td>11.4%</td>
</tr>
</tbody>
</table>
CRC in AI/AN

- Overall CRC mortality 1.39-fold greater than for NHW
- Regional AI/AN CRC excess mortality risk from 0.8 to 2.3-fold vs. NHW
- Higher incidence of late-stage disease
  28.1 per 100,000 (AI/AN) vs. 22.4 (NHW)

Overall CRC mortality declining in NHW but increasing in AI/AN
AI CRC Screening Consortium

- AZ, NM & OK NCI-designated Comprehensive Cancer Centers
  Part of larger ACCSIS consortium
- CCSG supplements with NCI Moonshot funding

University of Arizona Cancer Center – AI CRC Screening Consortium Site

- Navigator-based, Type 3 effectiveness-implementation hybrid design approach
- Using USPSTF-approved methods, increase CRC screening rates by at least 25% at participating facilities. Screening method at discretion of individual facilities and providers
- FIT is the majority primary screening tool, screening colonoscopy the first choice in a small minority of patients
- Multitarget stool DNA-FIT (Cologuard) not currently in use at any site
Arizona AI Colorectal Cancer Screening Consortium Sites (October ‘21)

Navigator in place:
• El Rio (Pascua Yaqui)
• HHCC (Hopi)
• NACA (mainly Navajo)
• SCAH (San Carlos Apache)
• WIHCC (Navajo)

Regulatory Approvals Obtained:
• UA IRB
• SCAH Board
• San Carlos Tribal Council
• NACA Board
• Western & Ft. Defiance Navajo Agencies
• Navajo Nation HRRB
• WIHCC Board
• El Rio Board
• Phoenix Area IHS IRB
• Hopi Tribal Council
• Pascua Yaqui Tribal Council
Unique Barriers

POSTAL SERVICE
Some community members only check their mail 1-2 times/week; have limited access

LANGUAGE
Most homes speak another language other than English at home

REGULATORY PROCESSES
Tribal regulatory processes can take months (ie. Navajo Nation)

CULTURAL BELIEFS
Some tribal languages do not have a word for ‘cancer;’ some tribes do not like to talk about cancer because it will bring it among themselves (cultural taboos)
Study Organization

Community Education
- IDENTIFY PTS.
  - Clinic Schedules
  - EHR
  - Phone
- SCREEN
  - FIT
  - Colonosc.
- RESULTS
  - Log
  - Patient
- FOLLOW-UP
  - Colonosc.
  - Rpt. screen

Academic Detailing

INFORMATICS

Clinical: EHR
Research: Deidentified, aggregate – REDCap
Aggregate Arizona Data: Two Sites, REDCap Database

Engaged by navigator
n=678 patients

FIT kits distributed
n=467 (69%)

- Returned & developed
  n=199 (43%)
    - Negative
      n=164 (82%)
      Colonoscopy scheduled
      n=24
      (40% of FIT+)
    - Positive
      n=35 (18%)
      Colonoscopy completed
      n=14

- Not returned
  n=268 (57%)

Colonoscopy scheduled
n=61 (9%)

- Colonoscopy performed
  n=53 (87%)
    - Normal/negative
      n=44 (83%)
    - Abnormal/positive
      n=9 (17%)

Not engaged in screening
n=150 (22%)
Questions & Answers