NCCRT Market Research in Practice

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Nebraska Cancer Coalition
NC2 Introductions

Tamara Robinson
Program Director
NC2 Introductions

Alan Thorson, MD, FACS
President
Vision

Conquering Cancer Together

Mission

Connecting people and resources to strengthen cancer prevention, detection and quality of life in Nebraska.
Our Programs

- Outreach
- Survivorship
- Education
- Advocacy
Nebraska Demographics

Population
- 1.964 million (2021)
  - White = 87.7%
  - Hispanic/Latino = 12%
  - Black/AA = 5.3%

Geography
- Population per sq mile = 25.5 (2020)
- Land area in sq miles = 76,817 (2020)

Rurality
- 34.9% live in non-metro areas
- 5.8% lack health insurance
- 13 of 93 counties do not have any active PCPs

Sources: US Census Bureau, Rural Health Information Hub
Nebraska CRC Data

**Incidence**
- 960 cases estimated (2022)
- Fourth most frequently diagnosed cancer (2018)

**Mortality**
- 320 deaths estimated (2022)
- Second leading cause of cancer-related deaths (2018)

**Screening**
- 72.5% up-to-date on screening (2020)
- Lower screening in rural (63.4%) vs. urban (75.8%) (2020)

Sources: American Cancer Society, Nebraska Cancer Registry, Nebraska BRFSS
Nebraska Statewide CRC Awareness Campaign

• Utilized NCCRT's "2019 Colorectal Cancer Screening Messaging Guidebook"

• Conducted rural focus groups to test messaging

• Launched website with assets (social media, flyers/posters, PR materials, campaign toolkit & more)

• Co-brandable assets & Spanish translation

www.fightbackne.org
Nebraska Statewide CRC Awareness Campaign

- Rural Radio Network
  - Radio PSAs
  - Radio interviews (5)
  - Video interviews (4)
  - Digital ads

- Nebraska Farm Bureau
  - Digital ads
  - Print ad

- Omaha/Lincoln Radio Ads

- Governor's Proclamation

https://vimeo.com/nebcancercoalition
Dress in Blue Day

Buildings Lit Blue

https://vimeo.com/nebcancercoalition
<table>
<thead>
<tr>
<th>Campaign Results</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>59 partners downloaded</td>
<td>Rural Radio digital ads had 181.1k impressions</td>
</tr>
<tr>
<td>materials in 2022</td>
<td></td>
</tr>
<tr>
<td>Rural Radio interviews</td>
<td></td>
</tr>
<tr>
<td>shared via Facebook</td>
<td></td>
</tr>
<tr>
<td>reached 2.1k</td>
<td></td>
</tr>
<tr>
<td>Rural Radio video</td>
<td></td>
</tr>
<tr>
<td>interviews shared via</td>
<td></td>
</tr>
<tr>
<td>Facebook had 3.3k views</td>
<td></td>
</tr>
<tr>
<td>NE Farm Bureau print ad</td>
<td></td>
</tr>
<tr>
<td>reached 16k &amp; digital</td>
<td></td>
</tr>
<tr>
<td>ads reached 10k+</td>
<td></td>
</tr>
<tr>
<td>Social media posts</td>
<td></td>
</tr>
<tr>
<td>reached over 9k</td>
<td></td>
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</tbody>
</table>

**80% in Every Community**

**National Achievement Award**
Key Takeaways

- **Consistent Messaging**
  Utilize evidence-based resources to develop & implement

- **Coordinated approach**
  Need a neutral party to bring partners together & facilitate statewide

- **Relationships are key**
  Partners need to know & trust one another
Contact Us

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www.necancer.org
Thank You!
HealthPartners at a glance

Health Plan
1.8 million medical and dental members

Care System
1.3 million patients

Research & Education
Engagement Strategies

(FIT: Fecal immunochemical test)
**Campaigns**

- Breast Cancer Screening
- Colorectal Cancer Screening
- Childhood Immunization Status
- Child and teen checkups
- Adolescent Immunizations
- Comprehensive Diabetes
- Flu shot reminders

**Results - Diabetes**

**Direct mail**
- 5,019 letters sent
- 835 conversions (16.6%)

**Digital**
- 60% open rate
- Previous open rate – 44%.
  - **16% increase in open rates.**
- 28% click rate
- 9.4% conversion rate
- 2022 enhancement
  - A/B tested new subject line against the old one
  - New performed so well that the old subject line no longer being used.
Value of NCCRT Research

1. Proven messages get members’ attention
2. Trusted resources
3. Adaptable and potentially transferrable to other topics
4. They work!
Thank You!
CRC Screening Messaging at a Large Urban Federally Qualified Health Center

Thursday, November 18, 3:30 PM
CRC Screening Messaging at a Large Urban Federally Qualified Health Center

Anne Escaron, PhD & Esmeralda Ruiz, MPH
AltaMed Health Services Corporation

2022 NCCRT Annual Meeting
NCCRT Market Research in Practice
11/17-18/2022
Outline

• FederallyQualifiedHealthCenter

• NCCRT’sHispanics/LatinosandColorectalCancerCompanionGuide

• Patients’feedback

• Redressingracialandethnicscreeningdisparities
ALTAMED HEALTH SERVICES CORPORATION

• Largest Independent Community Health Center
  • 238,409 patients \textit{UDS 2021}
    • 92% Racial and/or Ethnic Minority
    • 84% Latino
    • 71% Medicaid
    • 44% Best served in language other than English
    • 12% Uninsured
  • >3,000 employees
    • ≥ 400 physicians

• Mission: To eliminate disparities in health care access and outcomes
AltaMed’s approach

• Participatory

• Evidence based
  • NCCRT’s Companion Guide
  • What Latinos think about
    • Health
  • Health care and cancer screening
  • Testing
Components of Effective Messaging

- Use statistics
- Explain need to screen
- Use strong images, clear message
July 2021, What Patients Thought

• FIT Kit Materials
  • 9 of 16 interviewees cited the wordless instructions
  • 4 interviewees who had trouble with instructions preferred Spanish language
  • 3 suggested more pictures and a video tutorial

https://www.youtube.com/watch?v=Mufdm0VvxI0
COLONOSCOPY AFTER ABNORMAL FIT

1 in 20 people in the United States will be diagnosed with colon cancer in their lifetime.

Take control of your health.

Schedule your follow-up colonoscopy today!

9 out of 10 people survive when colorectal cancer screening happens early.

What is a colonoscopy?

A colonoscopy is an exam that checks for problems in your colon (large intestines). It’s a way for the doctor to look at your colon.

During a colonoscopy, a doctor who specializes in looking at colon issues uses a flexible, lighted tube into your rectum. The doctor looks for polyps (growth) which can be removed to prevent colon cancer. There is no pain because medicine is given to help you relax or sleep.

Check with your provider about payment options

1-877-462-2582

Thompson et al Under Review

PREPARING FOR A COLONOSCOPY

A successful colonoscopy depends on a successful prep! A poor prep may result in a missed polyp, a longer procedure, or even a repeat colonoscopy.

What do I need to know for a colonoscopy?

It is important to get a follow-up colonoscopy if you have an abnormal fecal test (FIT) result. A colonoscopy can find and remove polyps in your colon before they become cancer.

MEN AND WOMEN NEED TO GET TESTED FOR COLON CANCER STARTING AGE 45 EVEN IF THEY FEEL HEALTHY.

Men and women need to get a colonoscopy at the age of 45, even if they feel healthy.

Like a car, the human body needs maintenance. A car needs gas, oil changes, etc. If you don’t take care of these things, bigger problems can occur. Our bodies are the same way. Regular routine care can keep the body healthy.

How do I prepare for a colonoscopy?

For your colonoscopy to go well, you will need to:

- Complete the bowel prep (clear liquid diet and medication) to make sure your colon is clean, and adjust your personal medications as needed.
- Arrange transportation and find someone to accompany you to the appointment.
- Take time off work if needed.

Colonoscopies are usually scheduled for 40 minutes, but plan on 2 to 3 hours from check-in to check-out.

Check with your doctor for specific instructions. Your colonoscopy will need to be done with a specialist outside of AltaMed.

Pick up supplies and food

BOWEL PREP GENERAL INSTRUCTIONS

Please follow the bowel prep instructions from your doctor. In general, 1 DAY before your procedure, you should START taking the bowel prep medication.

The following is a list of things you should do:

1. TAKE BOWEL PREP 1 DAY BEFORE YOUR PROCEDURE.
2. TAKE BOWEL PREP 1-2 DAYS BEFORE YOUR PROCEDURE.
3. TAKE BOWEL PREP 1-2 HOURS BEFORE YOUR PROCEDURE.

The goal of the bowel prep is to have liquid stool of this color:

- NO: Solid stool
- ALMOST THERE: Soft stool
- YES: Liquid stool

THOMPSON ET AL.
Under Review

Institute for Health Equity
Components of Effective Messaging

- Make message personal
- Use family or trusted spokesperson
Yes, I got one in the mail. It seems so complicated.

I hear you. I also thought it would be gross. But it only took 10 minutes to complete. I did it to protect my health and to be around for my family. I completed it and mailed it back last week.

Yes, please.

Wow. That's great to hear! Let's have some coffee. You take it with milk, right?

When you put it that way it seems worth it. But there's one other thing - I'm scared of the results. What if they find something? I feel like you can't survive cancer...

Early detection is important! My doctor said that colon cancer can be treated successfully if you find it early. There are way more benefits than the trouble of doing it. It will give you peace of mind.

Okay, you're right, but I'm so busy these days! I'll see when I can get to it. Thank you for thinking about my health, my friend!
July 2021, What Patients Thought

• Fotonovela
  • Of the 59 people who rated it, 32 said they loved it (54%)
  • Of the 10 interviewees who were sent the fotonovela
    • 6 recalled receiving it
    • 4 indicated it was helpful

Patient fotonovela titled “Fumig 45,” which told the story of one woman’s screening journey. There is also a male version of the story. Both fotonovelas were delivered via text message.
## Colorectal Cancer Screening: Choosing the Right Test

### Are you 45-75 years old?

1 in 20 people in the U.S. are diagnosed with colorectal cancer in their lifetime. 9 out of 10 people survive colorectal cancer when testing happens early.

Family history of colorectal cancer can affect the testing options available to you. Talk with your provider about the best choice for you.

### What is it?

<table>
<thead>
<tr>
<th>FIT</th>
<th>Cologuard</th>
<th>Colonoscopy (Gold Standard in Screening)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checks for blood in your stool</td>
<td>Check your stool for blood DNA that is not normal</td>
<td>Checks for polyps (small growths) in your colon that can become cancer</td>
</tr>
</tbody>
</table>

### How do I complete the test?

<table>
<thead>
<tr>
<th>FIT</th>
<th>Cologuard</th>
<th>Colonoscopy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• At-home test</td>
<td>• At-home test</td>
<td>• Out-patient procedure</td>
</tr>
<tr>
<td>• No prep needed</td>
<td>• Delivered to your door</td>
<td>• Your provider will refer you to a trusted specialist near you</td>
</tr>
<tr>
<td>• Uses a water sample from your stool</td>
<td>• No prep needed</td>
<td>• Prep needed - you must clear your colon by using a laxative before the test</td>
</tr>
<tr>
<td>• Mail the test to the lab or return it to AltaMed</td>
<td>• Collect a stool sample</td>
<td>• You will need a ride to and from the test</td>
</tr>
</tbody>
</table>

### Things to Consider

<table>
<thead>
<tr>
<th>FIT</th>
<th>Cologuard</th>
<th>Colonoscopy</th>
</tr>
</thead>
<tbody>
<tr>
<td>You will need a colonoscopy if your result is normal</td>
<td>You will need a colonoscopy if your result is normal</td>
<td>• Calls for anesthesis</td>
</tr>
<tr>
<td>Every year if test result is normal</td>
<td>Every 3 years if test result is normal</td>
<td>• Specialist will remove any small growths found and send them for further testing</td>
</tr>
</tbody>
</table>

### HAVE YOU HEARD?

45 is the new 50 for colorectal cancer testing and you are due for screening!

Testing rules have changed for colorectal cancer and **people ages 45-75 are urged** to get screened. You likely put off some vital health care tests in the last few years because of the COVID-19 pandemic, and we urge you to get your colorectal cancer testing now.

Colorectal cancer is the third most common type of cancer, and often gives no warning until it has progressed. There are three ways to get tested for colorectal cancer – and two of these tests can be done at home! **Scan this QR code to learn more** about them and talk to your doctor for the method that is right for you.

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AltaMed
Institute for Health Equity
Funding

Factsheets
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Video
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Fotonovela evaluation
Supported by the California Health Care Foundation (CHCF), which works to ensure that people have access to the care they need, when they need it, at a price they can afford. Visit www.chcf.org to learn more.
Thank You!
Thank You!

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