Concurrent Session D

Innovative Approaches to Reaching Your Community for Colorectal Cancer Screening, Inside and Outside of Primary Care

3:30 PM to 4:45 PM
Innovative Approaches to Reaching Your Community for Colorectal Cancer Screening, Inside and Outside of Primary Care

Moderator
Nikki Hayes
MPH

Jamie Thompson

Mary Carson Brown
CHES

Colin Walker
Colorectal Cancer Screening Messaging and Materials for Black and African American Faith Communities

Jamie Thompson
Community Engagement Project Director
Kaiser Permanente Center for Health Research
Colorectal Cancer Screening Messaging and Materials for Black and African American Faith Communities

Jamie Thompson, MPH
Senior Research Associate
Community Engagement Director

NCCRT Annual Meeting
Thursday November 16, 2023
1. Working with the AME Church
2. Key Learnings
3. Materials + Messaging
4. Next Steps
Our Partners

• Funded by the CDC and awarded to the American Cancer Society
• Kaiser Permanente Center for Health Research led the community engagement process
Working with the AME Church
**A Community Engagement Approach**

**PURPOSE** Engage participants in translating health information into ideas, messages, and materials that are understandable and meaningful to the local community.

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<thead>
<tr>
<th>Listen</th>
<th>Empower</th>
<th>Co-Create</th>
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<tbody>
<tr>
<td>Listen to the community.</td>
<td>Empower participants.</td>
<td>Create messages &amp; materials.</td>
</tr>
<tr>
<td>What questions do you want to answer?</td>
<td>Who are the expert presenters?</td>
<td>What messages would motivate members of your community to get screened?</td>
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<tr>
<td>What deliverables do you want at the end of this process?</td>
<td>Where should this community engagement work take place?</td>
<td>How should those messages be delivered to the community?</td>
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Key Questions

What faith-based colorectal cancer screening messages resonate with the AME community?

What kind of role can the church play in bringing colorectal cancer information to the AME community?
Recruitment

• **Meetings** with AME Church leaders

• **Surveys** with AME Church leaders and congregants

• Two-phase recruitment approach
  
  • Church clergy recruited parishioners using **recruitment flyer** (right)

  • Study team member attended an AME Church Atlanta East District-wide meeting to continue recruitment **in-person**

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**Your voice can improve community health!**

The AME Church is working with the American Cancer Society, the Centers for Disease Control and Prevention, and local physicians in your community to increase colorectal cancer screening awareness. We are looking for volunteers to help with this important work!

**What DO YOU HAVE TO DO?**
- Join your church leaders and other members of your fellowship for a 5-hour in-person session ($100)
- Participate in up to two additional 40-minute virtual sessions ($5 each for each of the additional sessions)
- Give your opinions and ideas about how the AME Church can help make colorectal cancer information easier to understand, accessible, and culturally relevant for your community

**What WILL you GET in RETURN?**
- Up to $150 for participating in all three sessions
- Lunch will be provided for the in-person session
- Education from national and local experts on colorectal cancer screening and how to improve the health of your community
- Opportunity to have a say in health education decisions being made in your community

**Who CAN be part of the TEAM?**
- African American men and women aged 45 to 75
- Those able to participate in the in-person and virtual sessions over a 6-month period

**Volunteer your time and earn up to $150!**

Saturday October 22, 2022
9:30am-2:30pm
Antioch A.M.E. Church - 765 South Hairston Road - Stone Mountain, GA 30088

To sign up or ask questions, contact: Megan Burns - (678) 888-5515 - megan.burns@cancer.org

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In-Person Session

- **Saturday** October 22, 2022
- 9am – 2pm (5 hours)
- 27 congregants

**Expert presentations** included CRC health information, discussion on barriers to CRC screening, role of the church in promoting screening

- Followed by two virtual sessions (1 hour each) to **review and provide feedback on draft materials and messaging**
Key Learnings
Themes

1. Incorporate faith-based concepts into health messaging
   - Faith over fear! Get screened for colorectal cancer today.
   - Your faith, your health. Get screened for colorectal cancer today.
   - Listen to the gospel’s call to live whole and healing lives. Get screened for colorectal cancer today.

2. Increase CRC awareness and knowledge through personal connections
   - Share your cancer story. It can save lives.
   - I need you to survive. Get screened for colorectal cancer today.

3. Empower individuals to take control of their colorectal health through the strength of their community
   - You are not alone. We are in this together.
   - There is nothing we cannot talk about on a Sunday morning.
Fact Sheets

COLORECTAL CANCER CAN BE PREVENTED
Honor God by taking care of your body. Get screened for colorectal cancer!

1 in 24 people in the United States will be diagnosed with colorectal cancer in their lifetime

52,550 people in the United States will die from colorectal cancer this year

Take control of your health.

Get tested today!

What is colorectal cancer?
The colon, also known as the large intestine, is part of the digestive system. Colorectal cancer occurs when small growths called polyps form on the inner walls of the colon and rectum, and grow into cancer.

Men and women need to get tested for colorectal cancer starting at age 45 even if they feel healthy.

You can complete a simple at-home test, called a FIT. If the test finds hidden blood in your stool (poop), you may need a second test, called a colonoscopy. A colonoscopy can find and remove polyps in your colon before they become cancer.

Most people with polyps — and most people with colorectal cancer — have no symptoms. If polyps are found early, they can be removed, before they become cancer.

YOUR FAITH, YOUR HEALTH
Honor God by taking care of your body.

Do you not know that your body is THE TEMPLE OF THE HOLY SPIRIT who is in you, whom you have from God, and you are not your own? (1 Corinthians 6:19)

T ime Management
Be very careful, then, how you live — not as unwise but as wise, making the most of every opportunity, because the days are evil. (Ephesians 5:15-16)

E at Right and Rehydrate
Do not join those who drink too much wine or gorge themselves on meat. (Proverbs 23:20)

a nage Yourself
Therefore, I urge you, brothers and sisters, in view of God’s mercy, to offer your bodies as a living sacrifice, holy and pleasing to God — this is your true and proper worship. (Romans 12:1)

M e ncey of Rest and Sleep
...he said to them, “Come with me by yourselves to a quiet place and get some rest.” (Mark 6:31)

I live for the Lord
Do whether you eat or drink or whatever you do, do it all for the glory of God. (1 Corinthians 10:31)

E ncourage Others to do the Same
Therefore encourage one another and build each other up, just as in fact you are doing. (1 Thessalonians 5:11)

Talk to your doctor about the right colorectal cancer screening test for you. For more information, visit cancer.org

- Two-sided fact sheet with CRC information and faith messaging
- Key messages from Reverend Garland Higgins’ presentation
- Color purple for royalty and faith
• Incorporate faith-based messaging
• Explicitly call out stopping cancer
• Include specific CRC statistics related to Black and African American communities
Screening Decision Aid

Colorectal Cancer Screening: Choosing the Right Test

| Are you 45-75 years old? | Black and African Americans are about 20% more likely to get colorectal cancer and 40% more likely to die from it than most other groups. | 9 out of 10 people are alive 5 years after diagnosis when colorectal cancer testing happens early. |

Family history of colorectal cancer can affect the screening age and testing options available to you.

Talk with your provider about the best choice for you.

<table>
<thead>
<tr>
<th>FIT</th>
<th>FIT-DNA</th>
<th>CT Colonography</th>
<th>Colonoscopy</th>
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<tr>
<td><strong>What is it?</strong></td>
<td>Checks for blood in the stool</td>
<td>Checks for blood and altered DNA in the stool</td>
<td>Checks for polyps (small growths) in your colon that can become cancer using X-ray imaging</td>
</tr>
<tr>
<td><strong>How do I complete the test?</strong></td>
<td>At-home test</td>
<td>At-home test</td>
<td>Out-patient procedure</td>
</tr>
<tr>
<td></td>
<td>No prep needed</td>
<td>Delivered to your door</td>
<td>Minimally invasive</td>
</tr>
<tr>
<td></td>
<td>Uses a water sample from your stool</td>
<td>No prep needed</td>
<td>No sedation required</td>
</tr>
<tr>
<td></td>
<td>Mail the test to the lab or return it to clinic</td>
<td>Collect a stool sample</td>
<td>Prep needed - you must clean your colon by using medication before the test</td>
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<tr>
<td><strong>How often should it be repeated?</strong></td>
<td>Every year if test result is normal</td>
<td>Every 3 years if test result is normal</td>
<td>Every 5 years if test result is normal</td>
</tr>
<tr>
<td><strong>Things to consider</strong></td>
<td>You will need a colonoscopy if your result is abnormal</td>
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• Present information about CRC screening options in a clear and simple format
• Add specific CRC statistics related to Black and African American communities
Faith over fear! Get screened for colorectal cancer today.

Faith over fear! Get screened for colorectal cancer today.

Colorectal cancer happens more often in Black people. Act now if you're 45 or older! Talk to your doctor about which screening test is right for you.

Never too late to make healthy lifestyle changes. They are for your whole body and spirit.

Eat plenty of fruits and vegetables, and stay hydrated. Regular exercise reduces your risk of colorectal cancer.

Talk to your doctor today! For more information, visit cancer.org
Dear God...

Greetings, my grandpa is scheduled for a colorectal cancer screening test today. He always has a fear for cancer because he had it once in the past. He is nervous and scared. Please keep him safe. I want him to be strong and brave. Thank you for always being with me. I greatly appreciate you.

Faith is confidence in what we hope for and assurance about what we do not see. (Hebrews 11:1)

Talk to your doctor about the right colorectal cancer screening test for you. For more information, visit cancer.org.
- Incorporate scripture into messaging
- Focus on taking care of your whole body
- Incorporate key messages from Reverend Garland Higgins’ presentation during the in-person session
- Use a photograph that illustrates faith, hope, and life
I Need You to Survive

I need you, you need me
We’re all a part of God’s body
Stand with me, agree with me
We’re all a part of God’s body
It is His will that every need be supplied
You are important to me, I need you to survive...

Lyrics from “I Need You to Survive”
Song by Hezekiah Walker and
The Love Fellowship Choir

If you’re 45 or older, talk to your doctor about the right colorectal cancer screening test for you!

For more information, visit cancer.org

You are important to me. I need you to survive.
Get screened for colorectal cancer today!
My name is Ruth. When I turned 45, my doctor recommended that I complete an easy at-home colorectal cancer screening test called a FIT. It came back abnormal. My doctor said I had to get a follow-up colonoscopy and the results showed that I had stage 1 colorectal cancer.

I was so surprised because I had no symptoms, felt totally fine, and don’t have a family history of cancer. I was scared too, but found comfort and strength in my faith knowing that God is with me. I’m so grateful that I got screened on-time. My cancer was found early and could be easily treated!

Don’t delay - get screened today!

Learn more about colorectal cancer and screening options at www.cancer.org. Talk to your doctor today!
My name is Cynthia. I lost my father, Daryl, to cancer at the age of 61. He was diagnosed with stage 4 colorectal cancer. He didn’t want to get screened, but the cancer might have been prevented if he did. Don’t let your family lose you too.

My father didn’t get a chance to beat cancer, but you can still beat it!

Testing saves lives, but only if people get tested. There are affordable screening options – talk to your doctor about which colorectal cancer screening test is right for you.

Learn more about colorectal cancer and screening options at www.cancer.org. Talk to your doctor today!
Henry

My name is Henry. I was diagnosed with stage 4 colorectal cancer at age 47. Earlier this year, I had blood in my stool, but I ignored it. I was always tired, but I was working 12-hour shifts and just didn’t have time to go to the clinic. I finally decided to see my doctor after getting a colorectal cancer screening pamphlet at church. Because of my symptoms, my doctor told me I needed a colonoscopy right away. The results showed I had cancer.

Trust your body. Looking back, I wish I had made the time to get screened when my doctor first recommended it when I turned 45. Keep fighting the fight. I’m here today because cancer did not win. I did!

Learn more about colorectal cancer and screening options at www.cancer.org. Talk to your doctor today!
My name is Tamika. I’m 54. I kept getting messages from my doctor’s office that I needed to get screened for colorectal cancer using an at-home test called a FIT but no one explained why. I had so many questions! Where would my test sample go? What would they do with my sample?

I felt nervous but God gave me the strength to talk to friends at church and the faith to contact my doctor and put trust in my medical care. My fear of completing the test was nothing compared to my fear of dying from colorectal cancer.

My FIT test came back abnormal and I needed to get a follow-up colonoscopy. I was diagnosed with stage 2 colorectal cancer. Luckily, my cancer was found at an early stage and could be treated.

Faith over fear! Your life depends on it – get screened for colorectal cancer today.

Learn more about colorectal cancer and screening options at www.cancer.org. Talk to your doctor today!
Next Steps
Sharing This Work

Print Materials
- Fact Sheets
- Pamphlet
- Screening Decision Aid
- Message Cards
- Personal Stories

Social Media Campaign
- Create and share new videos
  - Personal stories (testimonials)
  - Expert content
  - Educational segments
- Promotion of print materials

Other
- A Guide for Churches to Share Faith-Based Colorectal Cancer Screening Messages
- Community Action Plan

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Thank You
Developing a Tailored Messaging Guide for Comprehensive Cancer Coalitions

Mary Carson Brown, CHES
One Health Insights
Developing a Tailored Messaging Guide for Comprehensive Cancer Coalitions

Mary Carson Brown, Project Coordinator
One Health Insights
Project Goals

1. Develop clear steps for tailoring CRC screening messages
2. Create a guide that is concise and actionable
3. Accompany existing ACS NCCRT guides and toolkits
What is tailored messaging?

*Tailored messaging* is a strategy for health communication where an individual’s needs, beliefs, motivations, and behaviors are considered when developing and disseminating health information.
Case Study
Organizations

- AltaMed
- Colorectal Cancer Alliance
- HealthPartners
- Kaiser Permanente Center for Health Research
- Nebraska Cancer Coalition (NC2)
We wanted to focus on how.

- How did organizations get to know their target audience?
- How did they identify and engage community members?
- How did they adapt existing NCCRT materials?
- How did they go about evaluating and sustaining their efforts?
Qualitative Analysis

Develop codebook → Apply codes → Analyze
“We were able to gain firsthand knowledge from patients who have been going through the process to understand their barriers, to understand what specifically called out to them.

For example, some of the family messaging, some of the statistics. They were really into numbers. They wanted to know that this was super prevalent and that their community in particular was being affected.”
What did we learn?

- Engage with and understand your audience
- Develop materials based on community member expertise
- Evaluate your efforts to inform future campaigns
- Partner with relevant organizations to further your goal
Tailored Messaging

generic messaging

community engagement

develop materials

evaluate

tailored messaging

One Health Insights
Tailoring CRC Messaging
What did we learn?
Community Engagement

define  connect  listen
Develop Materials that Resonate

CRC messages adapt feedback CRC messages that resonate
“From 2022 to 2023, one of the biggest changes that we made was around the information about returning FIT kits because we were seeing a large percentage of our population ordering the kit but not returning it.

So in 2023, we made some content changes on our envelope and then in our emails as well, to talk about returning the kit...”
Partner

- Other coalitions
- CRC advocacy groups
- Patient advisory boards
- Media companies
- Influencer marketing companies
Putting it all Together

- Best practices in action
- Tips for working with limited resources
- Direct quotes
- Links to resources
- Example materials
Community Engagement

Fostering and maintaining community engagement can be challenging. However, building relationships with the community you’re trying to reach is a crucial aspect of developing meaningful tailored messaging.

Ultimately, the people that know your target audience best are the community members themselves. Involving them from the beginning not only increases your ability to create messaging that resonates, but also ensures that community members feel like a valued part of the process. Organizations that prioritized the involvement of community members from the start found that maintaining engagement wasn’t as difficult because participants understood they were a valued part of the process and were invested in the outcome.

Developing a trusting, mutually beneficial relationship with your target audience takes time. To develop these relationships, you need to:

1. Define your target audience and the issue(s) they are facing.
2. Connect with community members.
3. Listen to their concerns, values, and beliefs regarding the health issue(s).

Keep in Mind:
Tailored messaging requires engagement from your target audience throughout the entire process. From understanding the needs of the target audience to developing messaging and evaluating it for resonance.
Bootcamp Translation

- In-person/Virtual sessions with members of target audience
- Become experts on health topic
- Brainstorm, adapt, and review changes to materials
Case Studies

- Project goals
- Target audience
- ACS NCCRT toolkits referenced
- Materials developed
- Highlights
- Advice for other organizations

Nebraska Cancer Coalition (NC2)
Time To Fight Back 2023

Project Description:
- **Goal**: Create an awareness campaign that combat the lack of information and misinformation about colorectal cancer in Nebraska, heighten awareness of the importance of colorectal cancer screening.
- **Target Audience**: Nebraskans ages 45-75 who are uninsured or know someone who is uninsured, with an emphasis on rural communities.
- **Primary ACS NCCRT toolkits used**: 2012 80% in Every Community Messaging Guidebook, Recommended Messaging To Reach: The Undererved: Firehall election on yard dwellers, 2007 Messaging Guidebook for Black & Hispanic Audience.
- **Materials developed**: News releases, flyers, posters, social media content, radio and video interviews.

**Highlights**:
- Created materials to address the reduced recommended screening age to 45.
- Increased relevance to target audience by tailoring story with statewide statistics.
- Primarily worked with healthcare providers and local partners to distribute CRC information and materials.
- Developed materials in multiple languages based on target audience, including English, Spanish, and Arabic.
- Tailored images of individuals in all materials to ensure they resonate with the specific target audience.
- Used materials in co-branding to simplify their usage state and nationwide.
- Created social media materials to promote “Check in Blue Day” to raise awareness for colon cancer.
- Partnered with agriculture partners to push digital and print materials.
- Engagement of the campaign, including social listening to track comments and hashtags.

What advice would you give to an organization about to start their own tailored messaging campaign?

Talk with your partners and develop a relationship. Ask them, what works in their communities. Do not assume that you know all the answers. It is about listening to your partners and tailoring materials to meet the needs of the communities and those we serve.

**Interviewees**:
- Tamara Robinson
- Graphis Creators

One Health Insights
Tailoring CRC Messaging
Putting it all Together
Final Thoughts

Tailoring Colorectal Cancer Screening Messaging: A Practical Coalition Guide

1. Community members are the experts
2. Don’t reinvent the wheel
3. You aren’t alone in this
USE YOUR DATA.
CHANGE THE WORLD.

Mary Carson Brown, Project Coordinator
mc.brown@onehealthinsights.com
Thank You

nccrt.org  @NCCRTnews  #80inEveryCommunity