

# 2022 NCCRT Annual Meeting

CONCURRENT SESSION 2  
NCCRT MARKET RESEARCH



# NCCRT Market Research in Practice



**Anne M. Book**

*Senior Manager  
QI and Compliance  
HealthPartners*



**Esmeralda Ruiz**

*AltaMed  
Institute for Health Equity*



**Tamara Robinson**

*Program Director  
Nebraska Cancer Coalition*



**Anne Escaron**

*PhD, MPH  
Research Scientist  
AltaMed*



**Michelle Aubertine**

*MBA  
Project Manager  
KS&R (by video)*



# Nebraska Cancer Coalition

Thursday, November 17, 3:30 PM





[www.necancer.org](http://www.necancer.org)

# NC2 Introductions

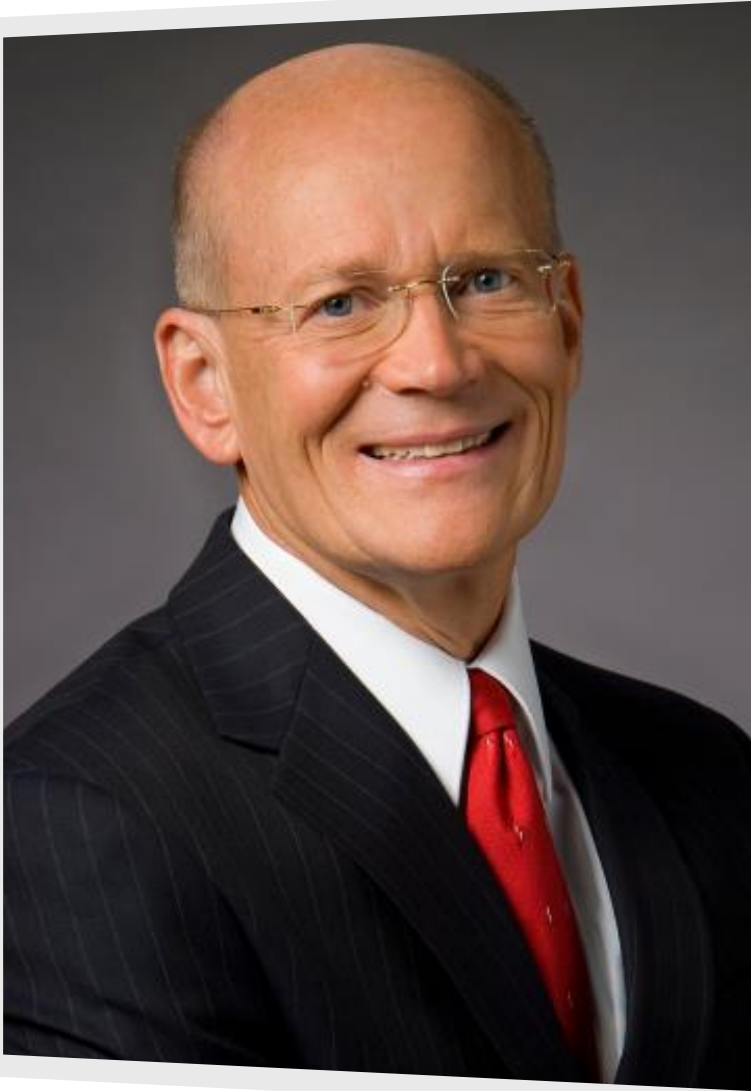
Tamara Robinson

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



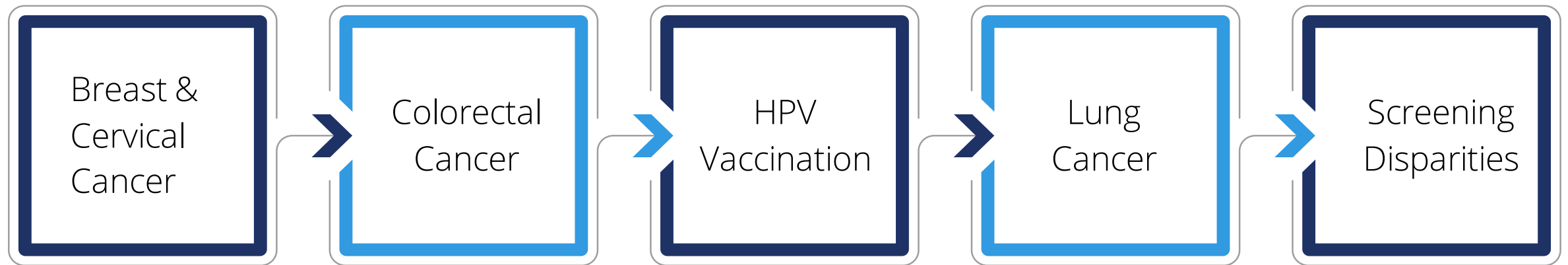
Education



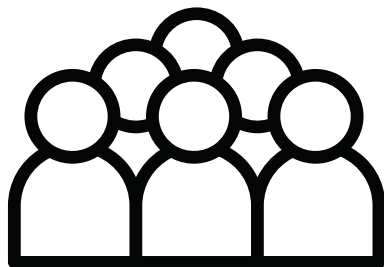
Advocacy



## Action Areas



# Nebraska Demographics



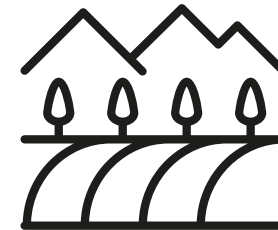
## Population

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



## Geography

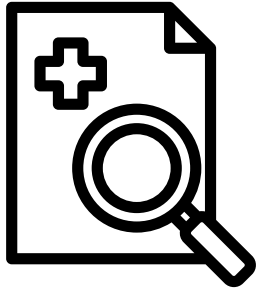
- Population per sq mile = 25.5 (2020)
- Land area in sq miles = 76,817 (2020)



## Rurality

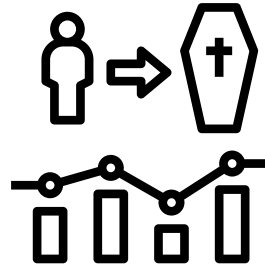
- 34.9% live in non-metro areas
- 5.8% lack health insurance
- 13 of 93 counties do not have any active PCPs

# 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

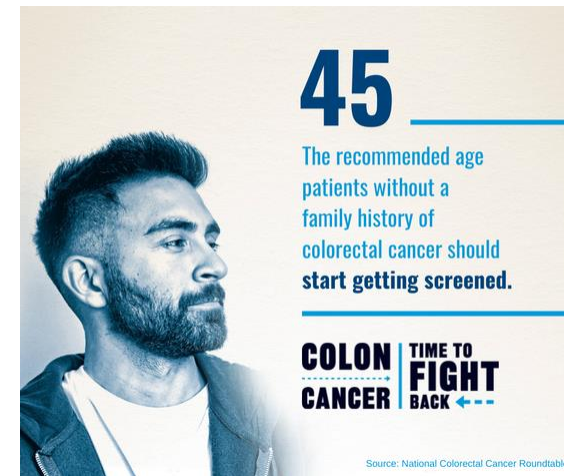
- 72.5% up-to-date on screening (2020)
- Lower screening in rural (63.4%) vs. urban (75.8%) (2020)

# 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

**COLON**  
-----→  
**CANCER**

**TIME TO**  
**FIGHT**  
**BACK** ←---



[www.fightbackne.org](http://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





# Dress in Blue Day



# Buildings Lit Blue



<https://vimeo.com/nebcancercoalition>

# Campaign Results



59 partners downloaded materials in 2022



Rural Radio digital ads had 181.1k impressions



Rural Radio interviews shared via Facebook reached 2.1k



NE Farm Bureau print ad reached 16k & digital ads reached 10k+



Rural Radio video interviews shared via Facebook had 3.3k views



Social media posts reached over 9k



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







Questions/Comments

# Contact Us

Tamara Robinson

Program Director

[programadmin@necancer.org](mailto:programadmin@necancer.org)



Laura Schabloske

Interim Executive Director

[executivedirector@necancer.org](mailto:executivedirector@necancer.org)



[www.necancer.org](http://www.necancer.org)



# Thank You!





# HealthPartners

Thursday, November 18, 3:30 PM

# HealthPartners at a glance

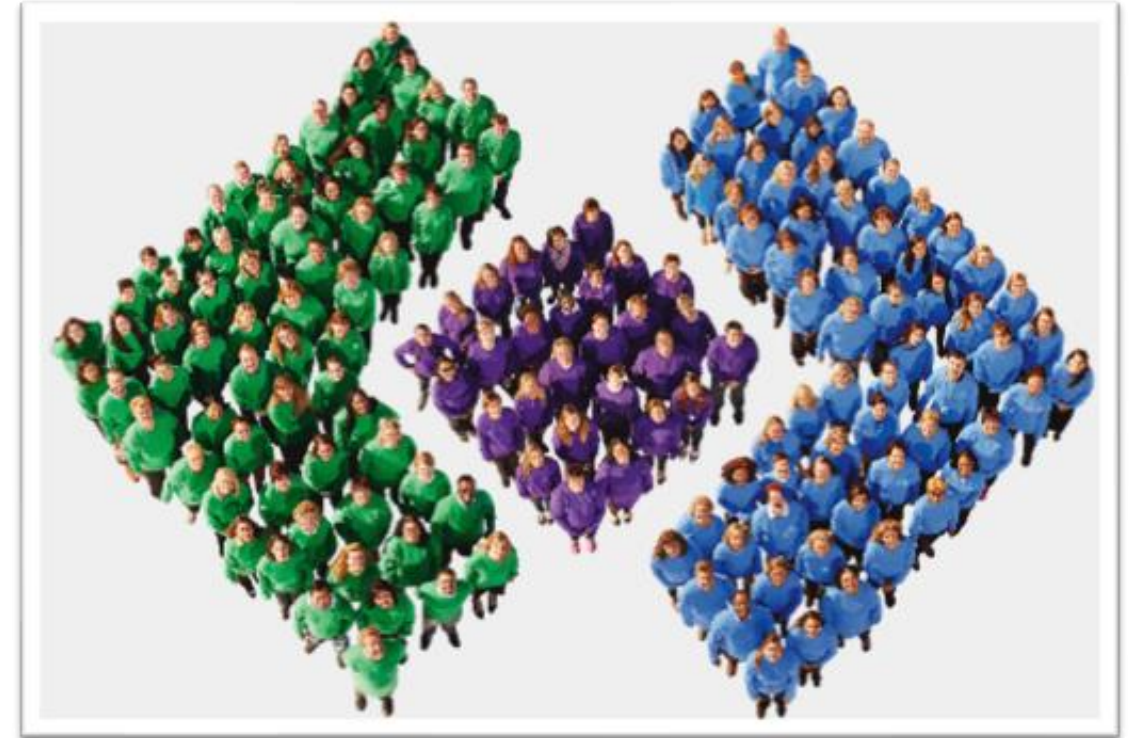
## Health Plan

1.8 million medical and dental members

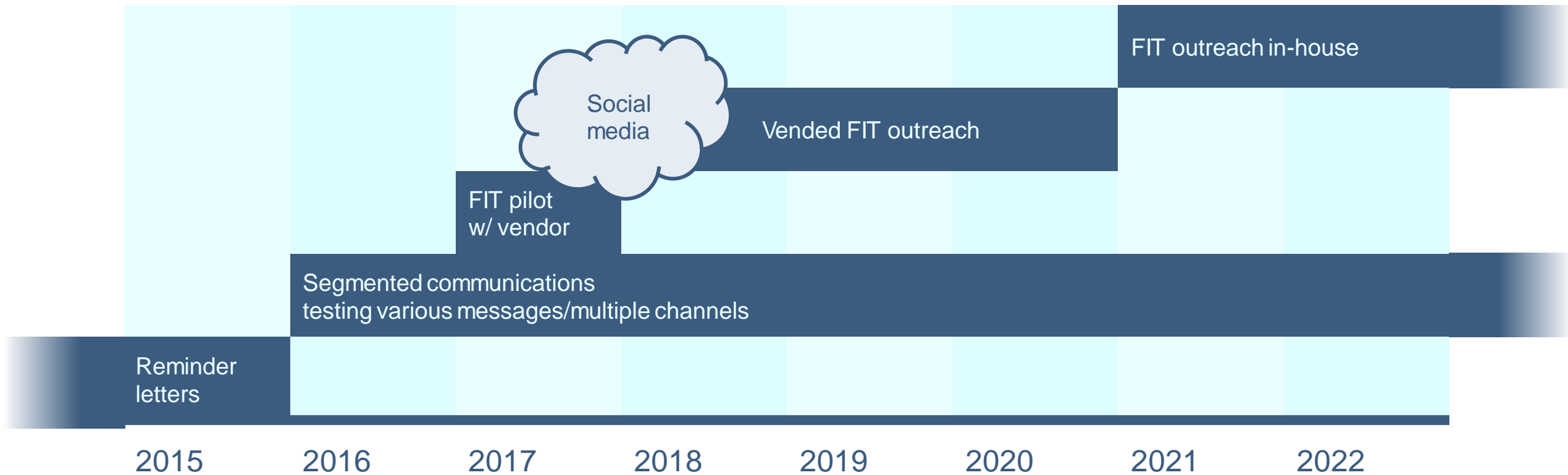
## Care System

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.



Hi <Name>,

<It's important for people with diabetes to have regular tests so they can live their healthiest lives. Below we've made it easy to see what diabetes tests you are due for and why they are important. We know life can be busy, but these tests are important, so please schedule them with your doctor if you haven't already.>

#### Tests or Exams

<An A1c test is recommended at least twice a year or more frequently based on your doctor's advice.>

<An A1c test shows blood sugar levels over time. It's important because it can help measure how your treatment plan is working.>

<A nephropathy test is recommended yearly.>

<A nephropathy test checks for changes in your kidneys. Kidney disease is a common complication of diabetes and early detection can make it easier to treat.>

<A blood pressure test is recommended yearly if your blood pressure is in control or more frequently if it is not.>

<A blood pressure test measures the pressure in your arteries as your heart pumps. People with diabetes are at greater risk for high blood pressure. Working with your doctor to monitor your blood pressure is extremely important in preventing heart disease, heart attacks and strokes.>

<A diabetic retinopathy exam is due <M/D/YYYY>.>

<A diabetic retinopathy exam checks for changes in the blood vessels of your eyes. If left untreated, diabetic retinopathy can lead to partial or complete blindness. Early detection is key for treatment.>

<A dental exam is due <M/D/YYYY>.>

<A dental exam helps protect against gum disease caused by high blood sugar. Good gum health can prevent tooth loss and lower your chances of having other problems from diabetes, such as heart and kidney disease.>

These tests are eligible for coverage under your HealthPartners insurance plan. To understand what this means for you, please review your benefits online. For questions, please call Member Services at the phone number listed on the back of your insurance card.

Did you know you can get personalized nurse support at no additional cost? Visit [healthpartners.com/nursesupport](http://healthpartners.com/nursesupport) or call us at <HP\_connect\_phone> to get started. It's a great way to make the most of all your health plan benefits.



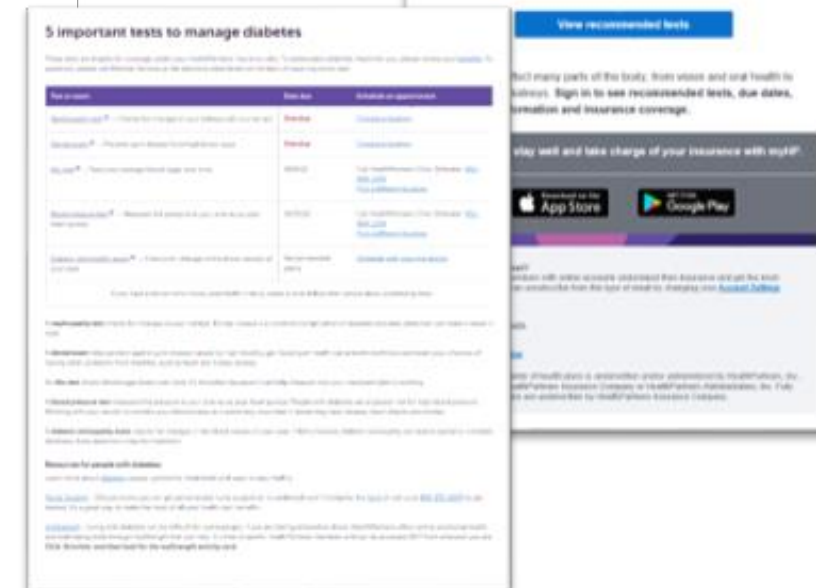
Melissa



Would you like to see which tests to schedule and when?

Hi Douglas,

It's important for people with diabetes to have regular tests so they can live their healthiest lives. We've made it easy to find out what diabetes tests you may need to schedule, why they are important and what insurance coverage you might have.



# 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

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- Federally Qualified Health Center
- NCCRT's Hispanics/Latinos and Colorectal Cancer Companion Guide
- Patients' feedback
- Redressing racial and ethnic screening disparities



# ALTAMED HEALTH SERVICES CORPORATION

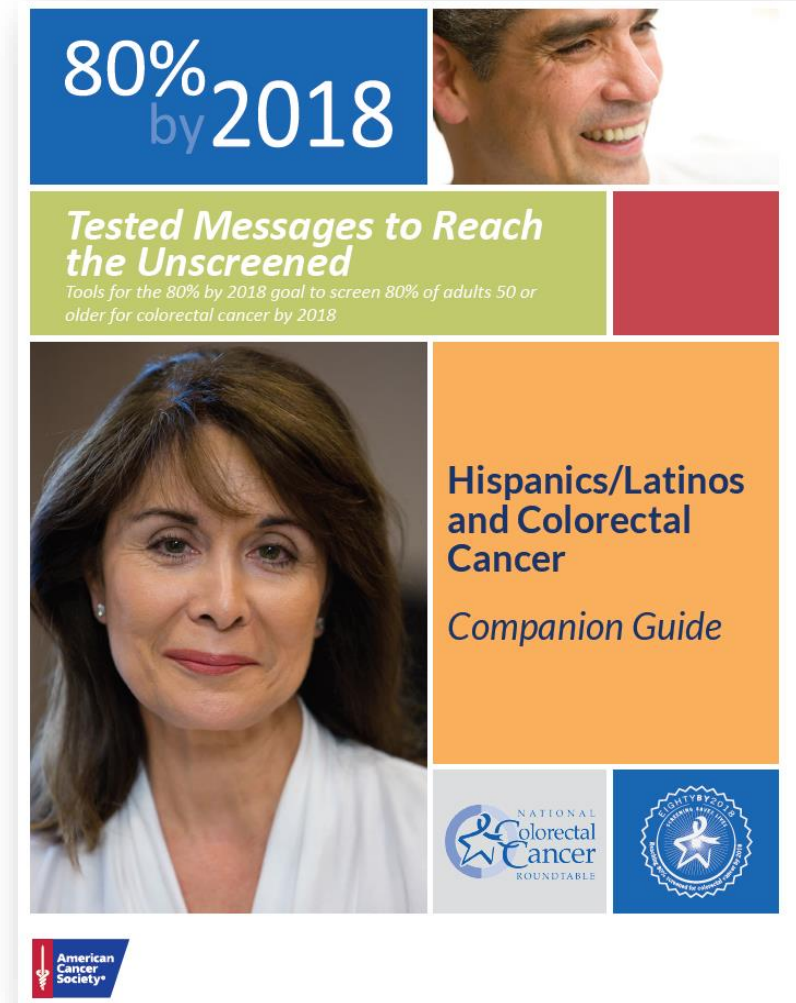
- Largest Independent Community Health Center
- 238,409 patients *UDS 2021*
  - 92% Racial and/or Ethnic Minority
  - 84% Latino
  - 71% Medicaid
  - 44% Best served in language other than English
  - 12% Uninsured
- >3,000 employees
  - ≥ 400 physicians
- Mission: To eliminate disparities in health care access and outcomes





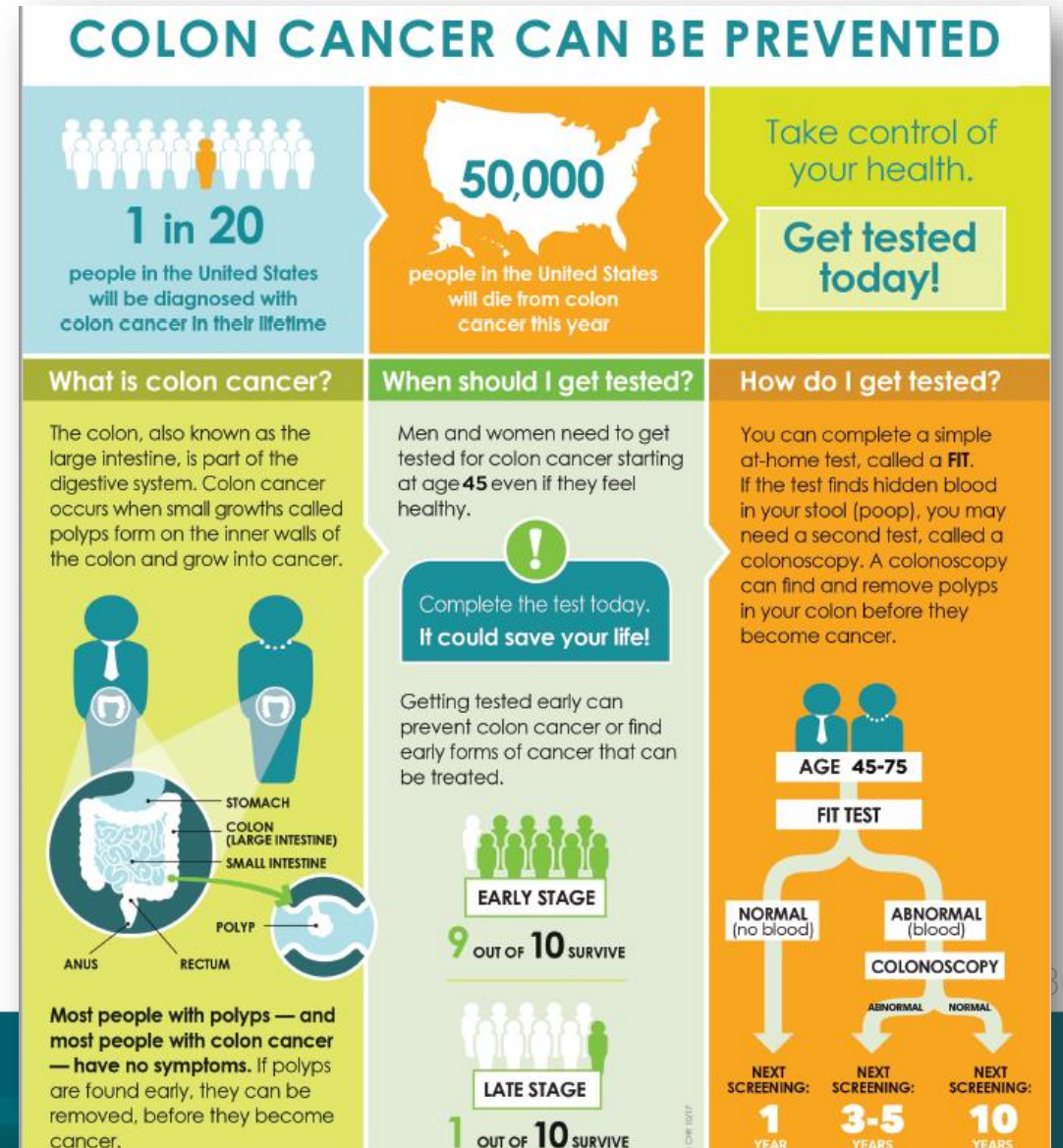
# AltaMed's approach

- Participatory
- Evidence based
  - NCCRT's Companion Guide
    - What Latinos think about
      - Health
      - Health care and cancer screening
      - Testing



# NCCRT's Hispanics/Latinos and Colorectal Cancer Companion Guide

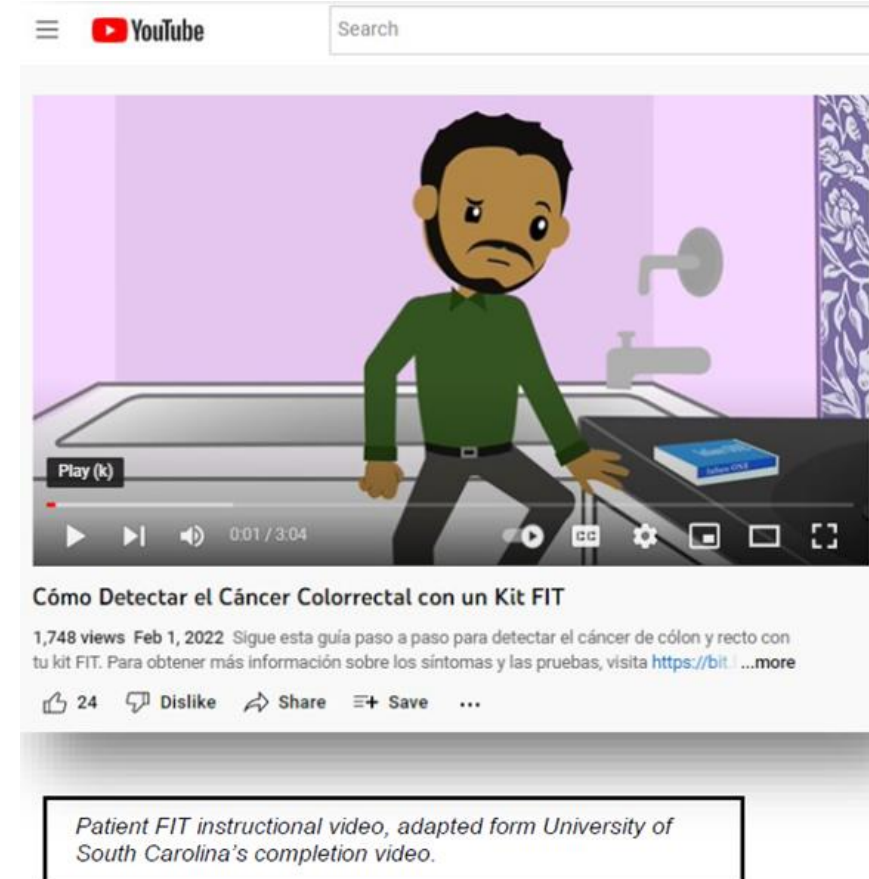
- Components of Effective Messaging
  - Use statistics
  - Explain need to screen
  - Use strong images, clear message



# 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 intestine). It's a way for the doctor to look at your colon.



During a colonoscopy, a doctor who specializes in looking at colons inserts a flexible, lighted tube into your rectum. The doctor looks for **polyps** (small growths) which can be removed to prevent colon cancer.

There is no pain because medicine is given to help you relax or sleep.

## Why do I need 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.**

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.

Check with your provider about payment options

**AltaMed**

Your community health network

**1-877-462-2582**

# 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.

Attend pre-procedure visit



Schedule colonoscopy



Pick up supplies and food



Change diet



Start bowel prep



Complete colonoscopy



## BOWEL PREP FOOD AND DRINKS LIST

LOW FIBER DIET (3-5 days prior to procedure)	CLEAR LIQUID DIET (1 day prior to procedure)
<p><b>YOU CAN EAT:</b></p> <ul style="list-style-type: none"> <li>• White rice</li> <li>• Pasta/noodles</li> <li>• Cooked fresh/canned vegetables</li> <li>• Bananas, cantaloupe, honeydew, avocado</li> <li>• Chicken, turkey, fish and seafood, eggs, tofu</li> </ul> <p><b>DO NOT EAT:</b> Beef, pork, dairy (cheese, milk, yogurt, butter, ice cream, etc.)</p> <p><b>NO NUTS AND SEEDS</b> because they take a long time to digest and there shouldn't be any pieces of food in the colon during the colonoscopy.</p>	<p><b>YOU CAN DRINK:</b></p> <ul style="list-style-type: none"> <li>• Water, mineral water</li> <li>• Coffee or tea (without milk or cream)</li> <li>• Clear fruit juices without pulp (apple, lemonade, etc.)</li> <li>• Clear soft drinks or sports drinks (7-Up, Sprite, Gatorade, etc.)</li> <li>• Broth (chicken, beef, vegetable, or bone broth)</li> <li>• Popsicles or gelatin (such as Jell-O)</li> <li>• Pedialyte®</li> </ul> <p><b>NO RED, PURPLE, GREEN OR BLUE FOODS AND DRINKS</b> because they stain the colon and make it difficult for the doctor to complete the procedure.</p>

## 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.

There are several types of bowel prep medication (i.e. GoLYTELY®, MiraLAX®). All bowel prep medications follow a "split-dose" process, which means you take the colon prep in two doses:

**Dose #1**

Taken between 3pm and 6pm the **night before** the colonoscopy

**Dose #2**

Taken 6 to 8 hours before the colonoscopy

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



**AltaMed**  
Your community health network

# Components of Effective Messaging

- Make message personal
- Use family or trusted spokesperson







Flesch-Kincaid reading level 3.4



Flesch-Kincaid reading level 1.0



Flesch-Kincaid reading level 3.3

# 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 "Turning 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?

Time to get screened  
for colorectal cancer.



**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.**

	<b>FIT</b>	<b>Cologuard</b>	<b>Colonoscopy</b> (Gold Standard in Screening)
<b>What Is It?</b>	Checks for blood in your stool 	Check your stool for blood DNA that is not normal 	Checks for polyps (small growths) in your colon that can become cancer 
<b>How do I complete the test?</b>	<ul style="list-style-type: none"> <li>At-home test</li> <li>No prep needed</li> <li>Uses a water sample from your stool</li> <li>Mail the test to the lab or return it to AltaMed</li> </ul> 	<ul style="list-style-type: none"> <li>At-home test</li> <li>Delivered to your door</li> <li>No prep needed</li> <li>Collect a stool sample</li> <li>Mail the kit to the lab</li> </ul> 	<ul style="list-style-type: none"> <li>Out-patient procedure</li> <li>Your provider will refer you to a trusted specialist near you</li> <li>Prep needed - you must clear your colon by using a laxative before the test</li> </ul> 
<b>How often should it be repeated?</b>	<b>1</b> Every year if test result is normal	<b>3</b> Every 3 years if test result is normal	<b>10</b> Every 10 years if findings are normal
<b>Things to Consider</b>	You will need a colonoscopy if your result is not normal 	You will need a colonoscopy if your result is not normal 	<ul style="list-style-type: none"> <li>Calls for anesthesia</li> <li>Specialist will remove any small growths found and send them for further testing</li> <li>You will need a ride to and from the visit</li> </ul>

## 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.



Scan this with your phone

**AltaMed**

QUALITY CARE WITHOUT EXCEPTION™

FOLLOW US





# Funding

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## ***Factsheets***

Supported by the National Institute on Minority Health and Health Disparities of the National Institutes of Health under Award U01MD010665. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

## ***Video***

Developed and produced by the CCPN and adapted for Spanish-speaking audiences by the Kaiser Permanente Center for Health Research. This Spanish-language video was made possible by cooperative agreement 5 NU58DP006776-02-00 to AltaMed Health Services Inc. from Centers for Disease Control and Prevention. Its contents are solely the responsibility of the grantee and do not necessarily represent the official views of Centers for Disease Control and Prevention.

## ***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](http://www.chcf.org) to learn more.

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# Thank You!





# Q&A

# Thank You!



**[nccrt.org](https://nccrt.org) #NCCRT2022 @NCCRTnews #80inEveryCommunity**