

# Colon Cancer Screening

A FREE TEST COULD SAVE YOUR LIFE.

## **St. Mary's of Michigan Seton Cancer Institute 2017 COLORECTAL CANCER SCREENING PROGRAM OUTCOMES REPORT**

According to the Michigan Department of Community Health (MDCH), Colorectal cancer is the third leading cause of cancer deaths in Michigan for both men and women.<sup>1</sup> In 2013, there were 4,327 new cases of colorectal cancer in Michigan.<sup>2</sup> Colorectal cancer was the cause of 1,735 deaths in Michigan during 2014.<sup>2</sup> The American Cancer Society estimates Michigan will have 4,660 new cases of colorectal cancer, and 1,680 deaths from the disease in 2016.<sup>2</sup>

The Saginaw County Roadmap to Health Improvement Plan (2014-2016) and Community Health Status Assessment identified several goals related to chronic diseases. The #1 goal is to reduce the overall cancer death rate. This report concluded that deaths due to cancer increased between 2010 and 2011 for the total county population and for White residents in Saginaw County. Deaths due to cancer remain greatest for African American county residents.<sup>3</sup>

Early detection of colorectal cancer is important, because it allows for treatment in early stages, when survival rates are higher. The five-year survival rate for a localized colorectal cancer is 90 percent; unfortunately, only 39 percent of cancers are detected at this stage, partly due to low screening rates. At a distant stage, the colorectal cancer five-year survival rate plummets to 12 percent.<sup>4</sup>

In early 2017, St. Mary's of Michigan began planning a Colorectal Education and Screening event for the community. The publication "Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers" was used as a guide for ensuring a successful screening event for the Saginaw community.<sup>5</sup> March 23, 2017 was chosen to host the event. Between March 1 and March 7 the following methods of communication were used to publicize the event: Press release to our local media outlets, direct mail to 2,027 Saginaw county residents. (Mailed to those 50+ in the Saginaw Primary Service Area. Working with our direct mail vendor, they have predictive models for every condition – they used the colorectal cancer model and pulled those at the highest risk) and social media.

Reminder systems are an evidence-based intervention shown to improve colorectal cancer screening rates for eligible patients.<sup>6</sup> 40 participants registered for the event. After reminder calls were placed to registrants one day prior to the event 35 individuals were confirmed to attend. The St. Mary's of Michigan Colorectal Cancer Education and Screening program was held on March 23, 2017 with 33 community members participating.

<sup>1</sup> American Cancer Society. *Cancer Statistics Center: Michigan at a Glance 2017*. Retrieved at: <http://cancerstatisticscenter.cancer.org/#/state/Michigan>.

<sup>2</sup> Michigan Cancer Surveillance Program. *Invasive Colorectal Cancer Incidence and Mortality Trends Michigan Residents, 1985-2014*. Michigan Department of Health & Human Services., Division for Vital Records & Health Statistics. Retrieved at: <http://www.cancer-rates.info/mi/index.php>.

<sup>3</sup> <https://www.stmarysofmichigan.org/upload/docs/CHNA/2014-16%20Saginaw%20County%20Roadmap%20to%20Health.pdf>

<sup>4</sup> American Cancer Society. (2012) *Cancer Facts & Figures, 2012*. (Atlanta: American Cancer Society)

<sup>5</sup> <http://ncrt.org/resource/steps-increasing-colorectal-cancer-screening-rates-manual-community-health-centers-2/>

<sup>6</sup> [https://www.michigan.gov/documents/mdch/Colorectal\\_Cancer\\_Navigation\\_419698\\_7.pdf](https://www.michigan.gov/documents/mdch/Colorectal_Cancer_Navigation_419698_7.pdf)

The primary goal of our event was to educate attendees about colorectal cancer risk factors, prevention and screening. Research has shown that patients attribute a lack of screening to inadequate education about colorectal cancer and its screening.<sup>7</sup> Each participant was provided a folder containing printed educational materials to take home as reference material.<sup>8 910</sup> Maggie Rettelle, RD (Registered Dietician) facilitated an education presentation discussing colon health, colorectal cancer risk factors, colorectal cancer prevention and use of the FOBT (Fecal Occult Blood Test) screening kit.

Each participant (33 total) was given a colorectal cancer quiz<sup>11</sup> prior to the presentation to assess their knowledge of colorectal cancer. 26 participants returned their complete quizzes. The average score of the pre-quiz assessment was 81.62%. Upon completion of the presentation and discussion all 33 turned in completed post-quizzes. The average score of the post presentation quizzes was 92.88%. The increase of 11.26% between pre and post-quiz demonstrates success in improving colorectal cancer knowledge of the participants. (Table 1)

	26 Pre-tests	33 Post-tests
Quiz Score	82%	93%

Upon completion of a signed consent each participant was provided a free FOBT Colorectal Cancer Screening kit and a return envelope. Instructions and specimen collection tips were given to complete the kit and return it within one month. Return of the completed kits was tracked. A reminder letter was mailed on April 12, 2017 to those who hadn't returned their kit. Of 33 kits distributed 21 were returned. This is a 64% return rate. The national return rate is 10-50%.<sup>12</sup> As indicated, in the consent form, test results were mailed to each participant and their primary care physician. The individual with the positive test result received a personal phone call explaining the test results prior to the letters and results being sent.

FOBT Kits Distributed **33**  
 Returned Test Kits **21**  
 Negative Test Results **20**  
 Positive Test Results **1**

Fifty-three (53%) of the Saginaw County residents and employees who participated in the Community Themes and Strengths Assessment selected both Heart Disease and Cancer as a health issue in most serious need of attention.<sup>13</sup> Evidence shows early-stage colorectal cancer is associated with lower mortality vs. late-stage disease. Providing both education and free screening opportunities for the residents of Saginaw County remains a top priority for St. Mary's of Michigan.



<sup>7</sup> American Cancer Society. (2011) Colorectal Cancer Facts & Figures, 2011-2013. (Atlanta: American Cancer Society.)

<sup>8</sup> [https://www.cdc.gov/cancer/colorectal/pdf/basic\\_fs\\_eng\\_color.pdf](https://www.cdc.gov/cancer/colorectal/pdf/basic_fs_eng_color.pdf)

<sup>9</sup> [https://www.doh.wa.gov/Portals/1/Documents/Pubs/342-052\\_BCCHPInstructions\\_for\\_FOBT.pdf](https://www.doh.wa.gov/Portals/1/Documents/Pubs/342-052_BCCHPInstructions_for_FOBT.pdf)

<sup>10</sup> [https://www.cdc.gov/cancer/colorectal/pdf/sfl\\_inserts\\_screening.pdf](https://www.cdc.gov/cancer/colorectal/pdf/sfl_inserts_screening.pdf)

<sup>11</sup> <https://www.cdc.gov/cancer/colorectal/sfl/quiz/>

<sup>12</sup> [https://www.michigan.gov/documents/mdch/Colorectal\\_Cancer\\_Navigation\\_419698\\_7.pdf](https://www.michigan.gov/documents/mdch/Colorectal_Cancer_Navigation_419698_7.pdf)

<sup>13</sup> <http://www.greatlakesbayhealthcenters.org/wp-content/uploads/2017-2020-CHNA-Final.pptx.pdf>