

**Ascension St. Mary's Hospital
Seton Cancer Institute**

**2018 Colorectal Cancer Screening
Program Outcomes Report**



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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.¹ In 2013, there were 4,327 new cases of colorectal cancer in Michigan. Colorectal cancer was the cause of 1,735 deaths in Michigan during 2014.² The American Cancer Society estimates Michigan will have 4,510 new cases of colorectal cancer, and 1,670 deaths from the disease in 2018.³

The Saginaw County Roadmap to Health Improvement Plan (2017-2020) and Community Health Status Assessment identified several goals related to chronic diseases. Reduction of the overall cancer death rate was identified as a goal. The top two causes of death in Saginaw County and Michigan were Heart Disease and Cancer. According to the latest reportable data, deaths due to cancer decreased between 2014 and 2015 for the total county population, including White and African American subpopulations. Deaths due to cancer remain greatest for African American county residents. 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.²

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.³

In early 2018, Ascension St. Mary's Hospital 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.⁴ March 21, 2018 was selected as the date of the event. Between February 23 and March 7, the following methods of communication were used to publicize the event: 1) press release to our local media outlets; 2) direct mail to 3,042 Saginaw county residents age 50 and over living in the Saginaw Primary Service Area; and 3) social media. For the mailing, the Ascension St. Mary's Marketing team worked with an outside direct mail vendor. This vendor has predictive models for many health conditions. In this case, the vendor used their colorectal cancer model and identified residents in the Saginaw Primary Service Area at highest risk for this disease.

Reminder systems are an evidence-based intervention shown to improve colorectal cancer screening rates for eligible patients.⁵ 30 participants registered for the event. After reminder calls were placed to registrants one day prior to the event, 26 individuals were confirmed to attend.

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

² <https://www.greatlakesbayhealthcenters.org/wp-content/uploads/2017-2020-CHNA-Final.pptx.pdf>

³ American Cancer Society. (2018) Cancer Facts & Figures, 2018. <https://www.cancer.org/research/cancer-facts-statistics/all-cancer-facts-figures/cancer-facts-figures-2018.html>

⁴ <http://ncrt.org/resource/steps-increasing-colorectal-cancer-screening-rates-manual-community-health-centers-2/>

⁵ https://www.michigan.gov/documents/mdch/Colorectal_Cancer_Navigation_419698_7.pdf

The Ascension St. Mary's Hospital Colorectal Cancer Education and Screening program was held on March 21, 2018 with 20 community attendees.

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.⁶ Each participant was provided a folder containing printed educational materials to take home as reference material.⁷⁸⁹ Maggie Retelle, RD (Registered Dietician) facilitated an education presentation and discussion focused on colon health, colorectal cancer risk factors, colorectal cancer prevention, and proper use of the FOBT (Fecal Occult Blood Test) screening kit.

Upon completion of a signed consent, each participant was provided with a free FOBT Colorectal Cancer Screening kit and a return envelope. Instructions and specimen collection tips were given to all attendees, along with encouragement to complete the kit and return it within one month to the Ascension St. Mary's Laboratory. Return of the completed kits was tracked. A reminder letter was mailed on April 23, 2018 to those who hadn't returned their kits. Of the 20 kits distributed, 18 were returned. This is a 90% return rate. The national return rate is 10-50%.¹⁰ As described on the informed 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 his letter and result being sent.

FOBT Kits Distributed	20
Returned Test Kits	18
Negative Test Results	17
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.¹¹ 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 Ascension St. Mary's Hospital.

⁶ American Cancer Society. (2011) Colorectal Cancer Facts & Figures, 2011-2013. (Atlanta: American Cancer Society.)

⁷ https://www.cdc.gov/cancer/colorectal/pdf/basic_fs_eng_color.pdf

⁸ https://www.doh.wa.gov/Portals/1/Documents/Pubs/342-052_BCCHPInstructions_for_FOBT.pdf

⁹ https://www.cdc.gov/cancer/colorectal/pdf/sfl_inserts_screening.pdf

¹⁰ https://www.michigan.gov/documents/mdch/Colorectal_Cancer_Navigation_419698_7.pdf

¹¹ <http://www.greatlakesbayhealthcenters.org/wp-content/uploads/2017-2020-CHNA-Final.pptx.pdf>