



Department
of Health

**Support the New York State Prevention Agenda by
Increasing Cancer Screening through
Public Awareness and Promotion
*Focus on: Colorectal Cancer***

You can support the Prevention Agenda goal of **increasing screening rates for colorectal cancer** by implementing evidence-based public awareness and promotion interventions, especially among disparate populations.

AIM:

Implement evidence-based activities that increase public awareness about colorectal cancer screening

Why address colorectal cancer screening?

Colorectal cancer is the third leading cause of cancer death in New York State for both men and women, but it does not have to be:

- Screening can actually prevent some colorectal cancers by detecting and removing polyps before they become cancerous.
- When colorectal cancer is found and treated early, it can often be cured.
- All men and women ages 50 to 75 and at average risk for colorectal cancer should be screened.
- There is a national push to increase colorectal cancer screening rates across the United States, and the New York State Department of Health - as well as many state and national organizations - are supporting this work.

To support this work, you can:

- Educate community members about the benefits of colorectal cancer screening.
 - Successful community education encourages residents to learn about colorectal cancer and to talk to their doctors about being screened at the appropriate time.
- Engage and educate county residents within the priority populations for colorectal cancer screening (ages 50-75) at sites where you already interact with them.
- Identify and work to empower local elected officials, hospitals, health systems, federally qualified health centers and large employers who could act as organizational champions to promote colorectal cancer screening to residents, patients, and employees.
- Use the Guide to Community Preventive Services to find evidence-based activities to increase colorectal cancer screening rates.

INTERVENTION STRATEGY	TASK FORCE FINDING		
Increasing Breast, Cervical, and Colorectal Cancer Screening			
Client-oriented screening intervention strategies			
Interventions	Breast Cancer	Cervical Cancer	Colorectal Cancer
Client reminders	●	●	●
Client incentives	◇	◇	◇
Small media	●	●	●
Mass media	◇	◇	◇
Group education	●	◇	◇
One-on-one education	●	●	●
Reducing structural barriers	●	◇	●
Reducing client out-of-pocket costs	●	◇	◇
Provider-oriented screening intervention strategies			
Provider assessment & feedback		●	
Provider incentives		◇	
Provider reminder & recall systems		●	
Promoting informed decision making for cancer screening		◇	
Legend for Task Force Findings: ● Recommended ◇ Insufficient Evidence ▲ Recommended Against			



<http://www.thecommunityguide.org/about/What-Works-Cancer-Screening-insert.pdf>

★ **Activities included in this fact sheet:**

- ★ Small media include videos and printed materials such as letters to the editor, press releases, flyers, brochures, and newsletters.
- ★ Mass media include television, radio, internet, newspapers, magazines, and billboards and are used to communicate educational and motivational information about cancer screening. Mass media can be used alone, but almost always include other components or attempt to capitalize on existing interventions and infrastructure.
- ★ Group education conveys information on indications for, benefits of, and ways to overcome barriers to screening with the goal of informing, encouraging, and motivating participants to seek recommended screening.
- ★ One-on-one education delivers information to individuals about indications for, benefits of, and ways to overcome barriers to cancer screening with the goal of informing, encouraging, and motivating them to seek recommended screening.

ACTIONS:

Educate your community about colorectal cancer screening and engage your community in colorectal cancer awareness activities

Recommended Action	Brief Description
<p>Implement <i>Main Streets Go Blue</i>* during Colorectal Cancer Awareness Month (March)</p>	<p>Starting in the Fall, identify and collaborate with key local partners:</p> <ul style="list-style-type: none"> • Local New York State Department of Health funded Cancer Services Program • Other government agencies, large employers, hospitals, health systems and providers, and companies that support wellness (e.g., yoga centers, health food stores) • Chambers of commerce • Faith-based organizations • Service/advocacy organizations and cancer support groups <p>Delegate roles and activities for each partner. Identify organization(s) to:</p> <ul style="list-style-type: none"> • Act as the contact for media inquiries • Recruit elected officials • Distribute promotional materials to participating organizations <p>Identify a location by considering the following criteria:</p> <ul style="list-style-type: none"> • High foot traffic and visibility • Area frequented by the priority population for colorectal cancer screening (ages 50 -75) • Existing relationships with businesses and organizations in that area <p>Gain commitment from businesses in selected area to participate. Gain support from local elected officials and key decision makers/public figures in the community. Identify landmarks to turn blue, research and obtain necessary permissions. Develop and promote local “blue” events to occur throughout March:</p> <ul style="list-style-type: none"> • <i>Dress in Blue Day</i> to raise awareness about the importance of screening • Blue plate specials at local restaurants • Screening events in partnership with local medical practices • Colorectal cancer awareness events (“blues” night or concert) • Events featuring patient testimonials <p>Identify and order promotional small media materials* (brochures, posters). Establish a mechanism for tracking names of partners, planned events, earned media achieved, and the number of people reached through the initiative.</p> <p style="text-align: right;"><i>*See page 5 for available resources</i></p>
<p>Garner earned media throughout the year</p>	<ul style="list-style-type: none"> • Acquire commitment from public figures to participate in press conferences, collaborate on press releases and proclamations in support of colorectal cancer awareness,* participate in promotional events or other news opportunities (e.g., radio shows). • Acquire commitment from public figures between the ages of 50 and 75 to complete colorectal cancer screening and discuss their experiences in order to promote screening to others.

Recommended Action	Brief Description
	<ul style="list-style-type: none"> Publicly recognize organizations within the county that make cancer screening a priority (e.g., those that offer paid time off for cancer screening). Promote successes through letters to the editor, press releases, etc. Develop relationships with media outlets to help garner earned media.
Use <i>Screen for Life</i> colorectal cancer awareness campaign and public service announcements	<p>Purchase paid media using the Centers for Disease Control and Prevention (CDC) <i>Screen for Life</i> media campaign materials (television, radio and print materials are available) and request media outlets to run public services announcements at no cost.</p> <ul style="list-style-type: none"> Materials are available for order from the NYSDOH* Develop and print your own small media materials with tested messaging by using the CDC's <i>Make It Your Own (MIYO)</i> system.* <p style="text-align: right;"><small>*See page 5 for available resources</small></p>

ACHIEVEMENT:
Increased awareness of the need for colorectal cancer screening

Promoting cancer screening supports the following Prevention Agenda objectives:

Goal #3.1:

Increase screening rates for cardiovascular disease, diabetes and breast, cervical and colorectal cancers, especially among disparate populations.

Objective 3.1.3:

By December 31, 2017, increase the percentage of adults (50-75 years) who receive a colorectal cancer screening based on the most recent guidelines (blood stool test in the past year; or sigmoidoscopy in the past five years and a blood stool test in the past three years; or a colonoscopy in the past 10 years):

- By 5% from 68.0% (2010) to 71.4% for all adults.
- By 10% from 59.4% to 65.4% for adults with an income <\$25,000.
(Data Source: NYS BRFSS) (PA Tracking Indicator; Health Disparities Indicator)

Local Health Departments and their partners can include the above objectives in the Community Health Assessment (CHA), Community Health Improvement Plan (CHIP), and related initiatives.

Tracking performance/process measures can be important for reporting progress to stakeholders. Here are measures that may be used to track progress:

Short-Term Performance Measures

- Number of partners, employers, and local elected officials participating in awareness events
- Number of media alerts (press releases, sample articles) distributed
- Number of media mentions/stories promoting cancer screening
- Number of events held/promoted/attended

Long-Term Performance Measure

- Percentage of adults who report being up-to-date with colorectal cancer screening

Ready to get started? These resources can help:

*RESOURCES

- NYS Prevention Agenda https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/
- NYS Department of Health Cancer Services Program <https://www.health.ny.gov/diseases/cancer/services/>
- NYS Department of Health free Educational Materials https://www.health.ny.gov/forms/order_forms/cancer.pdf
- Guide to Community Preventive Services <http://www.thecommunityguide.org/cancer/index.html>
- Centers for Disease Control Vital Signs <http://www.cdc.gov/VitalSigns/colorectalancerscreening/index.html>
- Centers for Disease Control and Prevention *Screen for Life* campaign <http://www.cdc.gov/cancer/colorectal/sfl/>
- Information on Main Streets Go Blue and sample articles, press releases and social media posts(NYS Cancer Consortium website) <http://www.nyscancerconsortium.org/committees/MainStreetsGoBlue.aspx>
- Centers for Disease Control and Prevention *Make It Your Own (MIYO)* website <http://www.miyoworks.org>
- National Colorectal Cancer Roundtable 80% by 2018 <http://nccrt.org/about/80-percent-by-2018/>