



Targeted Colon Cancer Outreach Program

Kentucky Cancer Program District Cancer Councils

The Targeted Colon Cancer Outreach Program (TCCOP) has been a great success. For the past three years (2009-2012) the Kentucky Cancer Program has worked with District Cancer Councils and community partners to:

- Improve knowledge about colon cancer screening
- Increase colon cancer screening rates
- Decrease colon cancer incidence and mortality

KCP LEGISLATIVE CHARGE July 2008

- Establish a colon cancer screening education and outreach program, targeting individual who lack access
- Cover all 15 Area Development Districts
- Unfunded

TCCOP SELECTED February 2009

- Tested and evidenced-based
- Focused at the district/community level
- Incorporates multiple strategies and evaluation
- Endorsed by ACS, Colon Cancer Prevention committee, and DCCs

GETTING READY Spring/Fall 2009

- Identified best practices (DCC pilots and Colon Cancer Forum, May 2009)
- Established subcommittees
- Developed strategies
 - > Promote screening through regional media
 - > Conduct community and health care provider education
 - > Distribute educational materials and key messages about screening
 - > Participate in annual “Dress in Blue Day” as part of colon cancer awareness month

IMPLEMENTATION Fall 2009/ongoing

- Partners provide supplemental funds and in-kind resources
- DCCs/community partners integrate into existing activities
- DCCs/community partners implement additional strategies as funds/resources become available

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Three Year Results

From 2009 to 2012 the legislation remained unfunded, but due to the collective efforts and resources of the Kentucky Cancer Program (KCP), its 15 District Cancer Councils and hundreds of community partners in all 120 counties across the state the following was accomplished:

- A framework (TCCOP) was established and has been sustained in every Area Development District that encourages coordination, collaboration and implementation of an evidence-based model and best practices in reducing colon cancer incidence and mortality
 - *44 District Cancer Council meetings were held and engaged 456 partners statewide in developing district plans*
- Consistent key messages tailored to Kentucky were developed and disseminated as part of a Kentucky Cancer Consortium statewide public awareness campaign
 - *23 key informant interviews were held with 315 people across the state to review the materials*
 - *Kentuckians were highlighted on the materials developed and District Cancer Councils pilot tested the materials and dissemination strategies before they were produced for the statewide campaign*

Public Awareness and Educational Materials

- 288,352 bookmarks, posters and church bulletins with key messages about colon cancer screening were distributed

Dress in Blue and March Colon Cancer Awareness Month

- 1,608 businesses and partners participated in national Dress in Blue Day
- 209,352 promotional and educational materials were distributed
- Hundreds of special activities took place at hospitals, businesses, churches and schools across the state

Educational Programs

- 178 programs were presented
- 9,732 attendees included health care providers, social service organizations, businesses and community groups

Regional and Small Media

- 280 FREE television and radio spots, public service announcements, and newsletter and newspaper articles on colon cancer screening were produced
- 109,752 targeted mailings and email messages encouraging screening were distributed
- A Resource Toolkit containing sample press releases, newspaper and newsletter articles, advertisements, and public service announcements promoting screening was distributed to district cancer councils
- A new *Colonoscopy Fee Worksheet* to assist patients in estimating out-of-pocket costs of screening was distributed to the public and health care professionals

Factors Contributing to the Programs Success

- Existing KCP infrastructure/community-based network to provided statewide coordination and technical assistance
- Commitment from community partners who collaborated on activities and contribute resources
- A variety of best-practices tailored to the geographic district and population were implemented
- Opportunities for a wide range or diverse group of community partners to participate – working together we can accomplish more
- Evaluation of the impact of activities as data was available and resources permitted

Examples of Activities

Targeted Colon Cancer Awareness Mailing to Senior Centers Educational Programs

Packets containing information about colon cancer, the importance of screening, and Medicare coverage, as well as an evaluation card were sent to senior center directors in Lake Cumberland, Cumberland Valley and Kentucky River Area Development Districts. They were distributed to 3,095 senior in congregate and home delivered meal programs in June 2010. A total of 910 (29.4%) of the evaluation cards were returned. There were 355 people over age 50 who reported that they had not been screened for colon cancer. A total of 118 (33.2%) indicated that they planned to be screened as a result of reading the information that was provided.

“Increasing Colon Cancer Prevention and Screening into Public Health: Increasing Education and Screening, Saving Lives and Money”

A conference targeting health care providers was held at the St. Claire Regional Medical Center on April 28, 2010. Thirty-five health professionals heard key note speaker Dr. Whiney Jones and received Continuing Medical Education credits. The program was videotaped to provide additional outreach for medical professionals. Post conference evaluation reflected that participants learned new information about colon cancer data and screening. A total of 22 (63%) said that they would practice differently by increasing their focus on colon cancer screening. Prior to the conference, Dr. Whitney Jones was interviewed on Morehead State University’s Public Radio Program, “Health Matters,” which was aired to an audience of approximately 325,000 in 29 Kentucky Appalachian counties.

“A Gift of Life,” Personal Stories About Colon Cancer Screening

A grant was obtained to conduct a storytelling project in the FIVCO Area Development District. Five story circles were held and 33 people shared their colonoscopy experiences. In 2011 a DVD called “The Gift of Life” and a live production called “A Miraculous Healing” were created. The stories address myths and fears about colon cancer screening and send a strong message about the importance of getting screened. The video and play premiered at the Ashland Community and Technical College and a reception sponsored by Our Lady of Bellefonte Hospital. The video has also been shown at a Colon Cancer Advisory Board meeting.

Faces of Colon Cancer Exhibit

A special “Faces of Colon Cancer” exhibit was created featuring Kentucky colon cancer survivors. The exhibit shares their stories and encourages others to get screened to prevent colon cancer. The exhibit has been on display since October 2010 at over 40 locations across Kentucky reaching over 30,000 people with the life-saving message that colon cancer screening saves lives.

TCCOP is coordinated by the Kentucky Cancer Program, working with District Cancer Councils and community partners.

www.kycancerprogram.org