



Colon Cancer
in Kentucky

{Date} 2018

Presented by:
**{Community Partner's
Name,
Organization,
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- This PowerPoint was developed by the Kentucky Cancer Consortium and the Kentucky Cancer Program with help from our partners.



Overview

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Cancer Basics

What is Cancer?

- A group of 100 different diseases
- The **uncontrolled, abnormal growth of cells**

How does Cancer start?

- Cancer cells are abnormal cells that don't die, but continue to grow new, abnormal cells
- Can invade other tissues



Cancer Basics

How does Cancer spread?

Metastasis (muh-tas-tuh-sis):
Process of cancer spreading to other parts of the body

- Cancer cells can form a tumor
- Replace normal cells
- May invade nearby tissues
- May spread to other body sites via blood or lymph vessels



Colon Cancer

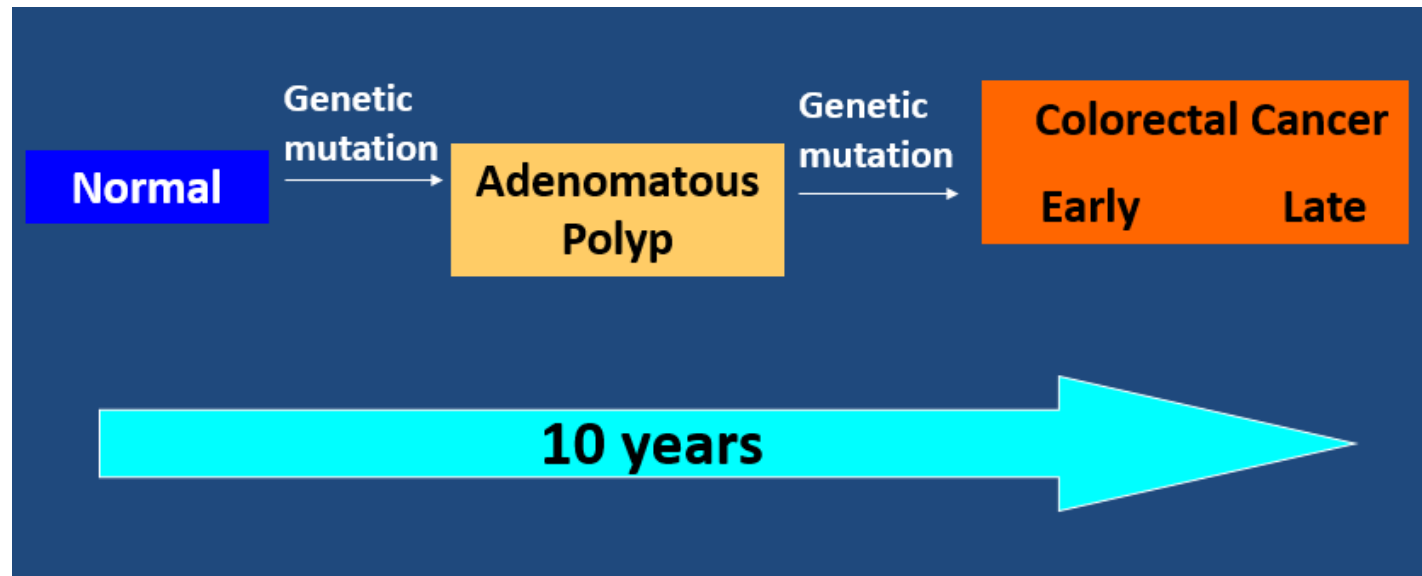
- Also called “Colorectal cancer”
- Uncontrolled, abnormal cell growth which starts in the colon or rectum
- These abnormal cells can form a mass of tissue
- Usually begins as a noncancerous **polyp**, that can, over time, become a cancerous tumor.

Polyp:

A polyp is a growth that shouldn't be there. Most colon polyps are harmless. But over time, some colon polyps can develop into colon cancer, which could be fatal if it is found in a late stage.



Polyp Growth to Cancer: An Opportunity for Intervention





Polyps in the Colon

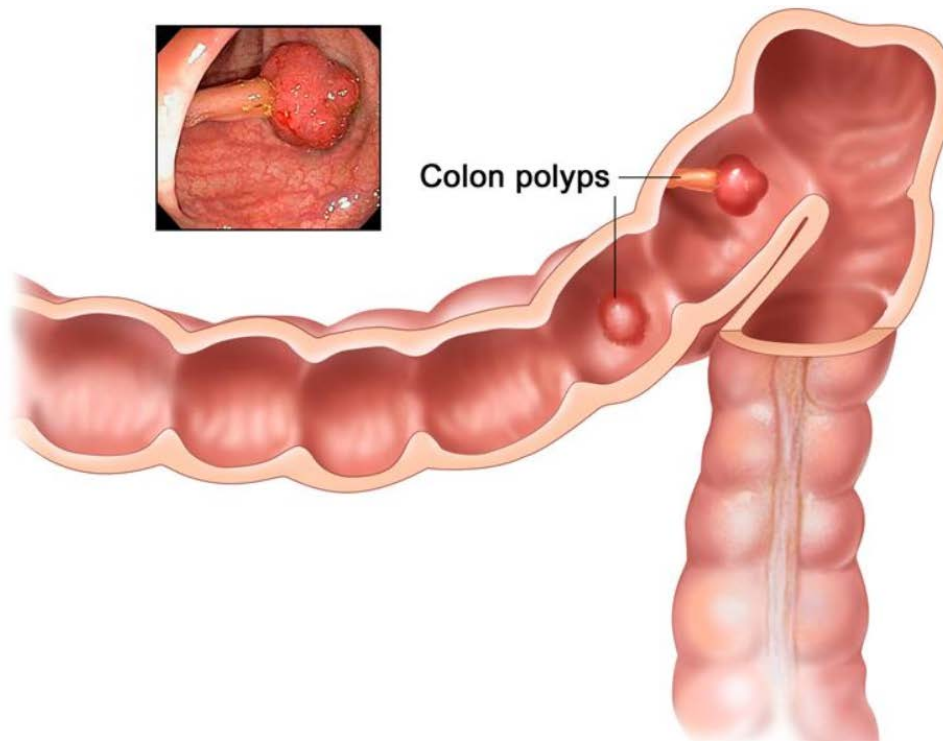
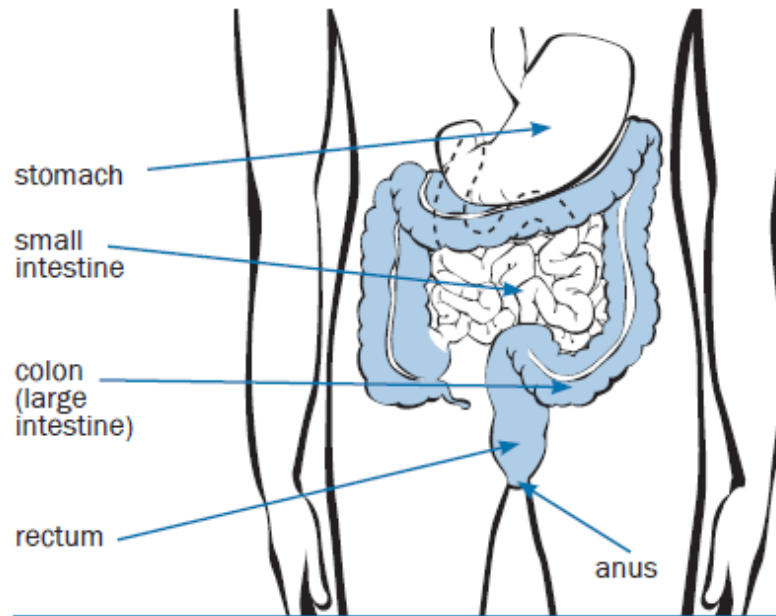


Image Source: National Cancer Institute



Where is the Colon and Rectum & What Do They Do?

Digestive System



Colon and Rectum



Risk Factors for Colon Cancer

- Different cancers have different risk factors
- Having a risk factor(s) does not mean you will get cancer
- Certain risk factors increase a person's chance of developing a polyp(s) or colorectal cancer

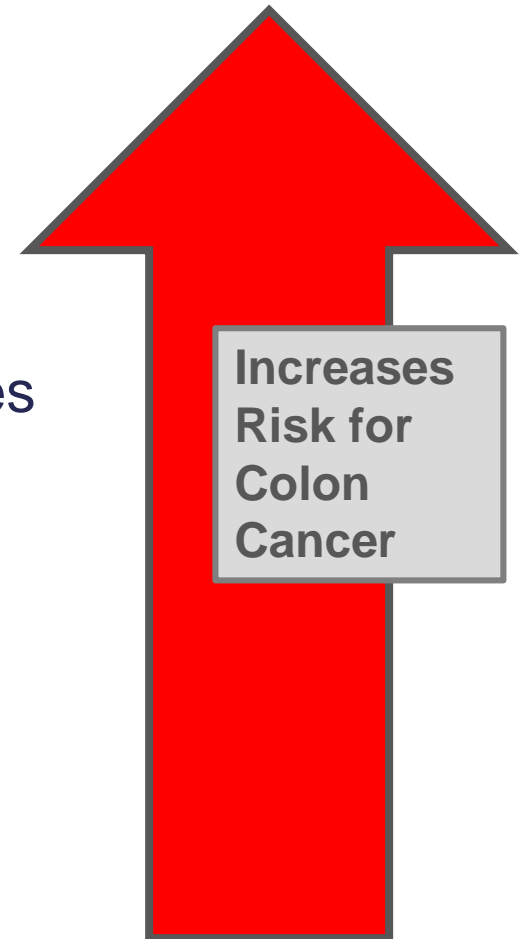
Risk Factor:

Anything that affects your chance of getting a disease such as cancer.



Risk Factors for Colon Cancer: Lifestyle Factors

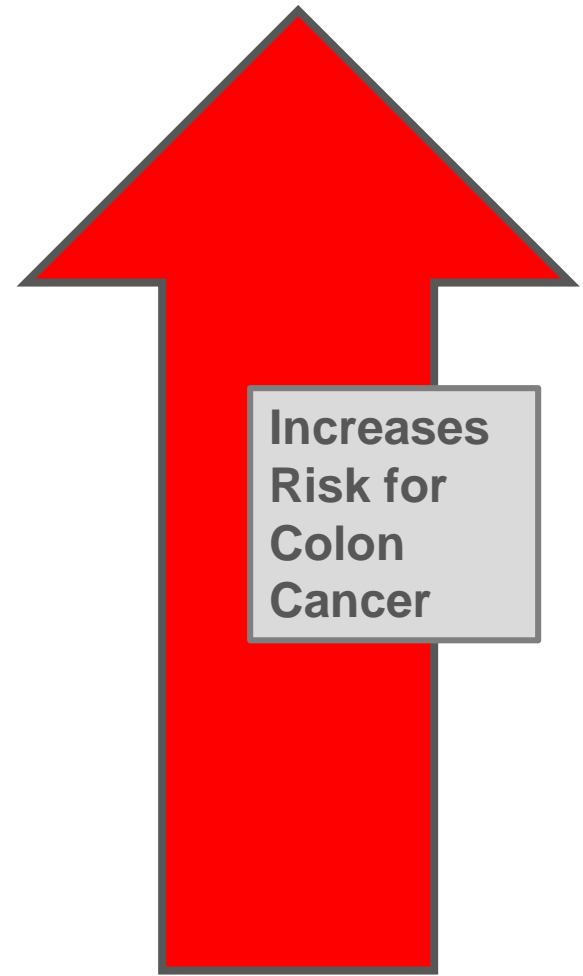
- Diet
 - High in red meats (beef, pork, lamb, or liver) and processed meats
 - Cooking meats at high temperatures (frying, broiling, or grilling)
- Physical inactivity
- Obesity (Being very overweight)
- Smoking
- Heavy alcohol use





Other Risk Factors for Colon Cancer:

- Age (over 50)
- Personal history of colorectal cancer or polyps
- Personal history of Inflammatory Bowel Disease (IBD)
- Family history of colorectal cancer or polyps
- Inherited syndromes
- Racial & Ethnic Backgrounds:
African-Americans & Jewish persons of Eastern European descent
- Type 2 Diabetes





Signs & Symptoms of Colon Cancer



Early colon cancer may have **NO** symptoms.

If symptoms are present, they may include:

- A change in bowel habits
- A feeling of needing a bowel movement
- Rectal bleeding
- Blood in the stool which may make it look dark
- Cramping or abdominal (belly) pain
- Weakness & fatigue
- Unintended weight loss

Schedule an appointment to talk to your health care provider if you have any of these symptoms.



Importance of Screening for Colon Cancer

- Colon cancer is **PREVENTABLE!**
- Early diagnosis means a better chance at successful treatment.





Who should be screened?

People at Average Risk

- **ALL people** ages 50-75 who are “average risk”
- After age 75, discuss with your doctor if screening needs to be continued
- Includes men and women

People at High Risk

- Have one or more **risk factors** for developing colon cancer
- Must be screened more often & regularly
- This includes persons with a personal or family history of polyps or colon/rectal cancer

The American College of Gastroenterology, a professional medical organization, recommends African-Americans begin colon cancer screening at age 45.



Which Screening Test Should You Get?

It depends on your **RISK FACTORS**. Be sure to talk with your health care provider about your risk factors and the risks for each colon cancer screening test.

Common Colon Cancer Screening Tests which are often covered by Private Health Insurance, Medicare, & Medicaid

Fecal Immunochemical Test (FIT) or Guaiac Fecal Occult Blood Testing (gFOBT)

Colonoscopy

Some insurance companies may also cover the fecal DNA test (includes Cologuard-is covered by Medicare & Aetna) or other screening tests for colon cancer. Be sure to talk to your insurance company about which test(s) they cover for your individual risk factors.



Types of Colon Cancer Screening Tests	Description of the Test	Screening Schedule for AVERAGE RISK PERSONS
Fecal/Stool blood tests (FIT, FOBT, or gFOBT)	Samples of stool are checked for blood	Every year
Stool DNA Test (Includes Cologuard)	Samples of stool are checked for blood as well as DNA changes	Every 3 years
Colonoscopy	A flexible, lighted tube is used to look at the entire colon & rectum	Every 10 years
Sigmoidoscopy	A flexible, lighted tube is used to look at the rectum & lower colon	Every 5 years, with FIT or FOBT testing every 3 years

Schedule an appointment to talk to your health care provider about which test is right for you & how often you should be screened.



Colon Cancer Screening and Insurance Coverage

- It's important to know what your insurance covers for colon cancer screening.
- Coverage of colon cancer screening tests is required by the Affordable Care Act (ACA).
- It is important to know if your health plan was a “grandfathered plan”.
- Contact your health insurance company to find out exactly what they will cover for your colon cancer screening as well as any costs that you will have to pay.



Colonoscopy Screening and Insurance Coverage

- It is important to find out from your insurance company if the cost of a colonoscopy will change if a biopsy is done or if a polyp is removed.
- Ask your insurance representative what costs you will be responsible for:
 - A “Screening Colonoscopy”
 - A “Diagnostic Colonoscopy”

Colonoscopy Screening and Insurance Coverage: Update

- In the past, some people have had additional out-of-pocket costs when:
 - They had a positive: FIT, DNA test (including Cologuard) or FOBT test that required a colonoscopy
 - They had a “screening colonoscopy” (meaning they had no symptoms) which was later coded as a “diagnostic colonoscopy” if a polyp was removed

Colonoscopy Screening and Insurance Coverage: Update

- In March 2015, the Kentucky General Assembly passed legislation which has been signed by Governor Beshear that will require that all “screening colonoscopies” be covered without a co-pay or deductible.
- Health benefit plans that are renewed on or after **January 1, 2016** will no longer be able to impose a deductible or co-pay for patients who have a “screening colonoscopy” that results in a polyp removal or have a positive FIT/Fecal DNA (including Cologuard)/FOBT test that requires a follow-up colonoscopy.



Which Screening Test Should You Get?

It depends on your **RISK FACTORS**. Be sure to talk to your health care provider about your individual risks for each colon cancer screening test.

There is a Screening Test for You!

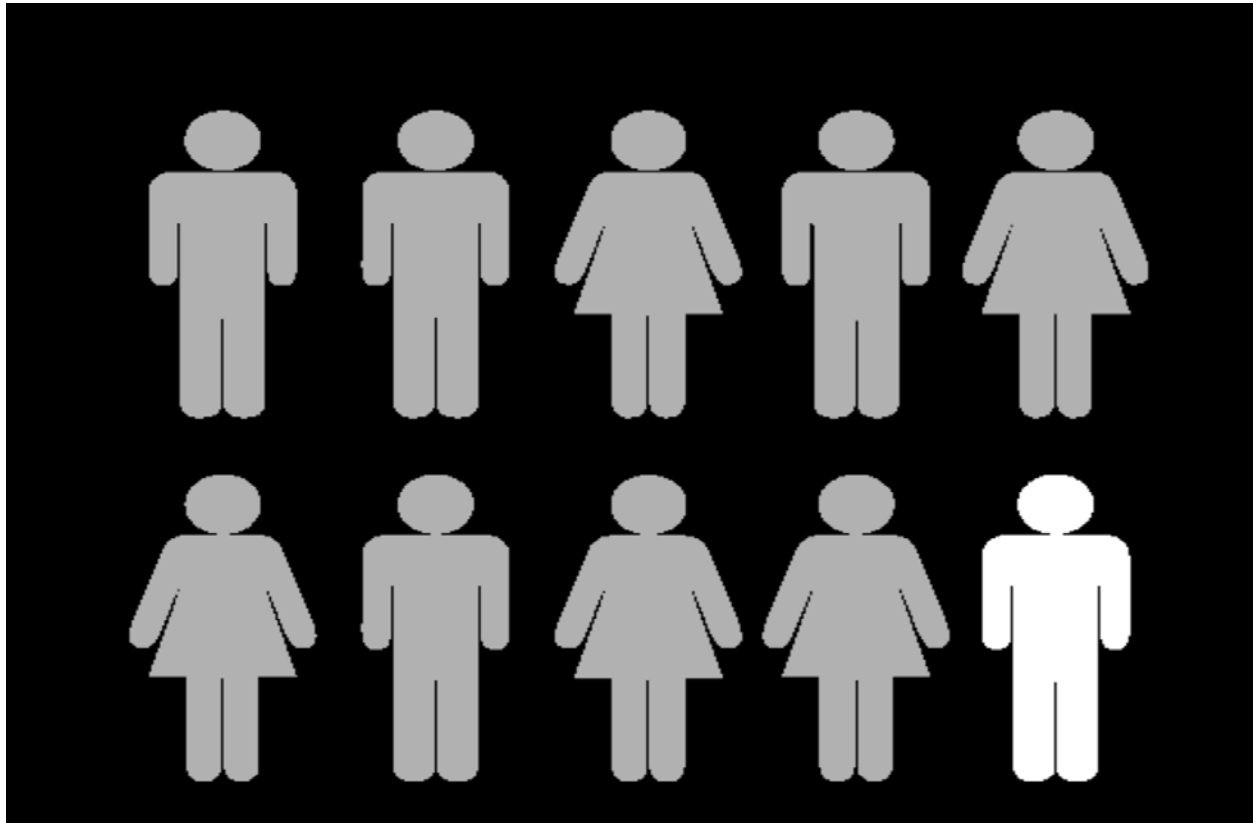
Common Colon Cancer Screening Tests which are often covered by private insurance, Medicare, & Medicaid
Stool-based tests (FIT) or Guaiac Fecal Occult Blood Test (gFOBT)
Colonoscopy

Some insurance companies may also cover the fecal DNA test (Cologuard-is covered by Medicare & Aetna) or other screening tests for colon cancer. Be sure to talk to your insurance company about which test they cover for your individual risk factors.



Colon Cancer 101 Facts

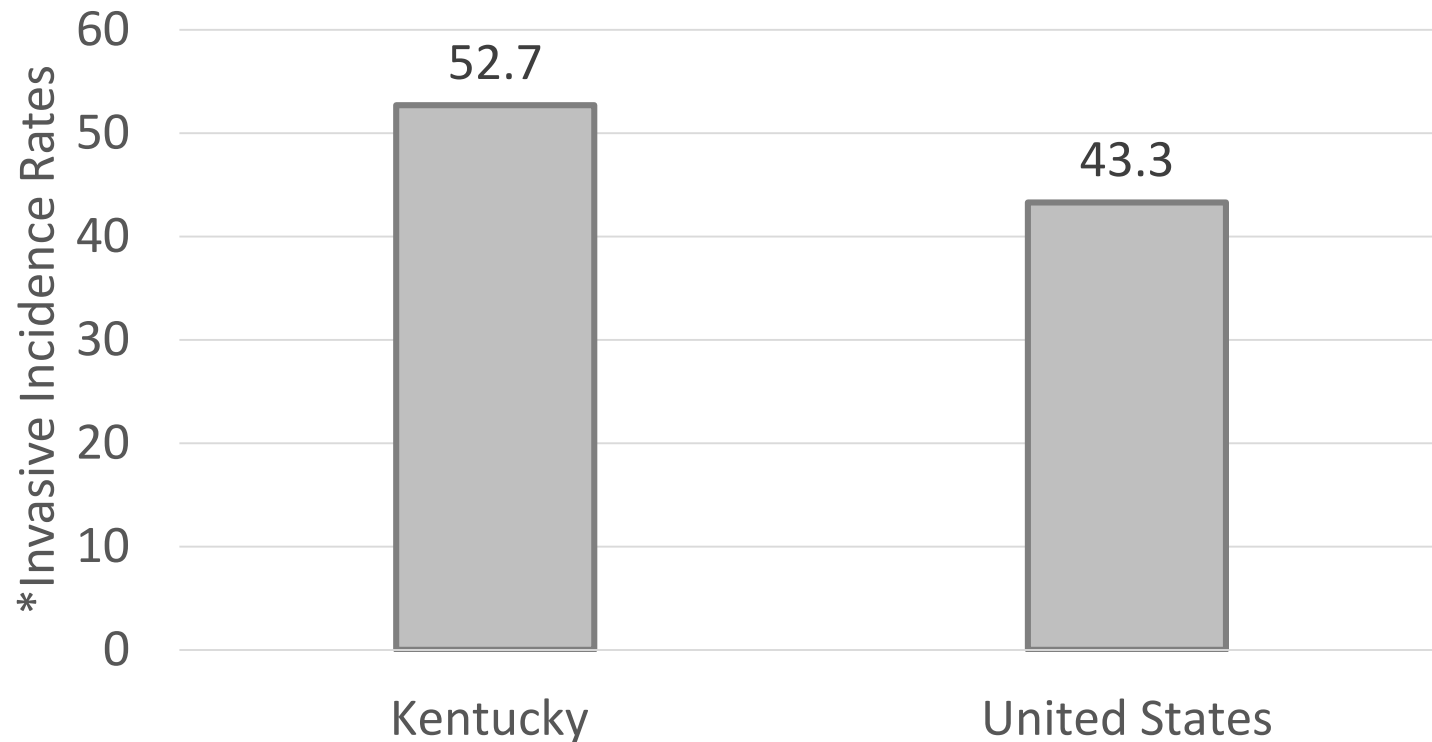
- Colorectal cancer is the **second leading cause of death from cancer** in the United States.
 - The majority of these cancers and deaths could be prevented by increasing awareness and screening according to recommended guidelines.



Colon cancer accounts for **1 out of every 10 cancer deaths** every year.



Colon Cancer Incidence Rate: Kentucky vs. U.S. (2007- 2011)



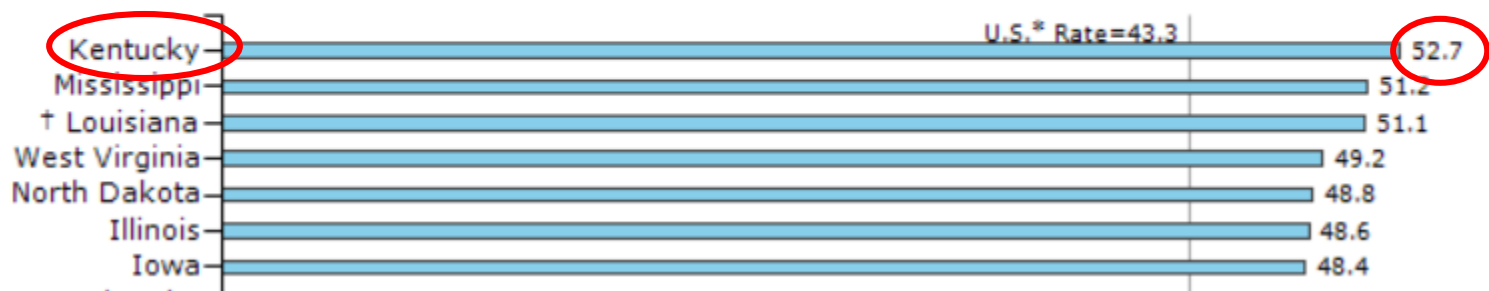
*Per 100,000 People



Colon Cancer Incidence Rate: How Kentucky Ranks (2007-2011)

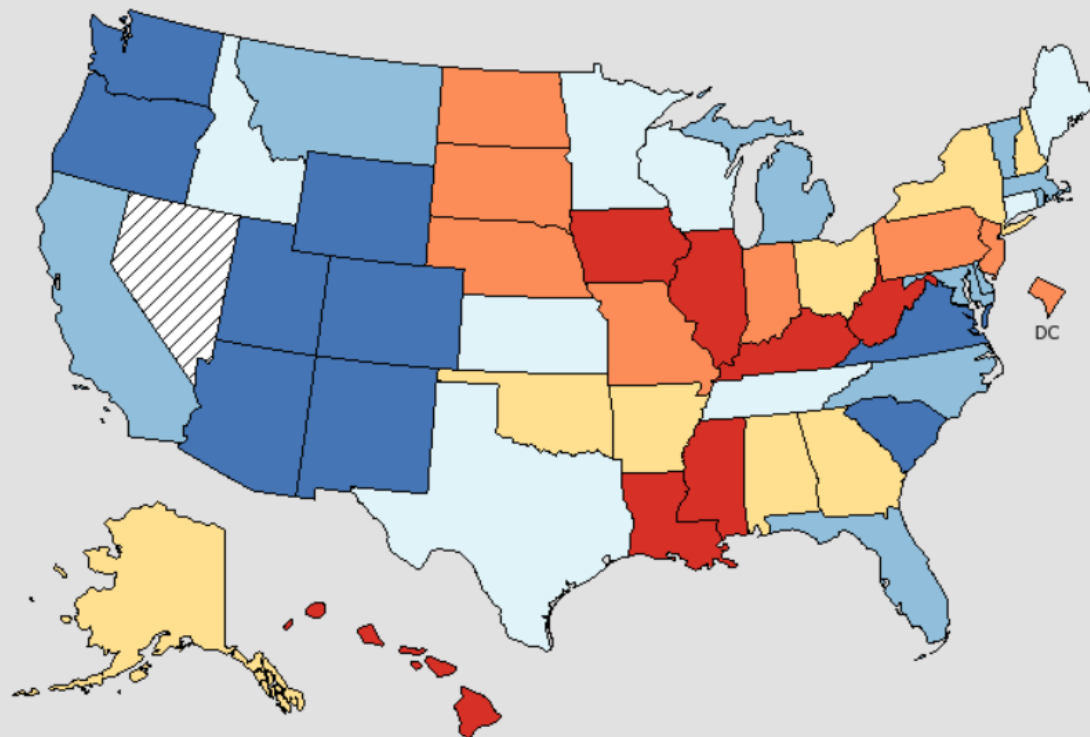
Kentucky has the **highest** colorectal cancer incidence rate in the United States, compared to all other states.

Rankings by State: 2007-2011, Male and Female, Colon and Rectum





Incidence Rates[†] for United States, 2011
Colon & Rectum
All Races (includes Hispanic), Both Sexes, All Ages



Age-Adjusted
Annual Incidence Rate
(Cases per 100,000)

[Quantile Interval](#)

- 44.1 to 48.9
- 41.4 to 44.1
- 40.3 to 41.4
- 38.1 to 40.3
- 37.1 to 38.1
- 32.5 to 37.1

◇ Data Not Available ◇

US (SEER + NPCR)
Rate (95% C.I.)
39.9 (39.7 - 40.1)

Notes:

Created by statecancerprofiles.cancer.gov on 02/19/2015 9:35 pm.

Data for the United States does not include data from Nevada.

[State Cancer Registries](#) may provide more current or more local data.

Data presented on the State Cancer Profiles Web Site may differ from statistics reported by the State Cancer Registries ([for more information](#)).

[†] Incidence rates (cases per 100,000 population per year) are age-adjusted to the [2000 US standard population](#) (19 age groups: <1, 1-4, 5-9, ... , 80-84, 85+). Rates are for invasive cancer only (except for bladder which is invasive and in situ) or unless otherwise specified. Rates calculated using SEER*Stat. Population counts for denominators are based on Census populations as modified by NCI. The [1969-2012 US Population Data](#) File is used for SEER and NPCR incidence rates.

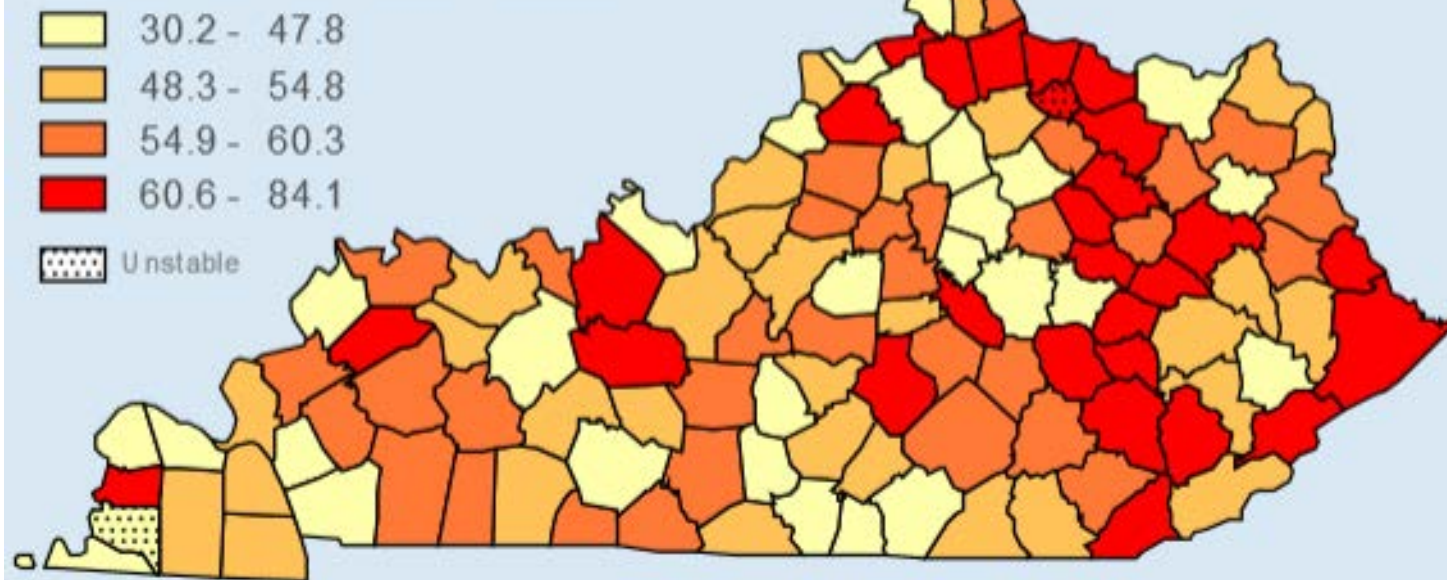
◇ [Data not available](#) for this combination of geography, statistic, age and race/ethnicity.



Age-Adjusted Invasive Cancer Incidence Rates in Kentucky Colon & Rectum, 2007 - 2011 By County

Age-Adjusted to the 2000 U.S. Standard Million Population

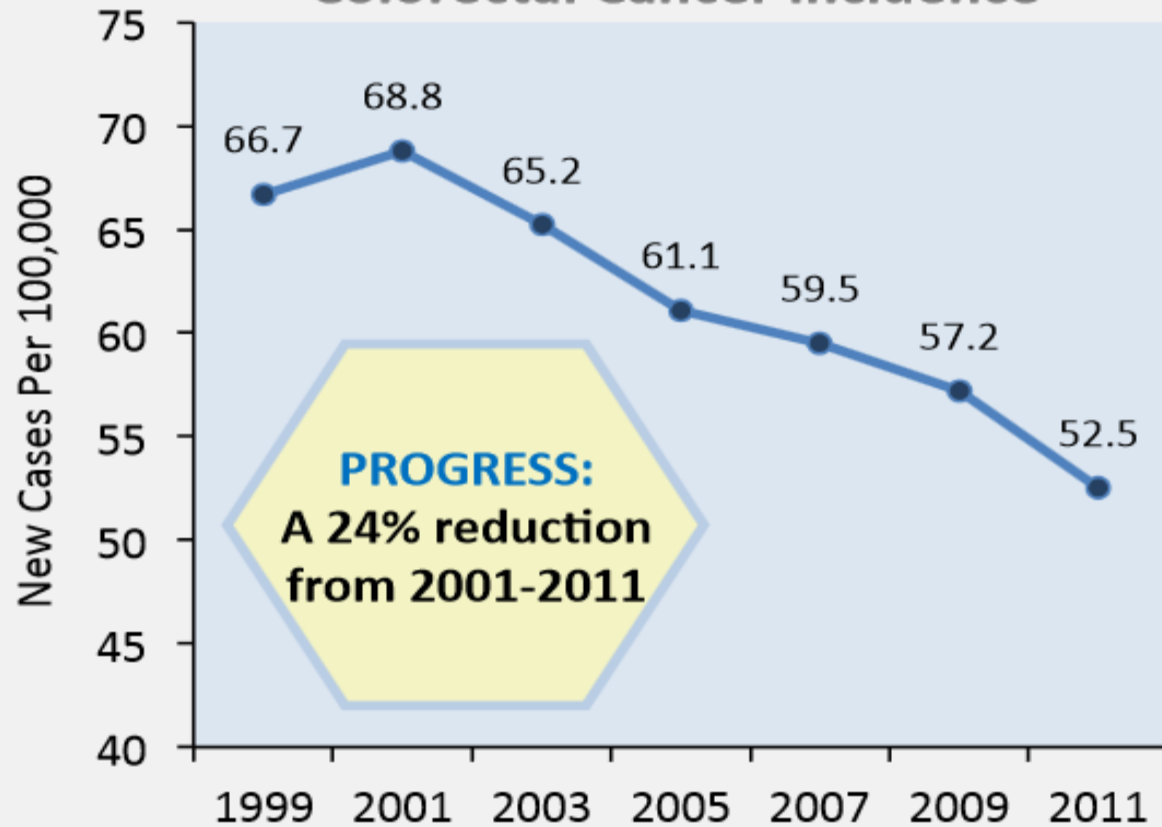
Kentucky Rate: 52.6 / per 100,000



All rates per 100,000. Based on data released November 1, 2013. Last accessed Feb 19, 2015. © 2015 Kentucky Cancer Registry.



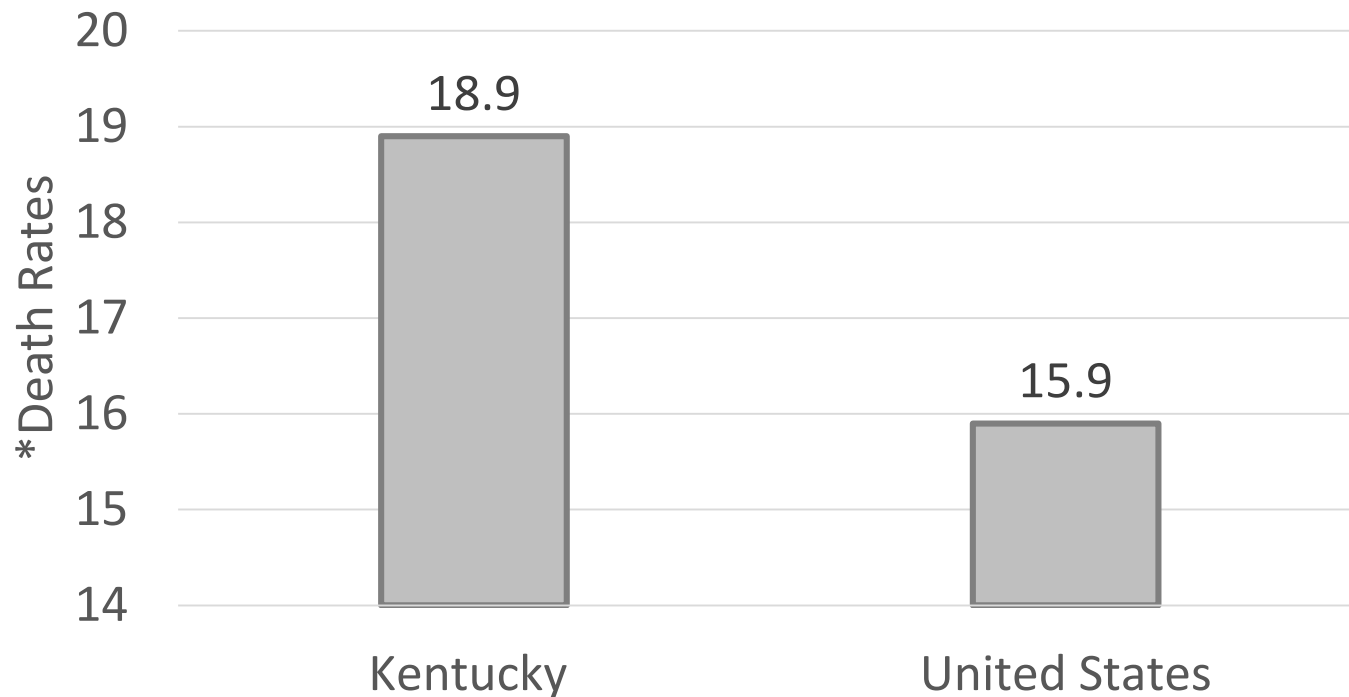
Colorectal Cancer Incidence*



*Kentucky Cancer Registry, All Cancer Incidence, 1999-2011



Colon Cancer Death Rate: Kentucky vs. U.S. (2007- 2011)



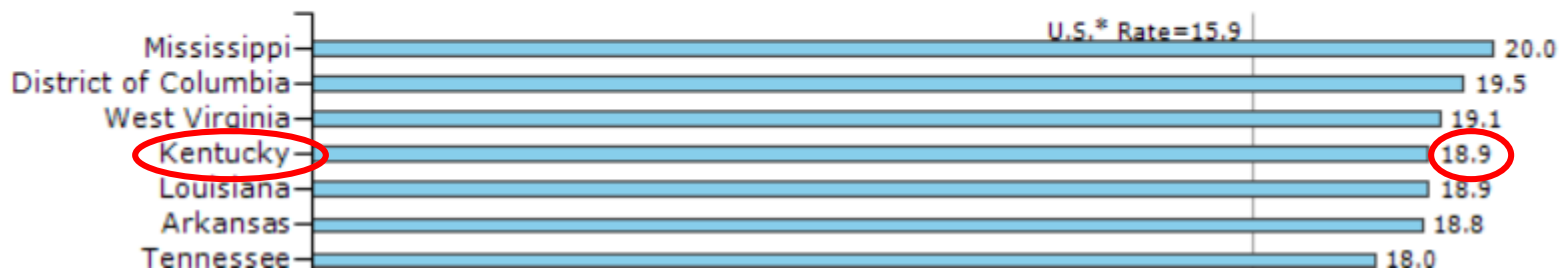
*Per 100,000 People



Colon Cancer Death Rate: How Kentucky Ranks (2007-2011)

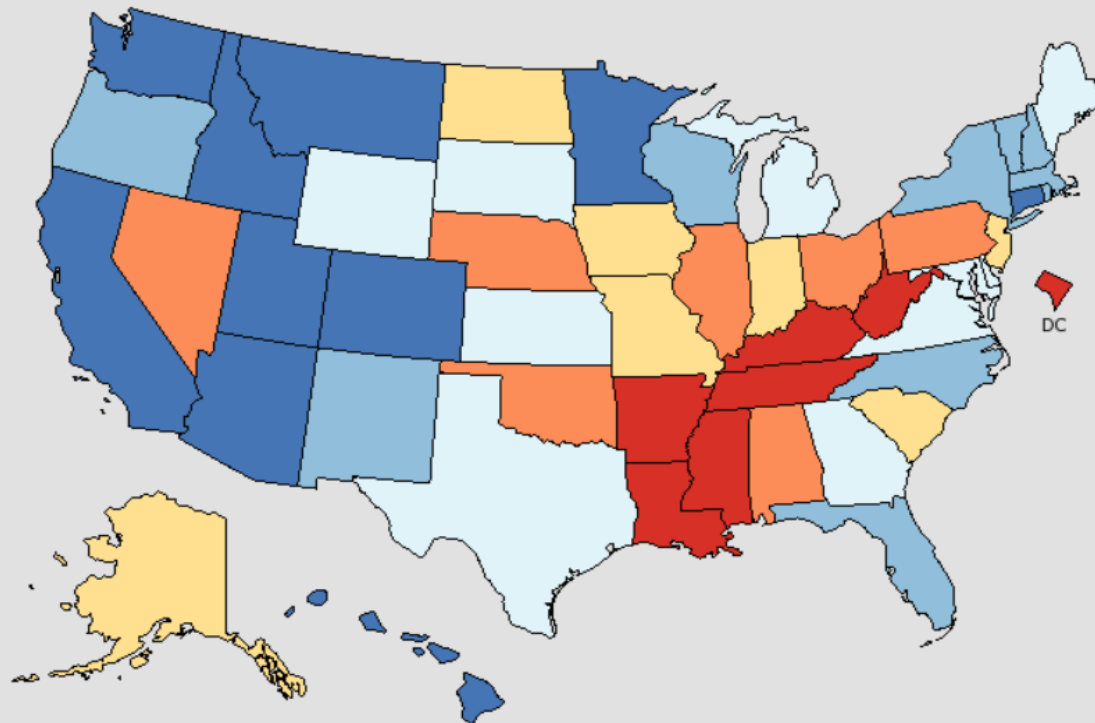
Kentucky is tied for the **fourth highest** colorectal death/mortality rate in the United States, compared to all other states.

Rankings by State: 2007-2011, Male and Female, Colon and Rectum





Age-Adjusted Death Rates for United States, 2007 - 2011
Colon & Rectum
All Races (includes Hispanic), Both Sexes



Age-Adjusted
Annual Death Rate
(Deaths per 100,000)

[Quantile Interval](#)

- 17.7 to 20.0
- 17.1 to 17.7
- 16.1 to 17.1
- 15.5 to 16.1
- 14.5 to 15.5
- 12.1 to 14.5

United States
Rate (95% C.I.)
15.9 (15.9 - 16.0)

Healthy People 2020
Goal C-5
14.5

Notes:

Created by statecancerprofiles.cancer.gov on 02/19/2015 9:53 pm.

[State Cancer Registries](#) may provide more current or more local data.

Data presented on the State Cancer Profiles Web Site may differ from statistics reported by the State Cancer Registries ([for more information](#)).

Source: Death data provided by the [National Vital Statistics System](#) public use data file. Death rates calculated by the National Cancer Institute using [SEER*Stat](#). Death rates (deaths per 100,000 population per year) are age-adjusted to the [2000 US standard population](#) (19 age groups: <1, 1-4, 5-9, ..., 80-84, 85+). The Healthy People 2020 goals are based on rates adjusted using different methods but the differences should be minimal.

Population counts for denominators are based on the Census [1969-2012 US Population Data](#) File as modified by NCI.

Healthy People 2020 Goal C-5 : Reduce the colorectal cancer death rate to 14.5.

[Healthy People 2020](#) Objectives provided by the [Centers for Disease Control and Prevention](#).



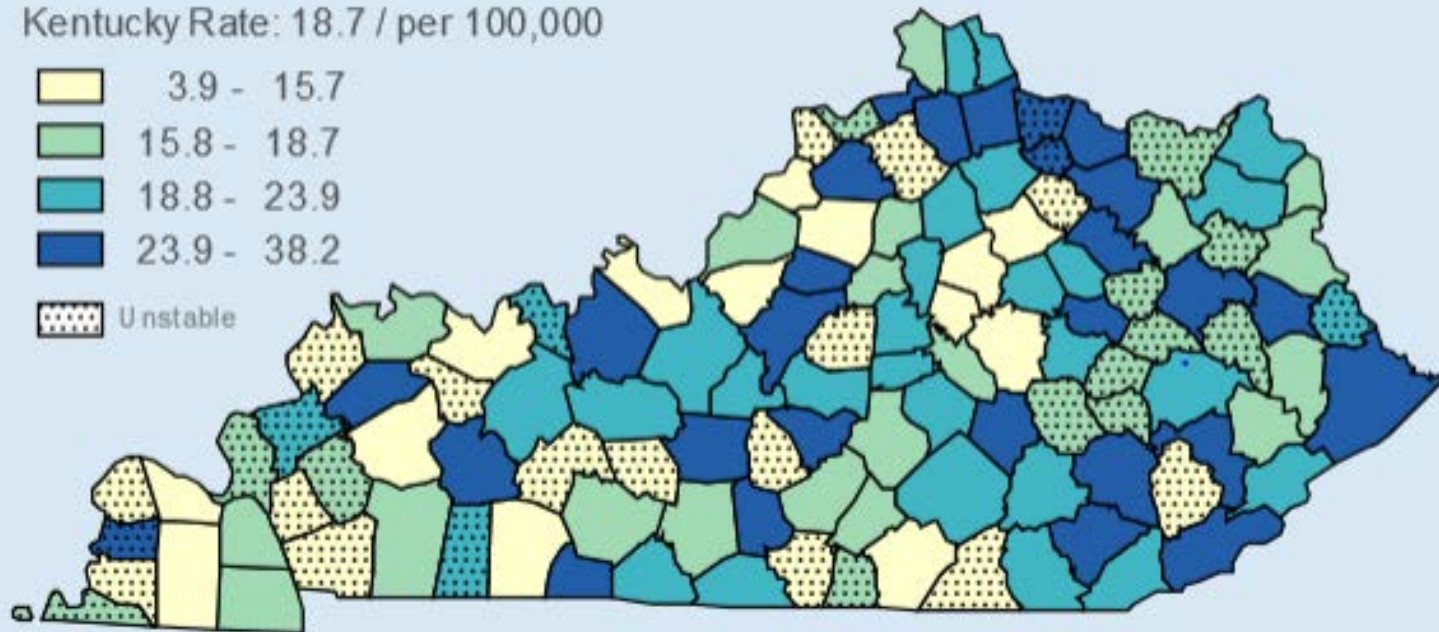
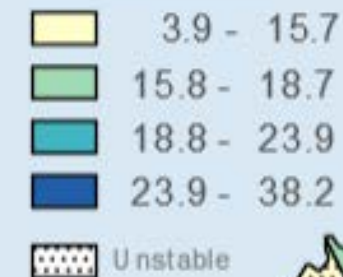
Age-Adjusted Cancer Mortality Rates in Kentucky

Colon & Rectum, 2007 - 2011

By County

Age-Adjusted to the 2000 U.S. Standard Million Population

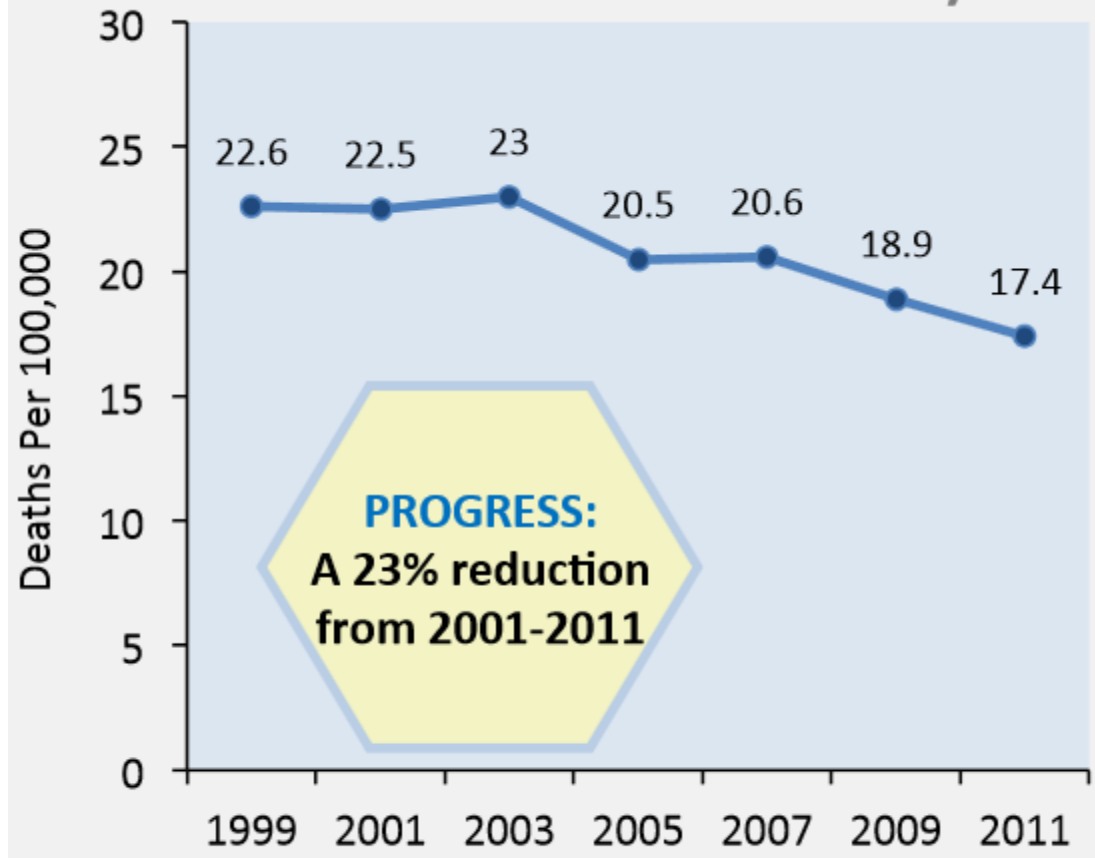
Kentucky Rate: 18.7 / per 100,000



All rates per 100,000. Based on data released October 28, 2013. Last accessed Feb 19, 2015. © 2015 Kentucky Cancer Registry.



Colorectal Cancer Mortality*



*Kentucky Cancer Registry, Cancer Mortality, 1999-2011



Colon Cancer Screening: How Kentucky Ranks

PROGRESS:
KY has made tremendous progress
in increasing CRC screening rates
through sigmoidoscopy/colonoscopy.

Year	Screening Rate (CDC, BRFSS)	Ranking in the US
1999	34.7%	49 th
2010	63.7%	30 th
2012*	65.9%	28 th

**BRFSS Methodology Change in 2011*

Source: Kentucky Behavioral Risk Factor Surveillance System (BRFSS)



Colon Cancer Disparities

DISPARITIES: The greatest disparities for **NEVER** receiving a sigmoidoscopy/ colonoscopy or a blood stool test are:

- Education (Less than High School graduate)
- Race (Black, Other race, Multi-racial)
- Income (Less than \$15,000)
- Gender (Males)
- Health Insurance (No insurance)



What can **YOU** do to help reduce the
Risk for Colon Cancer in Kentucky?

Get Screened!

Educate!

Advocate!



Tools You Can Use to EDUCATE

- Set an example by getting screened for colon cancer

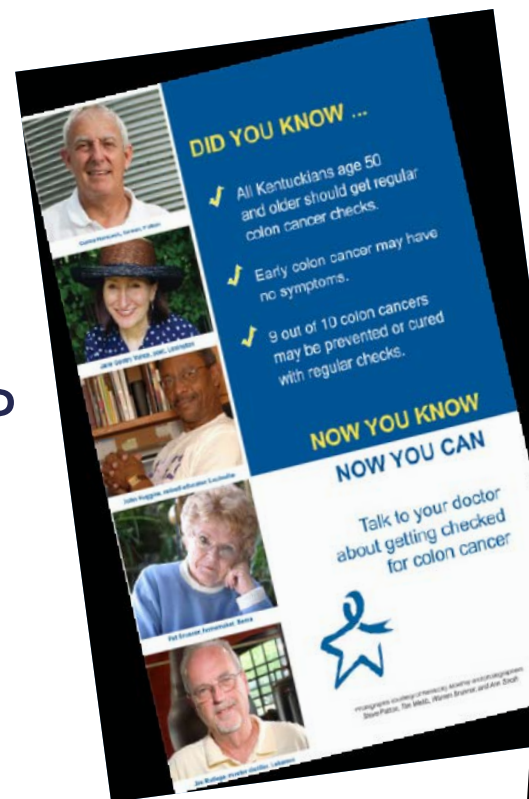
- Educate others about the importance of being screened
 - Your family and your friends
 - Your business, church and school
 - Your hospital and health department
 - Your physicians, nurses and allied health
 - Your Chamber of Commerce
 - Your media outlets (TV, radio, print, institutional)
 - Your local, state and nationally elected officials



Tools You Can Use to EDUCATE

Kentucky colon cancer screening campaign materials.

Contact your local KCP office.





Tools You Can Use to EDUCATE

- Kentucky's **Colon Cancer Prevention Project** materials, at
<http://www.ColonCancerPreventionProject.org>
- **ACS's video** about colon cancer screening
<http://www.cancer.org/Healthy/ToolsandCalculators/Videos/get-tested-for-colon-cancer-english>
- CDC's **Screen for Life** national campaign materials, at
<http://www.cdc.gov/cancer/colorectal/sfl>



Looking Towards our Future...

Where are we going?



Where are WE Going...

- Kentucky has an objective of increasing colon cancer screening for eligible adults to **80% by 2018**.
- The Kentucky Cancer Consortium works with numerous partner organizations throughout the state to implement the Cancer Action Plan (or CAP), Kentucky's blueprint for cancer prevention and control.



Kentucky Cancer Action Plan

A blueprint for cancer
prevention and control
in our state

Revised September 2013

80% by 2018 Initiative

- Informational video provided by the American Cancer Society (9 minutes)- provides an overview of national data, screening modalities, and prevention.
- http://goanimate.com/videos/0QR0Nbl8B3TI?utm_source=linkshare&utm_medium=linkshare&utm_campaign=usercontent



Colon Cancer Partners in Kentucky

- 1) **American Cancer Society**
- 2) **Colon Cancer Prevention Project**
- 3) **Kentucky Cancer Program**
- 4) **Kentucky Colon Cancer Screening Program**
- 5) **Kentucky Cancer Consortium**



Kentucky Colon Cancer Screening Program Information



What is the KY Colon Cancer Screening Program (KCCSP)?

- State-wide colon cancer screening program for the **uninsured**, income eligible population
 - Provides funding and administration to sites
 - Includes an outreach/awareness campaign
 - KCCSP Advisory Committee
- KCCSP enacted into law (KRS 214) in 2008 by the KY General Assembly
- Relies on partnerships



KCCSP: Background

- Funded for 2012-2014 & 2014-2016
- Housed at the Kentucky Dept. for Public Health, Chronic Disease Prevention Branch
- Reason for KCCSP's creation (**Increase Colon Cancer Screening!**):
 - Colon cancer is common
 - Colon cancer is costly
 - Colon cancer is highly preventable



KCCSP Funded Sites for 2014-2016

- 1) Barren River District Health Dept.
- 2) Boyle County Health Dept.
- 3) Christian County Health Dept.
- 4) Floyd County Health Dept.
- 5) Jessamine County Health Dept.
- 6) KY River District Health Dept.
- 7) Knox County Health Dept.
- 8) Lake Cumberland District Health Dept.
- 9) Lexington-Fayette County Health Dept.
- 10) Lawrence County Health Dept.
- 11) Louisville Metro Dept. for Public Health & Wellness
- 12) Laurel County Health Dept.
- 13) Montgomery County Health Dept.
- 14) Purchase District Health Dept.
- 15) Wedco District Health Dept.



KCCSP & Screening Disparities

- Kentuckians (adults aged 50+)having:
 - Less than a high school education (50.5%)
 - Household income of <\$15,000 (48.5%)

Reported **NEVER** having a colon cancer screen
(2010 BRFSS)



How can you get Involved?

- Partner with a funded site
- Refer uninsured patients to the KCCSP:
If you know of someone who is uninsured and needs a colorectal cancer screening from the Kentucky Colon Cancer Screening Program, please call **1-800-633-8100**.
- Educate & encourage your patients/family members/neighbors to get their colon cancer screenings.



Thank you
and be sure
to Get Screened
for Colon Cancer!



Additional Notes

- These slides were created by the Kentucky Cancer Consortium and the Kentucky Cancer Program with help from our partners at the American Cancer Society, Kentucky Cancer Registry, Kentucky BRFS program & the Colon Cancer Prevention Project.
- To view and/or download slides from this presentation, visit the Kentucky Cancer Consortium's website at: <http://www.kycancerc.org/> or the Kentucky Cancer Program's website at: <http://www.kycancerc.org/>
- Please show the references and accompanying web pages at the end of the PowerPoint.



References

- Mayo Clinic, <http://www.mayoclinic.org/diseases-conditions/colon-polyps/basics/definition/con-20031957>
- John Hopkins Colon Cancer Center, http://www.hopkinscoloncancercenter.org/CMS/CMS_Page.aspx?CurrentUDV=59&CMS_Page_ID=0B34E9BE-5DE6-4CB4-B387-4158CC924084
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 - <http://www.cancer.org/cancer/colonandrectumcancer/moreinformation/colonandrectumcancerearlydetection/colorectal-cancer-early-detection-screening-coverage-laws>
- National Cancer Institute
 - http://www.cancer.gov/cancertopics/pdq/treatment/colon/Patient/page1#figure_213_e
 - <http://www.cancer.gov/cancertopics/pdq/screening/colorectal/Patient/page2>



References, cont.

- State Cancer Profiles, <http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=kentucky>
- CDC-National Program of Cancer Registries
 - <http://apps.nccd.cdc.gov/uscs/cancersrankedbystate.aspx>
 - http://www.cdc.gov/cancer/colorectal/sfl/publications/fact_sheets.htm
- State Cancer Profiles, <http://statecancerprofiles.cancer.gov/map/map.withimage.php?00&001&020&00&0&01&0&1&6&0#results>
- Kentucky Cancer Registry, <http://cancer-rates.info/ky/index.php>
- “Colorectal Cancer in Kentucky-A Snapshot” on the Kentucky Cancer Consortium’s website:
<http://www.kycancerc.org/canceractionplan/Colon-fact-sheet.pdf>