

COLORECTAL CANCER SCREENING PROMOTION IN COLORADO: ADDRESSING A PUBLIC HEALTH ISSUE WITH A COMPREHENSIVE APPROACH

Presented by Sara Miller, M.P.A.¹ and Holly J. Wolf, PhD, MSPH²

¹ Comprehensive Cancer Program at the Colorado Department of Public Health and Environment ² University of Colorado, School of Medicine



Background

- ❖ Colorectal cancer is the second cause of death from cancer in the US and in Colorado
- ❖ Each year about 620 Coloradans die from colorectal cancer.
- ❖ As much as 80% of colorectal cancer may be preventable by screening.

Method

Colorado has been active in colorectal screening research and programs in recent years. Over the past three years the Colorado Colorectal Cancer Task Force, an effort of the Comprehensive Cancer process in Colorado, has been implementing a statewide collaboration and intervention in Colorado.

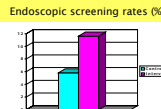
Public Awareness

Statewide Public Awareness Campaign

-Mailings to about 75% of households over age 65.

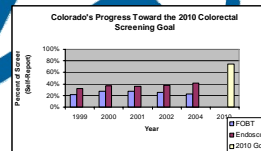


Colorado statewide campaign



CANCER PLAN GOAL

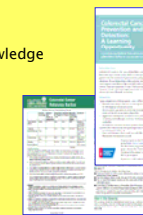
By 2010, 75% or more of Coloradans ages 50 and older will be in compliance with ACS colorectal cancer screening guidelines



Provider Awareness

Statewide education campaign

- Increase provider knowledge of screening options
- Screening Guidelines
- COPIC Grand Rounds



Screen the screener

Program in which providers and their staff are encouraged to get screened themselves - sending the message that CRC screening is important



Colorectal Awareness month

- March 2005 & 2006
- Public workshops
- TV campaigns using ACS and CDC media materials
- Legislative education sessions

Community Projects

- Northeast Colorado High Plains initiative (see poster 85-5)
- Small Community Grants

Health Care Systems

Insurance Providers

- Quality forum to educate providers about HEDIS measures
- Membership Awareness Campaigns within companies



Colorado Colorectal Screening Program

- Endoscopic screening for the medically underserved
- Follow up and treatment
- Capacity development
- Public Awareness
- 269 patients screened in 2006

Coordination, Communication, and Policy

Dedicated Statewide Taskforce

- Coordinate activities
- Establish Strategies
- Fund Raise
- Advocate



Legislative initiatives

- Amendment 35 Tobacco Tax provides monies to implement CRC screening program
- Insurance Plan Disclosure



Dialogue for Action

Assist to develop 2010 goal



Results

Colorado has been successful in bringing over 30 partners together to increase efforts in education, prevention and screening for citizens of our state. This collaboration has led to multiple interventions designed to increase colorectal screening that targets the public, professionals, providers, and policy makers.

For Further Information:

Visit the Colorado Cancer Coalition:
www.coloradocancercoalition.org
 Or call 303.692.2519