

# WV Primary Care Provider Colorectal Cancer Screening Toolkit

*This toolkit was created through the Mountains of Hope Cancer Coalition as a resource for primary care providers to access important information about colorectal cancer screening along with interventions to enhance colorectal cancer screening practices in your clinic. The interventions listed in this toolkit are based on the U.S. Preventative Services Task Force recommendations to increase colorectal cancer screening rates. Portions of this toolkit have been adapted from the National Colorectal Cancer Roundtable’s ‘80% by 2018 Resource Packet.’*

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# PROVIDER MATERIALS

## COLORECTAL CANCER FACTS & STATISTICS

### AMERICAN CANCER SOCIETY

Cancer Facts and Statistics:

<http://www.cancer.org/research/cancerfactsstatistics/index>

Colorectal Cancer Fact Sheet:

<http://www.cancer.org/acs/groups/content/@nho/documents/document/colorectalcancer.pdf>

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### CENTERS FOR DISEASE CONTROL AND PREVENTION

*Screen for Life* Basic Colorectal Cancer Fact Sheet:

[http://www.cdc.gov/cancer/colorectal/sfl/publications/fact\\_sheets.htm](http://www.cdc.gov/cancer/colorectal/sfl/publications/fact_sheets.htm)

Fact Sheet: Colorectal Cancer Tests Save Lives:

<http://www.cdc.gov/vitalsigns/pdf/2013-11-vitalsigns.pdf>

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### NATIONAL CANCER INSTITUTE

A Snapshot of Colorectal Cancer:

<http://www.cancer.gov/research/progress/snapshots/colorectal>

Tests to Detect Colorectal Cancer and Polyps:

<https://pubs.cancer.gov/ncipl/detail.aspx?prodid=N011>

State Cancer Profile: West Virginia

<http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=westvirginia>

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### NATIONAL COLORECTAL CANCER ROUNDTABLE

*Family PLZ* Risk Screening Tip Sheet:

<http://familyplz.org/materials>

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### WV DEPARTMENT OF HEALTH & HUMAN RESOURCES

Cancer Fact Sheet:

<http://www.dhhr.wv.gov/hpcd/Documents/Colorectal%20Cancer%20in%20WV%20FINAL%204-2015.pdf>

## EDUCATIONAL OPPORTUNITIES

### CENTERS FOR DISEASE CONTROL AND PREVENTION

“Screening for Colorectal Cancer: Optimizing Quality”

Free online CME (2.25 credits):

<http://www.cdc.gov/cancer/colorectal/quality/>

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### NATIONAL COLORECTAL CANCER ROUNDTABLE

Webinar: Improving Links of Care

Learn how to increase access to specialists for community health center patients in the delivery of colorectal cancer screening and follow-up care: <https://youtu.be/uyQIWDOxoM0>

## SCREENING GUIDELINES

### AMERICAN CANCER SOCIETY

<http://www.cancer.org/cancer/colonandrectumcancer/moreinformation/colonandrectumcancerearlydetection/colorectal-cancer-early-detection-ac-s-recommendations>

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### U.S. PREVENTATIVE SERVICES TASK FORCE

**Updated June 2016**

[https://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/colorectal-cancer-screening2?ds=1&s=colorectal cancer](https://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/colorectal-cancer-screening2?ds=1&s=colorectal%20cancer)

## PRACTICE IMPROVEMENT

### NATIONAL COLORECTAL CANCER ROUNDTABLE

FOBT Clinician’s Reference

This 2-page document explains the value of stool blood testing along with comparisons of FIT/FOBT.

<http://ncrcr.org/wp-content/uploads/FOBTCliniciansReferenceFinal.pdf>

## Interactive Colorectal Cancer Risk Tool

<http://www.cancer.gov/colorectalcancerrisk/>

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## “80% by 2018: Primary Care Physicians Working Together to Save Lives”

[http://nccrt.org/wp-content/uploads/14893-80\\_2018-PROVIDER-PHYS-4-PAGER-11-10.pdf](http://nccrt.org/wp-content/uploads/14893-80_2018-PROVIDER-PHYS-4-PAGER-11-10.pdf)

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## “80% by 2018: Hospitals Working Together to Save Lives”

[http://nccrt.org/wp-content/uploads/14893-80\\_2018-HOSPITALS-4-PAGER-11-10.pdf](http://nccrt.org/wp-content/uploads/14893-80_2018-HOSPITALS-4-PAGER-11-10.pdf)

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## “How to Increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinician’s Evidence-Based Toolbox and Guide”

This guide offers practical and efficient ways for providers to increase colorectal cancer screening rates. This resource offers access to evidence-based strategies and templates.

PDF Version:

<http://www.cancer.org/acs/groups/content/documents/document/acspc-024588.pdf>

Action Plan with Key Tools:

<http://www.cancer.org/Healthy/InformationforHealthCareProfessionals/ColonMDCliniciansInformationSource/CancerScreeningActionPlan/index>

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## “Steps for Increasing Colorectal Cancer Screening Rates: A Manual for Community Health Centers”

This guide provides step-by-step instructions to assist community health centers implement strategies that will increase colorectal cancer screenings.

[http://nccrt.org/wp-content/uploads/0305.60-Colorectal-Cancer-Manual\\_FULFILL.pdf](http://nccrt.org/wp-content/uploads/0305.60-Colorectal-Cancer-Manual_FULFILL.pdf)

## ADDITIONAL TOOLKITS

### AMERICAN CANCER SOCIETY

ColonMD: Clinician's Information Source

<http://www.cancer.org/colonmd>

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### C-CHANGE

Legislative Advocacy Resources

<http://c-changetogether.org/risk-reduction>

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### CENTER FOR COLON CANCER RESEARCH, USC

Rural Messaging Toolkit

<http://nccrt.org/about/public-education/rural-messaging-campaign-kit/>

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### NATIONAL COLORECTAL CANCER ROUNDTABLE

<http://nccrt.org/about/provider-education/>

# PROVIDER-ORIENTED INTERVENTIONS

## PROVIDER REMINDER & RECALL SYSTEMS

Having a way to prompt healthcare providers that a patient is due for a screening (reminder) or past due (recall) is an essential tool to improve colorectal cancer rates.

- *The Community Guide* Recommendation:
  - <http://www.thecommunityguide.org/cancer/screening/provider-oriented/reminders.html>
- If a clinic utilizes paper charts, certain prompts, flags or stickers can be implemented. Written and graphic samples:
  - <http://www.cancer.org/acs/groups/content/@editorial/documents/document/acspc-028276.pdf>
- As most clinics move to electronic health records (EHR), it is important to work with your vendor to see what type of flagging/reminder functions are possible within your system. These electronic reminders may prove to be a valuable tool in your clinic.
  - <http://nc crt.org/wp-content/uploads/NCCRT-Summary-EMR-Report-Final.pdf>
  - <http://thechart.blogs.cnn.com/2013/03/04/electronic-health-records-improve-colon-cancer-screening-rates/>
- Some providers utilize a screening algorithm to ensure all patients receive the highest standard of care.
  - <http://www.cancer.org/acs/groups/content/@editorial/documents/document/acspc-028281.pdf>

## PROVIDER ASSESSMENT & FEEDBACK

Provider assessment and feedback is used to evaluate provider performance in the delivery or program offerings to patients (assessment). In addition, providers are presented with this information about their performance (feedback). Feedback describes the current performance of a single provider or a group of providers. With assessment and feedback opportunities, providers can work to improve their colorectal cancer screening referral rates.

- *The Community Guide* Recommendation:
  - <http://www.thecommunityguide.org/cancer/screening/provider-oriented/assessment.html>
- Many practices utilize their EHR to generate provider reports. Talk to your vendor about ways to integrate this valuable tool into your system.

## REDUCING STRUCTURAL BARRIERS

Structural barriers are obstacles that patients may face that inhibit their ability to access cancer screening. Some examples of how these non-economic factors can be addressed are: modifying hours of service, offering services in non-clinical or alternative settings, eliminating or simplifying administrative procedures or other obstacles (e.g., scheduling guidance, limiting the number of clinic visits, transportation) and reducing time or distance.

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- *The Community Guide* Recommendation:
    - <http://nccrt.org/about/provider-education/manual-for-community-health-centers-2/>
  - Some clinics have seen success with the FLU FIT/FOBT program to reach patients outside of regular appointments.
    - <http://flufit.org/>
  - Patient navigation has been seen to increase the number of patients screened. Trained patient navigators can help patients through the process of scheduling appointments, understanding medical information and eliminating other barriers to service.
    - <http://rtips.cancer.gov/rtips/programDetails.do?programId=1493683>
  - Some clinics have seen an increased screening rate by mailing FOBT or FIT kits directly to patients due or overdue for screening.
    - <http://www.oncologynurseadvisor.com/web-exclusives/direct-mail-fobt-kits-bridge-colorectal-screening-gap/article/261130/>

# PATIENT-ORIENTED INTERVENTION

## PATIENT OR CLIENT REMINDERS

Patient or client reminders, either written or telephone messages, prompt patients about screenings. The more efficient client reminder system, the more likelihood the patient will be motivated and complete their screening. Specific messages and interventions can be tailored to reach or a specific population.

- *The Community Guide* Recommendation:
  - <http://www.thecommunityguide.org/cancer/screening/client-oriented/reminders.html>
- Reminder letters encourage patients to be screened
  - <http://www.cancer.org/healthy/informationforhealthcareprofessionals/colonmdcliniciansinformationsource/foryourclinicalpractice/colonmd-sample-reminder-letters>
- Customized reminder postcards and inserts can be made using Make It Your Own
  - <http://miyoworks.org>
- Phone scripts can help staff to reach out to patients and encourage them to be screened
  - <http://www.cancer.org/healthy/informationforhealthcareprofessionals/colonmdcliniciansinformationsource/foryourclinicalpractice/colonmd-sample-reminder-letters>
  - <http://rtips.cancer.gov/rtips/viewProduct.do?viewMode=product&productId=1952668>



## ONE-ON-ONE EDUCATION

One-on-one education is the opportunity to provide patients with information that can motivate and drive them to complete screenings.

- The knowledge the patient gains is likely to spread and motivate another person to seek screening.
- Healthcare professionals, healthcare workers, lay health advisors, or volunteers can deliver these messages.
- Messages can be delivered by telephone or in person in medical, community, worksite or household settings.
- Messages can be tailored to address the overall population or targeted to a specific person or population.
- Messages can be enhanced by providing the patient with a tangible reminder such as an educational factsheet or reminder card.

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- *The Community Guide* Recommendation:
    - <http://www.thecommunityguide.org/cancer/screening/client-oriented/OneOnOneEducation.html>
  - The use of patient navigators by clinics to increase cancer screening rates has shown to improve screening compliance and patient satisfaction. Identifying and training staff in patient navigation (i.e. reducing structural barriers, helping patients navigate a complicated health system) has been shown to increase colorectal cancer screening rates.
    - <http://www.ncbi.nlm.nih.gov/pubmed/25140407>
    - [http://michigan.gov/documents/mdch/Colorectal\\_Cancer\\_Navigation\\_4196987.pdf](http://michigan.gov/documents/mdch/Colorectal_Cancer_Navigation_4196987.pdf)
  - Develop educational materials and reminder cards appropriate for your patient population to use as a tangible patient takeaway.
  - Use model colons as visual aids to educate patients about cancer and screening.

## SMALL MEDIA

Small media consists of videos and printed materials such as letters, brochures, newsletters and flyers. These materials can educate and motivate patients to be screened for cancer. Information can be tailored to reach a specific population or general audience. Research has shown that patients need to be exposed to a public health message 4 times prior to taking action. Small media materials can provide additional opportunities to reach patients with a tailored message.

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- *The Community Guide* Recommendation:
    - <http://www.thecommunityguide.org/cancer/screening/client-oriented/SmallMedia.html>
  - Customized brochures, flyers and posters can be developed through Make It Your Own
    - <http://miyoworks.org>
  - A TV monitor in clinic waiting rooms or lobbies can play educational videos
    - <http://www.cancer.org/cancer/colonandrectumcancer/moreinformation/colon-cancer-videos>
    - <https://www.facs.org/education/patient-education/patient-resources/operations/colonoscopy-prep>
    - <https://www.facs.org/~media/files/education/patient%20ed/colonoscopy.ashx>
    - <http://seer.cancer.gov/statistics/videos/>
    - <http://www.youtube.com/watch?v=4pvEBepzRv8>
    - [https://www.youtube.com/watch?v=h\\_fdJJOZSrA](https://www.youtube.com/watch?v=h_fdJJOZSrA)
    - <https://www.youtube.com/watch?v=Qhv100aop6Q>
  - Display brochures, posters, flyers, fact sheets, print ads, and more in waiting rooms, churches, restrooms and other public areas where anyone is educated and reminded to get screened.
    - [http://www.cdc.gov/cancer/colorectal/sfl/print\\_materials.htm](http://www.cdc.gov/cancer/colorectal/sfl/print_materials.htm)

# MEDIA RESOURCES TO PROMOTE CRC SCREENING AWARENESS

Promote colorectal awareness during March (Colorectal Cancer Awareness Month) and all year long.

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## **80% by 2018 Communications Guidebook:**

<http://ncrt.org/tools/80-percent-by-2018/80-by-2018-communications-guidebook/>

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## **George Washington Cancer Institute Colorectal Cancer Awareness Social Media Toolkit: Updated February 2017**

<https://smhs.gwu.edu/cancercontroltap/resources/colorectal-cancer-awareness-toolkit-2017>

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## **Public Service Announcements (TV):**

<http://www.youtube.com/user/CDCStreamingHealth>

[http://www.cdc.gov/cancer/colorectal/sfl/tv\\_psa.htm](http://www.cdc.gov/cancer/colorectal/sfl/tv_psa.htm)

## **Public Service Announcements (Radio):**

[http://www.cdc.gov/cancer/colorectal/sfl/radio\\_psa.htm](http://www.cdc.gov/cancer/colorectal/sfl/radio_psa.htm)

[http://www.cdc.gov/cancer/colorectal/pdf/SFL\\_Radio\\_Live\\_Read\\_Scripts.pdf](http://www.cdc.gov/cancer/colorectal/pdf/SFL_Radio_Live_Read_Scripts.pdf)

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## **Podcasts:**

<http://www2c.cdc.gov/podcasts/player.asp?f=8630163>

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## **Web Assets:**

<http://www.cdc.gov/cancer/colorectal/sfl/badges.htm>

<http://ncrt.org/tools/80-percent-by-2018/80-by-2018-communications-guidebook/80-by-2018-communications-guidebook-banner-ads/>