NORTH REGION AMERICAN CANCER SOCIETY

Health Equity & Reigniting CRC Screenings ECHO

July 20, 2022

American Cancer Society®

Project ECHO®

Boston Scientific

Before we begin…

Please put your name and organization/institution in the chat!

Welcome to the July Health Equity & Reigniting CRC Screenings ECHO

Each ECHO session will be recorded and will be posted to echo.cancer.org

You will be muted with your video turned off when you join the call.
Use the buttons in the black menu bar to unmute your line and to turn on your video.
If you do not wish to have your image recorded, please turn OFF the video option.

Today's materials will be made available on echo.cancer.org

Type your name and organization in the chat box

This ECHO session takes place on the Zoom platform.
To review Zoom's privacy policy, please visit zoom.us/privacy

Remember: Do NOT share any personal information about any patient

Questions about Zoom? Type them in the chat box to: Pamela Gatewood

American Cancer Society

Project ECHO

Boston Scientific

JULY: Session Five Agenda

Introductions & Session 4 Survey Results	5 minutes
Overview & Pre-Survey	5 minutes
Didactic Presentation *Beyond ECHO: Building Valued Partnerships to Support Health Equity* **Gloria Coronado, PhD** *Kaiser Permanente Center for Health Research*	15 minutes
Case Study Presentation **Evelyn Torres-Ozadali, MPH** *AltaMed Health Services Corporation*	10 minutes
Q&A/Faculty Comments	15 minutes
Wrap-up	10 minutes

Introductions

Introductions

ACS Hub Staff

Megan Whittet

Kim Kinner

Pamela Gatewood

Matt Flory

Pamela Mason

Lynn Basilio

Faculty

Cynthia Yoshida, MD, AGAF

Nneka O. Sederstrom, PhD, MPH, MA, FCCP, FCCM

Chastity Dolbec, BSN, RN

Type your name and organization in the chat box!

North Region ECHO Faculty- THANK YOU!

Cynthia Yoshida, MD, AGAF
Professor, Division of Gastroenterology and Hepatology
University of Virginia Digestive Health

Nneka O. Sederstrom, PhD, MPH, MA, FCCP, FCCM
Chief Health Equity Officer
Hennepin Healthcare

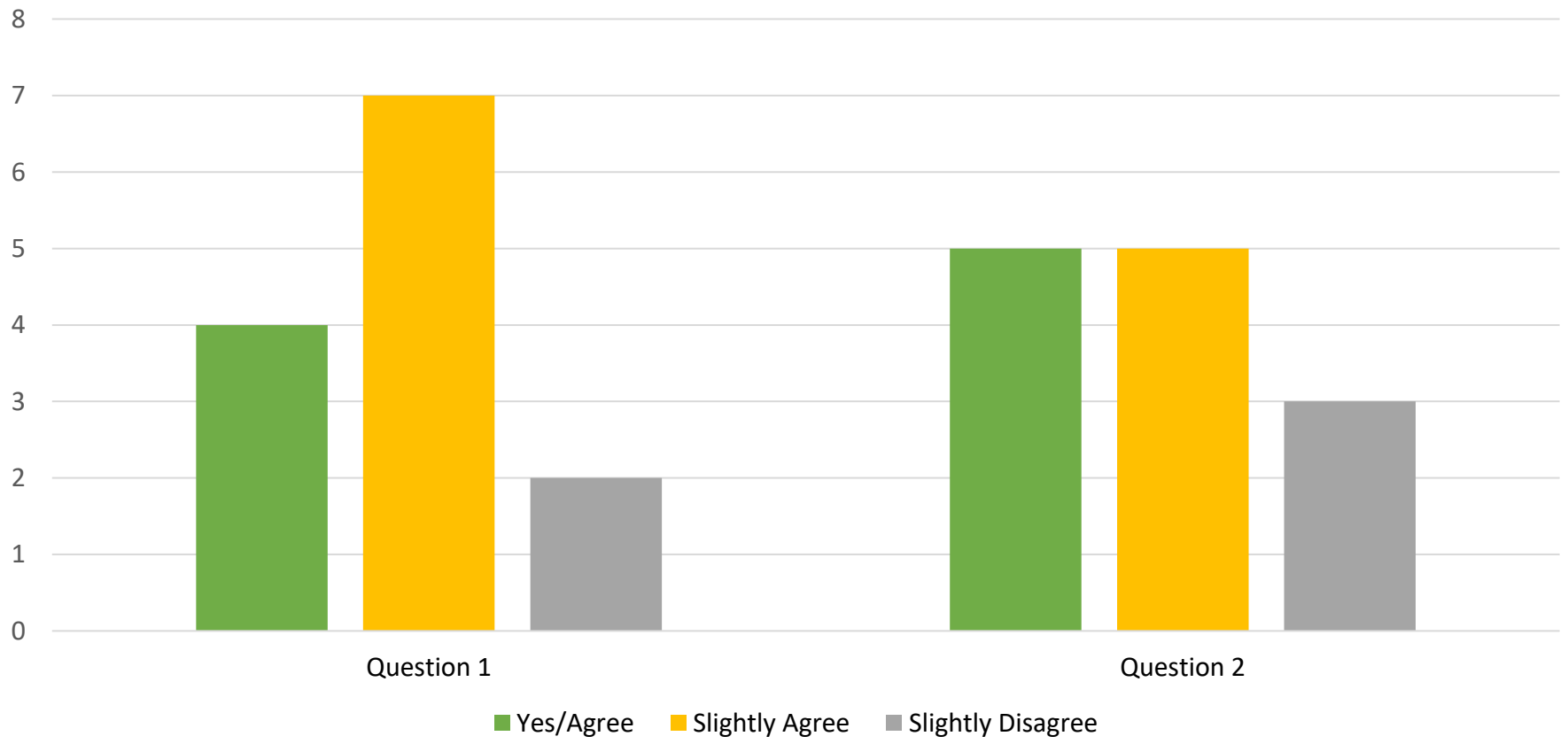
Chastity Dolbec, BSN, RN
Director of Patient Care & Innovation
Coal Country Community Health Center

Brief Faculty biographies are available in the Welcome Guide which is located on the MN ECHO website!

Quick Share----Session 4 (Pre-Session Poll Results)

Pre-Session Survey Results

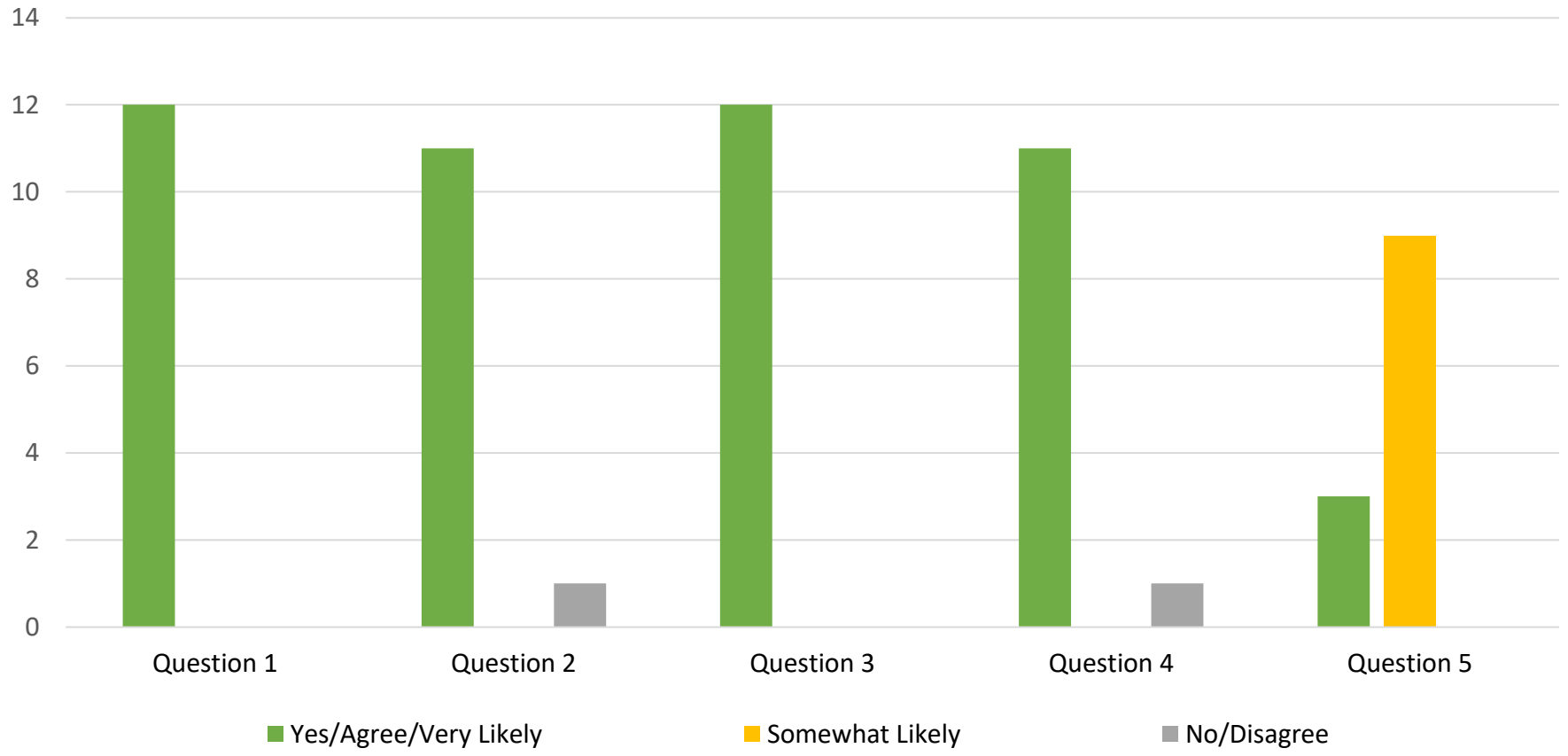
Question 1: I am confident in my ability to collect data on CRC screening interventions.
Question 2: I am confident in my ability to use data to choose evidence-based strategies for CRC screening.



Quick Share----Session 4 (Post Session Poll Results)

Post-Session Survey Results

Question 1: The content presented in today's ECHO session was relevant to my colorectal cancer work.
Question 2: I will be able to apply the information provided in today's ECHO session to my colorectal cancer work.
Question 3: After today's session, I am confident in my ability to discuss CRC screening with screening-hesitant patients.
Question 4: Did this session give you new ideas about how to approach data collection and monitoring to support your screening program?
Question 5: How likely are you to test or implement one of the ideas about data?



Beyond ECHO: Building Valued Partnerships to Support Health Equity Session Pre-Survey

Health Equity & Reigniting CRC Screenings ECHO Series

The purpose is to provide clinicians & care teams with tools to re-engage patients in preventive routine colorectal cancer screening post the height of the pandemic utilizing:

- A health equity lens, targeted and culturally sensitive tested messages, evidenced-based interventions, and enhanced knowledge about data collection & reporting
- To provide participants with an opportunity to build their networks
- To offer an opportunity for participants to share challenges or questions; seeking feedback from expert faculty, speakers and case study presenters

Health Equity & Reigniting CRC Screenings ECHO Series – Planned Topics

Session Date	Didactic Topics
February 16 -Intro Overview Session	Introduction to Zoom & ECHO
March 16	Achieving Health Equity and Reducing Disparities in Colorectal Cancer Screening
April 20	Leveraging Evidence-Based Strategies to Advance Colorectal Cancer Screening Rates
May 18	Utilizing Effective Messaging to Reduce Mistrust and Drive Improvement of Colorectal Cancer Screening Rates
June 15	Harnessing Data to Support CRC Screening Improvement
July 20	Beyond ECHO: Building Valued Partnerships to Support Health Equity

Health Equity & Reigniting CRC Screenings ECHO Series – Facilitated Q&A

Facilitated Q&A

- Faculty Comments
- Share challenges and questions
- Feedback

Beyond ECHO: Building Valued Partnerships to Support Health Equity

Gloria Coronado, PhD
Sr. Investigator, Mitch Greenlick Endowed Scientist in Health Disparities, Kaiser Permanente Center for Health Research

Evelyn Torres-Ozadali, MPH
Population Health Manager
AltaMed Health Services Corporation

Leveraging Partnerships to Address Disparities in Colorectal Cancer Screening and Follow-up

Gloria Coronado, PhD

Evelyn Torres-Ozadali, MPH

Our website: MailedFIT.org

KAISER PERMANENTE®
Center for Health Research

Gloria Coronado, PhD
Kaiser Permanente Center for Health Research

Evelyn Torres-Ozadali, MPH
AltaMed Health Services Corporation

Acknowledge

Co-learn

Strengthen

Focus locally

Disseminate

Plan for long-term

KP Center for Health Research

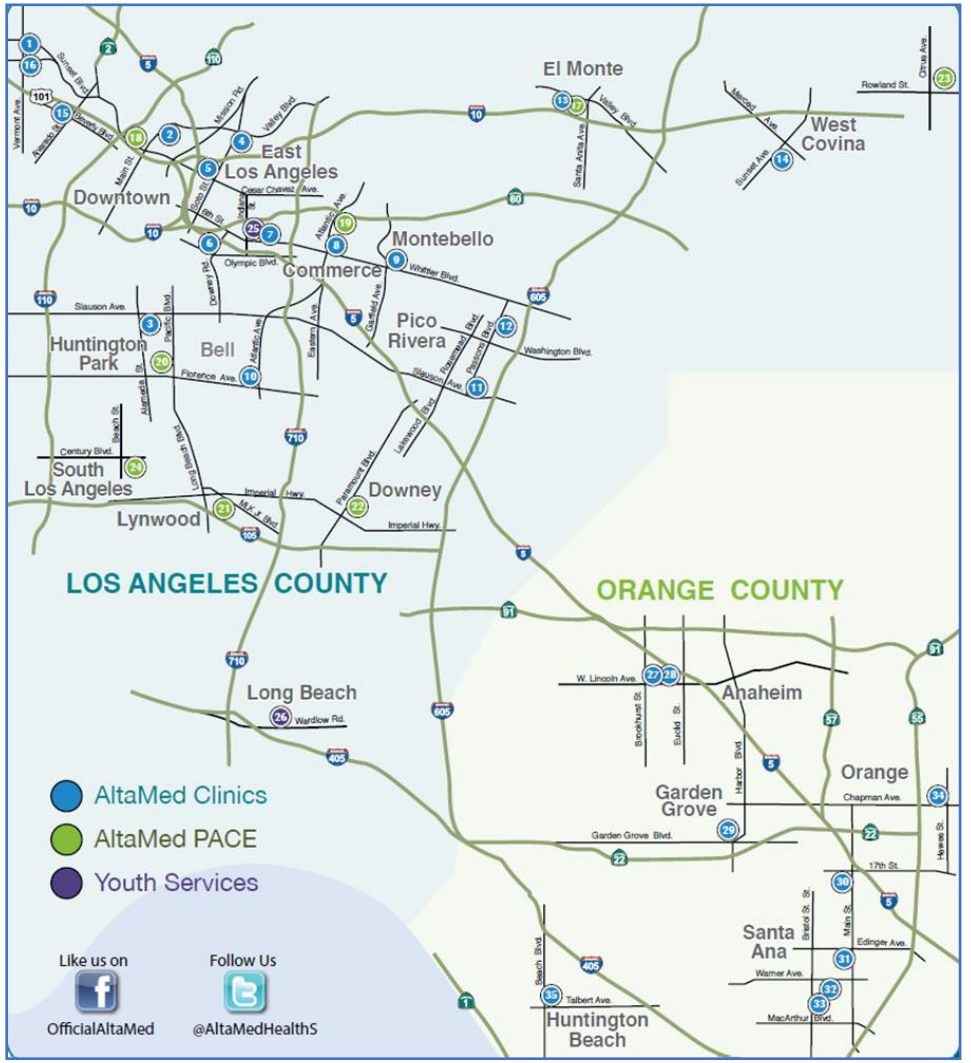
AltaMed Health Services

AltaMed Health Services Corporation

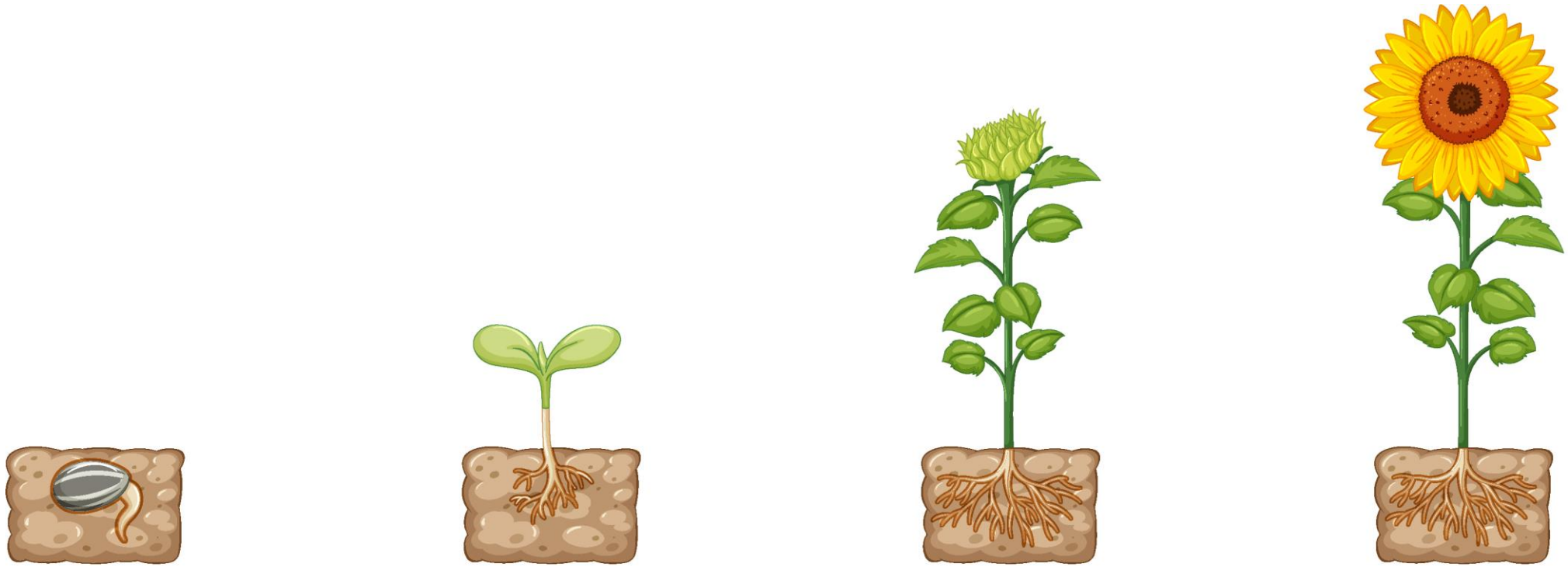
Largest Independent Community Health Center in the US

- 257,093 patients (UDS 2020)
  - 88% Racial and/or ethnic group member (83% Latino)
  - 43% Best served in language other than English
  - 61% Medicaid
  - 20% Uninsured
- >3,000 employees
- ~400 physicians

Mission: To eliminate disparities in health care access and outcomes



Growing the Partnership



Initial email:
2016

PROMPT study
(NIMHD U01MD010665):
09/16 – 08/21

CDC CRC
Screening Program:
06/20 – 05/24

RESTORE
(NCI R01 CA265020):
07/21 – 06/26

Mailed FIT Outreach for Colorectal Cancer Screening

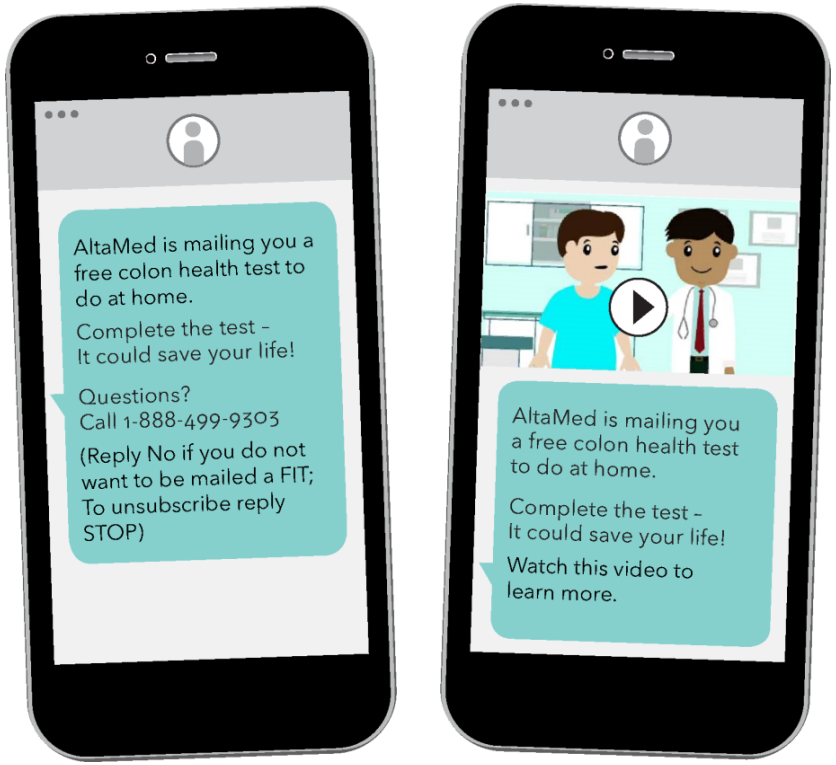
Colorectal cancer is a leading cause of cancer death in the US

Mailed FIT outreach was being used at Alta Med

Enhancements to program could improve return rates

Our website: MailedFIT.org

Video text messaging and fotonovelas



*Texts and videos will be sent in English and Spanish

Approaches to Incorporate Patients' Voice into the Format and Content of Health Education Materials

What Is Boot Camp Translation (BCT)?

Patient Engagement Approach

1. Engages participants in translating health information into ideas, messages, and materials that are understandable and meaningful to community members
2. Uses a consensus-building process
3. Iterative schedule of in-person meetings and short, focused phone calls

Our website: MailedFIT.org

Example: "Lack of information" Barrier

Identify patient barriers	Develop strategies and messages to address barriers	Incorporate messaging (patient voice) into your product
What is a colonoscopy?	Build **health literacy** about why a follow-up colonoscopy is needed after an abnormal fecal test result • Keep messages **simple** and **clear** • Use **statistics** to emphasize the importance of getting screened • Use **family** as a motivator	A colonoscopy is an exam that checks for problems in your colon (large intestine). It's a way for the doctor to look inside your colon.
Why do I need a colonoscopy?		9 out of 10 people survive when colorectal cancer screening happens early. A colonoscopy can find and remove polyps (small growths) in your colon before they become cancer.
Why do I need to do bowel prep?	Increase access to and visibility of health information • Share in **clinic** (e.g., lobby, waiting areas, exam rooms) or **text/email** • Develop materials in a **variety of formats** (e.g., fact sheets, video)	To make sure your doctor can see possible problems, your colon must be completely clean. That's why it's important for you to follow your bowel prep instructions.
Does the procedure hurt?		There is no pain because medicine is given to help you relax or sleep.

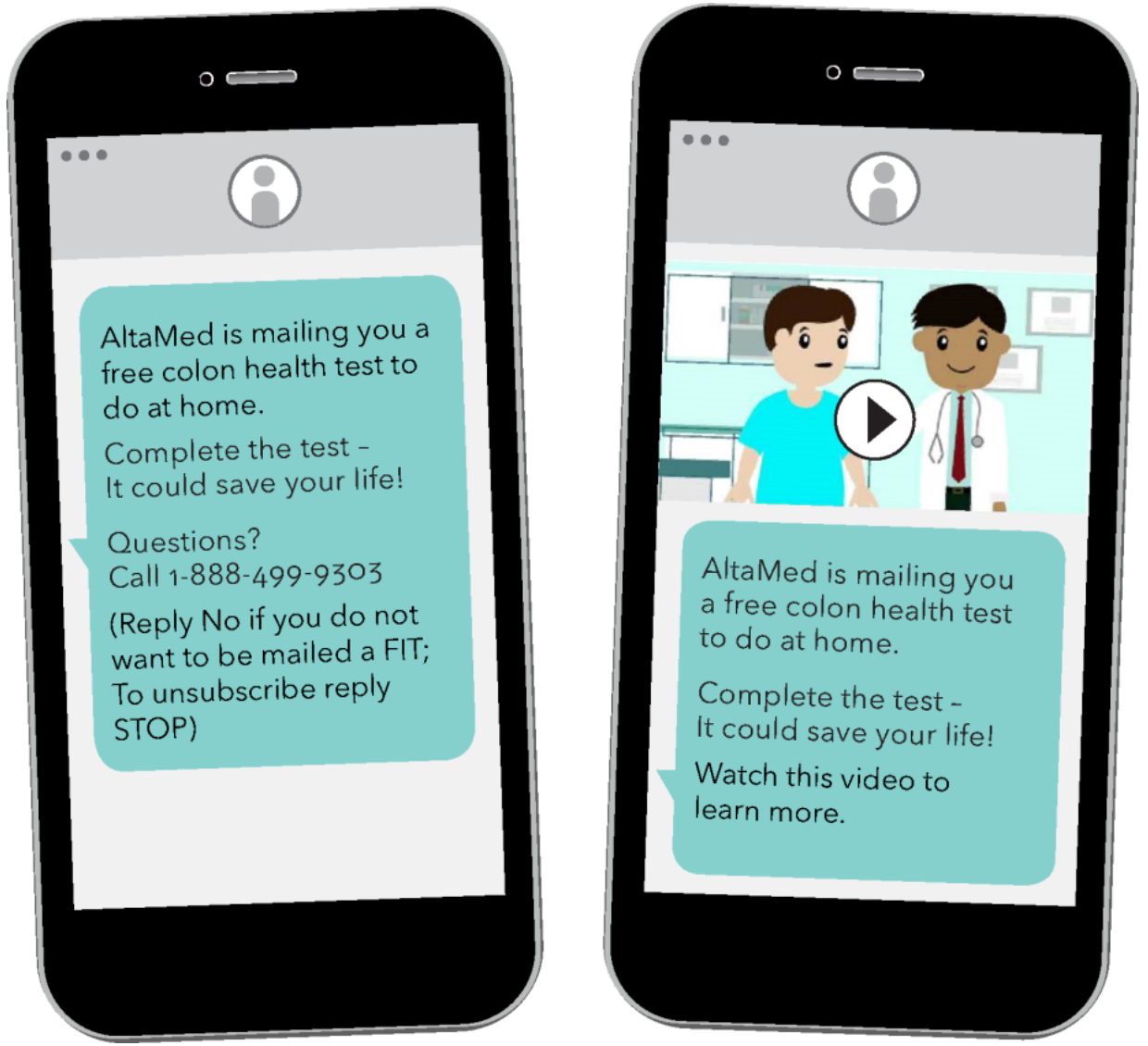
Example 1: Video Text Messaging

The Value of Videos for Health Education

- Commonly used and acceptable for health education
- Can provide more information than in a short text message
- Can model the desired behavior
- Animated videos can show procedures that can not be shown with real people
- Can appeal to various cultures and languages, can be dubbed or translated
- Can tell a story and normalize an experience – i.e., fear about doing a test

Our website: MailedFIT.org

Videos sent by text



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How Does Colorectal Cancer Develop?

How does colorectal cancer develop? on Vimeo

¿Cómo se desarrolla el cáncer colorrectal?

CCPN_vid2_SP on Vimeo

Video-texts Sent as part of Mailed FIT outreach

CCPN_vid9_InsureONE_ENG on Vimeo

Example 2: Fotonovelas

Fotonovela sent by text

Open the gift, Ana.
50
This is so pretty! It's my favorite color. Thank you, Dolores! I'll wear it tomorrow.

50
Happy birthday, my friend!
I'm so happy you could be here with me to celebrate!
50

I'm so glad you like it. One other thing...I've been meaning to ask you.
What's that?
I've been doing my FIT test every year for 8 years. Did you get one? It's one of the joys of turning 50!

Yes, I got one in the mail. It seems so complicated.
I hear you. I also thought it would be gross. But it only took 10 minutes to complete. I did it to protect my health and to be around for my family. I completed it and mailed it back last week.

Wow. That's great to hear! Let's have some coffee. You take it with milk, right?
Yes, please.
When you put it that way it seems worth it. But there's one other thing – I'm scared of the results. What if they find something? I feel like you can't survive cancer...

Early detection is important! My doctor said that colon cancer can be treated successfully if you find it early. There are way more benefits than the trouble of doing it. It will give you peace of mind.
Okay, you're right, but I'm so busy these days! I'll see when I can get to it. Thank you for thinking about my health, my friend!

AUGUST
5
COMPLETE FIT TEST
Wait, that's today's date. Today is August 5.
That's right, your life is precious and your friends and family love you!
AUGUST
TO-DO LIST

TO-DO LIST
COMPLETE FIT TEST
No, I have a better idea.
What's that?

Guess what I just did.
You mailed it, didn't you?
Yes! Thanks again for the beautiful gift! Actually, two gifts.

Description of pilot text messages by week

Goals

Week 1: Build CRC screening health literacy

Week 2: Address barriers with responsive content

Week 3: Fotonovela sent

Week 4: Final check in

example

If you haven't done it yet, please tell us if any of these reasons apply (please pick your most important reason):

1. I'm not sure why I need it
2. I feel fine, and I don't have any pain or symptoms
3. I'm too busy right now
4. I'm scared about the results
5. It's embarrassing to do it and then mail it back

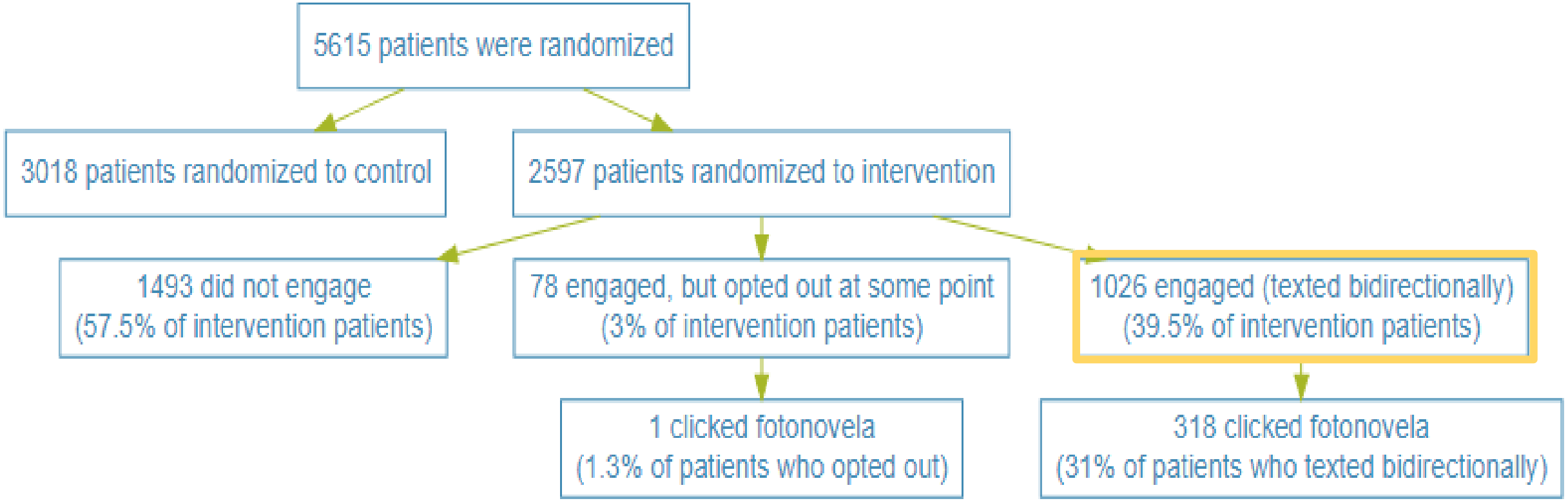
You can also use your own words to tell us.

2 or feel fine or no pain/symptoms

Colon cancer doesn't have symptoms until it gets worse. The FIT test can find problems very early by looking for blood in your stool (poop) that you might not be able to see. There are many treatments to help you if there is a problem. It is very important to do this test every year after you turn 50.

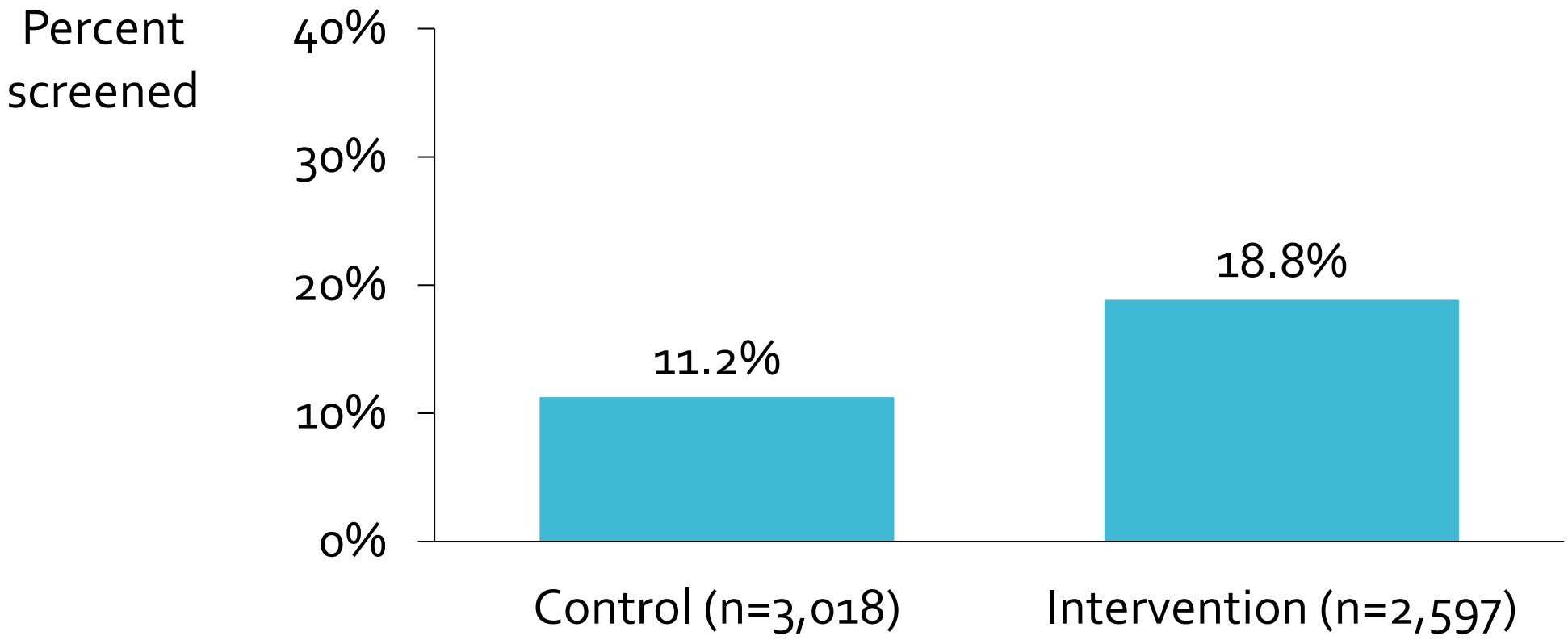
Flesch-Kincaid reading level 5.3

Summary of pilot engagement



Nearly 40% of patients in the intervention group engaged in bidirectional texting

CRC screening among 50-75 yo



Intervention patients had higher rates of screening than control patients. Patients in the intervention group were significantly more likely to return their FIT kits compared to controls

Summary

- We have developed innovative and accessible approaches to reduce disparities in CRC screening and follow-up
- We have leveraged partnerships and methods for patient engagement
- Our materials have been shared widely – across the US
- Plans are underway to test video-texting

Our website:
MailedFIT.org

- Kaiser Permanente Center for Health Research staff
- Alta Med Health Services
- Oregon Health & Science University staff
- University of South Carolina, Colorectal Cancer Prevention Network

Utilizing Partnerships to Increase Colorectal Cancer Screening

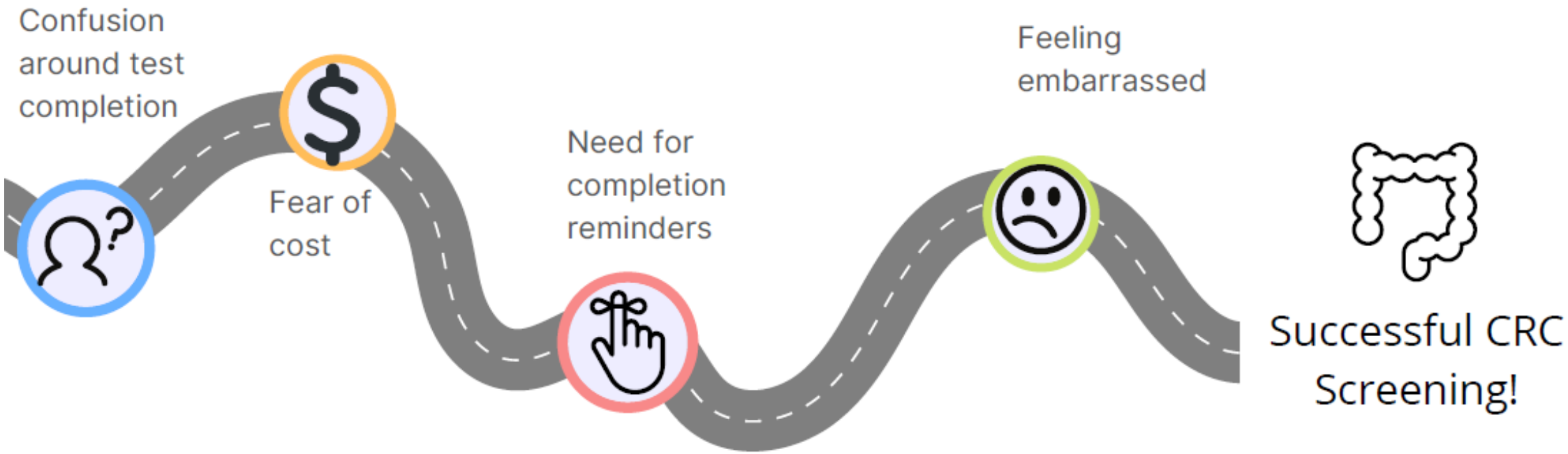
AltaMed Health Services

July 20, 2022

Evelyn Torres-Ozadali, MPH

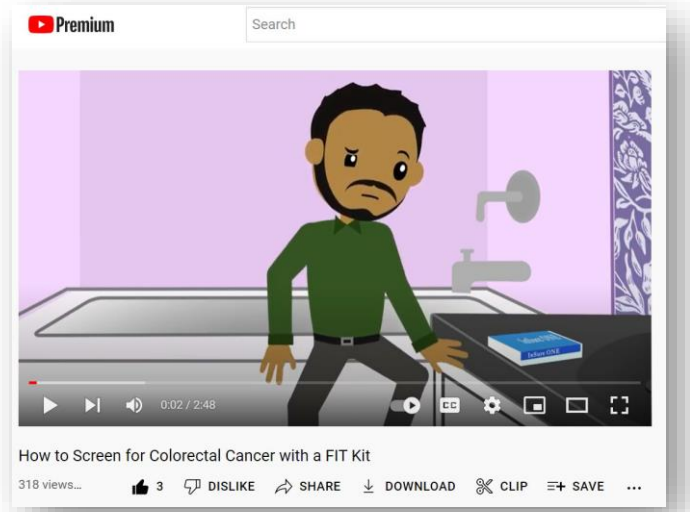
AltaMed
Institute for
Health Equity

Patient-Reported Barriers to CRC Screening



Opportunities for patient education, reminders and follow-up

CRC Outreach Area	Outreach Type
Patients with a FIT order from a clinic visit	Text reminder, live call follow-up
Patients with a FIT order from a televisit	Mailing of FIT kit, text reminder, live call follow-up
Mass FIT Mailing (yearly)	Mailing of FIT Kit, text primer and reminder, live call follow-up *In addition to* all materials developed as part of BCT with Kaiser



AltaMed Institute for Health Equity

THANK YOU

AltaMed
Institute for
Health Equity

Thank you

Beyond ECHO: Building Valued Partnerships to Support Health Equity

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Sr. Investigator, Mitch Greenlick Endowed Scientist in Health Disparities, Kaiser Permanente Center for Health Research

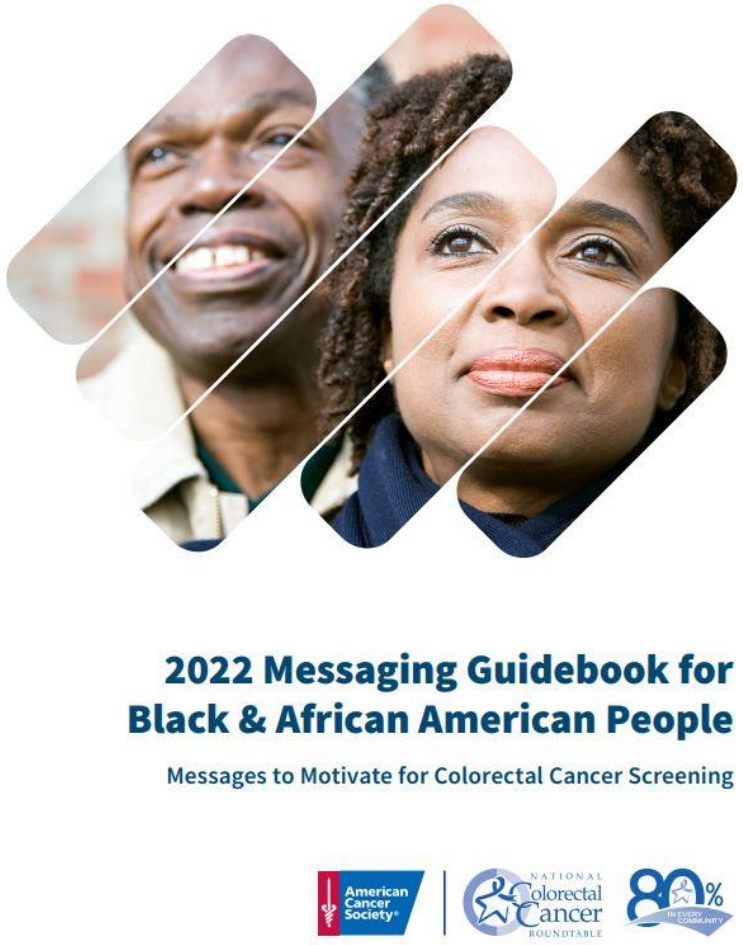
Evelyn Torres-Ozadali, MPH
Population Health Manager
AltaMed Health Services Corporation

Faculty Comments, Discussion…

Participant Questions, Comments, Discussion…

Beyond ECHO: Building Valued Partnerships to Support Health Equity Session Post-Survey

New NCCRT 2022 Messaging Guidebook for Black & African American People!



[2022 Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening - National Colorectal Cancer Roundtable (nccrt.org)]

Friendly Reminder! Register now for the upcoming webinar release of NCCRT's *Steps for Increasing Colorectal Cancer Screening: A Manual for Primary Care Practices*, Monday July 25th Noon-1:00 CT

Coming soon…

MN CRC ECHO Quick Reference Resource Guide

American Cancer Society–North Region MN ECHO Series: Health Equity & Reigniting Colorectal Cancer Screenings

QUICK REFERENCE RESOURCE SHEET

Reference Sheet provides resource links shared throughout the CRC ECHO 5 Session Series:

GENERAL REFERENCES

1. The session recordings/replays, as well as materials are available on the American Cancer Society's CRC Health Equity MN ECHO Series or https://echo.cancer.org/
2. Clinician's reference tool for stool-based testing-NCCRT FOBT Clinicians Reference
3. Continuing Education Courses for Healthcare Providers On Colorectal Cancer Screening NCCRT CME CRC Screening

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REFERENCES BY SESSION TOPIC

1. **Achieving Health Equity and Reducing Disparities in Colorectal Cancer Screening:**
   a. IHI Framework for Health Care Organizations to Improve Health Equity and IHI & Health Equity
   b. ACS Cancer Facts and Figures for African American and Black People
   c. Healthy People
   d. APHA Health Equity
   e. CDC Health Communication Health Equity

2. **Leveraging Evidence-Based Strategies to Advance Colorectal Cancer Screening Rates**
   a. The Community Guide: https://www.thecommunityguide.org/topic/cancer
   b. Steps For Increasing Colorectal Cancer Screening Rates: A Manual For Community Health Centers **NEWLY REVISED NCCRT STEPS GUIDE COMING SOON**
   c. New NCCRT Colonoscopy Needs Calculator

3. **Utilizing Effective Messaging to Reduce Mistrust and Drive Improvement:**

   a. Armstrong et al. Prior Experiences of Racial Discrimination and Racial Differences in Health Care System Distrust. *Med Care.* 2013 February; 51 (2): 144-150. doi:10.1097/MLR.0b013e31827310a1.
   b. 2019 80% in Every Community Messaging Guidebook: Recommended Messaging to Reach the Unscreened - National Colorectal Cancer Roundtable (nccrt.org)
      i. 2022 Messaging Guidebook for Black & African American People: Messages to Motivate for Colorectal Cancer Screening - National Colorectal Cancer Roundtable (nccrt.org)
      ii. Hispanics/Latinos and Colorectal Cancer Companion Guide
      iii. Asian Americans and Colorectal Cancer Companion Guide

Important Reminders

AMERICAN CANCER SOCIETY

Minnesota CRC Screening ECHO Follow-up

ECHO Evaluation- Please take a few minutes to complete our participant evaluation!

Participant Directory: Want to connect with other MN ECHO participants? Complete the MN CRC ECHO Directory form. Note: Only participants who complete this form will receive the directory. It will NOT be posted on the website.

Share the ECHO sessions/recordings with your colleagues MN CRC ECHO

Participating Health Systems- Final Report Follow up in January 2023

Participating Health Systems- Inventory Follow-up coming in March 2023

Questions – please contact Megan Whittet megan.whittet@cancer.org

American Cancer Society

Project ECHO

Boston Scientific

Thank you!

Thank You for participating in our MN CRC ECHO!

MN ECHO Website