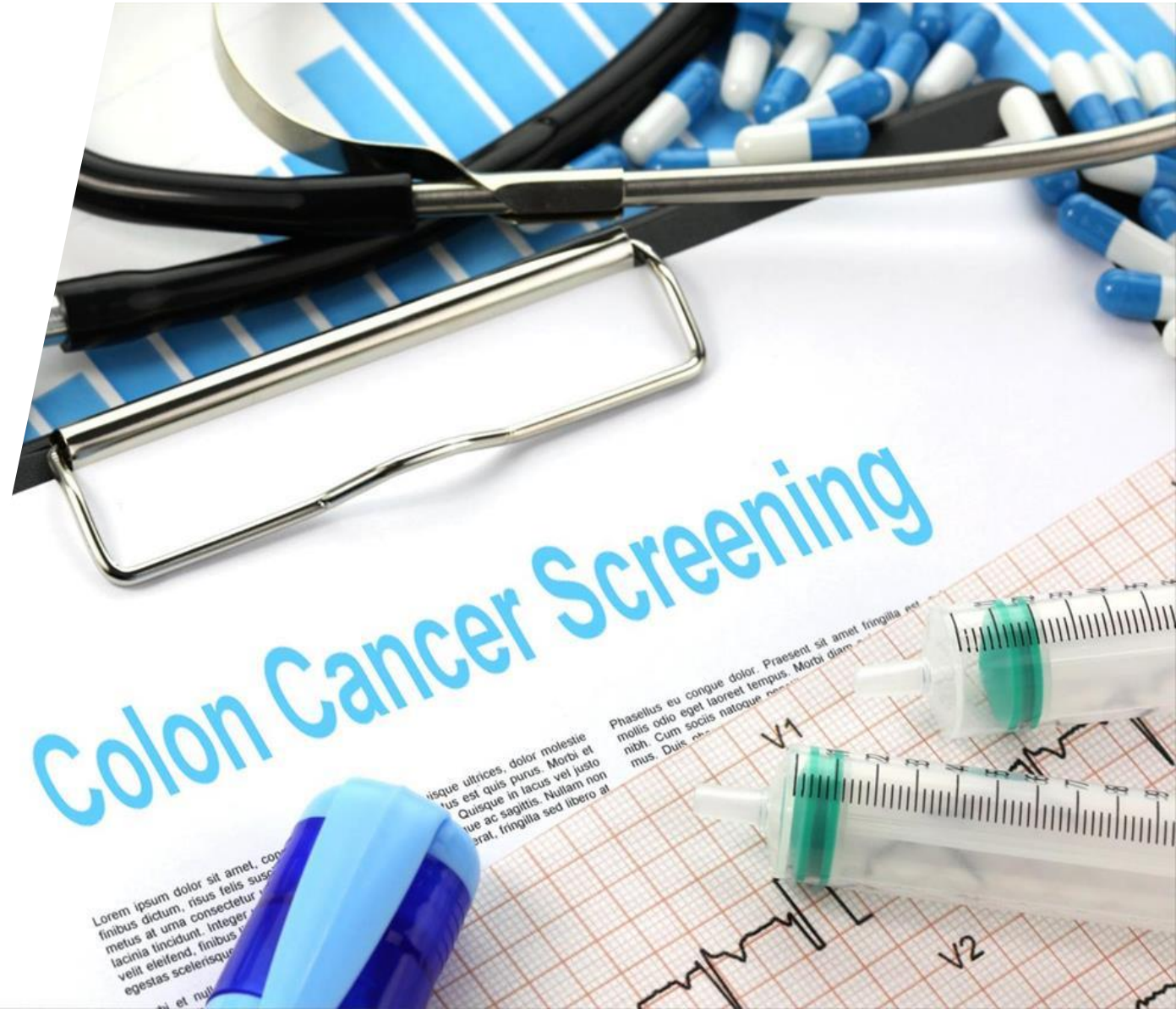


# Welcome!

*Before we begin...*

**Today's session will  
be recorded**

**Please add your name  
and organization in  
the chat**





Thursday, January 18, 2024 • 12:00 am MST/1:15 pm MST

# Improving Colorectal Cancer Screening Rates in AZ – The Community Health Worker's Role ECHO

**Session 1: CRC 101– Colorectal Cancer Prevention**

Welcome to Session 1 of the

# Improving CRC Screening Rates in AZ – The CHW's Role ECHO



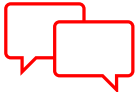
Each ECHO session will be recorded and **may** be posted to a publicly-facing website



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 our ACS ECHO website.



Please type your full name, the full name of your organization, and e-mail in the chat box



This ECHO session takes place on Zoom through UNM's iECHO platform. To review Zoom's privacy policy, please visit [zoom.us/privacy](https://zoom.us/privacy)



Questions about Zoom? Type in the chat box [@Mindi Odom](#)

# This project is funded by



CEOs Against Cancer®  
Arizona Chapter

# Your ECHO Support Team



**Veronica Venturini, MPH**  
**ECHO Lead**  
Associate Director, Cancer Center  
Partnerships



**Anna Alonzo**  
**ECHO Facilitator**  
Co-Chair, /Community Advisory  
Board, University of Arizona  
Cancer Center, Office of Community  
Outreach and Engagement



**Mindi Odom**  
Director, Project ECHO  
Your ECHO Co-Lead



**Beth Graham, MPH, CHES**  
Program Manager, Project ECHO



**Jennifer McBride, PhD**  
Senior Data & Evaluation Manager



**Sarah Wienke, MPH**  
Associate Director, Community  
Partnerships

# Introductions

## Meet Our Improving CRC Screening Rates in AZ – The CHW’s Role ECHO HUB Subject Matter Experts (SMEs)



**John Molina, MD, JD**  
Director  
Arizona Advisory Council on Indian Health Care



**Patty B Molina, MPH**  
Senior Director of Community Health Services  
Mariposa Community Health Center



**Kristin Burns, LPC**  
Clinical Provider Trainer  
Arizona Complete Health



**Lorena Verdugo**  
Community Health Advisor  
El Rio Community Health Center



**Have a question?** Don't wait to ask! Feel free to enter it in the chat box at any time.



## Improving CRC Screening in AZ – The CHW's Role ECHO FACILITATOR

**Anna Alonzo**  
Co-Chair/Community Advisory  
Board, University of Arizona  
Cancer Center, Office of Community  
Outreach and Engagement





**John Molina, MD, JD**

Director

Arizona Advisory Council on Indian Health Care



## Didactic: Colorectal Cancer (CRC) 101

# Learning objectives

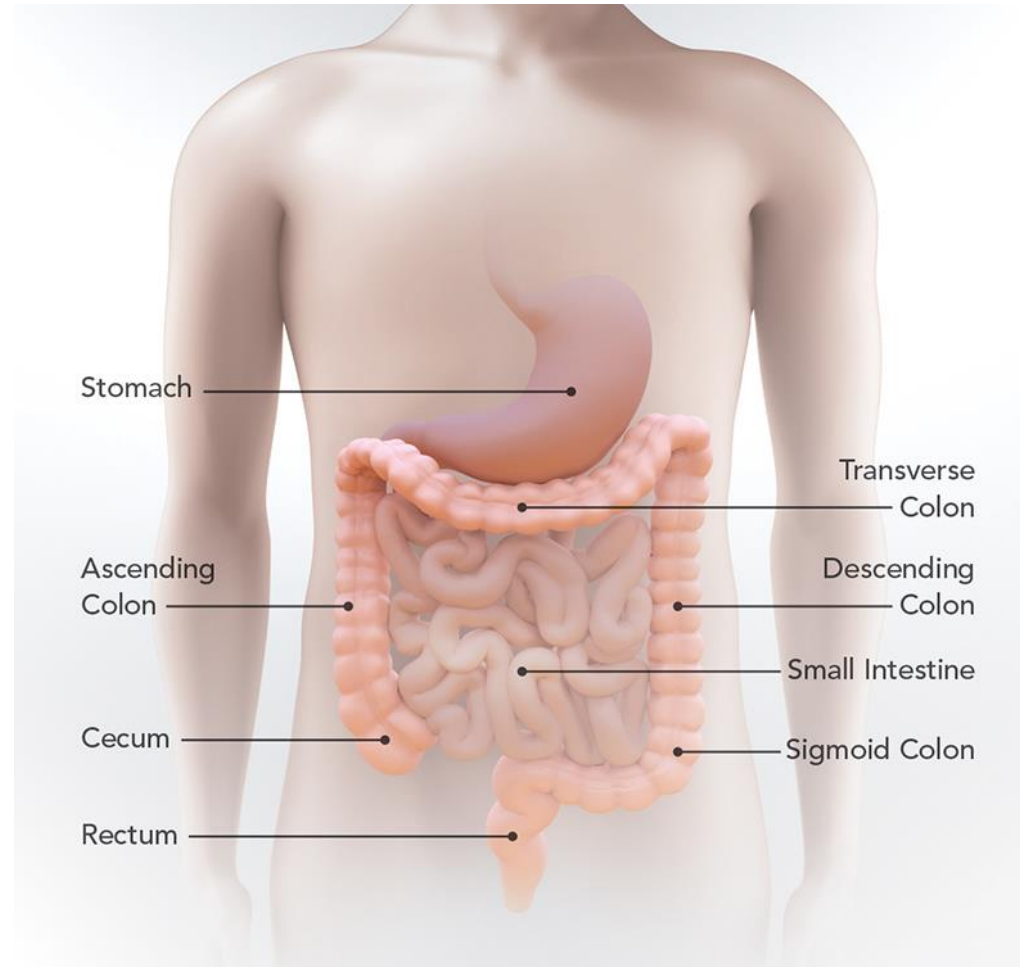


1. Describe Colorectal Cancer (CRC)
2. Describe the causes of CRC
3. Describe the risk factors for CRC
4. Describe the signs and symptoms of CRC



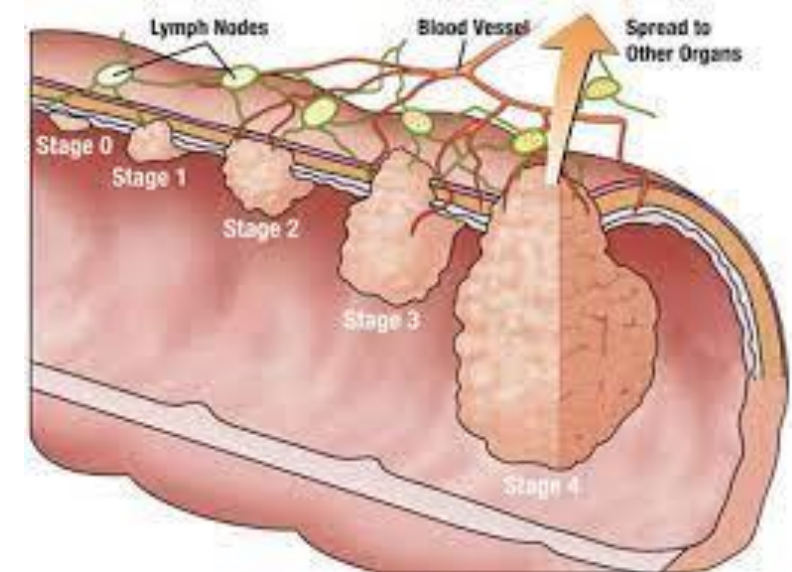
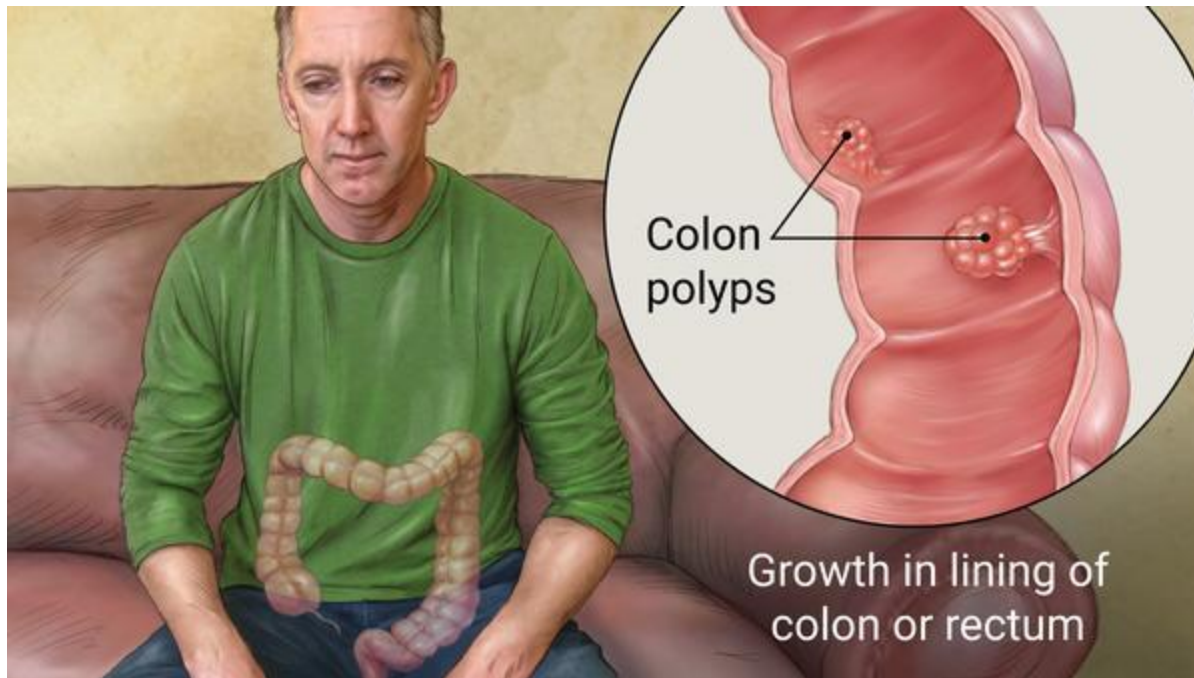
**Have a question?** Don't wait to ask! Feel free to enter in the Chat at any time.

# Anatomy of the gastrointestinal (GI) track



## What is Colorectal Cancer (CRC)

- A disease where abnormal growths in the colon or rectum called *polyps* may grow out of control and become cancerous.



# Causes of Colorectal Cancer (CRC)

Personal habits and behavior that may contribute to CRC:

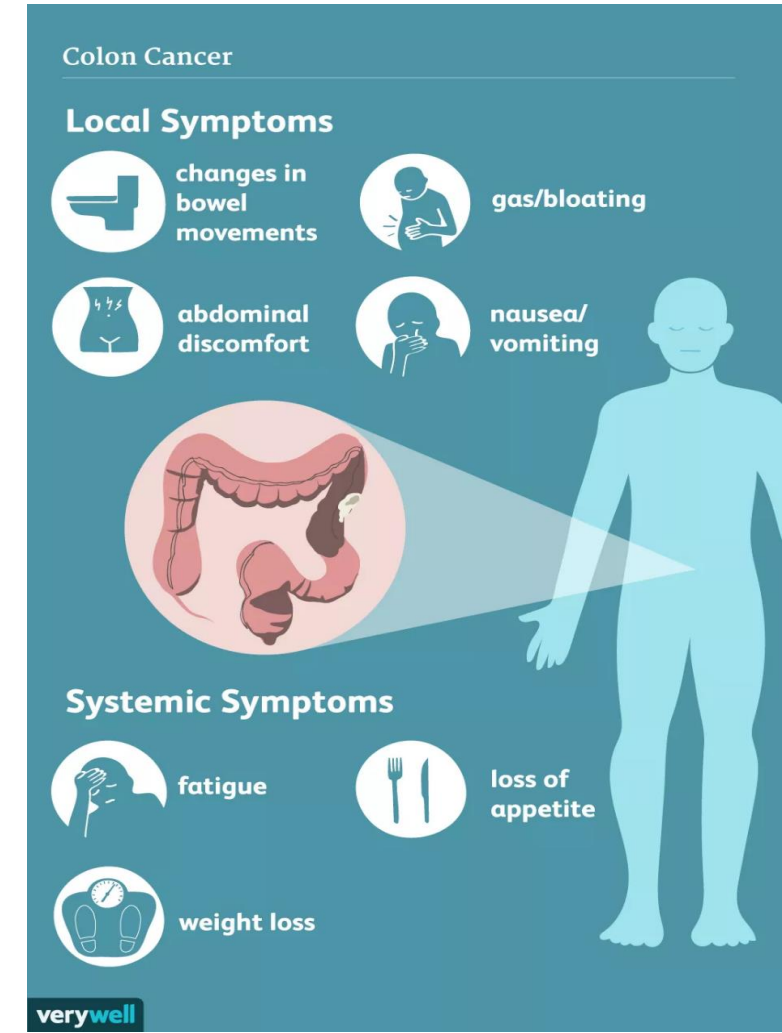
- Lack of regular physical exercise
- A diet low in fruit and vegetables
- A low-fiber and high-fat diet or a diet high in processed meats
- Being overweight
- Alcohol consumption
- Tobacco use

Other risk factors for CRC include:

- Older age
- Inflammatory bowel diseases as Crohn's disease or ulcerative colitis
- A personal or family history of colorectal cancer or colorectal polyps
- Certain genetic conditions
- Diabetes
- Race

# Signs and symptoms of CRC

- A change in bowel habits.
- Blood in or on your stool (bowel movement).
- Diarrhea, constipation, or feeling that the bowel does not empty all the way.
- Abdominal pain, aches, or cramps that don't go away.
- Weight loss and you don't know why.



# References:

- [What Is Colorectal Cancer? | CDC](#)
- [What Are the Risk Factors for Colorectal Cancer? | CDC](#)
- [What Are the Symptoms of Colorectal Cancer? | CDC](#)





# Open Discussion: Questions & Answers



# Thank You



**Adriena Hernandez, BA, BPH**

Research Specialist | Behavioral Measurement and Interventions Shared Resource

Arizona Cancer Prevention and Control Research Network/ University of Arizona

# Session 1

## Scenario Presentation

# Session 1 Scenario

Provided by: **Adriena Hernandez**

Focus: Patient-Related

## Patient Hx

- Hispanic male
- 35 years old
- Symptoms: blood in stool, irregular bowel habits (changing between diarrhea & constipation), abdominal pain, unexplained weight loss
- Expressed his concerns to multiple doctors
- No family or personal history of cancer or polyps
- Was eventually diagnosed with stage 3 colorectal cancer

## Barriers/Challenges

- Doctors were not referring him for any diagnostic tests
- He did not meet CRC screening recommendation guidelines
- He did not meet our study eligibility criteria
- Providers were hesitant to provide him a FIT Kit

## Lessons Learned

- Hosting the community event with donated FIT Kits and doctors present allowed for flexibility in distribution
- Event was beneficial to the patient
- Younger people are being diagnosed with colorectal cancer
- We need to raise awareness of the risks of CRC among adults younger than 45

# Session 1 Scenario

Provided by: **Adriena Hernandez**

Focus: Patient-Related

## Discussion & Question

- 1) How would you advocate for patients who do not meet colorectal screening recommendations but are experiencing symptoms and want to be checked for CRC?
- 2) How can we better raise awareness about CRC in Arizona for adults 45+ and for younger adults?

## Lessons Learned

- Hosting the community event with donated FIT Kits and doctors present allowed for flexibility in distribution
- Event was beneficial to the patient
- Younger people are being diagnosed with colorectal cancer
- We need to raise awareness of the risks of CRC among adults younger than 45



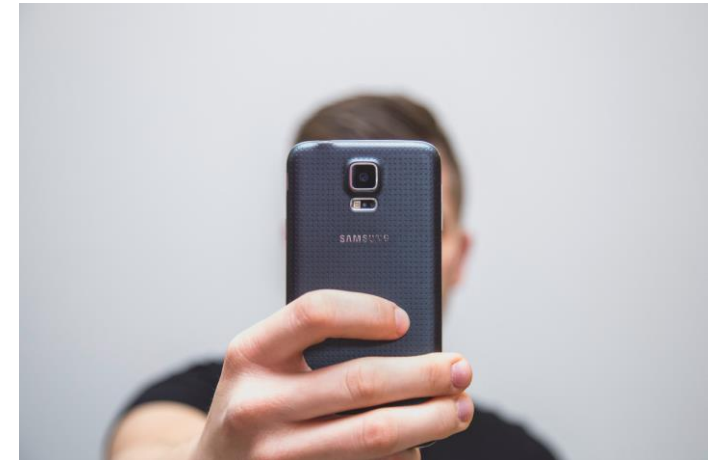
# What's Next?

# ECHO Participation Post-Session Survey

## Post-Session 1 Survey



## How to Use a QR Code



1. **Turn on** your phone camera
2. **Aim** the camera at the code
3. A link will show up
4. **Tap** the link to go to the survey

# Reminders

**Slides, Recordings, and Resources** will be made available within one week. All resources will be available on the [ACS ECHO Website](#).



## Session 2

*February 22, 2024*

12:00–1:15 PM MST

**Topic:** *Part II: Colorectal Cancer 101, Risk Factors & Early Detection*

**Didactic Presenter:** **John Molina, MD, JD**

**Scenario Presenter:** **Rosi M. Vogel, CHC, CCHW**





# Thank You



**Survey QR Code**