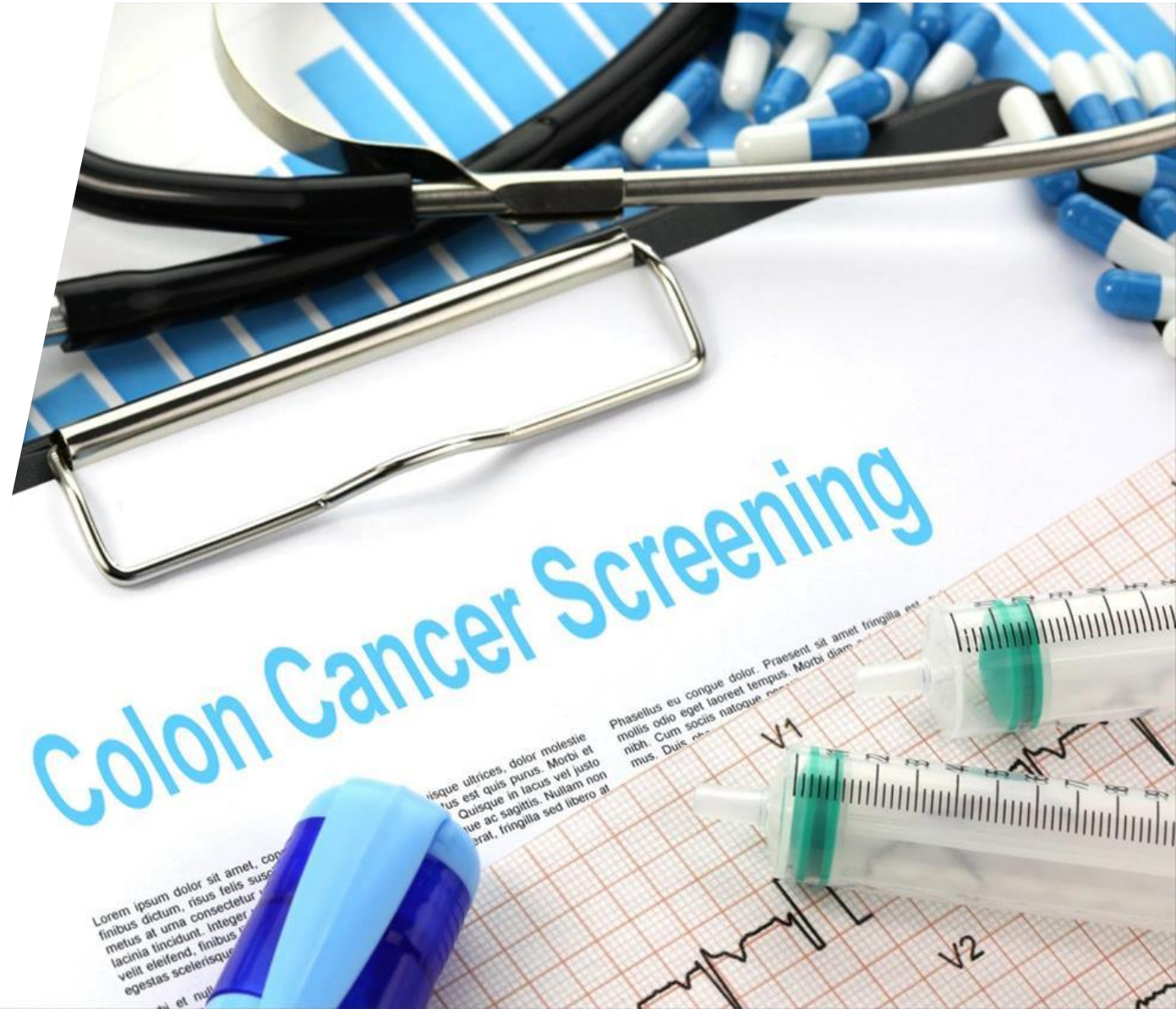


Welcome!

Before we begin...

Today's session will
be recorded

Please add your name
and organization in
the chat





Thursday, February 22, 2024 • 12:00 – 1:15 PM MST

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

Session 2: CRC 101, Part 2: Prevention and Early Detection

Welcome to Session 2 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



Questions about Zoom? Type in the chat box [@Allison Rosen](#) or [@Beth Graham](#)

This project is funded by



CEOs Against Cancer®
Arizona Chapter

Your ECHO Support Team



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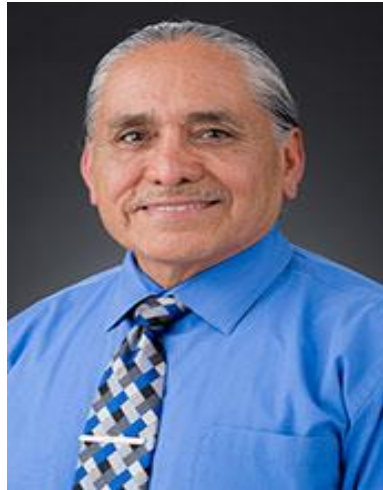
Jennifer McBride, PhD
Senior Data & Evaluation Manager



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, University of Arizona
Cancer Center Community
Outreach



John Molina, MD, JD
Adjunct Lecturer
University of AZ, College of Public
Health



Didactic: Colorectal Cancer (CRC) 101 Part 2 Prevention and Early Detection

Conflict of Interest

- Disclaimer
I have no personal or professional actual or potential conflict of interest in relation to this educational presentation.

Learning objectives

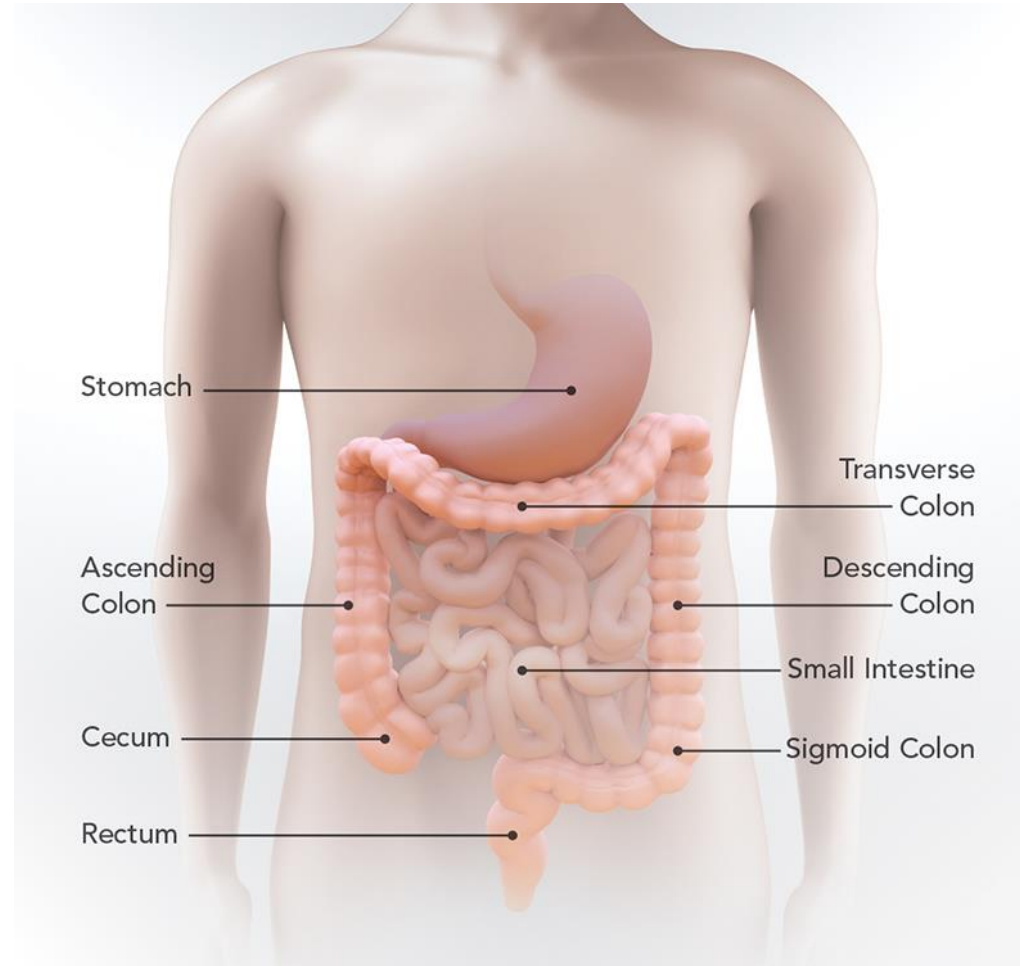


1. Describe Colorectal Cancer (CRC)
2. Describe ways to prevent CRC
3. Describe ways to detect CRC



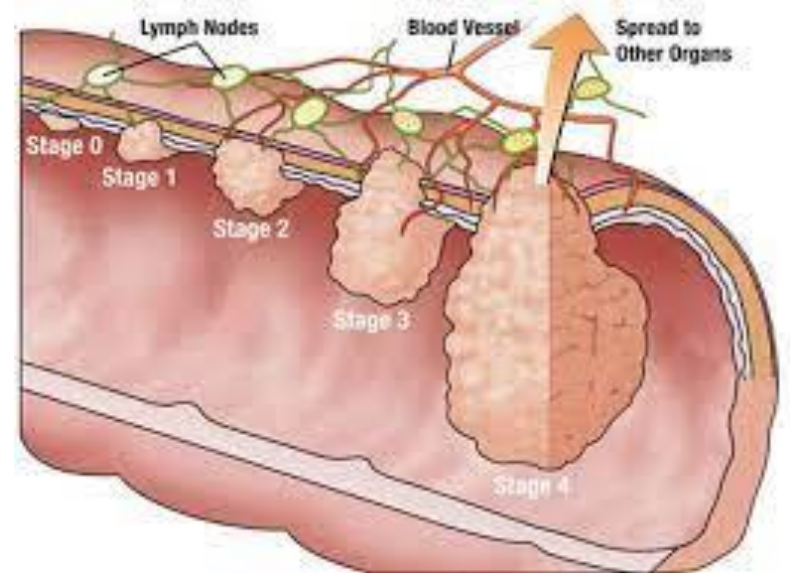
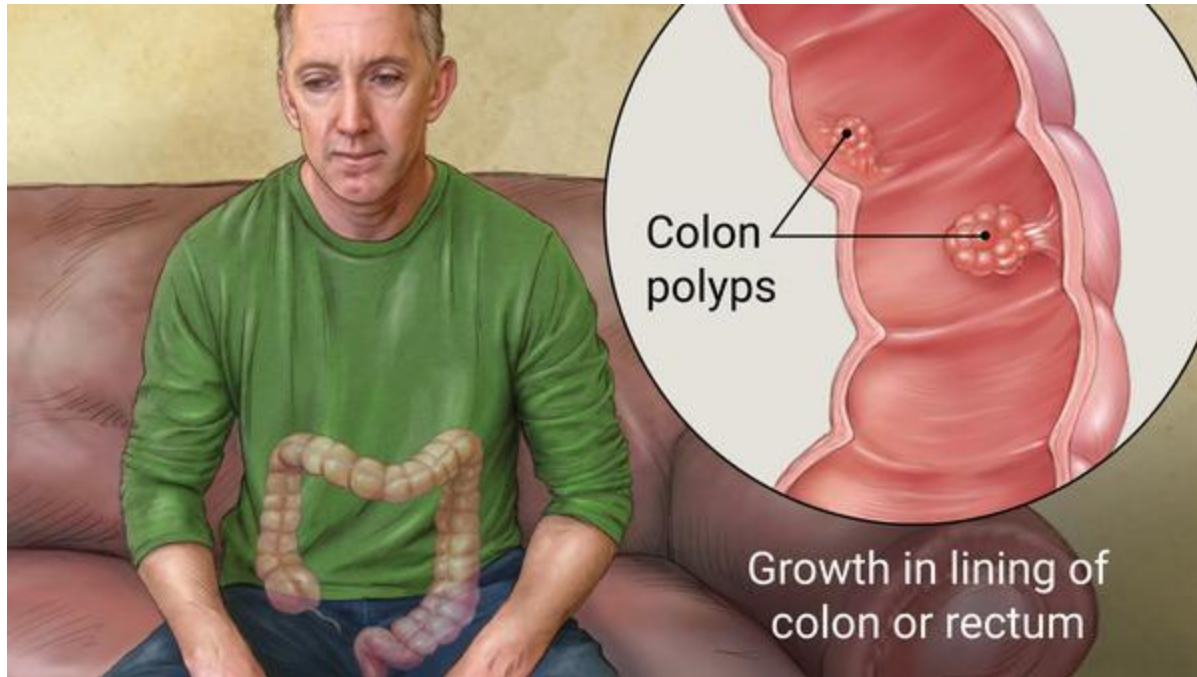
Have a question? Don't wait to ask! Feel free to enter in the Chat at any time.

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.



Prevention of Colorectal Cancer (CRC)

Screening: Most effective way to lower risk of CRC starting at age 45

Healthy Diet:

- Low in animal fats
- High in fruits and vegetables
- High in whole grains

Healthy lifestyle choices:

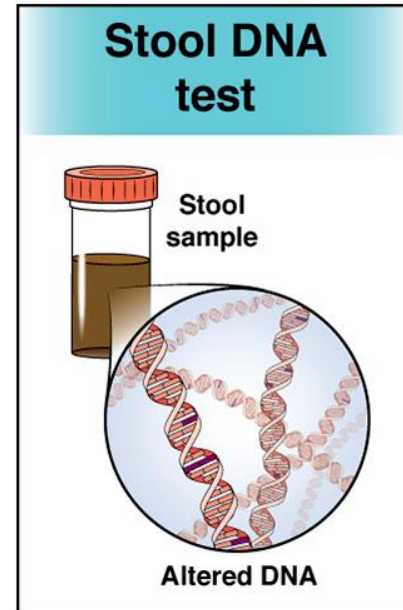
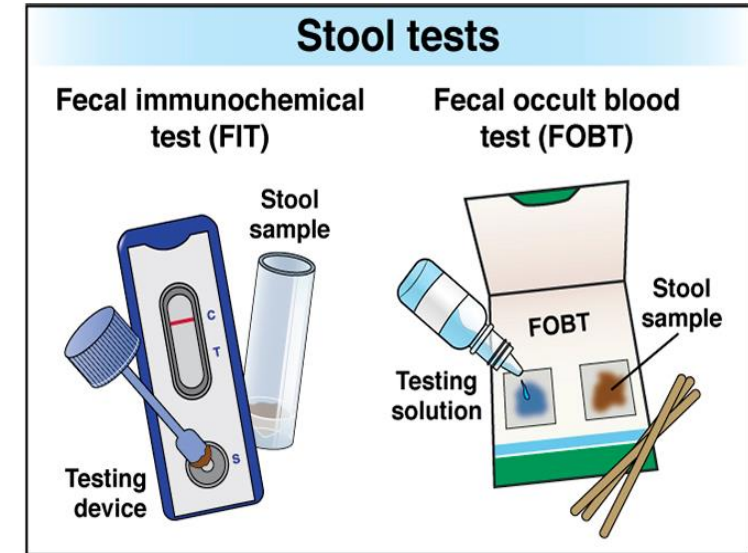
- Physical activity
- Limit alcohol and tobacco
- Optimal sleep
- Healthy weight
- Stress reduction



Detection of CRC – Screening Tests

Stool Tests: Colorectal polyps and cancers can bleed. Stool tests check for tiny amounts of blood in feces (stool).

- **gFOBT** (guaiac fecal occult blood test)
- **FIT** (fecal immunochemical test), also known as **iFOBT** (immunochemical fecal occult blood test)
- **FIT-DNA** (also referred to as the stool DNA test) combines the FIT with a test that detects altered DNA in the stool

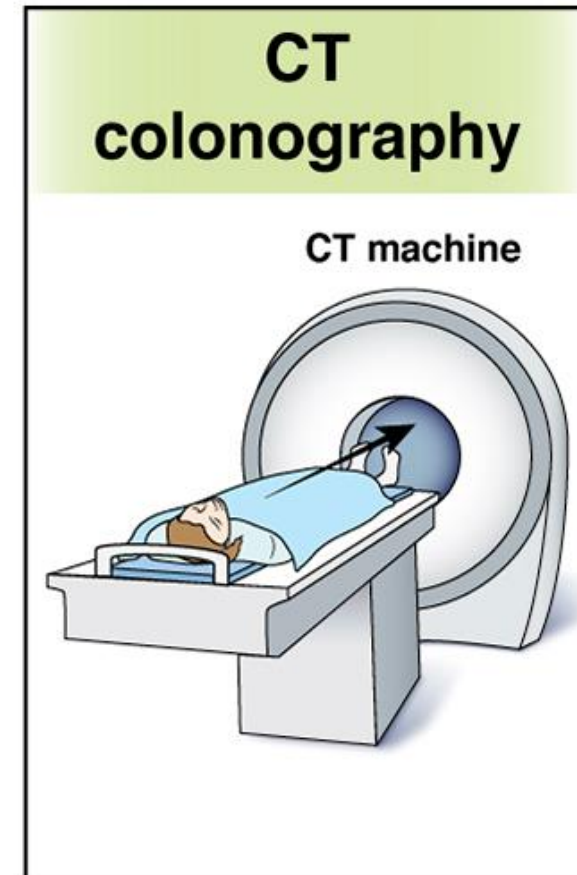
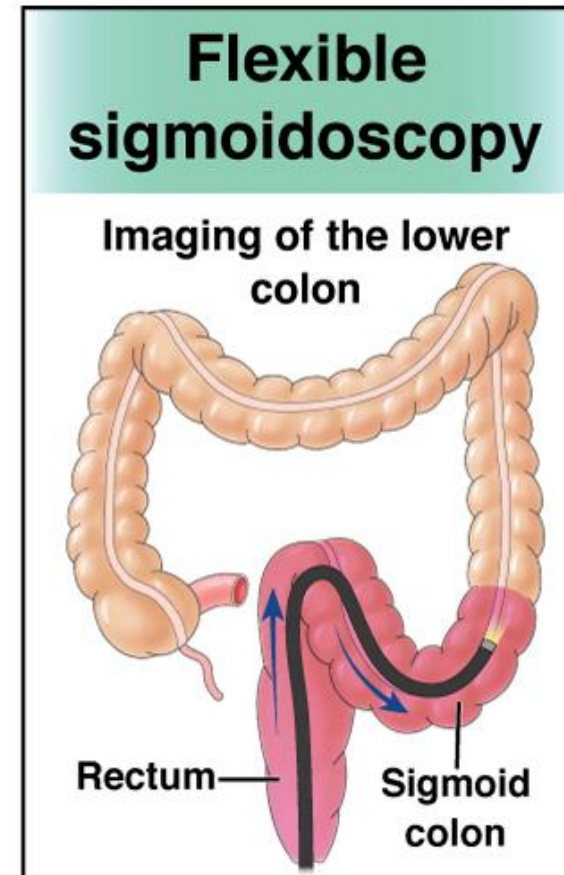


Detection of CRC – Screening Tests

Sigmoidoscopy: The rectum and sigmoid colon are examined using a sigmoidoscope, a flexible lighted tube with a lens.

Colonoscopy. The rectum and entire colon are examined using a colonoscope, a flexible lighted tube with a lens for viewing and a tool for removing tissue.

Virtual colonoscopy: Called computed tomographic (CT) colonography, is a screening method that uses a CT scanner to produce a series of pictures of the colon and the rectum from outside the body.



Selection of a Screening Method

- An individual's decision about which test to have may depend on:
 - The person's age, medical and family history, and general health
 - Potential harms of the test
 - The preparation required for the test
 - Whether sedation may be needed for the test
 - The follow-up care needed after the test
 - The convenience of the test
 - The cost of the test and the availability of insurance coverage



References:

- Colorectal cancer and alcohol consumption—Populations to Molecules. At: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5836070/#:~:text=Metabolism%20of%20alcohol%20involves%20ethanol,mediating%20factor%20to%20colon%20carcinogenesis>.
- Fruit and vegetables and cancer risk. At: <https://www.cancercouncil.com.au/cancer-prevention/diet-exercise/nutrition-and-diet/fruit-vegetables-and-cancer-prevention/#:~:text=They%20are%20a%20great%20source,%2C%20mouth%2C%20throat%20and%20stomach>.
- Reduce your risk of colon cancer with exercise. At: <https://www.sharp.com/health-news/reduce-your-risk-of-colon-cancer-with-exercise>
- Screening tests to detect colorectal cancer and polyps. At: <https://www.cancer.gov/types/colorectal/screening-fact-sheet#:~:text=These%20tests%20most%20often%20include,up%20colonoscopy%20may%20be%20recommended>
- What Can I Do to Reduce My Risk of Colorectal Cancer? At: https://www.cdc.gov/cancer/colorectal/basic_info/prevention.htm#:~:text=Overall%2C%20the%20most%20effective%20way,in%20the%20colon%20or%20rectum.



Open Discussion: Questions & Answers



Rosi M Vogel, CHC, CCHW
Mel & Enid Zuckerman College of Public Health -
University of Arizona, Health Promotion Sciences

Session 2

Scenario Presentation

Session 2 Scenario

Provided by: Rosi M. Vogel, CHC, CCHW

Screening Event Findings:

Focus Group in Nogales, AZ of people with Pre-Diabetes or Type 2 Diabetes

Audience

- 7 women
- Average age: 68 (Min 58 & Max 88)
- 6 women had already had a colonoscopy
- Two women had history of CRC in their family

Barriers/Challenges

Overall lack of education, awareness, and information.

- Event schedule conflict
- Fear or embarrassment, pain
- Don't want to know
- Lack of knowledge about prevention, signs and symptoms, testing process, and the increased risk for people with pre or type 2 diabetes.
- The COVID-19 pandemic caused a reduction in cancer screenings

Lessons Learned

- People are eager to learn about CRC screening
- Must promote early screening!
- Increased mortality rates in the Hispanic population
- Increased risk of CRC in people with type 2 diabetes
- Diabetes also increases the risk of cancer-related-mortality
- The benefit of 1:1 CRC education and promotion
- #1 – no Provider recommendation!

Session 2 Scenario

Provided by: Rosi M. Vogel, CHC, CCHW

Screening Event Findings:

Focus Group in Nogales, AZ of people with Pre-Diabetes or Type 2 Diabetes

Discussion & Question

- 1) How can we communicate the benefits of screening and early detection in the Hispanic community?
- 2) Do we think men are less likely to talk about CRC screening?
- 3) Do we know if people are worried about the cost of screening?
- 4) Do patients know about the different tests?
- 5) Are they afraid of the results?

Lessons Learned

- People are eager to learn about CRC screening
- Must promote early screening!
- Increased mortality rates in the Hispanic population
- Increased risk of CRC in people with type 2 diabetes
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What's Next?

ECHO Participation Post-Session Survey

Post-Session 2 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](#).



Do you have **Session 3** on your calendar?

March 21, 2024

12:00–1:15 PM MST

Topic: CRC Screening Modalities

Didactic Presenter: **Patty Molina, MPH**

Senior Director of Community Health Services

Mariposa Community Health Center

Scenario Presenter Needed – sign up now!





Thank You



Survey QR Code