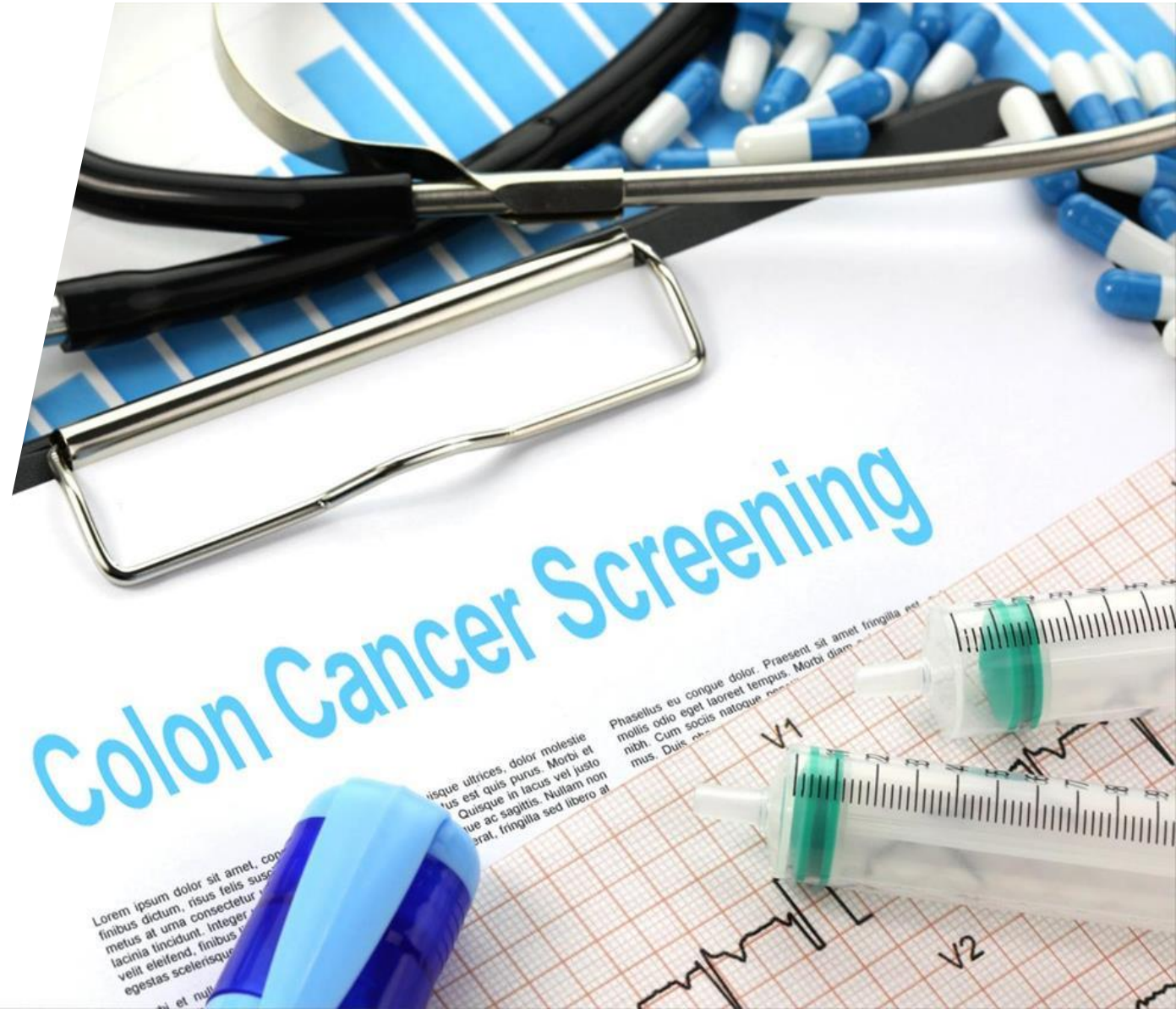


# Welcome!

*Before we begin...*

**Today's session will  
be recorded**

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





Thursday, April 18, 2024 • 12:00 – 1:15 PM MST

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

**Session 4: The Role of a CHW in CRC Screening**

Welcome to Session 4 of the

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



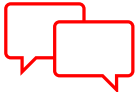
Each ECHO session will be recorded and **may** be posted to a publicly-facing website



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](#) or [@Beth Graham](#)

# This project is funded by



CEOs Against Cancer®  
Arizona Chapter

# Your ECHO Support Team



**Veronica Venturini, MPH**  
**ECHO Lead**  
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Partnerships



**Anna Alonzo**  
**ECHO Facilitator**  
Co-Chair, University of Arizona  
Cancer Center Community  
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**Mindi Odom**  
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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, University of Arizona  
Cancer Center Community  
Outreach





## Didactic: The Role of a CHW in CRC Screening

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

“If you feel like you’re losing everything, remember that trees lose their leaves every year and they still stand tall and wait for better days to come.”

# Conflict of Interest



- Disclaimer
  - No conflict of interest exists

# Learning objectives



- 1** Learn about the strengths and roles of CHWs.
- 2** Learn how CHWs can help patients with CRC screening.

# Strengths & Roles of CHWs



Community Health Workers (CHWs) can provide cancer education in one-on-one and group settings, offer support and guidance for cancer survivors and caregivers, and advocate for evidence-based practices, policies, and programs. CHWs are trained to use evidenced-based materials and resources from education, support and research.

# How CHWs can help with colorectal cancer screening

## **CHW interventions with education and community engagement:**

- **face-to-face delivery of cancer education to patients help with better understanding when there is low awareness of CRC as a personal health threat**
- **help with lack of knowledge of screening benefits**
- **help ease patient's worry of fears, embarrassment, discomfort, time, cost, access and other**

# Screening

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- **Education, outreach, and patient navigation are all methods by which CHWs promote CRC screening.**
- **CHWs education with use of shared decision tool helps patients have increased knowledge of screening options.**



# Health System Navigation

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- **CHW patient navigation has been recommended and documented to increase CRC screening and appropriate follow-up care.**
- **CHW patient navigation can help increase screening rates.**
- **CHW patient navigation can assist with helping patients get appointments for follow-up care.**





# Thank You



# Open Discussion: Questions & Answers



**Jayme Blackrock**  
Program Coordinator  
North Country Healthcare

# Session 4

## Scenario Presentation

# Session 4 Scenario

Provided by: Jayme Blackrock

Focus: Event-Related

## Outreach Event

Patients 45–75 years old

Patients showed minimal knowledge of colorectal cancer:

- prevention and screening
- prevalence in the U.S
- Early onset diagnoses before 50 years old

## Patient Barriers/Challenges

- Uneducated about screening modalities available to them and the differences between each
- Unsure what screening modality is the best fit for them
- Other health concerns and disabilities preventing them from completing a test
- Worried about insurance coverage
- Unsure if they will qualify for the screening
- Patient language barrier

## Lessons Learned

### **Education is key:**

- Teach prevention and screening
- Share the options for screening
- Discuss risk factors and the importance of being screened

### **Communication:**

- Walk through the steps of the various screening modalities
- Take time to talk through questions and concerns
- Empower the patient to advocate for themselves
- Be transparent in the next steps if a FIT or Cologuard is abnormal/positive.
- Leave the door open for them to come back

# Session 4 Scenario

Provided by: Jayme Blackrock

Focus: Patient-Related

## **Discussion & Question**

What questions do you ask patients to help them feel more comfortable completing the test?

## **Examples of Appropriate Questions:**

1. Do you have any concerns or questions today that I can help you with, that might be a roadblock for you to complete the test?
2. Do you feel like a doctor visit will better help you choose a screening method to ensure it will be the best fit for you?
3. Do you feel like you have a good understanding about everything we discussed. Was there anything at all that was questionable or made you concerned?



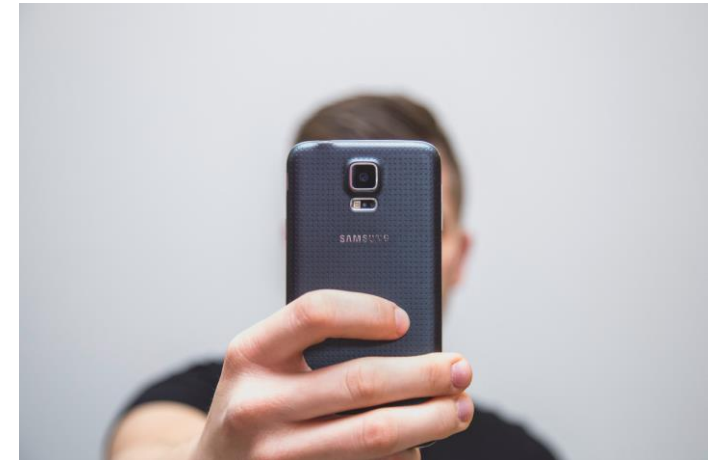
# What's Next?

# ECHO Participation Post-Session Survey

## Post-Session 4 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 5** on your calendar?

**May 16, 2024**

12:00–1:15 PM MST

**Topic:** Cultural Humility and Social Determinants of Health

**Didactic Presenter:** **Lorena Verdugo**

Community Health Advisor

**El Rio Community Health Center**

**Scenario Presenter Needed – sign up now!**





# Thank You

Post-Session 4 Survey



**Survey QR Code**