

Overcoming Cultural Barriers to Colorectal Cancer Outreach and Screening

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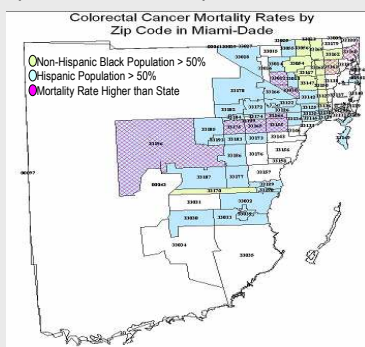
ABSTRACT

The Florida Colorectal Cancer Control Program (CRCCP) Screen for Life, funded by the Centers for Disease Control and Prevention, seeks to increase population-level screening rates in Florida from 60% to 80% by 2014. Hispanics are 3 times more likely to die of colorectal cancer (CRC) than Non-Hispanic Whites. Therefore, the Florida CRCCP has engaged in multiple exploratory activities to identify and address cultural barriers in order to reach various populations with the CRC screening message. These include:

- Exploring barriers among Hispanics and Haitians
- Providing FIT (fecal immunochemical test) to Hispanics
- Emphasizing "choice" in provider education efforts

INTRODUCTION

- Colorectal Cancer is the second leading cause of cancer related death for both men and women combined
- If everyone aged 50 years or older had regular screening tests, at least 60% of deaths from this cancer could be avoided.
- The CRC incidence rate for Florida is 42.2, exceeded by Miami-Dade at 47.3 per 100,000; Mortality rate for Florida is 14.3 exceeded by Miami-Dade at 16.2 per 100,000.
- Map indicates zip codes with high mortality rates compared to the state rate among Hispanics and non-Hispanic blacks



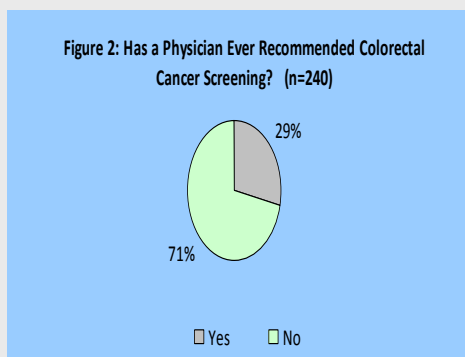
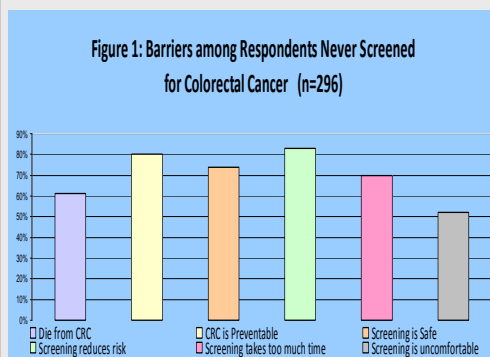
PURPOSE

1. Provide data on colorectal cancer screening behaviors among Florida adults
2. Provide insights into the attitudes and beliefs of minority population about colorectal cancer and screening
3. Provide data that informs the development of programmatic, local and statewide initiatives

METHODS

- Designed to collect data on individual barriers to completing CRC screening
- Respondents limited to Hispanic and non-Hispanic Black individuals over age 50
- Administered surveys in seven Jackson Health System clinics in Miami-Dade
- A total of 302 surveys were completed and yielded a 90% confidence interval
- Respondents recruited via an availability sampling approach in clinic waiting rooms
- Respondents given a brochure on CRC screening guidelines and specific screening tests at conclusion of survey
- Conducted a Behavioral Risk Factor Surveillance Survey (BRFSS) Call Back in 2010 (Survey of persons age 50-64 identified during the 2008 BRFSS administration; 750 respondents; Linked to parent survey; Weighted)

RESULTS



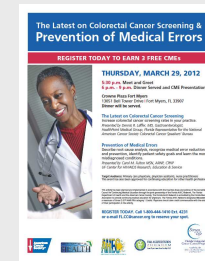
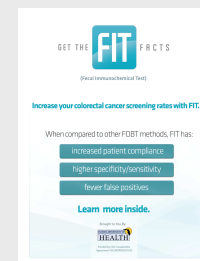
- 59% of respondents *NEVER* received CRC screening
- 65% of respondents *NEVER* screened believed most people who get colorectal cancer die from it
- 80% of respondents *NEVER* screened believed colorectal cancer is preventable
- 83% of respondents *NEVER* screened believed that screening reduced their risk for colorectal cancer
- 52% of respondents *NEVER* screened believed that screening tests are uncomfortable
- 71% of respondents *NEVER* screened also *NEVER* received a physician recommendation for CRC screening

CONCLUSION

- Provider recommendation is the primary motivating factor for patients who get screened
- Patients are more likely to complete colonoscopy once they have a positive FIT result
- Patients are more likely to comply with FIT when the provider opens the kit and explains its use to the patient during the visit. The FL CRCCP FIT compliance rate is ~98%.
- "Colon Cancer Screening More Likely When People are Given a Choice." Given the choice, white people overwhelmingly chose colonoscopy, while African-American, Latino, and Asian participants preferred the fecal blood test. *Source: Inadomi, J.M., et. al Archives of Internal Medicine; 2012;172(7):575-582*
- Barriers such as cost, discomfort of the procedure, embarrassment and time off may be addressed by offering various screening options
- "The best test is the one that gets done well." Promoting options – giving choices is key

RECOMMENDATIONS

- Provider Education highlighted alternative approved screening choices to increase screening compliance among patients
 - FIT Campaign (www.gettheFITfacts.com)
 - Provider Education Workshops



- Consumer Education: Promoting Choices

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