



The Cancer I Can Prevent: A partnership effort to increase CRC screening in Alaska

Judith M Muller, MHA; Diana Redwood, PhD; Julia Thorsness, BSW

INTRODUCTION: Alaska Native people lead the nation in incidence and mortality of colorectal cancer. In March 2014, the Alaska Colorectal Cancer Partnership launched a campaign to increase CRC screening rates among all Alaskans. The campaign took an innovative approach by empowering Alaskans who had already been screened to share their photo and story to inspire others to get screened as well.

METHODS: Efforts included the development of a website (www.AlaskaColonHealth.org) with materials that can be downloaded and customized. Outreach included letters to healthcare providers statewide, community and provider presentations, television and radio interviews, Facebook, newspaper and newsletter articles, notices to large employers, a weeklong Colon Carnival, a "Dress in Blue" fashion show and guest appearances by Nolan the Inflatable Colon and Polypmen. Costs were shared between tribal and non-tribal organizations.

RESULTS: Webpage analytics were used to evaluate the new website (152 total page views, 160 users, 331 sessions) and the communities accessing the website (15% from outside of Alaska, 85% from within Alaska including 8 different communities). Campaign information was sent to 1375 physicians, 47 clinics, and 130 nurse practitioners. An employee survey was done at the Alaska Native Tribal Health Consortium to measure change in employee knowledge and attitudes toward screening. GRPA and BRFSS screening rates are pending.

CONCLUSION: Collaborative tribal and non-tribal efforts using a mix of traditional and social media raised community awareness for CRC screening.

Website download page

4"x 9" rackcard

8.5"x 11" Poster

11"x 17" Poster

Web ads

5"x 7" Postcard

The CRC Partnership program website received First Place in Prevent Cancer Foundation's 2014 National Screening Saves Lives Challenge.

The CRC Partnership: The Alaska Colorectal Cancer Partnership was organized in 2006 to develop and promote activities to increase colorectal cancer screening in Alaska. It has tribal and non-tribal membership and partners includes the State Department of Health and Social Services, tribal health organizations, health care providers, hospitals, educators, nonprofit agencies, and cancer survivors.