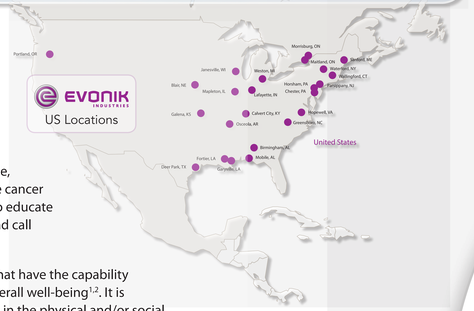
Launching a COMPREHENSIVE CANCER SCREENING PROGRAM in the Worksite

Kathryn Chapman, DrPA[1], Susan Crutchfield, RN[2], Margaret Sullivan, MS[2], Kristen Van Buren, MPH[2] • [1]Alabama Department of Public Health, Cancer Prevention Program, Alabama FITWAY Colorectal Cancer Prevention Program • [2]USA Mitchell Cancer Institute, Department of Business Development and Outreach

BACKGROUND:

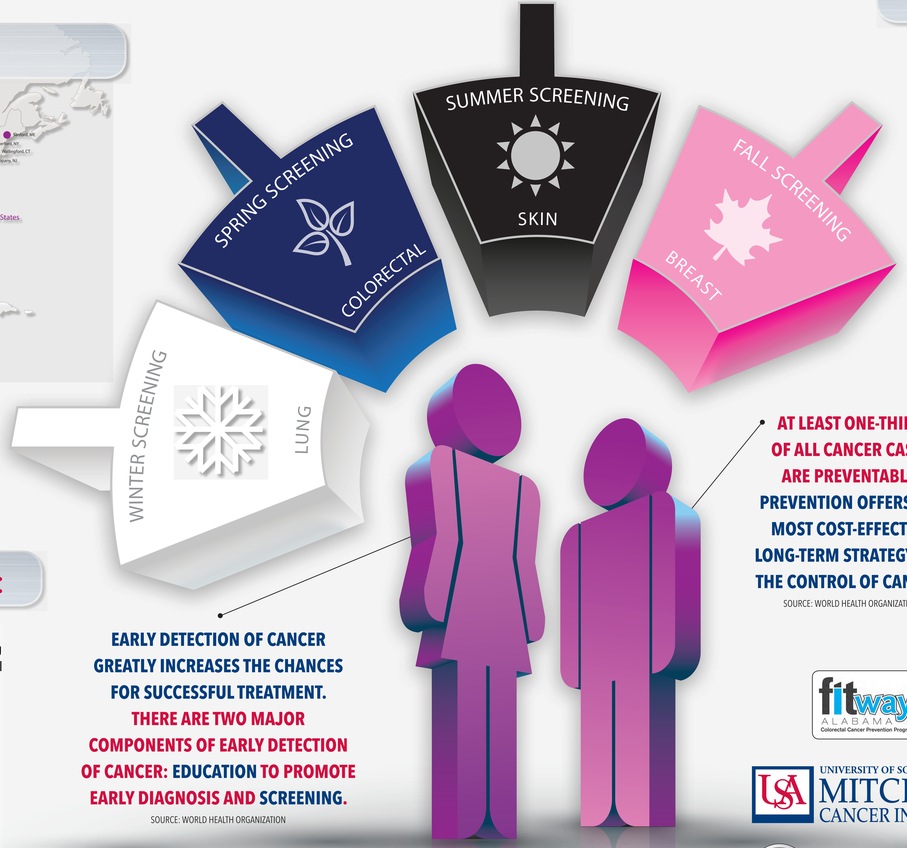


Worksite cancer screening initiatives represent an opportunity for sustained system changes, particularly among an insured population. USA Mitchell Cancer Institute (MCI) partnered with Evonik, a multinational chemical manufacturer with 24 locations in the United States, one of which is in Mobile, Alabama, to develop a comprehensive cancer prevention and early detection plan to educate Evonik employees, raise awareness, and call employees to action.

Worksites are recognized as settings that have the capability to influence employees' health and overall well-being[1,2]. It is widely recognized that changes made in the physical and/or social characteristics of the work environment are likely to have a greater impact than health education alone[3].

Citations

1. Anderko *et al.* (2012) Promoting prevention through the Affordable Care Act: workplace wellness. *Prev Chronic Dis*; 9:E175.
2. Sorensen *et al.* (2011) Preventing chronic disease in the workplace: a workshop report and recommendations. *Am J Public Health*; 101 (Suppl 1): S196-207.
3. Frieden et al. (2010) A framework for public health action: the health impact pyramid. *Am J Public Health*; 100 (4): 590-5.



EARLY DETECTION OF CANCER GREATLY INCREASES THE CHANCES FOR SUCCESSFUL TREATMENT. THERE ARE TWO MAJOR COMPONENTS OF EARLY DETECTION OF CANCER: EDUCATION TO PROMOTE EARLY DIAGNOSIS AND SCREENING.

SOURCE: WORLD HEALTH ORGANIZATION

AT LEAST ONE-THIRD OF ALL CANCER CASES ARE PREVENTABLE. PREVENTION OFFERS THE MOST COST-EFFECTIVE LONG-TERM STRATEGY FOR THE CONTROL OF CANCER.

SOURCE: WORLD HEALTH ORGANIZATION

PROGRAM GOALS AND OBJECTIVES:

Decrease barriers to screening for a variety of cancers by building trust, reaching the insured procrastinators, reducing fear, and targeting those without a medical home. It is crucial to the program's success that management and staff are educated on the significance that screening plays in cancer prevention. Furthermore, improved outcomes are a result when early detection methods are utilized.

Implement an encompassing initiative for Evonik's 750 employees with quarterly cancer focus areas of colorectal (spring), skin (summer), breast (fall), and lung (winter). These cancers have recommended screening protocols. Details and results of the first quarter activities are provided as an example of the overall approach.

METHODS:

Through the research and development of MCI's screening program "Keys To Success" were developed to assist Evonik and other participants in launching a comprehensive cancer screening program in the worksite.

1. Identify a cancer screening ambassador to promote the program internally.
2. Ensure that health/clinic staff are engaged with the program.
3. Clearly define the program's roles and responsibilities.
4. Advertising/Marketing tactics need to be implemented to promote the program and recruit participants.
5. Create incentives to keep interest in staff participation in the program.

For example, in March 2014, the CRC screening program was implemented. Using decision trees, MCI Outreach staff provided educational materials and take home Fecal Immunochemical Tests (FIT) to all Evonik employees age 50 plus that had not received an appropriate colorectal cancer screening. Follow up phone calls reminded employees to return FIT tests and letters were mailed to employees with negative FIT tests. Those employees with positive FIT tests received a letter and personal phone call. For those employees requesting colonoscopy and/or requiring colonoscopy based on positive FIT test, MCI staff assisted in scheduling appointments.

RESULTS:

The targeted workforce consisted of 380 employees age 50 plus. Half of those employees had an up-to date CRC screening test, reducing the intervention group to 190. Seventy-nine (FIT) tests were distributed to employees; a 90 percent return rate was obtained. Three positive tests resulted in referrals for a follow-up colonoscopy. One participant was diagnosed with colorectal cancer and received surgery/treatment for early stage CRC.

In addition to the colorectal cancer initiative, MCI offered 2 skin cancer screening events staffed by a surgical oncologist during May/June, screening over 200 employees. During the breast cancer initiative, 4 lunch and learns were provided with a breast surgeon and radiologist providing breast cancer education and information. Tobacco cessation programs were provided for lung cancer. Low dose CT screens will be provided to employees meeting the criteria in 2015.

EMPLOYEES NOW HAVE A HEALTHY ADVANTAGE TO THE BEGINNING OF EVERY SEASON.

CONCLUSIONS:

Evonik's employee-based cancer screening program represents a variety of activities over the course of a year, as opposed to a one-time/one-topic event. The program incorporated key components including workforce assessment activities, communication and self-help materials, educational lunch programs, systems for follow up and data collection, and incentives for participation. By bringing screening to the worksite, we reached those who were overdue for screenings through an ongoing relationship that fostered trust. The pilot Evonik Program has been adopted into their overall wellness initiatives, thereby achieving sustainability.

fitway ALABAMA Colorectal Cancer Prevention Program

UNIVERSITY OF SOUTH ALABAMA MITCHELL CANCER INSTITUTE

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