OBJECTIVE: Develop rural community model for colorectal cancer (CRC) education and screenings

RISK FACTORS

"Risk factors associated with colorectal cancer include being over the age of 50, a personal or family history of colon cancer or intestinal polyps, tobacco use, inactivity and high fat diet. Race is also a risk factor, with African-Americans less likely to have colorectal cancer diagnosed in the earliest and most treatable stages. The American Cancer Society noted that from 1992 to 2000, African-Americans had a 55 percent survival rate for colorectal cancer, compared to the white survival rate at 64 percent." http://www.tn.gov/news/26960

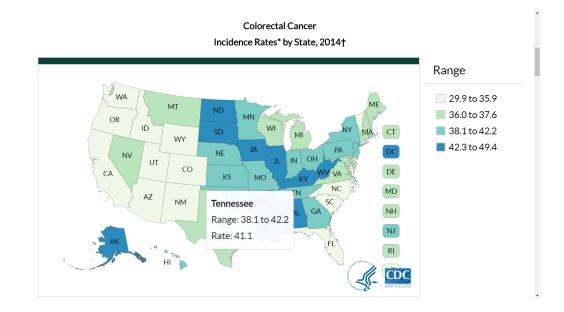


Identify the Health Disparity Using Data

Population: Age = > 50+

Target: African Americans (Risk Factors)

Setting: Rural west Tennessee



*Poverty in Rural Community (24.6%)



**County Ranks 11th in Colorectal Cancer



***1 in 5 Develop Colorectal Cancer in Lifetime



***1 in 25 Die from Colorectal Cancer

2

Identify the Health Access Barriers to Colorectal Cancer Screening Using a Model such as the Health Care Access Barriers (HCAB) Model****

****HCAB Model
Financial Barriers

(Examples: Cost of Health Care, Underinsured, or No Insurance)



****HCAB Model

Structural Barriers

(Examples: Medical Home, Time-

Operating Hours, Care Coordination)



****HCAB Model
Cognitive Barriers

(Examples: Health Literacy, Limited Knowledge of Health Resources, and Communication Barriers)

3

Identify the Strategies to address health access barriers

Financial: Identify funding to cover screening, identify those with underutilized coverage, and provide opportunity for State Health Insurance Program (SHIP) insurance enrollment and educate on what is covered by Medicare, etc.



Structural: Collaborate with local health council which encompass several community resources to provide clinical and nonclinical educational locations, medical home for follow-up on positives, and providing transportation



Cognitive: Provide Colorectal Cancer education by GI Physicians, Nurse Practitioners, or Nurses - Importance of Screening and distribute kits to average risk patients















Identify Strategies to Inform Public of Education & Screening Events



Flyers











Develop and Implement Plan to Screen

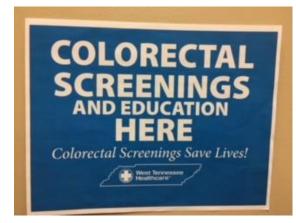
When?



Where?



What?





Evaluate Results and Identify



