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Working With Employers to Increase Colorectal Cancer Screening

FLORIDA HEALTH CARE COALITION WEBINAR
JULY 12, 2017
Our Presenters Today

Dr. Claudia Parvanta
Dr. Cathy Meade
Dr. Peggy Hannon
Dr. Dina Martinez Tyson
PRC Network
Florida PRC Cancer Coalition

- University faculty, students & medical practitioners
- State/County Department of Health representatives
- American Cancer Society
- Moffitt Cancer Center
- Florida Health Care Coalition (FLHCC)
- Insurance Company Representatives
- Community Based Organizations
- Federally Qualified Health Centers (FQHCs)
Mission

- Strengthen state and community capacity to prevent disease.
- Conduct collaborative action research.
- Current focus is to increase colorectal cancer screening rates in state.
- Striving to reach 80% by end of 2018.
- Looking for employers to take up this challenge.
Colorectal cancer (CRC) screening facts

- CRC is the second-leading cause of cancer death in the U.S.
- More than 50,000 Americans die of colorectal cancer each year.
- There are more than 1 million colorectal cancer survivors in U.S.
- Florida: 9,710 new cases and 3,500 deaths
- Colorectal cancer screening is recommended for those between the ages of 50 – 75

Centers for Disease Control & Prevention; American Cancer Society: Cancer Facts & Figures, 2016
What is Colorectal Cancer?

Preventable, detectable, and beatable when found early.

**Polyp** – a small A colon polyp is a small clump of cells that forms on the lining of the colon.

Photo courtesy: [http://www.cdc.gov/cancer/colorectal/basic_info/what-is-colorectal-cancer.htm](http://www.cdc.gov/cancer/colorectal/basic_info/what-is-colorectal-cancer.htm)
What is a Fecal Immunochemical Test (FIT)?

FIT detects tiny amounts of blood from a stool sample.

- Single application, one sample test
- High sensitivity/high specificity
- No dietary restrictions

Studies have shown that a high quality FIT screening is an effective tool for detecting colon cancer.

(Christy et al., 2016; Davis et al., 2016)
Why colon cancer screening?

- CRC screening saves lives!
- Allows for timely treatment if needed
- Early detection saves money
- Yet, CRC screening rates are low; there is room for improvement
- Many employees are unclear about guidelines and coverage
- Education, awareness and access are Key!
- **Employers** can help to get to 80%
Workplace Health Promotion

Insurance coverage/benefits
Wellness Programs
What are the most effective components of an employer sponsored health/screening program?
UW PRC’s work with employers

- Partnership with American Cancer Society and WA DOH
- Approaches tailored for large and small employers:
  - Cancer screening
  - Healthy eating
  - Physical activity
  - Tobacco cessation
- On-site, free assistance and tools
What UW provides

Assistance with:
- Policies that support health
- Programs that work
- Communications
  - Reading level
  - Language
- Recognition
Avenues for Workplace Wellness to Promote CRCS

Health insurance benefits
Workplace policies
Workplace programs
Workplace communications
Work with **Health Plans** to...

- Covers evidence-based cancer screening.
- Extend coverage to employees’ dependents & retirees.
- Feedback on their cancer screening rates.
- Minimize the cost to employees
- Distribute screening kits at wellness events

Working with Plans Example: Michigan Cancer Consortium

- 3 employers partnered with their insurers
- Insurers sent postcards to employees age 50+ who had never been screened or were due for screening
- CRC screening rates increased by 6 months for all 3; 2 increased more than 20%!

Their keys to success:
- Postcards were customized
- Information went to employees who needed it
- Employer did not have personal data about employees’ screening status
- Program continued after pilot and grew to include other screenings
Workplace policies to support screening

Can employees use paid time off or sick leave to get screened?
This is especially important for employees who need colonoscopy

Workplace programs to support screening

- Distribute home test kits
- Provide education sessions for employees
  - Webinars, lunch and learn, classes
- On site screening program
Program Example: Employee Flu-FIT Campaign

Evaluation of Employer Flu/Fit campaign – Moffitt Cancer Center.
Like the flu, colorectal cancer can be prevented and treated most successfully when it is caught early.
The flu is preventable!
So is COLON CANCER!

FREE colon screening kits available during flu shot distributions!

- It's simple.
- It could save your life.
- It can be done in the comfort of your own home.
- It's an approved cancer screening for the Wellness Reward.

As a 20-year colorectal cancer survivor, Margie Schwerdt urges fellow 50+ team members to take the FIT (fecal immunochemical test).

"We need everybody here to set the example."

Please note: Must be 50+ with no colonoscopy in past 10 years or FIT in past year to be eligible for a free FIT kit.

For questions, email EmployeeWellness@Moffitt.org

Program Example: Employee Flu-FIT Campaign

- Orientation event
- FIT Screening Eligibility Questions
- Flu-FIT Screening FAQ’s
- CRCS Champions
- 2017 80% by 2018 - National Achievement Awards
Workplace communications

- Reminders
- Education
- Encourage employees-providers communication
- Health fairs
- March – Colorectal Cancer Awareness Month
  - Tying CRCS communications to CRC Awareness Month and activities
Working with Genentech

Draft New Resource: Which Screening Test is Right for Me?

Colonoscopy
- Long, thin, flexible, lighted tube inserted in the rectum.
- Examines rectum and entire colon to check for polyps and some cancers.
- Once every 10 years.

Fecal occult blood testing (FOBT)
- A home test used to check for any hidden blood in stool.
- Once every year.

Fecal immunochemical testing (FIT)
- A home test used to check for hidden human blood in stool.
- Once every year.

To learn more about colorectal cancer and screening visit www.LoveYourColon.org.

NOTE: There are more tools that your health plan may cover in preventive screening. Talk with your doctor and your health plan to consider services to meet your specific needs.
Draft: Screening Pledge Card

1. LOVE YOUR COLON
   Screening saves lives.
   For more information visit: www.LoveYourColon.org

2. YOUR COLON
   Screening helps save lives. Talk to your doctor.

Every year the number of people with colorectal cancer goes down.
Experts say this is attributed to the detection and removal of precancerous polyps as a result of increased colorectal cancer screening.

3. Today I pledge to:
   - Talk to my doctor about the right time for me to get screened
   - Talk to my loved ones about their risk for colorectal cancer and if they should get screened
   - Make an appointment to get screened

Appointment date/time
Learn what you and your family can do about colorectal cancer.

The Importance of Screening

As you may know, the colon is a very important part of your body's digestive system. It helps in the final stages of digestion, absorbing water and minerals from food and eliminating bodily waste through the rectum. Because the colon is such a vital part of your body, it's important to keep it in good health.

Colorectal cancer is one of the most serious conditions that can affect your colon. It is the second-biggest cancer killer in the United States among cancers that affect both men and women.* While colorectal cancer is serious, it is preventable through regular screening. In fact, 90% of the time, colorectal cancer can be treated if caught early!*

By discussing screening with your doctor and following recommendations, you may be able to do something about colorectal cancer.

9 out of 10 times early treatment is life-saving!*

FLHCC Survey Results – April 2017

Cancer Initiatives

Currently Doing

Not doing but interested.

Breast cancer
Smoking cessation
Skin cancer
Colorectal cancer
What is in it for you?

- Health care cost savings
- Increased worker productivity
- Recruiting and retaining employees
- Employee satisfaction
- The right thing to do
How can the Florida Prevention Research Center work with employers?

- Prepackaged but adaptable/customized plan
- Intervention coordinator
- Evaluation
- Technical assistance
Be a colorectal screening champion

Sign up to explore collaboration opportunities

please call/email Karlene @ karlene@FLHCC.ORG
(407) 425-9500
Questions?

Gracias
Thank you
References


For more information, please contact: Karlene Lucas at Karlene@flhcc.org
Thank You!

www.FLHCC.org