


OMED COLORECTAL CANCER SCREENING COMMITTEE MEETING
Saturday, May 30, DDW Chicago, 2009
Presenter: Ron Myers



**World Organisation of
Digestive Endoscopy**

**CRC Screening Programs
and Evidence-Based Behavioral Interventions**

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DDW 2009

**CRC Screening Program
Strategies to Engage Populations**

- **Public Education (17%)**
 - ❖ Public invitation via print media, radio, television, clinics
 - Canada, Czech Republic, Germany, Japan
- **Mailed Screening Invitation (63%)**
 - ❖ Personalized invitation with request letter/form sent to individuals in population registry
 - Israel, Italy, France, Poland
- **Mailed Screening Invitation and Materials (20%)**
 - ❖ Personalized invitation, with screening kit/directions, sent to individuals in population registry
 - Australia, England, Finland

Bensen VA et al. Colorectal cancer screening: a comparison of 35 initiatives in 17 countries. International Journal of Cancer. 2008;122:1357-1367.

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**National Health Insurance CRC Screening
Program in Japan (Public Education)**


Public Education

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Screening at health centers (≥ 40 years)

Participation
17%

Saito H. Colorectal cancer screening using immunochemical faecal occult blood testing in Japan. J Med Screen 2006; 13(Suppl. 1):36-37; Lee K-J et al. Colorectal cancer screening using fecal occult blood test and subsequent risk for colorectal cancer: A prospective cohort study in Japan. Ca Det & Prev 2007;31:3-11.

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Ministry of Health CRC Screening Program in Italy (Mailed Invitation)

Identify Eligibles (50-74 years)


Send invitation to screen at GP/hospital

Send reminder at 6 months

Participation 16% - 68%

Zorzi M et al. Screening for colorectal cancer in Italy: 2005 Survey. Epidemiol Prev 2007;31(Suppl. 2):49-60.

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NHS Bowel Cancer Screening Program in the UK (Mailed Invitation & Materials)

Identify Eligibles (50-69 years)

Send screening invitation


Send screening FOBT kit

Send reminder at 4 weeks

Participation 52%

Weller D et al. The UK colorectal cancer screening pilot: Results of the second round of screening in England. Br J Ca 2007;97:1601-1605; Brotherton H et al. Uptake of population-based flexible sigmoidoscopy screening for colorectal cancer: A nurse-led feasibility study. J Med Screen 2007;14(2):76-80.


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Issues

- Increase levels of screening participation
- Reduce variation in screening use within and across populations

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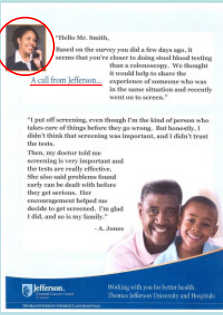


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Tailored Navigation



A call from Jefferson.

Hello Mr. Smith, Based on the survey you did a few days ago, it seems that you're closer to doing stool blood testing than a colonoscopy. We thought it would help to share the experience of someone who was in the same situation and recently went on to screen.

"I put off screening, even though I'm the kind of person who takes care of things before they go wrong. But honestly, I didn't think that screening was important, and I didn't trust the tests. Then, my doctor told me screening is very important and the tests are really effective. The other good problem found early can be dealt with before they get serious. His encouragement helped me decide to get screened. I'm glad I did, and so is my family."

-A. Jones

Jefferson. Working with you to better health. Thomas Jefferson University and Hospitals.

- Determine proximity to testing
- Identify preferred test
- Address perceptions that are impediments to preferred test use
- Provide guidance/assistance to help individual overcome impediments to screening

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RCT Evidence-Based Interventions That Have Increased CRC Screening

<u>Stool Blood Testing</u>	<u>Endoscopy</u>
<ul style="list-style-type: none"> • Targeted & Tailored Intervention + 3-39% screened 	<ul style="list-style-type: none"> • Targeted & Tailored Intervention + 4-27% screened • Navigation Intervention + 13-27% screened
<p>Myers, 1991; Bejes, 1992; Tilley, 1999; Pignone, 2000; Goldberg, 2004; Campbell, 2004; Church, 2004; Lipkus, 2004; Marcus, 2005; Basch, 2006; Myers, 2007</p>	<p>Bejes, 1992; Shroy, 1999; Pignone, 2000; Wardle, 2003; Campbell, 2004; Jandorf, 2005; Deltrich, 2006; Myers, 2008</p>

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CRC Screening Program Strategies, Behavioral Methods & Intervention Channels

<u>Strategies</u>	<u>Methods</u>	<u>Channels</u>
Public Education	<u>Outreach</u>	<u>Mass Media</u>
Invitation	Targeted Tailored Navigation Tailored Navigation	Mail, Phone, Other Mail, Phone, Other Mail, Phone, Other Mail, Phone, Other
Invitation w/ Materials	Targeted Tailored Navigation Tailored Navigation	Mail Mail, Phone, Other Mail, Phone, Other Mail, Phone, Other

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Other Behavioral Intervention Channels



G. Young, C. Wilson, D. Turnbull, A. Esteman,
S. Cole, I. Flight

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Observations

- CRC screening programs currently use public education, mailed invitations, and mailed screening materials
- Behavioral intervention methods can increase CRC screening
- Proven behavioral methods are under-utilized in screening programs

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Next Steps

- Assess feasibility of using behavioral methods and communication channels in programs
- Evaluate impact of behavioral methods and communication channels on CRC screening use and variation in and across populations

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