



Organized Approaches to Increase Colorectal Cancer Screening

Molly Bradney, MPA

Health Program Specialist II

Arkansas Partnerships for Colorectal Cancer Screening

Arkansas Department of Health



Arkansas Partnerships for Colorectal Cancer Screening

- Centers for Disease Control and Prevention
 - Colorectal Cancer Control Program
- Increase colorectal cancer screening through healthcare system change
- Total of 40 clinics in 5 healthcare systems
 - Located in 18 counties in Arkansas



The Community Guide

“The Guide to Community Preventive Services (The Community Guide) is a collection of evidence-based findings of the Community Preventive Services Task Force. It is a resource to help you select interventions to improve health and prevent disease in your state, community, community organization, business, healthcare organization, or school.”

<https://www.thecommunityguide.org/>

Provider-Oriented Interventions

Cancer Prevention and Control: Provider-Oriented Interventions to Increase Breast, Cervical, and Colorectal Cancer Screening



Physicians and other providers can play an important role in encouraging patients to be screened for cancer. Provider-oriented interventions aim to increase recommendation and delivery of screening for breast, cervical and colorectal cancers by healthcare providers.

Task Force Recommendations and Findings

This table lists interventions reviewed by the Community Guide, with a summary of the Task Force finding ([definitions of findings](#)). Click on an underlined intervention title for a summary of the review.

	Intervention	Task Force Finding
→	Provider Assessment and Feedback	Recommended October 2009
	Provider Incentives	Insufficient Evidence October 2009
→	Provider Reminder and Recall Systems	Recommended February 2006

Client-Oriented Interventions

Task Force Recommendations and Findings

This table lists interventions reviewed by the Community Guide, with a summary of the Task Force finding ([definitions of findings](#)). Click on an underlined intervention title for a summary of the review, and where available, [Research-tested Intervention Programs \(RTIPs\)](#).

	Interventions	Breast Cancer	Cervical Cancer	Colorectal Cancer
→	<u>Client Reminders</u>	Recommended July 2010	Recommended July 2010	Recommended July 2010
	<u>Client Incentives</u>	Insufficient Evidence July 2010	Insufficient Evidence July 2010	Insufficient Evidence July 2010
→	<u>Small Media</u>	Recommended December 2005	Recommended December 2005	Recommended December 2005
	<u>Mass Media</u>	Insufficient Evidence October 2009	Insufficient Evidence October 2009	Insufficient Evidence October 2009
	<u>Group Education</u>	Recommended October 2009	Insufficient Evidence October 2009	Insufficient Evidence October 2009
→	<u>One-on-One Education</u>	Recommended March 2010	Recommended March 2010	Recommended March 2010
→	<u>Reducing Structural Barriers</u>	Recommended March 2010	Insufficient Evidence March 2010	Recommended March 2010
	<u>Reducing Client Out-of-Pocket Costs</u>	Recommended October 2009	Insufficient Evidence October 2009	Insufficient Evidence October 2009



Centers for Disease Control and Prevention Resources

- The Community Guide
- Professional Development Courses
- Action Guides
- Screen for Life Campaign

<http://www.cdc.gov/cancer/colorectal/>

National Colorectal Cancer Roundtable

- 80% by 2018 Pledge
- Communication Guidebook
- Tools, Research, and Webinars

<http://nccrt.org/>

For Additional Information

Molly Bradney, MPA

Health Program Specialist II

Arkansas Partnerships for Colorectal Cancer Screening

Arkansas Department of Health

501.661.2495

Molly.Bradney@arkansas.gov