

# Building Resilient Frameworks for Cancer Prevention and Control

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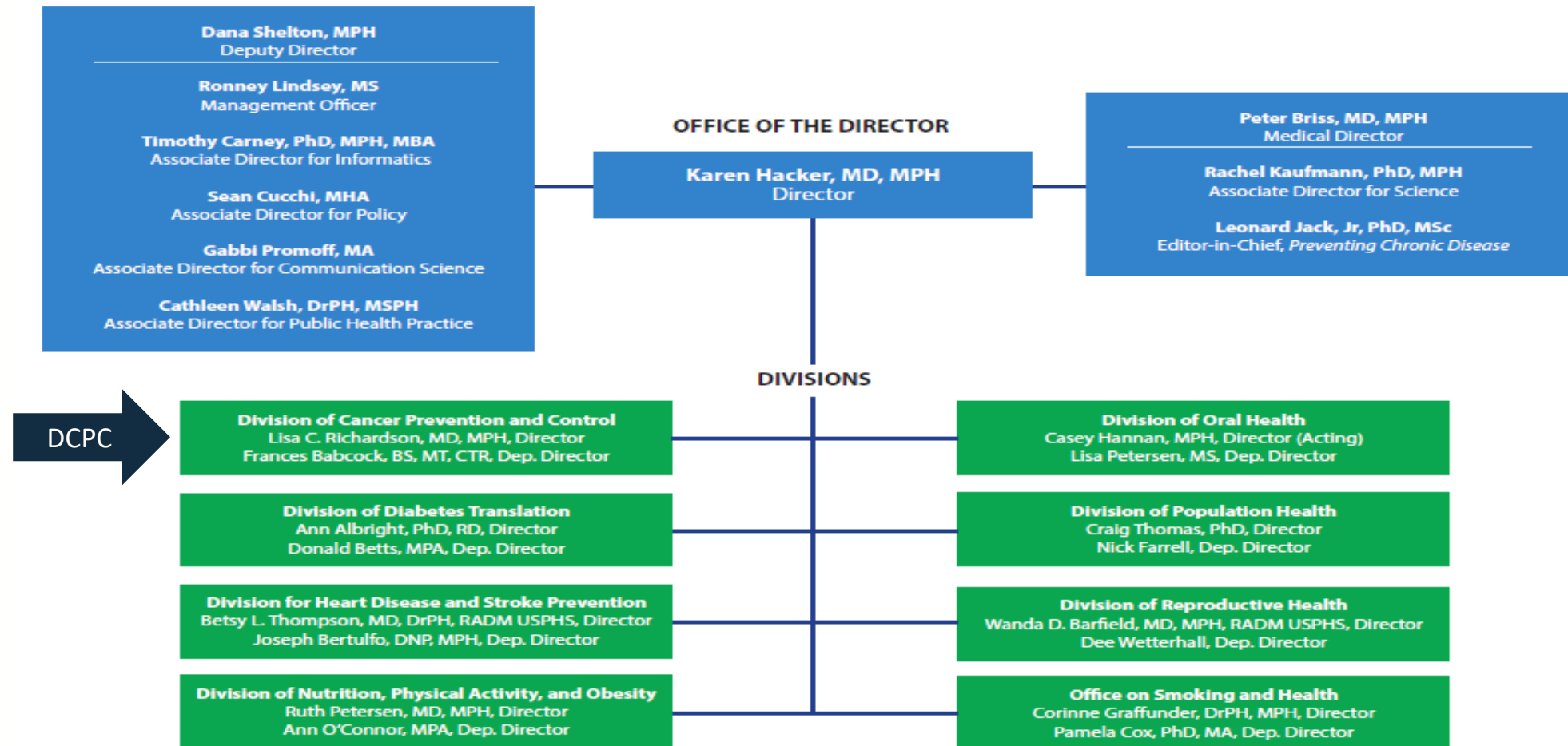
NACHC Elevate  
September 2022



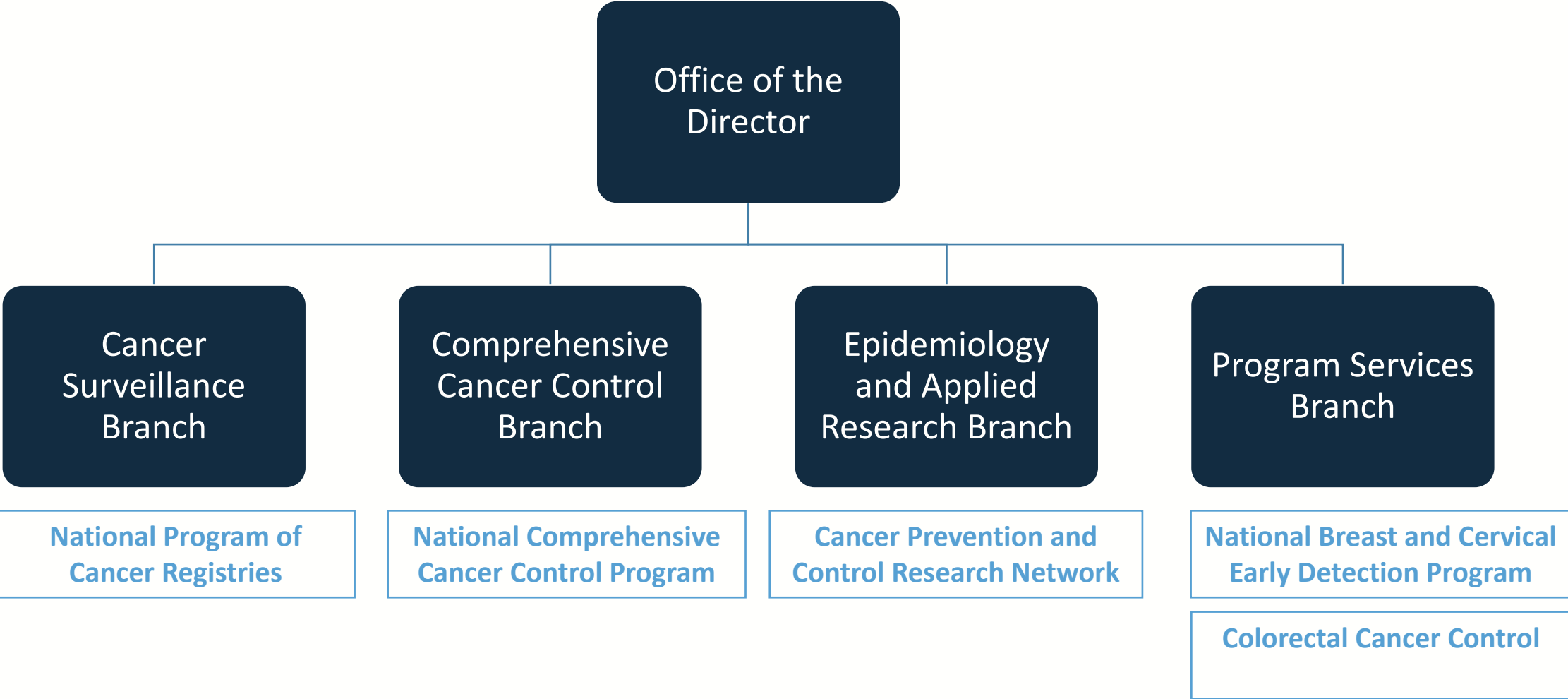
# CDC's Chronic Disease Expertise



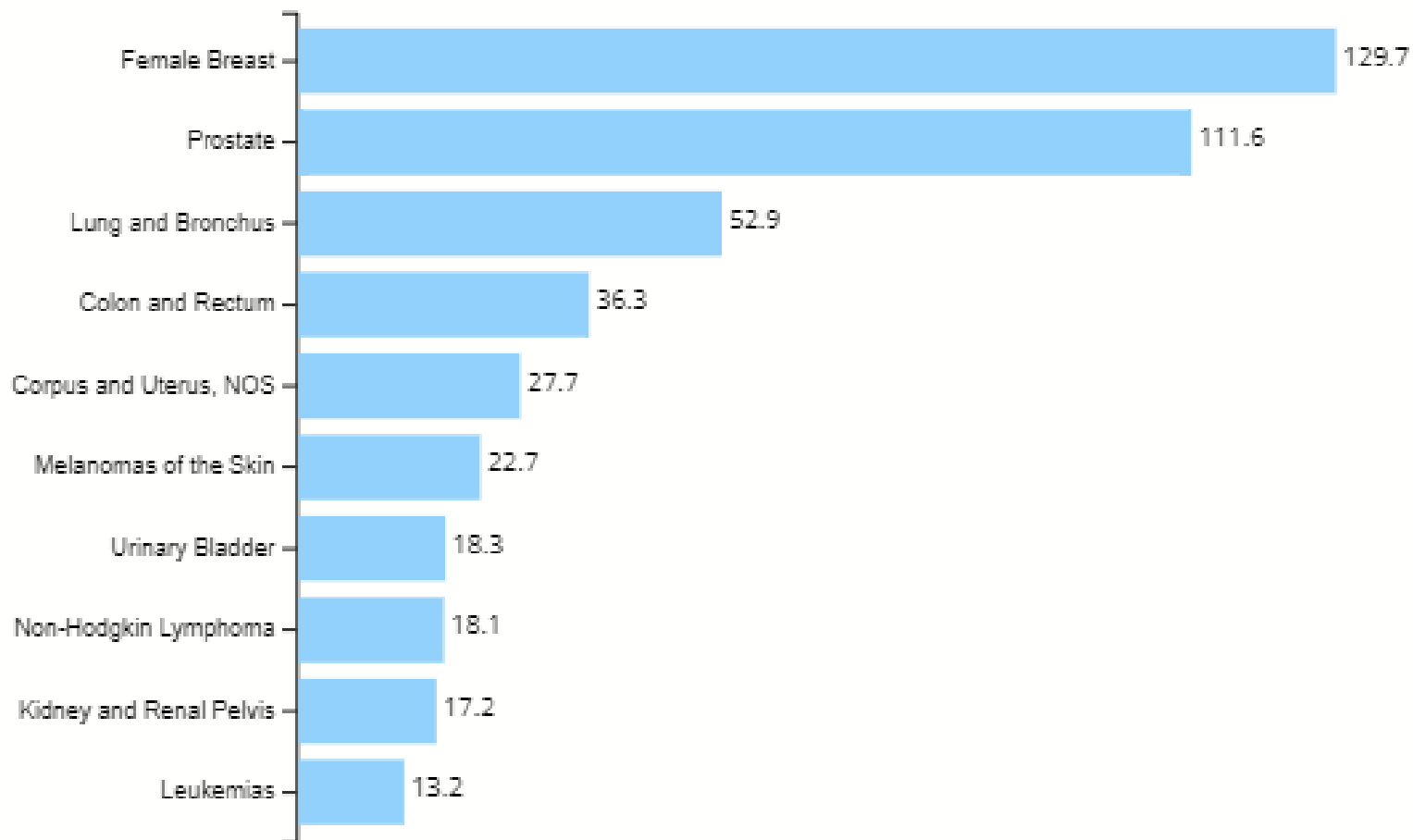
# National Center for Chronic Disease Prevention and Health Promotion



# Division of Cancer Prevention and Control



# Top 10 Cancers by Rates of New Cancer Cases United States, 2019



Rate per 100,000 people

Source - U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2021 submission data (1999-2019); U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; <https://www.cdc.gov/cancer/dataviz>, released in June 2022.



**Are  
colorectal  
cancer  
screening  
rates going  
up?**

**Begin With the End in Mind**

# CRCCP Logic Model – DP20-2002

## Strategies & Activities

Establish partnerships with health systems/primary care clinics

Establish partnerships to support implementation of evidence-based interventions (EBIs)

Conduct assessment of partner primary care clinics

Implement EBIs

- ◇ Implement multiple EBIs in partner health systems/clinics
- ◇ Utilize patient navigators to support delivery of EBIs
- ◇ Provide support to clinics to implement EBIs

Facilitate patients' linkage to follow-up colonoscopy

- ◇ Provide resources to partner clinics to provide follow-up colonoscopies
- ◇ Provide support to patients for the completion of follow-up colonoscopies

Data Quality, Program Monitoring and Evaluation

- ◇ Plan and conduct program monitoring and evaluation
- ◇ Collect high quality clinic-level data on implementation and outcomes
- ◇ Use monitoring data for quality and program improvement

## Short-Term Outcomes

- ◇ Increased clinic-level CRC screening rates

## Intermediate Outcomes

- ◇ Increased number of cancers prevented
- ◇ Increased diagnosis of early stage CRC

## Long-Term Outcomes

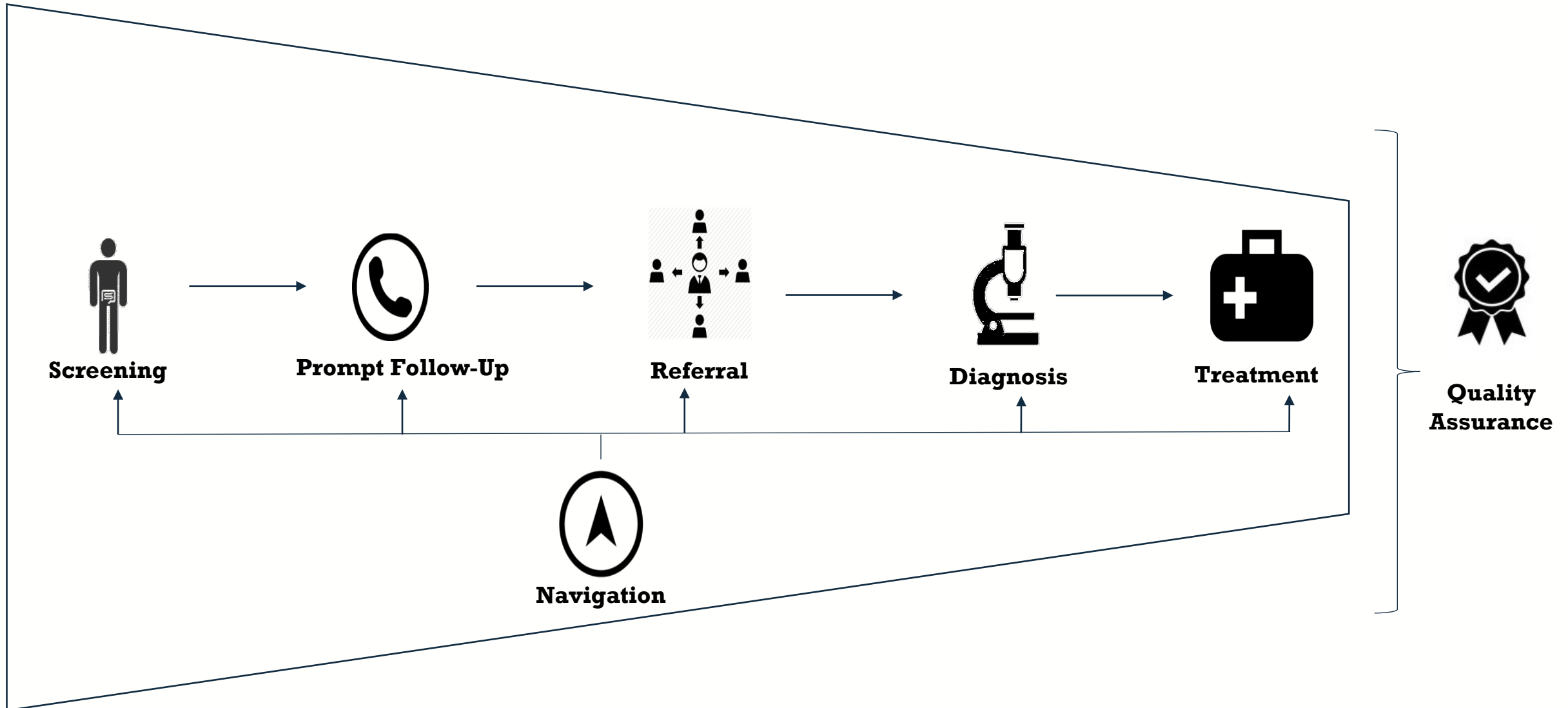
- ◇ Reduced CRC incidence and mortality



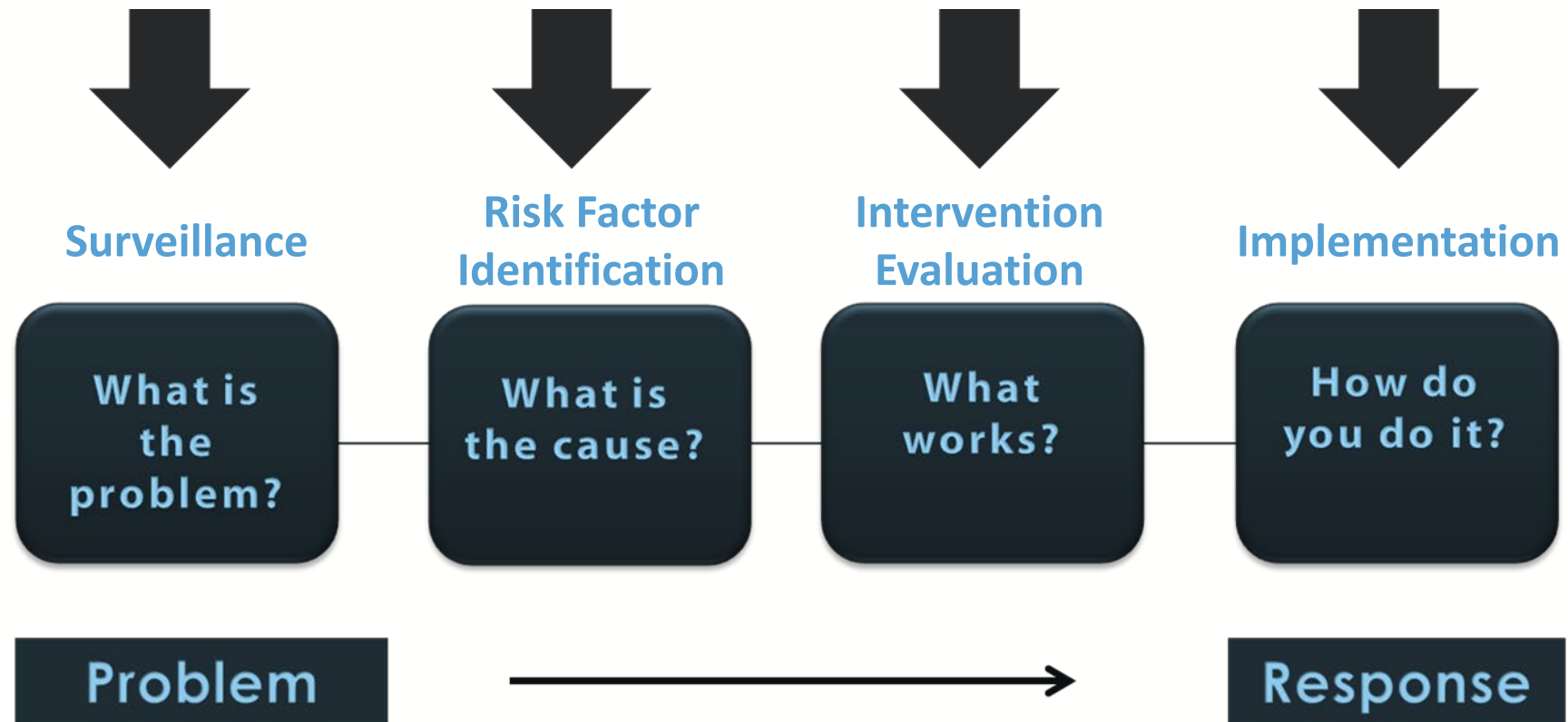
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# Cancer Screening is More than a Test

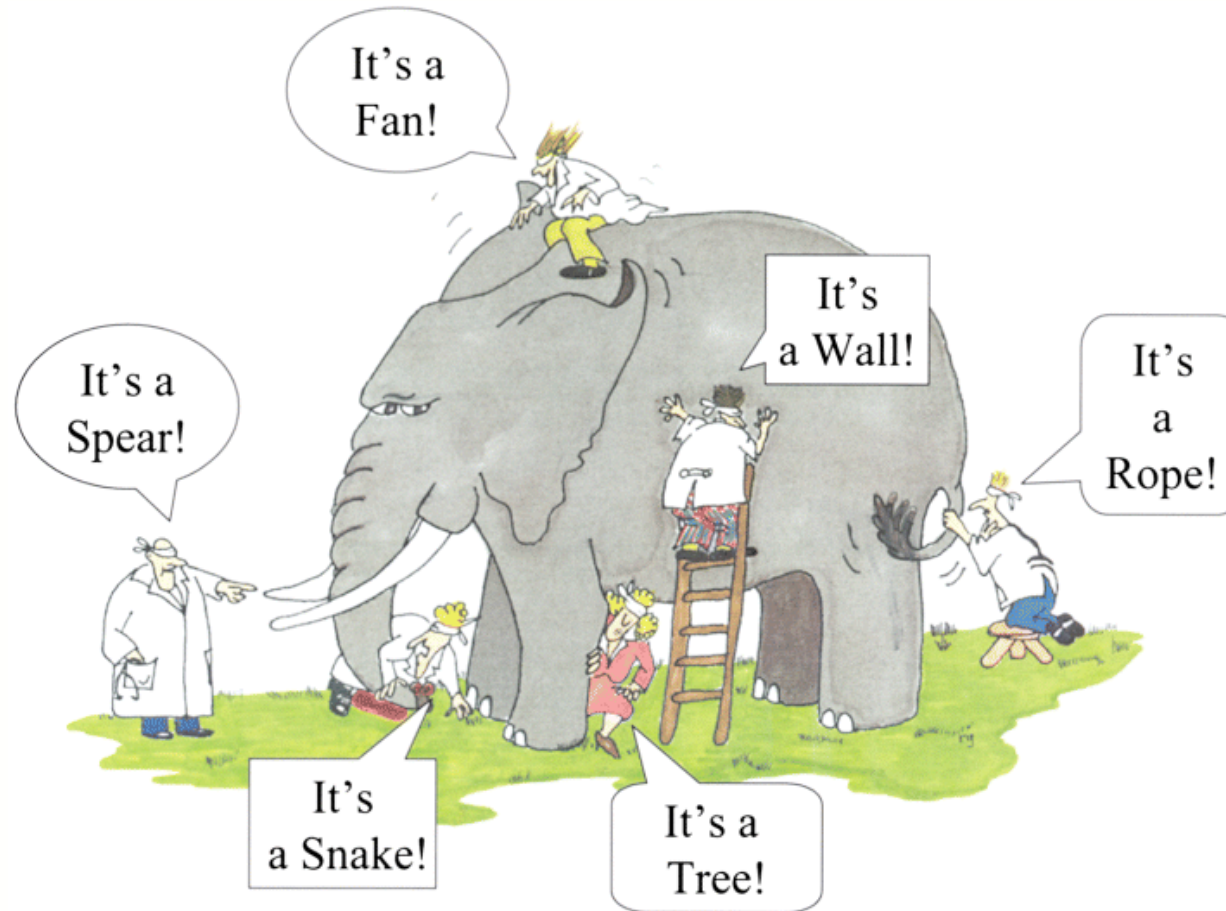


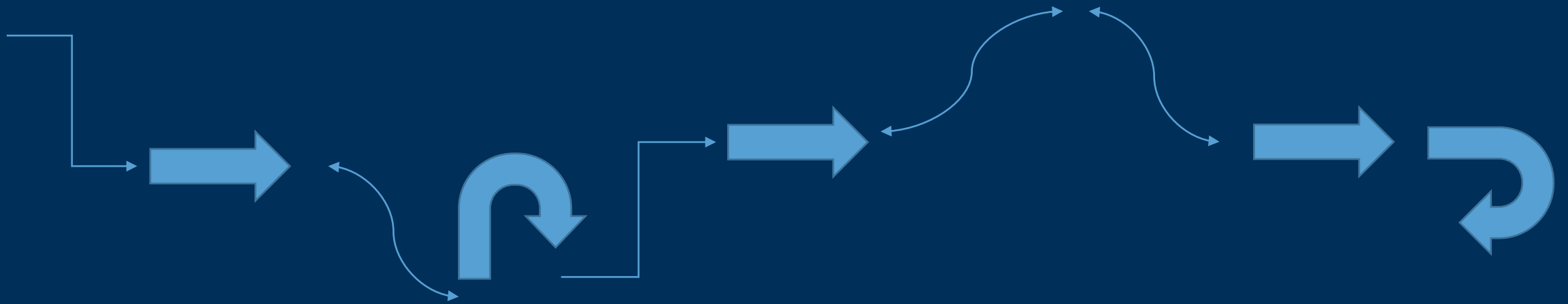
# Public Health Approach



# Seeing opportunities for prevention requires working across disciplines and sectors

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## The Colorectal Cancer Control Program (CRCCP)

# 15 years of implementing the Colorectal Cancer Control Program (CRCCP)

2005 -2009

2009-2015

2015-2020

## CRCCP Demonstration Project

- **5 grantees**  
(state, county, city, and university)
- **Focus:**  
Delivery of colorectal cancer (CRC) screening and diagnostic services
- **Results:**  
Viable strategy

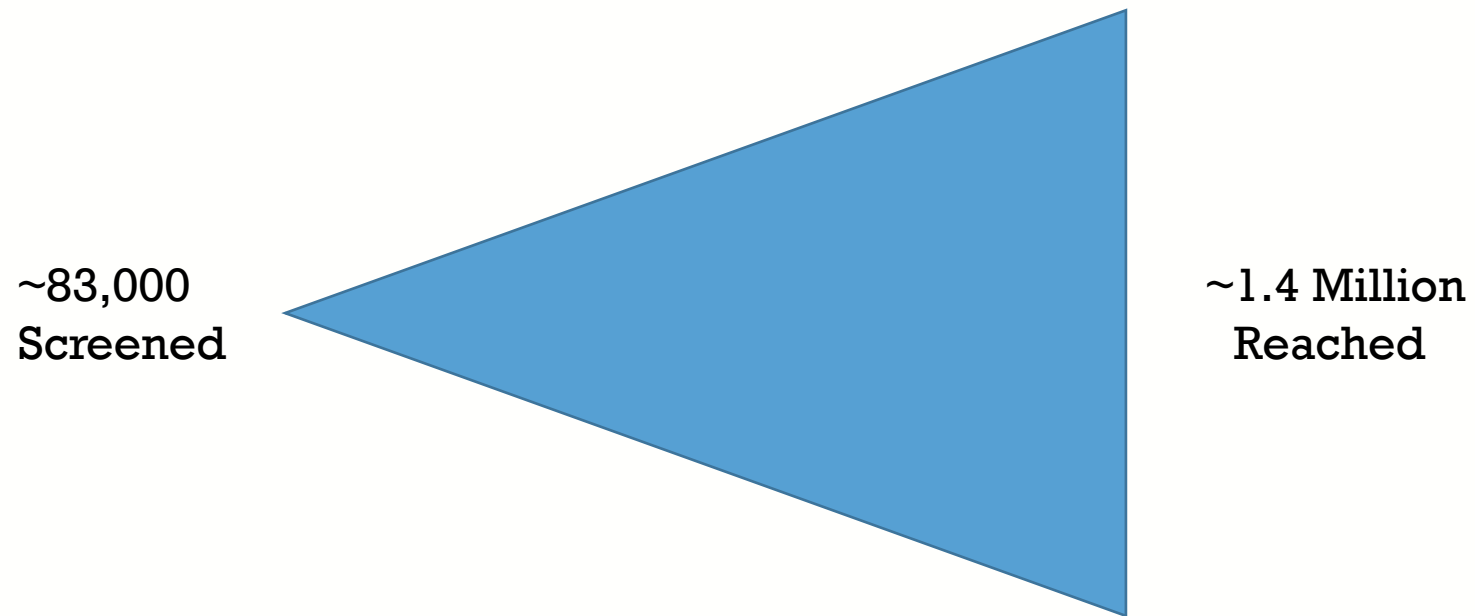
## CRCCP DP09-903 & 14-1414

- **29 grantees**  
(states, tribes, and territories)
- **Focus:**
  1. Delivery of CRC screening and diagnostic services
  2. CRC screening promotion for underserved populations
- **Results:**  
Limited reach

## CRCCP DP15-1502

- **30 grantees**  
(states, universities, and tribe)
- **Focus:**
  1. Health systems change through EBI implementation in partner clinics
  2. Delivery of CRC screening & diagnostic service (6 grantees only)
- **Results:**
  1. Substantial reach
  2. Multiple EBIs & champions increase screening rates

# Paying for Service vs Implementing Evidence Based Interventions



# New Features of the Current Version of CRCCP

- Providing funds for follow-up colonoscopies for some populations
- Expanding eligibility criteria in accordance with USPSTF to include adults 45 to 49 years of age.
- Updating online content to include information for adults ages 45-49.

Source: [cdc.gov/cancer/crccp/about.htm](https://cdc.gov/cancer/crccp/about.htm)

**IF YOU'RE 45 YEARS OR OLDER, THE TIME TO GET SCREENED FOR COLORECTAL CANCER IS NOW.**  
Talk to your doctor about what screening test option is right for you.

**Basic Information**  
Learn [what colorectal cancer is](#), [how to lower your risk](#), and about the [symptoms, risk factors, and screening tests](#) for colorectal cancer.

**Statistics**  
Colorectal cancer is a common cancer in men and women in the United States. The [Data Visualizations Tool](#) provides detailed statistics.

**Screen for Life**  
CDC's [Screen for Life campaign](#) tells men and women about the importance of colorectal cancer screening.

**The Bums and the Bees**  
A father encourages his adult son to be screened for colorectal cancer in [this video](#).

**Featured Resources**  
New [colorectal education courses](#) explain how to increase colorectal cancer screening and improve screening quality.  
People who had colorectal cancer screening tests describe why they did it and [what it was like](#).  
CDC's [Colorectal Cancer Control Program](#) helps states and tribes increase colorectal cancer screening rates.  
CDC works with partners to reduce the burden of colorectal cancer in the United States. [Learn what CDC is doing.](#)

Page last reviewed: May 26, 2022  
Content source: Division of Cancer Prevention and Control, Centers for Disease Control and Prevention

# We reached the intended target population



**832**  
**CRCCP**  
**Clinics**

**71%**  
are Federally-  
Qualified Health  
Centers (FQHCs)

**26%**  
serve high  
percentages of  
uninsured patients  
(>20%)

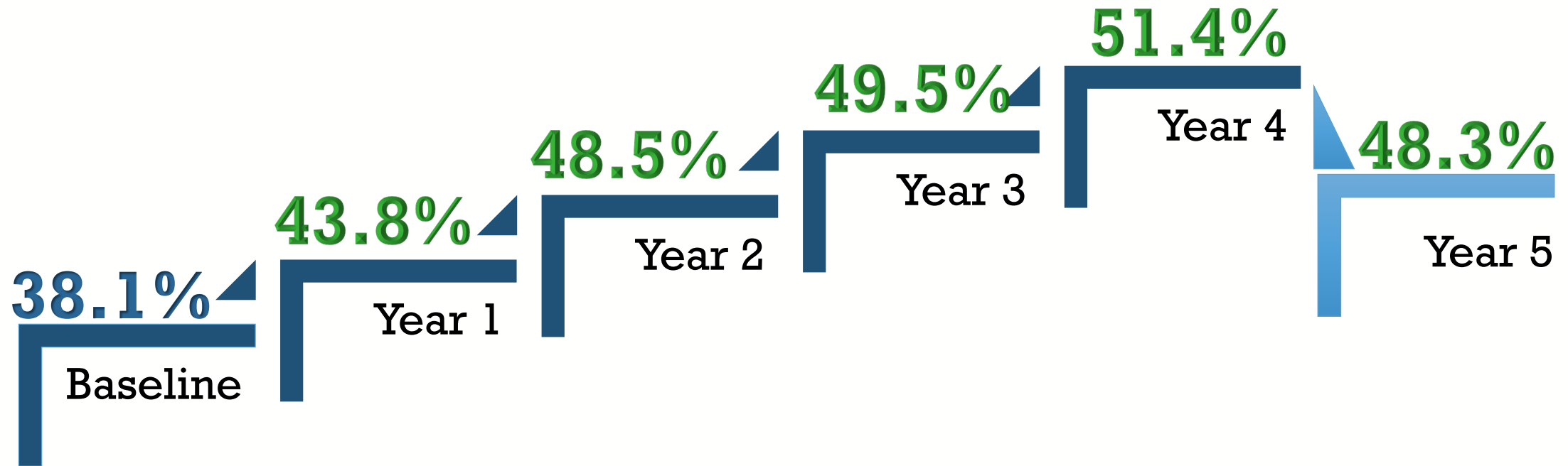
**43.2%**  
average baseline  
screening rate

Source: Clinic data submission, March 2020 (Includes clinics recruited in PYs 1-5)



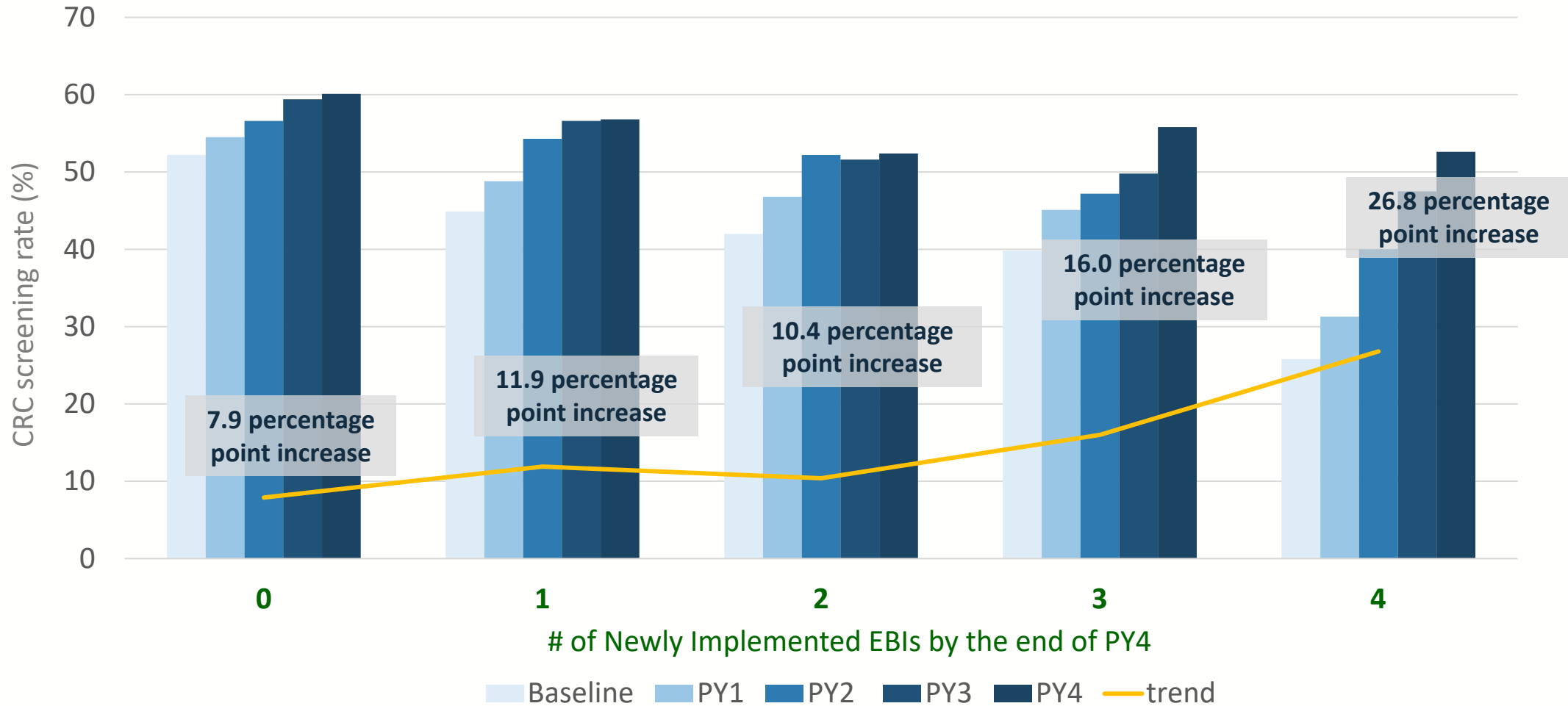
Among clinics enrolled in the first year of CRCCP, CRC screening rates rose an average of **13 percentage points** from baseline through Year 4 but declined in Year 5 when the COVID pandemic began.

## CRCCP Mean Weighted Screening Rate



Source: Clinic data submission, March 2021 (Includes all clinics recruited in DP15-1502, Program Years 1-5)

# Additional new EBIs translate into greater screening rate increases



Source: CRCCP Clinic Data March 2020 data submission. PY1 Clinics only; Years 1-4.

# WHAT ARE THE PROVACATIVE QUESTIONS?

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Imagine 10 years from now and great progress has been made, what methodologies drove these improvements?

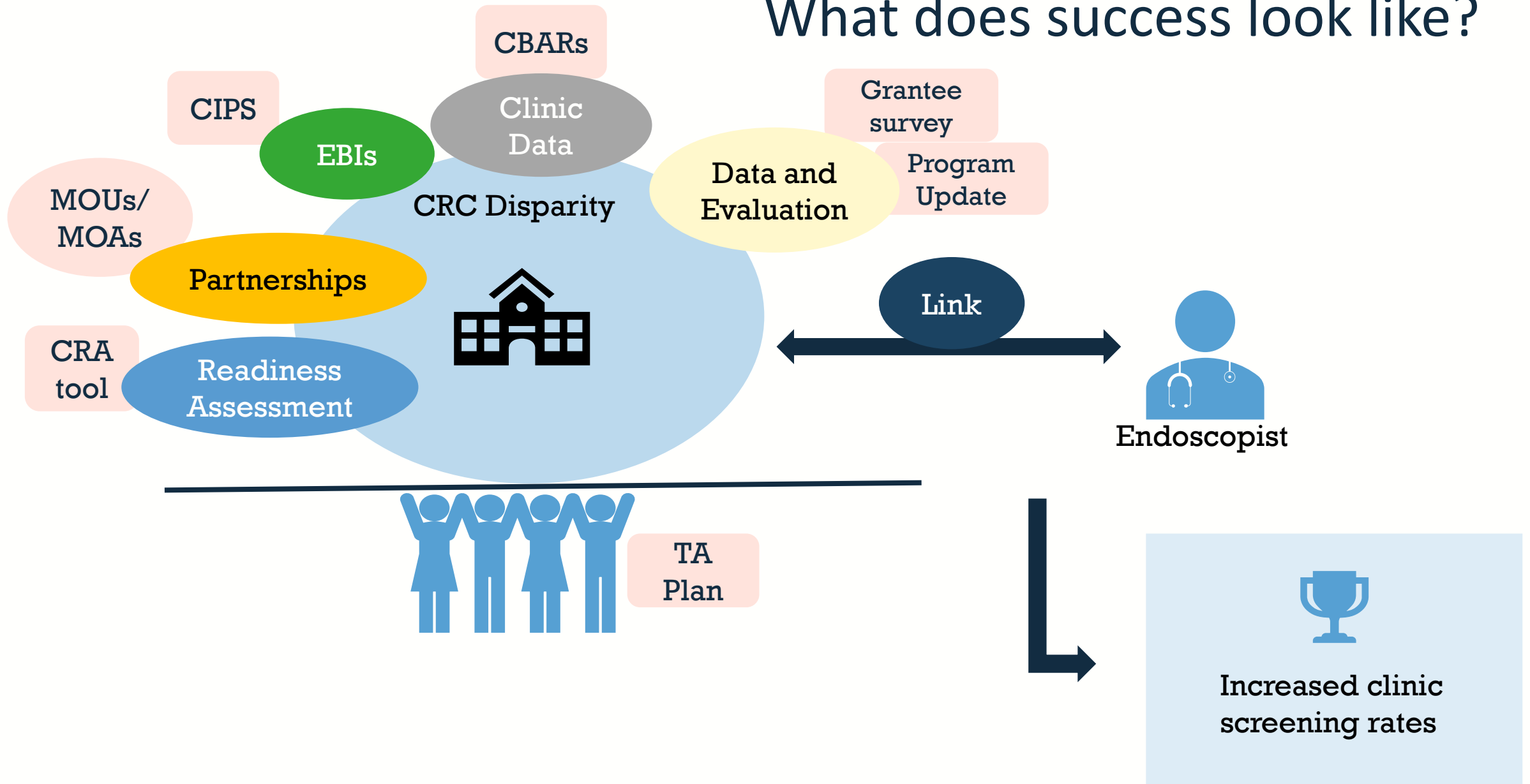
Action is the foundational key to all success.

Imperfect Action is Better than Perfect Inaction



Success consists of going from failure to failure without loss of enthusiasm

# What does success look like?



# What does success look like?







# Thank you!

Go to the official federal source of cancer prevention information:  
[www.cdc.gov/cancer](http://www.cdc.gov/cancer)



Division of Cancer Prevention and Control  
Reliable. Trusted. Scientific.

*The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*