



Together, our
voices elevate° all.

Elevate *Learning Forum*

Evidence-Based Cancer Screening

September 13, 2022

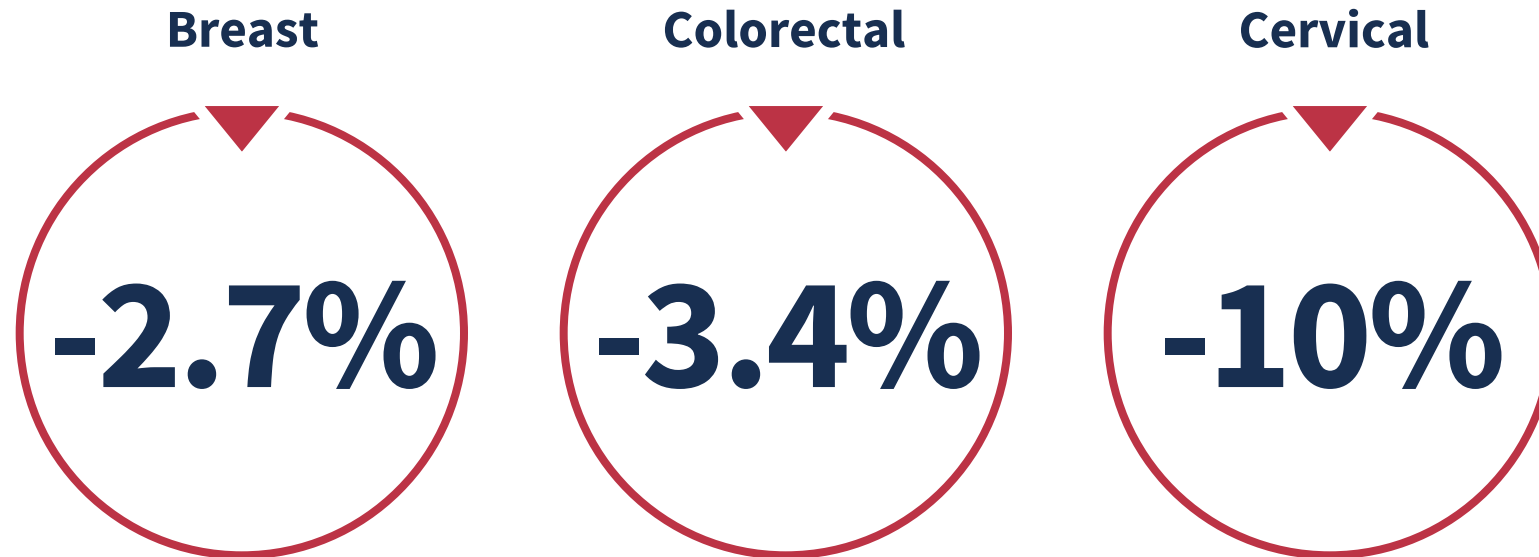
American Cancer Society



COVID-19 and Cancer Screening: *A national picture & resources for reigniting screening*

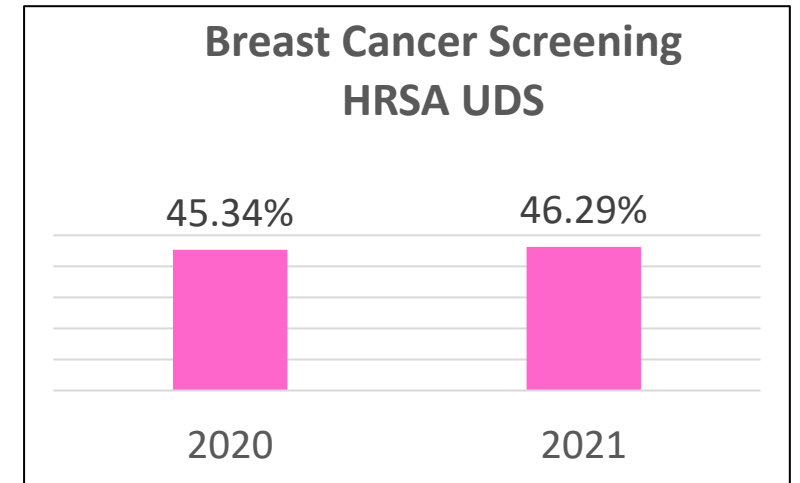
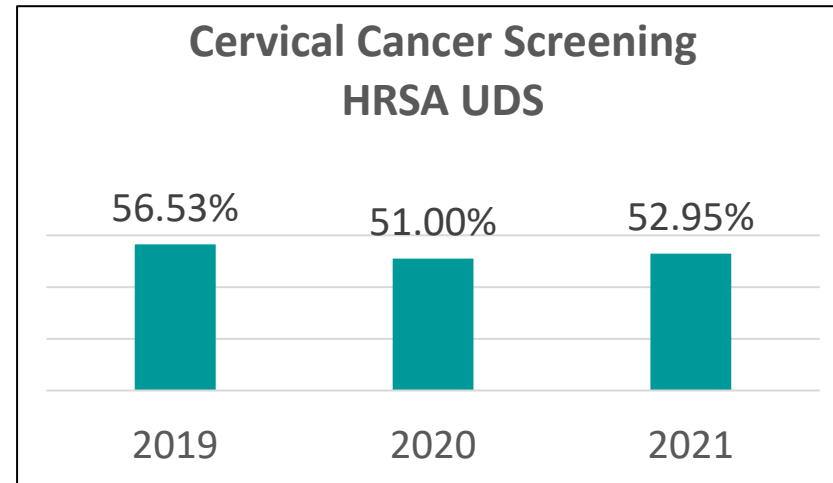
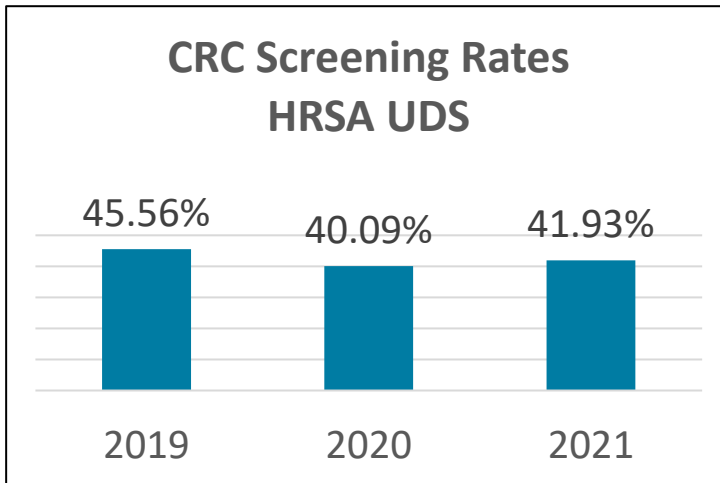
Laura Makaroff, DO
Sr. Vice President
Prevention & Early Detection

Now two years into the pandemic, some reports raise concerns that we still have not reached historical baselines.



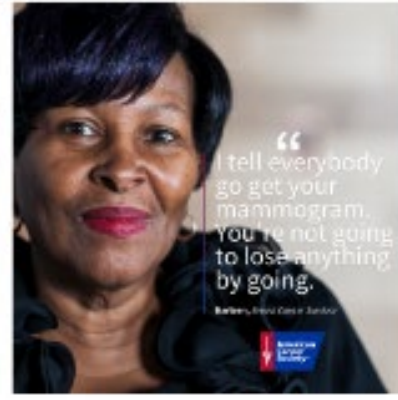
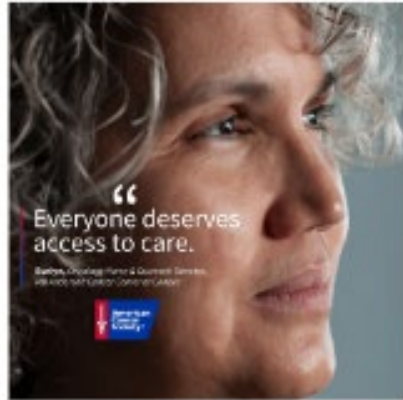
To catch up for missed screenings in 2020-2021, 3800+ colorectal cancer additional screenings and 230+ additional cervical cancer screenings need to take place each week in 2022.

Cancer Screening in HRSA-funded Health Centers Nationwide Averages



Resources

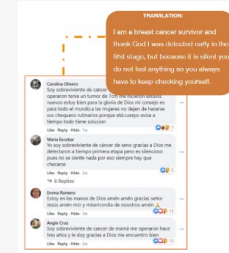
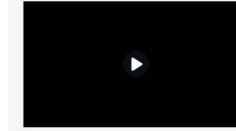
- Get Screened Public Awareness Campaign
- National Colorectal Cancer Roundtable:
 - STEPS Guide
 - Messaging Guidebooks



Content at a glance

Through engagement with HCN, Get Screened social content was posted from the La Red Hispana and American Cancer Society social channels and **generated strong engagement** with comments, shares, and link clicks.

>>> Click on box below to watch Barriers PSA.



>>> 12M impressions on content posted through the HCN campaign



Get Screened Landing Page

[cancer.org/get-screened](https://www.cancer.org/get-screened)

Screening Recommendations

These recommendations are for people at average risk for certain cancers. Talk to a doctor about which tests you might need and the screening schedule that's right for you. It's a good idea to also talk about risk factors, such as lifestyle behaviors and family history that may put you or your loved one at higher risk.

Age 25-39

- **Cervical cancer screening** recommended for people with a cervix beginning at age 25.

Age 40-49

- **Breast cancer screening** recommended beginning at age 45, with the option to begin at age 40.
- **Cervical cancer screening** recommended for people with a cervix.
- **Colorectal cancer screening** recommended for everyone beginning at age 45.
- At age 45, African-Americans should discuss **prostate cancer screening** with a doctor.

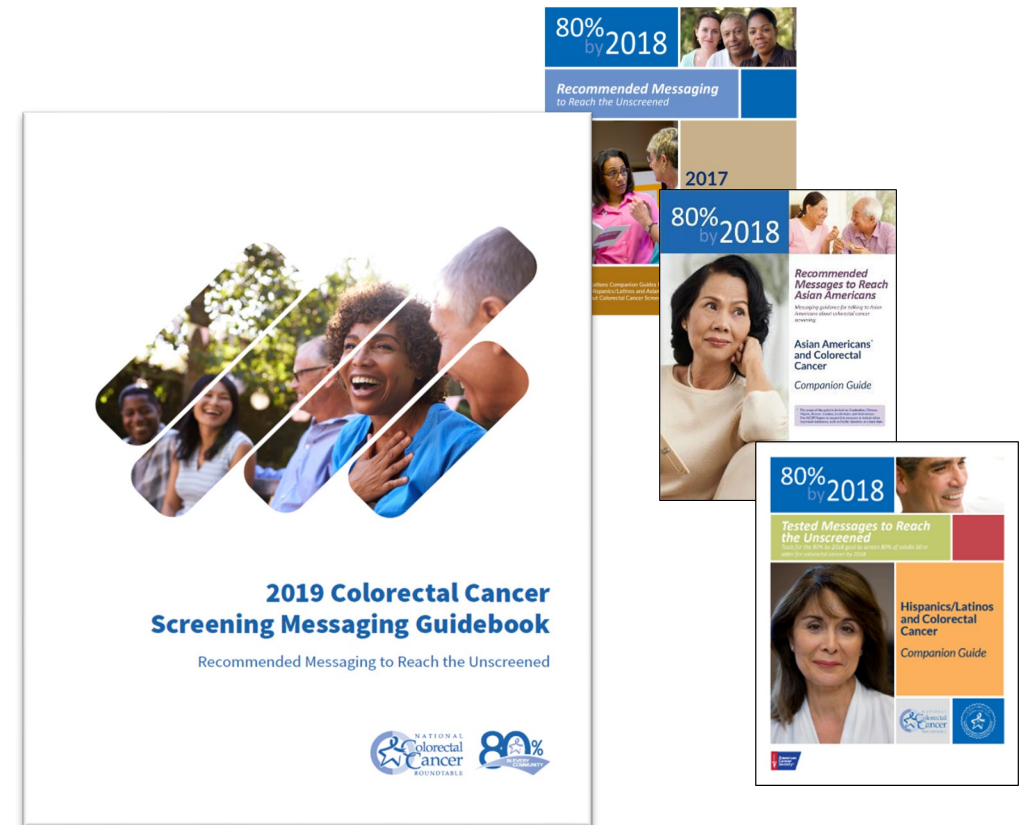
Age 50+

- **Breast cancer screening** recommended.
- **Cervical cancer screening** recommended.
- **Colorectal cancer screening** recommended.
- People who currently smoke or formerly smoked should discuss **lung cancer screening** with a doctor.
- Discussing **prostate cancer screening** with a doctor recommended.

Communications and Messaging Guidebooks

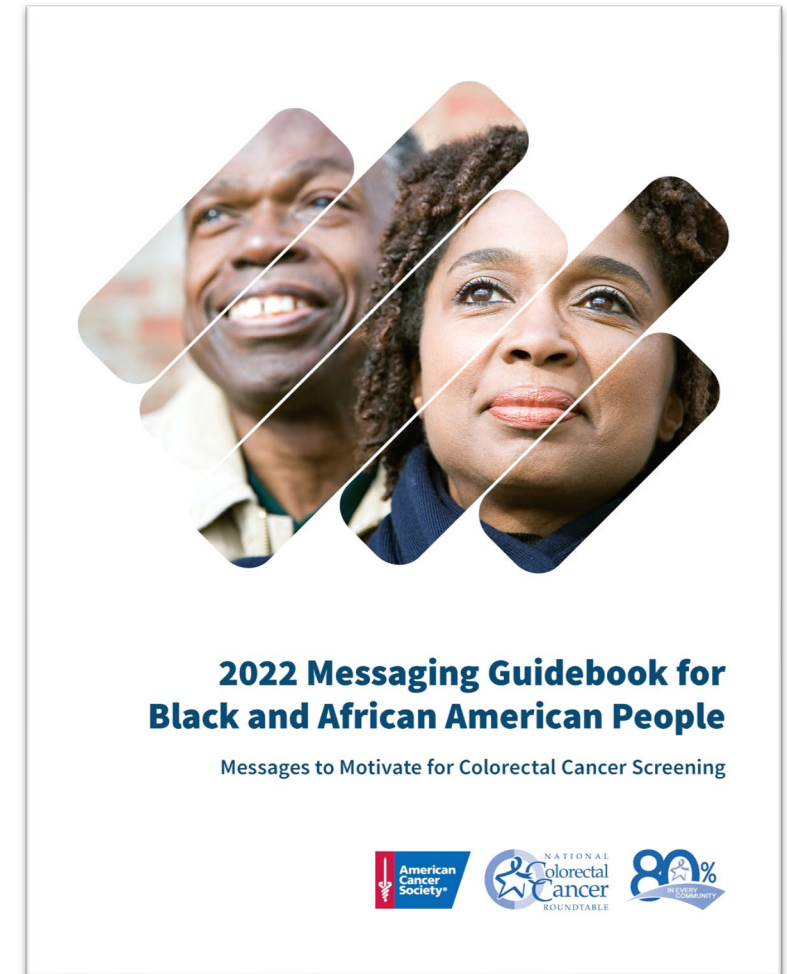
In 2014, NCCRT conducted its first market research project

- Released the *80% by 2018 NCCRT Communications Guidebook*
- *Asian Americans and Colorectal Cancer Companion Guide* and the *Hispanics/Latinos and Colorectal Cancer Companion Guide* followed in 2016.
- *The NCCRT Colorectal Cancer Screening Messaging Guidebook: Recommended Messaging to Reach the Unscreened* was released in 2019



NCCRT's New 2022 Messaging Guidebook

- Includes an overview of perception and attitudes about personal health and CRC screening
- Shares top identified barriers to CRC screening
- Preferred message delivery channels and top trusted sources for relaying health-related information
- Introduces top four preferred screening messages from the market research

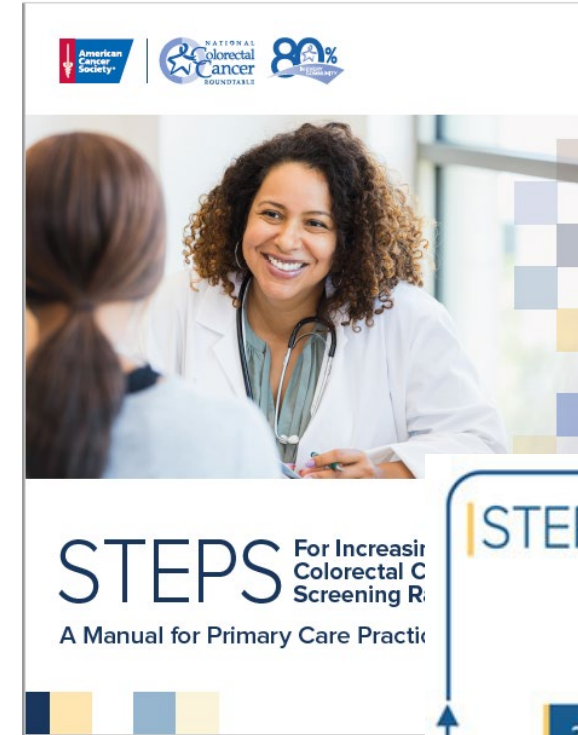


<https://nccrt.org/resource/2022-messaging-guidebook-black-african-american-people/>

Updated Steps Guide for Increasing CRC Screening in Primary Care

The newly updated **Steps Guide** includes:

- Latest science and best practices
- Current guidelines and test options
- Expert-endorsed strategies
- 10 case studies of exemplar practices
- Samples, templates, and tools



Coming September 2022!

Sign up to receive a copy: <https://nccrt.org/resource-center/>

Steps Guide Refresh – Highlights

New Appendices:

a. New NCCRT Colonoscopy Needs calculator

<https://learning.nccrt.org/colonoscopy-calculator-form/>

b. Readiness Assessment Tools for Practices:

- i. HealthEfficient Colorectal Clinical Decision Support for Quality Improvement (CDSQI) Example
- ii. West Virginia Partnership to Increase Colorectal Cancer Screening (WV PICCS) Partner Clinic Readiness Assessment Toolkit
- iii. New York State Colorectal Cancer Clinic Readiness Assessment Tool

c. FIT/FOBT Sample Workflow Process

d. Updated EHR Workflow Documentation Screenshots



Thank you!
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