

Purpose:

- Increase colorectal cancer (CRC) education and screening in ethnically/racially diverse communities
- Screen to Save (S2S), a national outreach & education screening and access to care initiative through a National Outreach Network of Community Health Educators at National Cancer Institute (NCI) designated cancer centers

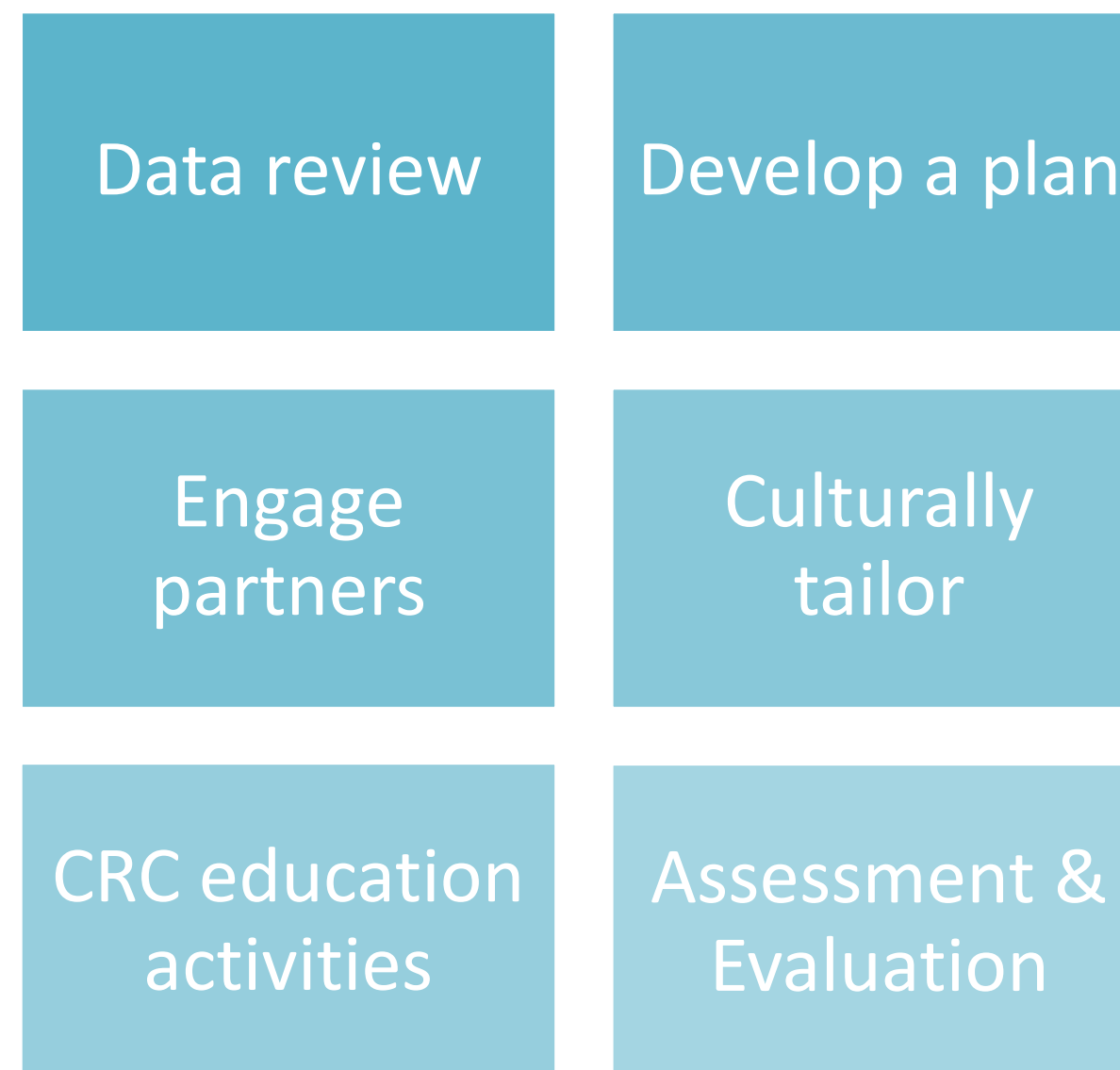
Less than 20% of racial and ethnic minorities have been screened for colorectal cancer within the past year in most states.

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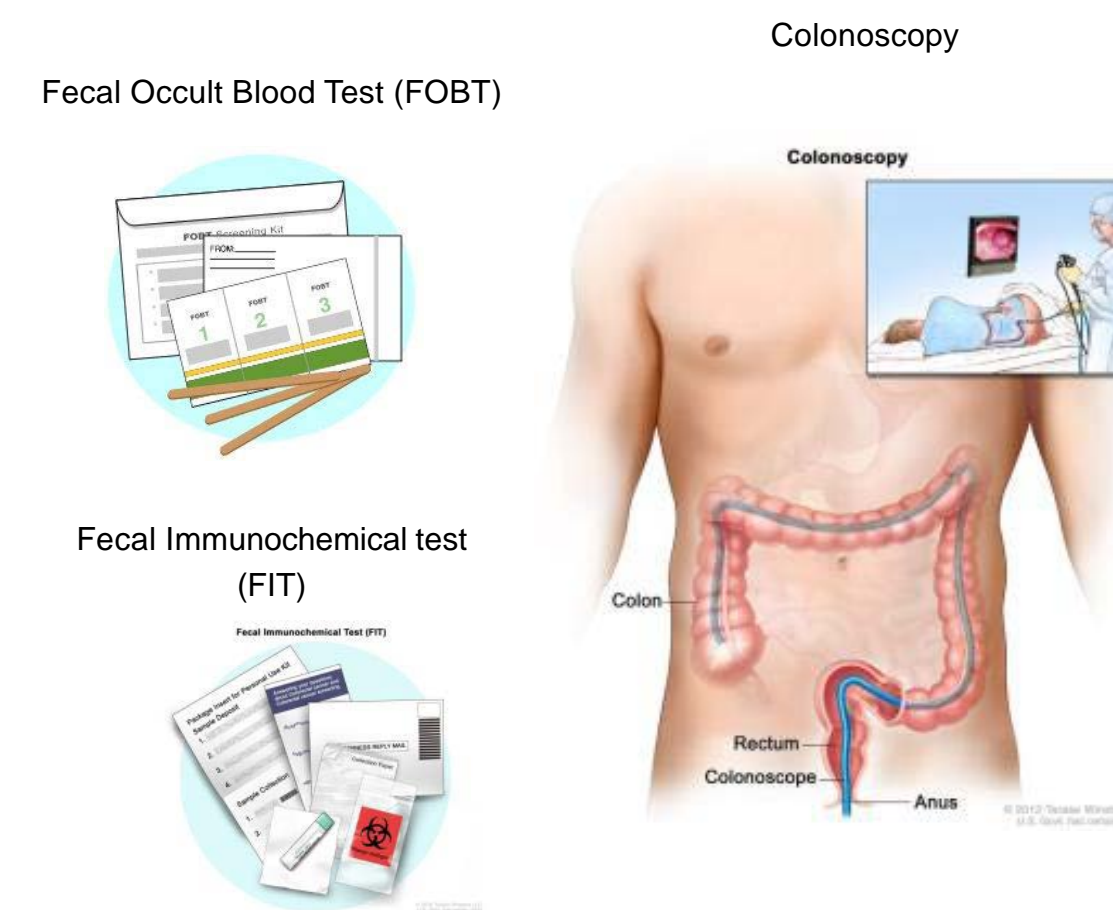
Methods:

- Reviewed CRC, screening & socioeconomic data
- Partnered with community-based organizations, collective impact collaborative, clinics & faith-based
- Developed outreach plan to outline audiences, CRC screening rates, assets, partners and activities
- Developed culturally tailored CRC education workshops for African American, Latino and Chinese populations; materials (PowerPoints, audiovisuals) to deliver prevention, early detection and screening messages and referrals for connections to care
- Workshop evaluation tools, 14-item pre- & post-education survey to calculate a knowledge score and measure changes in knowledge, intention to screen for CRC and take actions to reduce cancer risk
- Disseminated education/information booklets



Results:

- The UCSF Helen Diller Family Comprehensive Cancer Center, Office of Community Engagement S2S project reached over 450 people through 16 culturally tailored CRC education activities; 368 completed the surveys
- 98% of respondents were age >50 years (mean age 65)
- Respondents were 79% female and 20% male
- Paired t-test assessed pre-/post- survey changes in knowledge score
- Knowledge score ranged from 0 to 14 pre-education and 3 to 14 post-education
- CRC knowledge scores improved on average 1.9 points (13.5%) (pvalue <0.0001)
- Post-education, 98% of respondents strongly agreed or agreed to talk to a healthcare provider about screening; 97% strongly agreed or agreed to obtain screening



Conclusion:

- S2S contributed to ongoing national and local efforts to address CRC health disparities
- Through community engagement, partnerships & education, S2S demonstrated a potentially effective model for culturally sensitive, evidence-based CRC outreach and intent to screen initiative
- S2S is part of a national approach to address CRC health disparities
- Through community engaged, culturally tailored health education and partnerships, S2S demonstrated efficacy in increasing knowledge
- S2S may be a model for improving CRC screening.

Future efforts:

- Post education event feedback form; conduct follow-up survey to explore uptake of CRC screening and cancer risk reduction practices
- Use inflatable colon as part of methods

