

RURAL AGRICULTURE PROJECT:

Mailed Distribution of Colorectal Cancer FIT Tests and Targeted Messaging to Increase Colorectal Cancer Screening in Rural Agricultural Counties

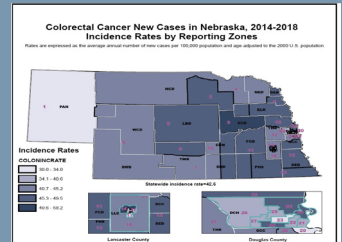
The Nebraska Department of Health and Human Services (DHHS) and its partners are working hard to increase colorectal cancer screening in men and women 45-74 years of age and decrease CRC mortality rates and late stage disease in Nebraska!



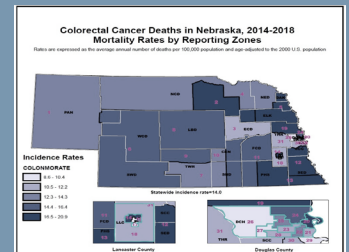
Here's an overview of work happening currently in Nebraska:

CURRENT PRIORITIES

- In collaboration with the University of Nebraska Medical Center's Buffett Cancer Center (UNMC BCC), Polymedco, and DHHS Nebraska Colon Cancer Screening Program, a project is being conducted to increase CRC screening in rural and agricultural areas of the state.
- Utilizing Cancer Reporting Zones, generated by the Nebraska Cancer Registry, the following 3 zones have been identified as priority areas of the project:
 - ZONE 1: Lowest CRC Screening Rate**
Counties: Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan, Sioux (Panhandle Public Health District within zone coverage)



- ZONE 12: Lower CRC Screening Rates and High CRC Mortality Rates**
Counties: Johnson, Nemaha, Otoe, Pawnee, Richardson, Cass (Southeast NE Health Department within zone coverage)



- ZONE 13: Lower CRC Screening Rates and High CRC Mortality Rates**
Counties: Fillmore, Gage, Jefferson, Saline, Thayer (Public Health Solutions within zone coverage)

- Distribution of FIT kits will continue to take place through community partners and through the Nebraska Colon Cancer Screening Program. This Rural Agricultural Project will generate mailing lists from the current CRC Coalition Database and from the EWM/NCP Med-It Database.
- Priority population are men and women 45-74 who are unserved or never screened.

EVALUATION PLAN

- A randomized study will be used to test whether inclusion of educational materials increases return rates of mailed FIT kits and if mailing a FIT kit without tailored messaging produces similar return rates:
 - Tailored Education group mailing* will include FIT kit plus educational materials
 - Non-education group mailing* will include the FIT kit alone
- Evaluation Questions:
 - Is there a difference in return rates for targeted messaging vs test information?
 - Is there a difference in return rates for men and women?
 - Is there a difference in return rates for mailed distribution vs. 1:1 distribution?
 - What are the costs for each screening distribution modality?
 - Can we quantify return on investment?
 - Does a mailed campaign appear to be effective?

PROJECT TIMELINE

- April 2022: ordering supplies, development of process/protocols
- July 2022: sharing plan with zone stakeholders; mailing of FIT kits; follow up on non-returned FIT kits
- August-September 2022: data analysis
- October-December 2022: final report
- January 2023: distribution and sharing of final results with stakeholders



QUESTIONS:

Nebraska Colon Cancer Screening Program
1-800-532-2227 or dhhs.nccsp@nebraska.gov



Funds for this project were provided through the Centers for Disease Control and Prevention and Colorectal Cancer Screening Program Cooperative Agreements with the Nebraska DHHS.