



**Kickoff Speakers and Resource Inventory**  
Call 3 – CRC Patient Education, Navigation, and Outreach  
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**Colorectal Cancer Prevention Network, University of South Carolina**  
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[Brief Risk Assessment](#)

**Instructions to patient:** Review the following 4 questions and share the answers with your doctor. Answering “yes” to any of the 4 questions changes your options for colorectal cancer screening. Yearly, review your personal and family health and medical history. Be sure to report any changes to your doctor.

**How it’s used:** Clinics use this with patients to drive conversation and help determine the most appropriate screening modality. CCPN provides it as a printed material to partnering clinics on a tear pad. Printed dual sided with English on one side and Spanish on the other.

[Links to CCPN Educational Videos](#)

These videos are on our website, but clinics can also share with patients on their TV loop system or when in the room with their patients. The FIT and Clear Liquid instruction videos are used by our Navigators when supporting patients through the screening process.

[4x6 Mailed FIT card](#)

[Patient Education FIT Instruction Video and Patient Education Take Home Resource \(English and Spanish\)](#)



**National Association of Chronic Disease Directors**  
**Lorrie Graaf, RN**

Public Health Consultant for the National Association of Chronic Disease Directors, a contributor to NACDD’s Mailed FIT Online Course.

[Mailed FIT Course Registration](#)

Designed to help improve colorectal cancer screening rates, the self-paced Mailed FIT Online Course includes ten videos narrated by subject matter experts, testimonial videos from programs that have implemented a mailed FIT outreach program, and resources such as an online training workbook and links to mailed FIT searchable databases.

[CCCNP Resource Snapshot Mailed FIT Online Course](#)

## Additional Resources Shared by Awardees

### Florida Department of Health and University of Central Florida HealthARCH

- [Florida CRC Infographic](#)  
This infographic provides statistics on colorectal cancer in Florida. It also displays information on screening modalities, CRC symptoms, and how to lower one's risk.
- [Risk Assessment Form](#)  
Risk assessment form developed by UCF HealthARCH (implementation partner of the FL CRCCP). Guides patients through a series of questions to assess for CRC risk as well as knowledge on family history.
- **Patient Navigation Workflow:** [Phase 1](#) | [Phase 2](#)  
Patient Navigation workflow document developed by UCF HealthARCH. This workflow provides clinic staff with guidance on assessing if patient has received screening for CRC. It also provides information on how to proceed with identified barriers to screening.

### AltaMed (California)

- [CRC Screening: Choosing the Right Test](#)  
Provides high-level info on 3 of the CRC screening tests offered at AltaMed (FIT, Cologuard, and Colonoscopy). It seeks to help patients choose the best test for them together with their provider's input.

### DHHS Maine Colorectal Cancer Program

- [LGBTQ CRC Information Card](#)  
Double sided card with message on CRC screening.
- [Educational videos](#)  
Short videos of real Mainers explaining their personal experience with colorectal cancer.
- [Patient postcards](#)  
Informational card reflecting the patient population where they were distributed (rural; coastal).

### University of Arkansas

- [Stages of Change: A Four-part Series on One Clinic's Journey to Improve Colorectal Cancer Screening Rates](#)  
Arkansas's CRCCP team, Partnerships in Colorectal Cancer Screening – Arkansas (PICS AR) invited Dr. Keith Winfrey to share how their clinic went from 3% to 80% in just a few short years. Arkansas wrote an outlined script of questions to present to Dr. Winfrey of NOELA clinic in New Orleans, Louisiana. Being very similar in demographics and size, Arkansas wished to share his insights with their new clinic partners. The interview was specifically designed with the healthcare provider in mind. Dr. Winfrey offered the opportunity to provide a provider-to-provider discussion of evidence-based interventions his clinic found most beneficial in the “stages of change” necessary to begin the journey toward increasing colorectal cancer screening rates in clinical practice.
- [Colorectal Cancer and Screening Information Brochure – One-page, Patient Education Handout](#) (English/Spanish/Marshallese)  
Arkansas has the largest community of Marshallese nationals in the continental U.S. The Arkansas CRCCP team (PICS AR) was asked to develop a colorectal cancer screening brochure that could be mailed to the growing number of Marshallese patients in our clinic partner's home of Pocahontas, Arkansas. We were happy to oblige! We are very fortunate to have Marshallese translators as part of our UAMS PICS AR team. We will be sharing this resource with CDC and American Cancer Society as we discovered it difficult to find any

CRC printed materials in Marshallese. This brochure was edited by the UAMS Health Literacy team to ensure a reading level appropriate for use with patients.

- [Colorectal Cancer and Screening Information Brochure – Trifold, Patient Education Handout \(English/Spanish\)](#)  
Patient Navigators in our Northeast Arkansas clinic(s) requested a customized colorectal cancer screening brochure that could be mailed to patients following a pre-visit telephone call. Many patients decline to be screened due to a lack of knowledge, or fear, related to CRC screening. This resource was developed to provide basic information related to the importance of being screened. Also, the Patient Navigator information was printed on the brochure to allow questions and follow up discussions. This brochure was edited by the UAMS Health Literacy team to ensure a reading level appropriate for use with patients.
- [“FIT Just Takes a BIT!” – CRC Screening Stigma Stopper!](#)  
In our efforts to engage providers and staff, to improve CRC screening in their clinics, we discovered it was imperative to address the “stigma” associated with CRC screening. Even healthcare professionals are hesitant to talk about this normal, bodily function! So, we began the “FIT just takes a BIT!” campaign. The goal was to encourage staff to wear the “FIT just takes a BIT!” buttons during their daily encounters with patients. We believed some patients would be curious enough to start the discussion with “What is FIT?” or “Why are you wearing that?” Hopefully, it would be a great conversation starter! The buttons allowed/reminded providers/staff to say, “Well, I’m glad you asked!” and share facts about CRC, the importance of screening, and options available.
- [“45 is the New FIT-ty”](#)  
Outreach campaign for new age group of 45 – 49-year-olds for CRC Screening. Following the announcement of new CRC screening guidelines in May of 2021, Arkansas developed a P.D.S.A. designed to educate patients to the new guidelines AND educate providers related to the need to begin CRC screening for this age group. A birthday card was designed by PICS AR to be sent by the Provider to all patients who turned 45 in January of 2022. The card was then signed by the Provider/Staff (#1 strategy for patient compliance) and mailed to the patient along with a FIT test and stamped, self-addressed envelope for convenient return. Instructions and contact information were also included.

#### **Huntsman Cancer Institute (HCI), University of Utah**

- [How to Complete a FIT](#)  
This is part of a video series HCI has worked on to show how to complete a FIT without using text or voiceover. It is intended to be easy for any language and health literacy level to follow.

#### **West Virginia University Cancer Institute**

- [FIT Reminder Call Script Using Stages of Change Theory](#)  
This script has an algorithm that helps a care coordinator/nurse/navigator identify what Stage of Change a patient may be in around the return of a FIT test. The script gives messages that are tailored to the qualities of each Stage of Change and that are helpful in motivating the patient to complete the FIT test and return it.

- **REDCap Test Tracking Data Collection System:** [Entry Guide](#) | [Quick Reference](#)  
We created a REDCap registry tracking system for partner clinics that had challenges with tracking and pulling data on patients whereabouts in the screening process. The REDCap system allows partners to enter when a FIT is disseminated, Cologuard ordered, or screening colonoscopy ordered and track all the steps along the way to completion.
- [Provider and Staff Initial Training](#)  
We conduct a kick-off training with all clinic staff and providers to introduce the initiative, review current screening guidelines, share selected EBIs, and emphasize shared decision making and options for CRC screening.

#### **University of Texas at Tyler**

- [Colorectal Cancer Fact Sheet](#)  
This was a material modified by the clinic, for patient education. We worked on this document through our monthly practice facilitation calls. It is now given to every patient seeking screening or completing a FIT kit.

#### **Kansas Department of Health and Environment**

- [Cancer Screening Guidelines Clipboard](#)  
PDF graphic that will be placed on a clipboard and distributed to providers throughout the state for patient use while completing paperwork at providers office.