

Collaborative Community Screening Components

These collaborative community screening components were built upon the belief that true collaboration involves exchanging information, altering activities, sharing resources, and enhancing the total capacity for mutual benefit to achieve a common purpose. These integrated components have been developed to assist groups to work together to guide a consumer from awareness through screening and recommended follow up.

Collaborative Community Partnerships

Each collaborative partner brings different roles and expertise to the effort. Each partner performs its appropriate role in order to benefit the community beyond that which would have been achieved alone. Community partners who have participated in these efforts:

- American Cancer Society
- Colon Cancer Alliance
- Colon cancer survivors
- Community organizations – aging, special populations, etc.
- Hospitals & health systems
- Local public health departments
- Medical societies
- Nurses
- Pharmaceutical representatives
- Pharmacies
- Physicians
- Print and TV media outlets
- State Cancer Plan
- State Department of Men and Women’s Health
- Worksite wellness companies

Healthcare Provider Outreach

Physician and other healthcare provider involvement in this effort is critical to its success. Outreach to these groups serves to inform providers about the effort occurring in the community, to provide information to enable them to assist in the activities, and to involve them where possible. Here are some examples of outreach activities:

- Articles in professional newsletters
- CME & CEU credit opportunities
- Fax quiz competitions to primary care offices
- Physician participation in public awareness presentations
- Physician’s Information Kit
- Public Awareness Activities
- Special events designed for healthcare providers

Public Awareness Activities

In providing a collaborative community based screening, the overall goal is to increase awareness of the problem of low colorectal screening rates and create an environment where more people choose to be screened. There are many ways to optimize available resources by using existing materials provided through collaborative partners like the American Cancer Society, Nebraska Colon Program, and the Centers for Disease Control and Prevention. Some examples of public awareness efforts have included:

- Cable access TV programming
- Community & hospital forums
- Human interest stories
- Newspaper section highlighting survivor stories
- Special event opportunities
- Trained speaker's bureau
- TV ad placements
- TV interviews
- Worksite communications and publicity

Structured FOBT Distribution

Primarily, locally owned and chain pharmacies serve as distributors of FOBT kits. Other distribution sites have included awareness presentations, worksites, special events, health fairs, faith based initiatives, and collaborative partner opportunities. The structured distribution process is used everywhere a kit is offered. It includes these components:

- Distributors trained to provide screening education
- Demographic information collected in exchange for the FOBT kit
- Opportunity for the participant to contact a provider with questions before screening
- Written reminder about screening to those who obtained FOBT kits
- Pharmacy promotion including newspaper ads, flyers, prescription orders, PA announcements
- Translated materials available where necessary

FOBT Processing and Clinical Results Follow Up

This component includes a follow-up system for testing, patient notification and treatment that includes:

- Qualified location for kit return and test processing
- Plan for communicating test results to patients including locating difficult to reach participants
- Clinical case management to ensure appropriate follow up testing and treatment
- Provisions for those who lack insurance or sources for health care services
- Reporting results to collaborative partners