



Kentucky's Colon Cancer Story

Organizations and individuals have always been concerned about colon cancer in our state, but incidence and mortality rates have remained high and screening rates have remained low. The unprecedented progress that Kentucky has made in terms of colon cancer awareness in recent years is due to the fact that advocates, state agencies, lawmakers, health professionals, community groups, patients and their families, and other partners have collaborated in a truly comprehensive and coordinated effort to eradicate this highly preventable disease. Following are some of the key events in Kentucky's Colon Cancer Story.

- In 1997, Kentucky ranked 48th for residents age 50+ who have ever had a sigmoidoscopy or a colonoscopy, according to the Centers for Disease Control and Prevention's (CDC) Behavioral Risk Factor Surveillance System. Only 34.2 percent of Kentuckians age 50+ had ever received one of these screening tests.

- Multiple partners initiated several research projects to evaluate educational materials, pilot academic detailing, and identify barriers to colon cancer screening in Appalachia. 2002.

- The CDC provided \$178,000 for colon cancer mini-grants to 15 community partnerships, which conducted the state's first coordinated statewide colon cancer awareness campaign. The initiative was aimed at health care providers and the public. 2005 - 2006.

- A Dialogue for Action meeting in Lexington to identify the state's top colon cancer priorities drew 110 representatives from 64 organizations. The group recommended: a statewide awareness initiative on screening; a grass-roots campaign directed at policy makers; and an initiative to encourage medical homes to develop new office procedures to encourage screening. June 2008.

- Eleven Health Care Provider Trainings held across the state provided 237 participants with tools and resources to increase colon cancer screening in their practices. Spring 2008 -Spring 2009.

- New legislation established a Colon Cancer Screening Program for Kentuckians with no insurance

and/or no access to screening. The law also required a public colon cancer awareness campaign. In a related move, the Legislature passed a bill requiring health insurance plans to cover colon cancer screening. July 2008.

- In 2008, Kentucky ranked 23rd for residents age 50+ who have ever had a sigmoidoscopy or a colonoscopy, according to the CDC's Behavioral Risk Factor Surveillance System. Some 63.7 percent of Kentuckians age 50+ had received one of these tests.

- Educational materials (a poster, bookmark, and church bulletin insert card) with simple, consistent messages about colon cancer were developed for distribution across the state. The materials were tested with 315 participants from all 15 area development districts. The CDC provided \$8,000 for printing. February - April 2009.

- The Targeted Colon Cancer Outreach Program (T-CCOP) was developed to fulfill the state requirement for a statewide public education and outreach campaign. The three-year program will be coordinated through district cancer councils. It will focus on a broad range of community and health care provider interventions and include dissemination of the new educational materials. April 2009.

- District cancer councils and community partners sponsored a variety of educational programs and special events to promote colon cancer awareness and screening. February - August 2009

- A Call to Action: Colon Cancer in Kentucky Forum attracted 65 representatives from 37 organizations to Berea to learn about best practices for colon cancer education and outreach. Participants developed recommended strategies to help district cancer councils plan local colon cancer outreach and education programs. May 2009.

- The Kentucky Department for Public Health introduced its new Colon Cancer Screening Program Web site. June 2009.


- The District Cancer Councils will plan local T-CCOP activities, based on best practices, at fall meetings. September - December 2009.




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A Chronology


1997

 Kentucky ranks 48th among the states for residents age 50+ who have ever had a sigmoidoscopy or a colonoscopy.


2002


 Multiple partners initiated several research projects to evaluate education materials, pilot academic detailing, and identify barriers to colon cancer screening in Appalachia. 2002.


2005-06


 The CDC provided \$178,000 for colon cancer mini-grants to 15 community partnerships, which conducted the state's first coordinated statewide colon cancer awareness campaign, 2005-06.

2008


 11 Health Care Provider Trainings were held statewide with 237 participants. May 2008 and May 2009.


 Colon Cancer Screening Program for the uninsured is established by the Kentucky Legislature. August 2008.


 Dialogue For Action: meeting in Lexington identified state's top colon cancer priorities. June 2008.


 Kentucky ranks 23rd among the states for residents age 50+ who have ever had a sigmoidoscopy or a colonoscopy.


2009


 Educational materials (poster, bookmark, church bulletin insert card) developed for statewide distribution. February 2009.


 A Call to Action: Colon Cancer in Kentucky Forum is held in Berea to help communities plan local colon cancer outreach activities. May 2009.

 Targeted Colon Cancer Outreach Program (T-CCOP) forms to raise awareness among public and health care professionals. February 2009.

 Kentucky Department for Public Health introduces its new Colon Cancer Screening Program Web site. May 2009.

 District cancer councils and community partners sponsored a variety of educational programs and special events to promote colon cancer awareness and screening. February - August 2009.

 District cancer councils plan local T-CCOP activities at fall meetings. September - December 2009.

 Implementation and evaluation of local T-CCOP activities begin across the state. November 2009.

BUFFALO TRACE DISTRICT CANCER COUNCIL – COMMUNITY PARTNERS MAKING A DIFFERENCE!

2001

- Members wrote and recorded Colorectal Cancer Screening PSA's aired on WFTM
- News articles published in local papers
- Sponsored "From Prevention to Post Operative Care" by Dr. Donald Weller in collaboration with Maysville Community College , Buffalo Trace Gastroenerology, Astra-Zenica Pharmaceutical Company

2002

- Focus groups with local physicians to identify patient barriers to colorectal cancer screening, part of UK research study

2004

- Focus groups with local Fleming County residents on attitudes about prevention and early detection for colorectal cancer screening, part of UK research study

2006-2007

- DCC Mini-Grant (\$3,000) "Leading the Way"
- 4 billborads, newspapers, lectures, physician surveys, and creation of eucational kits for providers

2009

- DCC Meeting/Identified colorectal cancer for mini-grant focus (\$1,200) 11 people, 11 organizations
- Plans developed for Colorectal Cancer Awareness Month and Dress in Blue 2010

2010

- "Dress In Blue" and public awareness materials distributed

2001-2010

- Colorectal Cancer Awareness Month recognized each year in March with radio programs, PSA's, newspaper articles. Informational displays with handouts at local health fairs held in the spring and fall.

BIG SANDY DISTRICT CANCER COUNCIL

COMMUNITY PARTNERS MAKING A DIFFERENCE IN COLON CANCER!

2002-
2004

- KCR data presentations focused on colorectal cancer at annual DCC meetings
- HEEL grant funding to implement colon cancer awareness campaign in Floyd and Pike counties (distributed FOBT's, 3 billboards, community lectures, TV show)

2006-
2008

- Implemented DCC Mini Grant (\$9,590) to provide a tool kit and resources for physicians and students at the osteopathic School to use in promoting colon cancer screening. The kit was called "No If's, And's, Butt's About It...Stay Healthy, Get Your Colorectal Check-Up Today!"
- Magoffin Co Extension Lunch and Learn Series on Colon Cancer

2009

- Reviewed state colon cancer public awareness materials in key informant interviews
- Participated in statewide Colorectal Cancer Physician Leader Training and Regional Physician Train-the-Trainer program (Pike Co LHD, Dr. Rangel)
- Poster of HEEL project presented at CDC conference in Washington DC
- Participated in March Colon Cancer Awareness Month and "Dress In Blue"
- Colorectal Screening Billboard (Pike Co LHD)

2010

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, informational displays, newsletters, presentations, distribution of materials)
- Participated in "Dress In Blue"
- Exhibited "Faces of Colon Cancer"
- Floyd, Martin and Pike counties received Coal Severance Funds to support colon cancer screening
- Joint DCC and State Colon Cancer Screening Program Advisory Board Forum
- Pike Co LHD purchased inflatable colon display

2011

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, informational displays, newsletters, presentations, distribution of materials)
- Exhibited "Faces of Colon Cancer"
- Senior Center colon cancer awareness campaign (series of lectures and competition)
- Appalachian Regional Commission Conference (Faces of Colon Cancer)
- Received funding from KCC for Pike Co LHD Billboard Campaign

2012

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, informational displays, newsletters, presentations, distribution of materials)
- Participated in "Dress In Blue"
- Floyd and Pike LHDs received state funding to initiate a colon cancer screening program

NORTHERN KENTUCKY DISTRICT CANCER COUNCIL

COMMUNITY PARTNERS MAKING A DIFFERENCE IN COLON CANCER!

2002-
2004

- KCR data presentations focused on colorectal cancer at annual DCC meetings
- Northern KY Colon Cancer Coalition established
- Surveyed primary care physician offices regarding colon care screening guidelines

2004-
2006

- KCR data presentations focused on colorectal cancer at annual DCC meetings
- Colon cancer screening "prescription pad" displays developed and distributed to physician offices
- Surveyed colon cancer screening partners to identify motivating factors for screening

2006-
2008

- Implemented DCC Mini Grant (\$9,590) to develop colon cancer screening promotional DVD "Get the Test" (broadcast on cable television and used during educational presentations)
- 8 page supplement on colon cancer screening published in community newspapers

2009

- Implemented Targeted Colon Cancer Outreach activities (newspaper, public awareness, campaign, newsletters, television programs, distribution of materials)
- DCC Mini-Grant (\$1,750) for colon cancer public awareness campaign
- Reviewed state colon cancer public awareness materials in key informant interviews
- Participated in statewide Colorectal Cancer Physician Leader Training and Regional Physician Train-the-Trainer program (Dr. Engel)
- Participated in March Colon Cancer Awareness Month

2010

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, newsletters, distribution of materials)
- Participated in "Dress In Blue" and business photo contest

2011

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, newsletters, distribution of materials)
- Exhibited "Faces of Colon Cancer" in 17 locations
- Participated in "Dress in Blue"
- Conducted Senior Center colon cancer awareness direct mailing to increase colon cancer screening
- Initiated worksite wellness program at GSI Commerce

2012

- Implemented Targeted Colon Cancer Outreach Program activities (newspaper, public awareness campaign, newsletters, distribution of materials)
- Participated in "Dress In Blue"
- Exhibited inflatable colon and "Faces of Colon Cancer" at Northern Kentucky University
- Initiated worksite wellness program at Northern Kentucky Area Development District office and Newport Schools