

Comprehensive Cancer Program, Oregon Health Authority

ABSTRACT

Gap: Colorectal screening in Oregon is at about 60% for Oregonians age 50-75. Oregon's Colorectal Screening program aims to use a social marketing campaign to move the screening rate to 80%.

Intervention Strategy: The core strategy of this campaign is to EMPOWER already screened Oregonians to ENCOURAGE others to be screened. This approach is unique for a colorectal cancer prevention campaign, since most other campaigns directly address unscreened individuals.

Methods: The Oregon Health Authority conducted a short-term media campaign in Clatsop County to serve as a pilot project for a statewide comprehensive three-year marketing campaign to increase colorectal cancer screening rates. The Clatsop County campaign took place in February through April 2011 and preliminary results are expected in July 2011. The primary aim of the campaign was to ENCOURAGE persons who have been screened to share their story with their social networks; secondarily, to EQUIP provider networks and insurance systems to handle screening requests and encourage their patients who have been screened to share their stories. Screening rates are expected to increase through education and outreach. Local Clatsop County partners also took steps to increase availability of screening and treatment.

Evaluation: Evaluation will measure the effectiveness of this campaign and provide insight for the three-year statewide campaign. Measured outputs will include number of ad placements, number of messages contained in media stories, number of collateral pieces distributed, and provider participation in luncheon presentations. Measured outcomes will include awareness of the campaign message, behavioral intention for screened individuals to share their story, behavioral intention for unscreened individuals to be screened, whether materials were used, and number of referrals for screening. Evaluation will include luncheon conferences for physicians, pre and post phone surveys of screened and unscreened individuals, and informational interviews with community partners.

INTRODUCTION

In the United States, colorectal cancer is the second leading cause of death from cancer.¹ Five-year survival rate is 90% if the disease is diagnosed at local stage, 68% if diagnosed at regional disease, and only 10% if diagnosed with distant metastasis.² Screening reduces colorectal cancer incidence and mortality.³ Colon cancer is preventable as most cases develop from adenomas which are precancerous polyps. Early detection and removal of adenomas lead to subsequent reduction in incidence of colon cancer.⁴ Colon cancer diagnosed and treated at earlier stages are associated with better prognosis and survival. Although screening for colorectal cancer is recommended by the U.S. Preventive Services Task Force's Clinical Practice Guidelines, the screening rates remain low in United States.⁵ Colorectal cancer is Oregon's fourth most common cancer, with 1,777 new cases reported in 2006. 38% of colorectal cancer cases were diagnosed at the local stage when treatment is more effective. 55% were diagnosed at the regional or distant stage in 2006.⁶

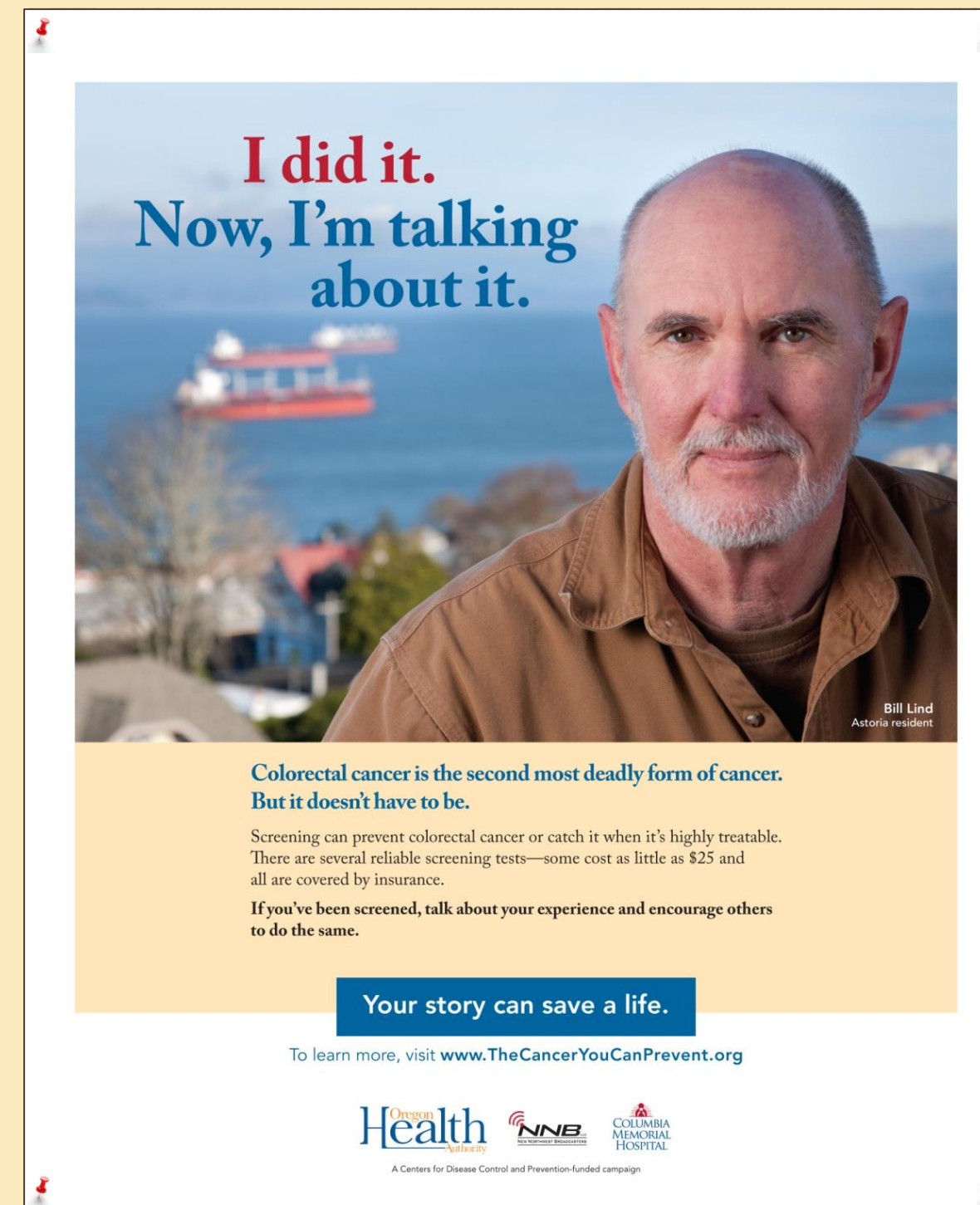
CDC received funds to establish Colorectal Cancer Control Program (CRCCP) in 2009, with a goal of increasing screening rates among those aged 50-75 to 80% by 2014.^{7,8} To increase screening and better understand the factors influencing individual decisions to get screened, the Oregon Health Authority conducted interviews with providers, consumer focus groups, and ethnographic consumer interviews in urban and non-urban settings. One of the key motivators that was identified was hearing firsthand experiences from someone who has colorectal cancer or has had a screening. Based on these findings, the program launched a short term social marketing campaign in Clatsop County to serve as a pilot for a three-year statewide campaign to increase colorectal cancer screening rates. Already screened individuals will be encouraged to encourage others to get screened for colorectal cancer. Multiple local information conduits were used to spread the message: print, billboard advertising, web/online, radio spots, radio stories and newspaper articles. Using the results of this pilot study, the Oregon Health Authority will develop and implement the campaign in other counties in the state of Oregon.

AIM

Oregon's Colorectal Screening program uses a comprehensive social marketing campaign to increase the colorectal cancer screening rate among Oregonians age 50-75 to 80 percent from a current screening rate of 60 percent.

METHODS

The Oregon Health Authority conducted a short-term social marketing campaign in Clatsop County. The campaign combined a local media campaign and targeted provider engagement. Persons who had been screened were encouraged to share their story with their social networks. Providers were equipped to handle screening requests and encourage patients who had been screened to share their stories.



If You Have Been Screened For Colorectal Cancer, Please Tell Your Story

Talk about your experience and encourage others to be screened. Consider sharing:

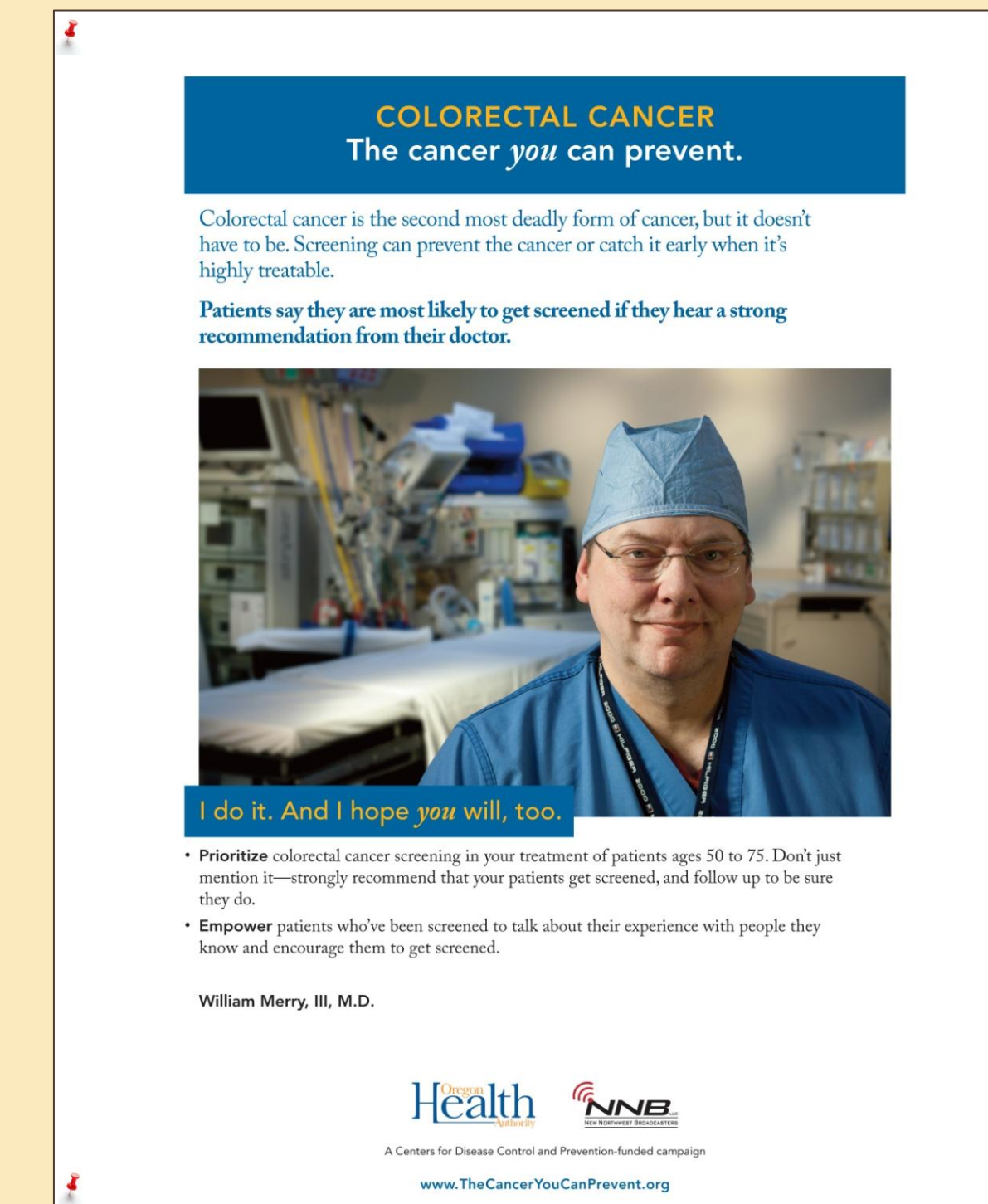
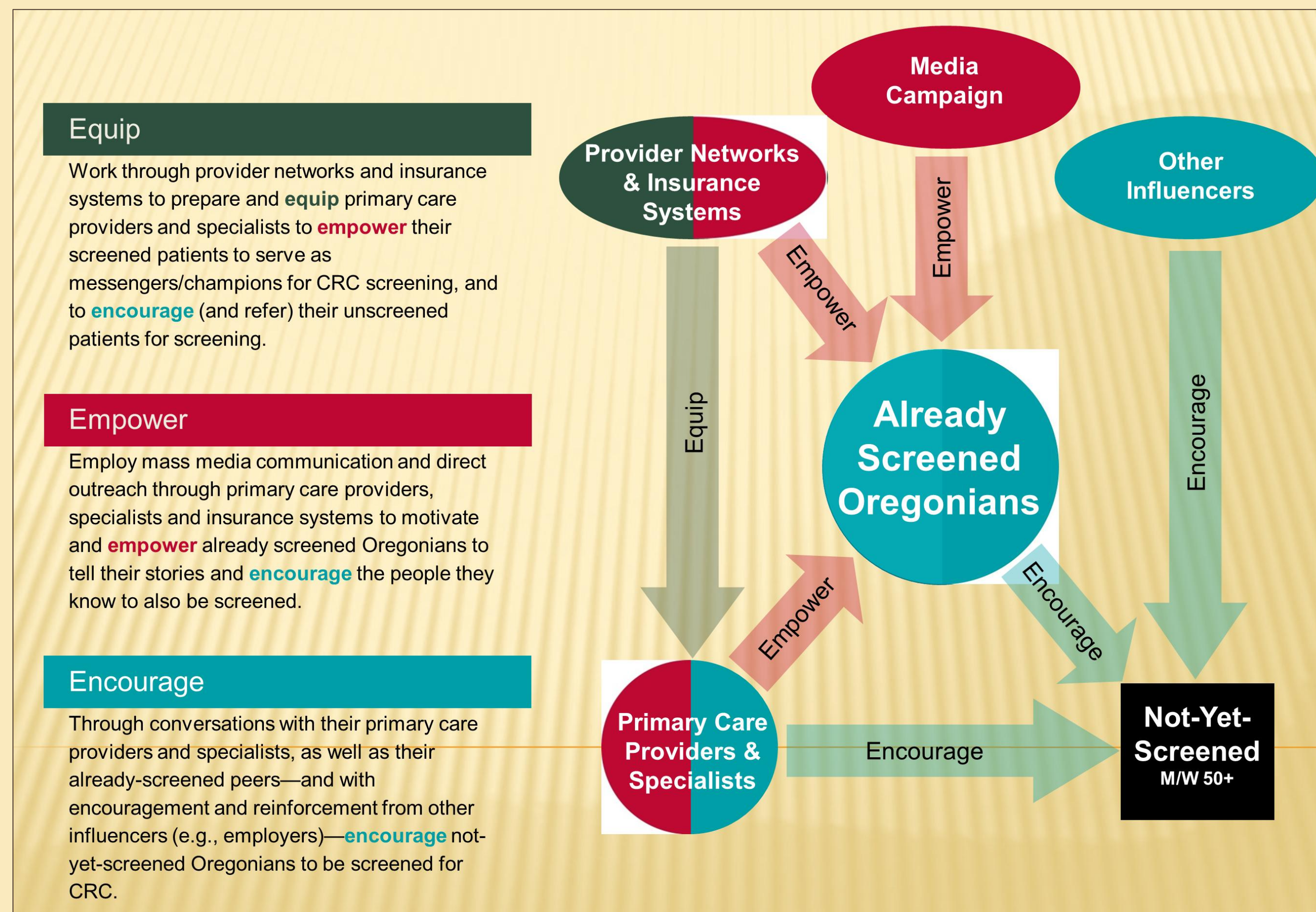
Everyone over the age of 50 should be screened for colorectal cancer.

Screening lets your doctor find and remove polyps before they turn cancerous, or catch cancer at an early stage when it's highly treatable.

There are several reliable screening tests – some cost as little as \$25 and all are covered by insurance.

Talk to your doctor about the test that is right for you. Then, make and keep your appointment to be screened.

And, if you haven't been screened, please talk to your doctor about the test that's right for you.



If You Have Been Screened For Colorectal Cancer, Please Tell Your Story

Colorectal cancer is second most deadly form of cancer, but it doesn't have to be. Screening can prevent the cancer or catch it early when it's highly treatable.

But, too few men and women in Oregon are screened.

If you've been screened, we hope you'll give these cards to people you know or send an e-postcard at www.TheCancerYouCanPrevent.org

By doing so, you can enter to win one of several gift cards to great, local restaurants!



RESULTS

The results of the pilot study are currently being evaluated. The Clatsop County campaign took place in February through April of 2011 and preliminary results are expected in July 2011. The measured outcomes include awareness of the campaign message, behavioral intention of screened individuals to tell their story, behavioral intention of unscreened individuals to be screened, utilization of material provided and number of referrals for screening. Evaluation will include telephone surveys of screened and unscreened individuals before and after the campaign, and conversations with community partners.

The colorectal screening campaign was also featured in the local media, demonstrating the awareness campaign gaining momentum of its own.

Local advocates take on colorectal cancer



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