

**Rush Copley Medical Center**  
2017 Prevention and Screening Initiatives

**Community Needs Assessment**

Rush Copley Medical Center's (RCMC) main service areas include Kane County and Kendall County, Illinois. The 2014 Kane County Community Health Needs Assessment findings listed cancer as the number one leading cause of death in Kane County, accounting for 25.7% of deaths in 2010. Risk factors associated with cancer include tobacco, diet, physical activity and environmental/occupational exposures. Another area of growing concern is HPV vaccination, which can prevent certain viruses being linked to cancer. In Illinois, the HPV vaccination rate for girls ages 13-15 is 44% and ages 13-17 is 47.7%. This includes girls that have received the entire three series vaccination. The Kane and Kendall County Needs Assessment lacked data specific to HPV vaccination rates for the counties they serve therefore data from the 2014 National Immunization Survey was utilized.

Along with HPV vaccination, our center focused on colorectal cancer screening. According to the American Cancer Society colorectal cancer is the second leading cause of cancer-related deaths when both sexes are combined. The Rush Copley Cancer Care Center treats an average of 75 colon cancer patients a year. There are different methods for colorectal cancer screening and of these the gold standard is a colonoscopy. The Rush Copley Cancer Care Center is committed to preventative screening to find colorectal cancer at an early stage and has signed the National Colorectal Cancer Roundtable pledge to reach 80% screened by 2018. According to the 2014 CHNA, cancer is the leading cause of death in this community, with colon cancer representing 8.9% of all cancers diagnosed between 2007 and 2011. This is the fourth most prevalent cancer diagnosis during that time frame. In Illinois it is estimated by the Behavioral Risk Factor Surveillance System (BRFFS) data that only 62.9% White Non-Hispanic men and women have received colorectal screening, 60.1% of Black (including Hispanics), and 47.7% of Hispanic. The 2014 CHNA estimated that in Kane County 73.9% have had a colonoscopy however it doesn't reflect the numbers broken down by race and ethnicity to demonstrate the disparity in routine colorectal cancer screening.

One of the major risks for colorectal cancer is smoking. In Kane county 13.6% of the population currently smokes and the highest rate of 15.7% occurs within the southern part of Kane county, which is a large portion of Rush Copley's service area. Smoking is higher amount for those who are 18-39 years old, low income, males and live in southern Kane County.

**Goals for Initiatives**

- I. Provide screening and education to identify colorectal cancer at earlier stages.
- II. Strengthen the collaboration with local healthcare agencies, Rush Copley Medical Group (RCMG) and the VNA Healthcare, a Federally Qualified Health Center (FQHC) in the area.
- III. Establish a relationship with the faith based community in order to provide Colorectal Cancer CRC education and screening.
- IV. Provide education to school healthcare workers and RCMG regarding the importance of HPV vaccination and its ability to prevent cancer.
- V. Assess current avenues in which the community and patients receive information on tobacco cessation.

## Cancer Prevention Initiative Committee

- Cancer Care Business Manger
- Community Health Outreach Coordinator
- Advance Practice Nurse-Gyne Oncology
- Director of Clinical Services and Advance Practice Providers
- American Cancer Society Hospital Health Systems Manager
- Care Coordination Nurse, VNA Health Care (FQHC)
- Senior Customer Representative, Merck

## Prevention

The HPV vaccination committee met every other month in 2017. The group was able to establish goals and objectives to meet by the end of the year. There were two goals identified. Work with schools to educate school nurses and parents about the importance of HPV vaccination and to work with healthcare providers in RCMG and local FQHCS to provide routine recommendations for HPV vaccination and highlight the value of vaccination. The committee worked with Oswego D308, Yorkville D115 and East Aurora D129 school districts to provide education to their school nurses on HPV vaccination. A totally of 45 school nurses and healthcare aids were educated on the importance of the HPV vaccination through the Your Are the Key presentation from the CDC HPV vaccination toolkit. The presentation was give by the Community Health Outreach Coordinator, Advance Practice Nurse Gyne Oncology and the American Cancer Society Hospital Health Systems Manager.

Date of Presentation	School	Attendees
4/27/17	Yorkville School District 115	13
5/3/17	Oswego School District 308	6
12/6/17	East Aurora School District 129	26
	<b>Total</b>	45

The Senior Customer Representative from Merck provided an HPV vaccination education presentation to RCMG Pediatrics, Internal Medicine and Family Medicine office locations in Oswego, Yorkville and Sugar Grove, which in 2018 the focus will be on providing the presentation to RCMG practices at the Aurora site. The committee is working with RCMG to pull data specific to vaccination rates in order to have a baseline for analysis. There have been some challenges in pulling this data from the EMR system. The RCMG Director of Clinical Services and Advance Practice Providers is working their EMR team to pull a report in 2018.

Rush Copley physicians and clinical staff attended a CME on Human Papillomavirus (HPV) and Cancer: Strategies for Prevention hosted on October 18, 2017. The speakers were Suzanne Bergen, M.D. and Nicole C. Keller, D.O., FAAP from RCMG. There were 50 attendees who included RCMG physicians, nurses, residents, other clinical staff, Advocate Medical Group physicians and the American Cancer Society. This committee has created a letter which will be sent to local area dentists in the beginning of 2018. The letter will include information on HPV vaccination as well as the goals and objectives of this initiative. There will also be an opportunity to provide education and resources for patients.

Another effort to increase cancer prevention within the community is in the form of smoking cessation. Rush Copley Cancer Care Center hosts the American Lung Association's Freedom From Smoking®

Program for tobacco cessation. The program is facilitated by two Rush-Copley trained employees. Freedom From Smoking® is offered on a quarterly basis in English at RCMC and in Spanish at the VNA Health Care. There were 7 participants that attended the program in 2017: 5 completed the program and quit smoking. This equates to a program completion rate of 71% in 2017. This data doesn't include the November 2017 program.

Participants	Completed FFS	Didn't Complete FFS	Quit	Average		
				Age Started	# of Daily Cigarettes	# of Quit Attempts
7	5	2	5	17yrs old	17 cigs.	5

### Barriers with HPV Vaccination Education and Smoking Cessation Initiative

One barrier facing the HPV committee was consistency of attendance from community partners due to staff turnover. Another barrier was lack of data specific to HPV vaccination for RCMC's service area. Also the need to host a successful community education program covering the importance of HPV vaccination wasn't able to be hosted. A previously scheduled event was cancelled due to low/lack of education, but there is potential to host a similar event in 2018.

### Cancer Screening Initiative Committee

The committee for the colorectal cancer screening meets every other month and includes the following:

- Cancer Care Business Manger
- Community Health Outreach Coordinator
- Manager, Digestive Health Services and Pain Clinic
- Lead Nurse, Digestive Health Services and Pain Clinic
- Health Screen Coordinator
- American Cancer Society Hospital Health Systems Manager
- Practice Manager, Gastroenterology

### National Comprehensive Cancer Network (NCCN) Guidelines

Rush Copley's Cancer Care Center follows the NCCN Guidelines for colorectal cancer screening for average risk patients. Patients that identified as Increased or High Risk were recommended to discuss colorectal cancer screening options with their physician.

#### Average Risk Patients

- Adults between the ages of 50-75
- No history of adenomatous polyp or sessile serrated polyp or colorectal cancer
- Negative family history for colorectal cancer

## **Meetings and Outreach**

The Community Health Outreach Coordinator met with local FQHCs to identify barriers associated with CRC screening. It was discovered that there are very limited resources in low cost colonoscopies for patients that are uninsured. The committee continues to work with FQHCs to gather data specific to the uninsured populations and are waiting on this data to research funding opportunities such as grants or hospital resources for colonoscopies.

Two luncheons were scheduled with African American and Hispanic/Latino faith based community leaders. A luncheon for Catholic Churches that have Spanish services was held on August 20, 2017 and three leaders attended. The Fox Valley Minister Healthcare Alliance was held on February 22, 2017 and four leaders attended. Faith based leaders were educated on colorectal cancer statistics for Kane and Kendall counties and areas of focus in order to increase screening rates. They were presented with a three series educational program on the importance of colorectal cancer screening, statistics, risk factors, screening methods and screening resources in their community. The faith based leaders were interested in this program, however, they didn't respond to follow in order to coordinate the program.

The faith based leaders from the Spanish masses sent representatives to the luncheon since they had their annual meeting with the Bishop. The representatives for the parishes suggested that the best time to coordinate the program would be after the holiday season, however this time frame did not end up working. The Community Health Outreach Coordinator continued to reach out and had a successful meeting on September 21, 2017, to establish programs at the parishes. Since this meeting the Community Health Outreach Coordinator has been making announcements during mass and has programs scheduled for the beginning on 2018 at two churches.

## **Marketing**

The information for colorectal rectal cancer screenings was disseminated in a variety of formats to the community, healthcare providers and centers in the area.

The avenues of communication include:

- Healthy Connections- hospital community newsletter
- Get the Scoop on the Scope and Don't Dread the Prep flyers - providers, community events, hospital
- Hospital plasmas - 9 plasmas display information colorectal cancer screening
- Hospital website -Screening and Cancer Care Services
- Cancer Care and Rush Copley Medical Group e-newsletters
- "Beacon News" paper ad
- Local parish bulletins

## Education and Screening

Rush Copley's Cancer Care Center educated 51 community participants about the importance of following prep instructions, getting a colonoscopy and risk factors for colorectal cancer. Get the Scoop on the Scope program focuses on the importance of colonoscopy screening, which is then followed by a short presentation, Don't Dread the Prep aids in reducing anxiety and fear regarding the prep for a colonoscopy. Get the Scoop on the Scope was presented by a gastroenterologist and surgeon and Don't Dread the Prep by nursing staff from Digestive Health Services and the Pain Clinic.

Get the Scoop on the Scope event was held twice in 2017. The first program was held in March and Dr. Syed Zaidi presented. There were 36 participants that attended the event and three participants scheduled their colonoscopy. The second program was held in September at the Kendall County Health Department located in Yorkville. Dr. Tommy Pacana and Melissa Jenkins presented on colonoscopy screening and colonoscopy prep. There were 15 attendees and one participant was interested in scheduling their colonoscopy. The participant evaluations stated that they gained knowledge, the program met their expectations and they feel better equipped to discuss colorectal cancer screening with a physician.

The CRC Committee began in 2016 and since then there has been an increase in colonoscopy screening among the two (Hispanic/Latino and African American) community target populations. At Rush Copley there has been an increase of 20.9% among Hispanic/Latinos patients between 2016-2017 and an increase of 75.2% between 2015-2017. In the African American patients there was an increase of 14.3% between 2016-2017 and 52.7% between 2015-2017. Among all races/ethnicities there has been an increase in colonoscopies of 34.9% from 2015-2017.

<b>Colonoscopies Performed at RCMC</b>	<b>2015</b>	<b>2016</b>	<b>2017 Through Nov.</b>	<b>Increase from 2016 to 2017</b>	<b>Increase from 2015 to 2017</b>
<b>Hispanic</b>	145	210	254	20.9%	75.2%
<b>African American</b>	110	147	168	14.3%	52.7%
<b>Total</b>	1,283	1,565	1731	10.6%	34.9%

## Screening among Uninsured Populations

Rush Copley's Cancer Care Center received a hospital Mission and Vision Grant to offer free iFOBT Kits for average risk individuals that were either uninsured or underinsured. Participants that received a free iFOBT Kits completed an intake form and the Community Health Outreach Coordinator explained the iFOBT Kit to them. Each iFOBT Kit was accompanied by a letter from the Cancer Care Center explaining the test, testing instructions and a prepaid envelope to mail the test back. The letter and instructions were available in English and Spanish. iFOBT Kit were returned to the lab for results and a follow up call would take place for positive findings. Additionally, a letter was sent to all participants with results and instructions. The letter would inform the participant if they needed to schedule a colonoscopy and that the information was also provided to their primary care physician.

The Community Health Outreach Coordinator attended Community Health Fairs, presented at Community Talks and partnered in Kendall County Free Clinic to free iFOBT Kits.

Date	Event	iFOBT			Attendees
		Handed Out	Returned		
			Positive	Negative	
03/09/17	Community Talks	2	0	1	15
03/18/17	African American Health Festival	4	0	0	35
04/08/17	Compañeros en Salud Health Festival	10	0	3	28
04/28/17	Kendall County Free Clinic	1	0	1	1
<b>Total</b>		<b>17</b>	<b>0</b>	<b>5</b>	<b>79</b>

Rush Copley's Cancer Care Center was able to provide 17 free iFOBT Kits in 2017. From the 12 iFOBT kits handed there have been five were returned and they were negative. The Community Health Outreach Coordinator contacted the participants that didn't return the iFOBT Kit. Each received two calls and voicemails.