

**Rush-Copley Medical Center**  
Cancer Care Center  
2016 Tobacco Cessation and Colorectal Cancer Screening Initiative

**Community Needs Assessment**

Rush-Copley Medical Center's (RCMC) main service areas include Kane County and Kendall County, Illinois. The 2014 Kane County 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. 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 Round Table Agreement of reaching 80% screening by 2018 for colorectal cancer. According to the 2014 Kane County Community Health Needs Assessment (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, the fourth most prevalent type of cancer during that period. In the fiscal year ended June 30, 2014, Rush-Copley conducted 1,319 colonoscopies, of which 32% were provided to patients belonging to a racial or ethnic minority

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 Kane County Needs Assessment 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% in the southern part of Kane County which is a large portion of our service area. Smoking is higher among those who are 18-39 years old, low income, males and live in southern Kane County.

- I. Providing screening and education will allow for colorectal cancer to be found in earlier stages.
- II. This can be accomplished by strengthening our collaboration with local healthcare agencies such as Rush-Copley Medical Group and the VNA Healthcare, a Federally Qualified Health Center (FQHC) in the area.
- III. Assessing the current avenues in which the community and patients receive information on tobacco cessation.
- IV. The Rush-Copley Cancer Care Center received a Mission and Vision Grant for colorectal cancer screening, navigation and education.

**Initiative Committee**

The committee for the colorectal cancer screening initiative includes the following:

- Cancer Care Business Manager
- 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

The colorectal cancer screening committee began meeting in June 2016 on a monthly basis to identify strategies to enhance screening within the community. They discussed the community health needs assessment for their area, barriers patients face in the community and how the committee would be able to help break down these barriers. They applied and received a Rush-Copley Mission and Vision Grant to help support their efforts in community education and colorectal screening by providing iFOBT kits. The committee reviewed evaluations from participants that attended community education programs and looked at ways of improving community screening rates. Additionally the group worked with Rush-Copley Medical Group Practices to be a vital resource for colorectal cancer screening.

### **Prevention**

The 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 25 participants that attended the program in 2016: 16 completed the program and quit smoking. This equates to a program completion rate of 64% in 2016.

### **National Comprehensive Cancer Network (NCCN) Guidelines**

The Rush-Copley 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**

Members of the Colorectal Screening Committee presented their initiatives to the RCMG Primary Care Physician Partnership. The focus was on the importance of colorectal cancer screening and connecting patients with the Health Screening Coordinator in order to schedule their colonoscopy. The meeting also covered alternative colorectal cancer screening for patients that refuse/decline a colonoscopy by providing them with an annual FIT Kit. The physician groups were informed of the community education program to be hosted in the hospital for their patients and the community.

Meetings were also held to with local FQHC to discuss the importance of the colorectal cancer screening. The Community Health Outreach Coordinator met with the VNA Health Care and also with Community Health Partnership to discuss the barriers faced with colorectal cancer screening. It has been identified that there are very limited resources in low cost colonoscopies for patients that are

uninsured. The colorectal cancer screening committee is currently working on evaluating and analyzing this need in detail.

## **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

## **Education**

The Rush-Copley Cancer Care Center was able to educate 52 community participants on the importance of following prep instructions, getting a colonoscopy and risk factors for colorectal cancer. There were two types of education program held for the community. One focused on the importance of colonoscopy screening, Get the Scoop on the Scope and the other on reducing the anxiety and fear regarding the prep for a colonoscopy, Don't Dread the Prep. The Get the Scoop on the Scope was presented by a gastroenterologist and surgeon and the Don't Dread the Prep by nurses from the Digestive Health Services and Pain Clinic.

The Get the Scoop on the Scope event was held twice in 2016. The first program was held in March and Dr. J.B. Joo presented. There were 20 participants that attended the event and four participants scheduled their colonoscopy. The second program was held in September at our Rush-Copley Yorkville Center. Dr. Tariq Rahim and Melissa Jenkins presented on colonoscopy screening and colonoscopy prep. There were 27 attendees and had four participants interested in scheduling their colonoscopy. The participant evaluations stated that they gained knowledge and the program met their expectations and that they feel better equipped to discuss colorectal cancer screening with their physician

The focus of the Don't Dread the Prep program was to cover the different types of prep available, what to expect on the day of the colonoscopy, and why it's important to follow the prep instructions correctly. For the Don't Dread the Prep we were able to hold one of the education programs in May. There were six participants that attended the event and one scheduled their colonoscopy. The other

two scheduled program were cancelled due to lack of registration. The colorectal cancer screening committee is revisiting their efforts on this community education program.

## **Screening**

The Rush-Copley 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 Rush-Copley Cancer Care Center explaining the test, testing instructions and prepaid stamped envelope to mail back the iFOBT. The letter and instructions were available in English and Spanish. iFOBT Kit were returned to the Cancer Care Center 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 that they need to have a colonoscopy and that the information was also provide to their primary care physician.

The Community Health Outreach Coordinator attended Community Health Fairs, Food Pantry and Farmers Market to educate and provide free iFOBT Kits.

- **African American Health Festival**- 1 iFOBT Kits, Negative
- **Compañeros en Salud Health Festival**- 5 iFOBT Kits, Negative, those that didn't qualify were either too young or had a colonoscopy
- **Aurora Interfaith Food Pantry**-1 iFOBT Kits, Pending
- **Aurora Farmers Market**, 1 iFOBT, not returned, Majority had colonoscopy
- **Community Health Fair**, 2 iFOBT, Pending
- **Senior Wellness Fair**- 2 iFOBT Kits, Negative, Majority already had colonoscopy or were above the age of recommendation

The Rush-Copley Cancer Care Center was able to provide 12 free iFOBT Kits in 2016. From the 12 iFOBT kits handed there have been four returned and they are negative.