



Targeted Colon Cancer Outreach Program

Kentucky Cancer Program / District Cancer Councils

District Cancer Councils are carrying out a statewide Targeted Colon Cancer Outreach Program (TCCOP) with multi-faceted education and outreach activities tailored to specific development districts and populations.

Goals:

- Improve knowledge about colon cancer screening
- Increase colon cancer screening rates
- Decrease colon cancer incidence and mortality

KCP LEGISLATIVE CHARGE July 2008

- Establish a colon cancer screening education and outreach program
- Cover all 15 Area Development Districts
- Target individuals who lack access

TCCOP SELECTED February 2009

- Tested and evidenced-based
- Focused at the district/community level
- Incorporates evaluation
- Endorsed by ACS, Colon Cancer Prevention committee, and DCCs

GETTING READY Spring/Fall 2009

- Identified best practices (DCC pilots and Colon Cancer Forum, May 2009)
- Established subcommittees
- Developed strategies
 - > Promote screening through regional media
 - > Conduct community and health care provider education
 - > Distribute educational materials and key messages about screening
 - > Participate in annual “Dress in Blue Day” as part of colon cancer awareness month

IMPLEMENTATION Fall 2009/ongoing

- Partners provide supplemental funds and in-kind resources
- DCCs/community partners integrate into existing activities
- DCCs/community partners implement additional strategies as funds/resources become available

Examples Of District Cancer Council Activities

Promote Screening through Media

Falls District Cancer Council

In Louisville, the Panera Bread Company organized special activities to attract media coverage and provide colon cancer screening messages to customers on March 5, 2010 (National Dress in Blue Day). That day, two local restaurants in high-traffic locations gave away free pastries to customers who wore blue, and displayed screening messages on outdoor banners during the morning drive time. An anchor on a network affiliate station interviewed the mayor's wife, who served as honorary chair of the campaign. The anchor also encouraged other on-air personalities to wear blue and talk about colon cancer screening. In addition, the station filmed a colon cancer screening PSA featuring Rick Pitino, which was widely distributed. Whitney Jones, M.D., and Bill Beam were guests on the station's morning show earlier in the week. Dress in Blue was promoted by several other TV and radio stations, as well as the Courier Journal newspaper.

Provide Community Education

Green River District Cancer Council

In spring 2010, the Green River Regional Health Council, a district coalition of over 20 community organizations, decided to make colon cancer education a priority. Members of Green River ADD and DCC used recent grant funding to take advantage of the publicity generated by Dress in Blue and Colon Cancer Awareness Month in March. More than 250 people attended colon cancer *Lunch and Learn* programs, which featured a physician, a survivor and a KCP staff member. The project is an excellent example of partners combining resources to provide education in all seven counties of the ADD.

Organize Health Care Provider Education and Distribute Key Messages

Gateway District Cancer Council

The Gateway DCC in partnership with the St. Claire Medical Center and Northeast Area Health Education Center (AHEC) will hold a continuing education conference on April 28, 2010. Called *Integrating Colon Cancer Prevention and Screening into Public Health: Increasing Education and Screenings, Saving Lives and Money*, the conference will feature Whitney Jones, M.D. and be teleconferenced to other areas of the state. Prior to the conference, Dr. Jones will be interviewed by Dr. Tony Weaver on his radio show, *Health Matters*, which airs from Morehead State University.

In addition, 45 people were educated about colon cancer and \$920 was raised to support future outreach activities during an event called *Bowling for the Colon* on March 26. Organized by DCC members, the event offered an evening of bowling and musical performances by area groups. About 15 local organizations are represented on the DCC.

Participate in annual Dress in Blue Day as part of National Colon Cancer Awareness Month

Numerous banks across the state supported Dress in Blue Day. In Louisville, Republic Bank implemented the program in more than 40 of its branch locations. Supervisors encouraged their staff to wear blue clothing and *Ask Me Why I'm Blue* stickers on March 5. Staff also displayed posters and distributed bookmarks to customers. Branch offices at busy locations in several other districts conducted similar programs and posted screening messages on their outdoor signs.