

MICHIGAN COLORECTAL CANCER CONTROL PROGRAM: SUCCESS STORY TEMPLATE

AGENCY NAME: Western Wayne Family Health Centers

TITLE

Providing community access while reducing structural barriers to patient education and Colorectal Cancer Screening.

SUMMARY

Western Wayne Family Health Centers (WWFHC) held a successful "Strollin' through the Colon" event during Colorectal Cancer Awareness Month. The inclusion of having the giant inflatable colon to illustrate the stages of disease and cancer within the colon provided an engaging and educational experience for the community. Furthermore, providing culturally diverse resources and educational materials to attendees' help demonstrates our commitment to addressing the unique needs and cultural considerations of the community.

CHALLENGE]

Western Wayne Family Health Centers (WWFHC) challenge is breaking cultural barriers and enhancing community access to health care resources and transportation services to ensure colorectal cancer screening are performed by our patients.

SOLUTION

The solution involved collaborative efforts with various community partners, including the American Cancer Society (ACS), Exact Sciences, and an internal clinical care team comprising Community Health Workers (CHWs), Nurses, Health Educators, Referral Coordinators, Residents, and Medical Providers.

Key components of the event and the associated solution included:

- **Clinician-based education:** Clinical Residents and Health Educators provided education to patients as they strolled through the inflatable colon.
- **On-site screening methods:** The event offered on-site screening methods such as FIT-FOBT and FIT-DNA tests, with referral orders to Gastroenterologists for colonoscopies as needed.
- **Referral coordinators:** Accessible referral coordinators were available to assist in scheduling appointments and finding specialists for patients as needed.
- **Involvement of public health officials:** Public health officials played a role in guiding and educating patients about the mortality and morbidity rates related to colorectal cancer screening.
- **Reducing transportation barriers:** Partnership with Exact Sciences to deliver Cologuard screening kit directly to the patient doorstep. Upon completion of the screening, patients are to return the kit by placing the kit outside their front door and call for specimen pickup.

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RESULTS/ACCOMPLISHMENT/IMPACT

For the 2023 measurement year following the event, a voluntary survey was conducted amongst the community members who attended. The survey aimed to assess their experience at the event, the knowledge they gained, and their intentions regarding colorectal cancer screening. Upon exiting the event, sixty-nine patients participated and completed the survey. The data collected from the surveys are as follows:

Is the community member a patient of WWFHC?

- Yes: 56%
- No: 44%

On a 1-5 scale, how educational was the Colorectal Cancer event?

- Ratings between 4-5: 97%
- Ratings 3 & below: 3%

Has the member received a Colorectal Cancer Screening?

- Yes: 50%
- No: 50%

After walking through the colon, does the member feel it is necessary to have a Colorectal Cancer Screening?

- Yes: 79%
- No: 21%

It is worth noting that the event and the collaborative approach taken appear to have been effective in raising awareness, providing education, and motivating individuals to consider getting their Colorectal Cancer Screening, as evidenced by the positive responses in the survey. This initiative demonstrates the importance of community engagement and collaboration in addressing healthcare disparities and promoting preventive care.

DIRECT QUOTE/TESTIMONIAL [Word Limit: 300] *(from a Patient, Provider, Partner)*

Western Wayne Family Health Centers have positively impacted the lives of many individuals, as evident from these success stories:

1. To be healthier, I do not want to look like that, visual was an eye-opener, very educational.
2. Thanks to Western Wayne for putting on such a great event. I really received a lot of information that I plan to share with family and friends. "EXCEPTIONAL" Staff was Great!!!
3. Really nice event, I will be scheduling an appointment with my provider to get my screening completed.
4. They care about their patients. Very informal, always helpful, great presentation.

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5. I would like everybody to come out to Western Wayne Family Medical Center and go through & learn about this situation. It is good information; I learned a lot...please come out and learn about it thank you the call and ask to be test walk through it help me gravely to know about testing gave me great knowledge about me my husband.
6. They helped me understand the facts about colon cancer. It is very important to get checked out.
7. I will send people to learn the importance of colorectal cancer screening.
8. I have an appointment.
9. They were very informative as far as the different types of Cancer.
10. It has educated me on what can happen to me and what I need to do if it happens to me.
11. Only been here 4 months but they are getting my health together. Great people.
12. Effectively and actively WWFHC helped me get my referral and they also scheduled my appointment.
13. Important information on many different screening options.

These responses highlight the positive impact that Western Wayne Family Health Centers have had on the health and well-being of their patients, providing valuable information, care, and support.

LESSONS LEARNED/SUSTAINING SUCCESS

Overall, initiatives like the "Strollin' through the Colon" event are valuable in promoting public health, raising awareness, and reducing barriers to accessing important healthcare information and screenings. They contribute to a healthier and more informed community.

In 2022, our colorectal cancer screening rate was 27.4%, with 770 out of 2,809 individuals completing screening. Now, in our latest data, we have made significant progress, with a screening rate of 43.5%, as 1,134 out of 2,609 individuals have completed their colorectal cancer screenings. This demonstrates a substantial increase in participation and a positive step towards improved public health.

CONTACT INFORMATION:

Fallon Howell Quality Specialist

Dr. Latisha Malcolm M. D CMO

PICTURE

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YOUR FIRST CHOICE FOR HEALTH CARE

WE KEEP OUR COMMUNITY HEALTHY



HEALTH SYSTEMS INTERVENTIONS



ENVIRONMENTAL APPROACHES



EPIDEMIOLOGY AND SURVEILLANCE



COMMUNITY PROGRAMS LINKED
TO CLINICAL SERVICES

Success Story Pointers

- ✓ Keep paragraphs short – no more than 5-6 sentences.
- ✓ Keep story to no more than two pages.
- ✓ Include direct quotes if they strengthen the story.
- ✓ Limit use of acronyms. If you use acronyms, spell them out on first mention.
- ✓ Use plain language.

Check Key Word(s) and Area(s)

Disparate/Hard to Reach Population

Tribal and Territorial Health

Community Health Workers

Patient Navigators

Electronic Health Records/Health

Provider Reminders (*i.e.* EMR reminders, client charts, e-mails)

Provider Assessment and Feedback (*i.e.* performance reports)

Reducing Structural Barriers (*i.e.* reducing time/distance to services, transportation, childcare, extending

Employer and Professional Organizations

Chronic Disease Program Integration

Employer Worksite/Workplace Wellness

Outreach and Education (*i.e.*, group, one on one, events)

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Information Technology

Partnership
Development &
Sustainability

Medical Homes

Policy Development
and Change

Community Based
Organizations

Patient Reminders (*i.e.*
phone calls, e-mails,
postcards, text
message)

*clinic hours, non-clinical
setting, simplifying
administrative
procedures).* Select all
that applies.

Media (*i.e., radio,*
television, billboards,
flyers, social media,
brochures) Select all

Community Health
Centers (*i.e., FQHCs*)

Medical Advisory Group
and Coalitions

Healthcare Providers
Clinics

Service Delivery
(*screening, diagnostics*)

Quality Improvement

Data Sources and
Utilization

Professional Development
Training

Federal Agencies

Facilitating
Enrollment in Insurance Plan
& Coverage

SUBMITTED ON: