Cancer Prevention Works

Cancer Screening Change Packages

Taking Action. Saving Lives.

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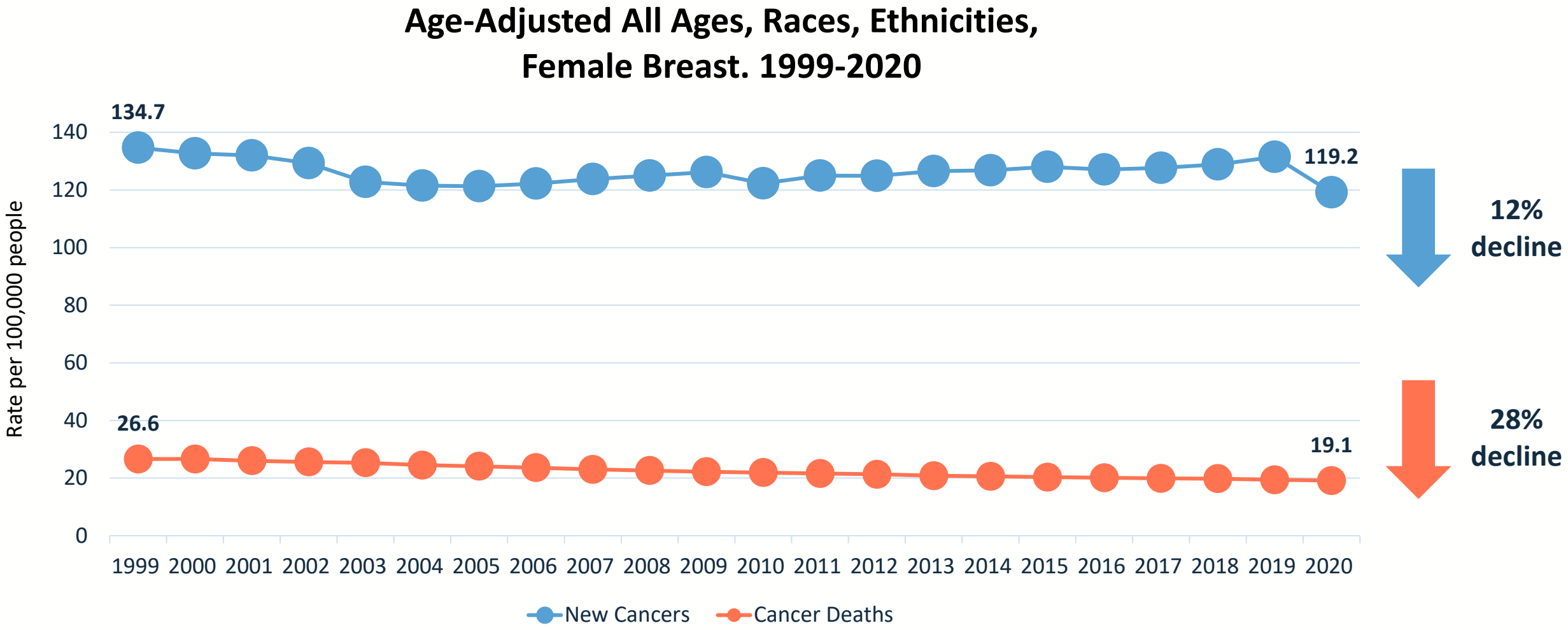
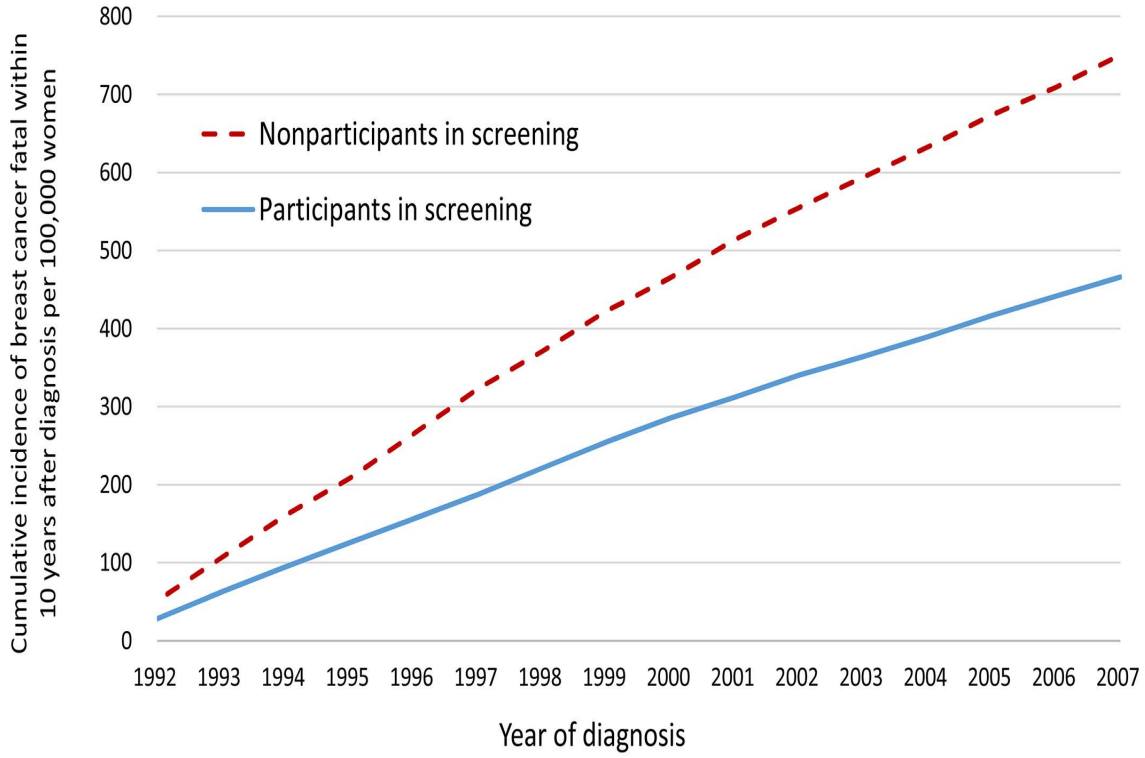
Michigan Cancer Consortium
October 16, 2023

Trends in Female Breast Cancer Cases and Deaths



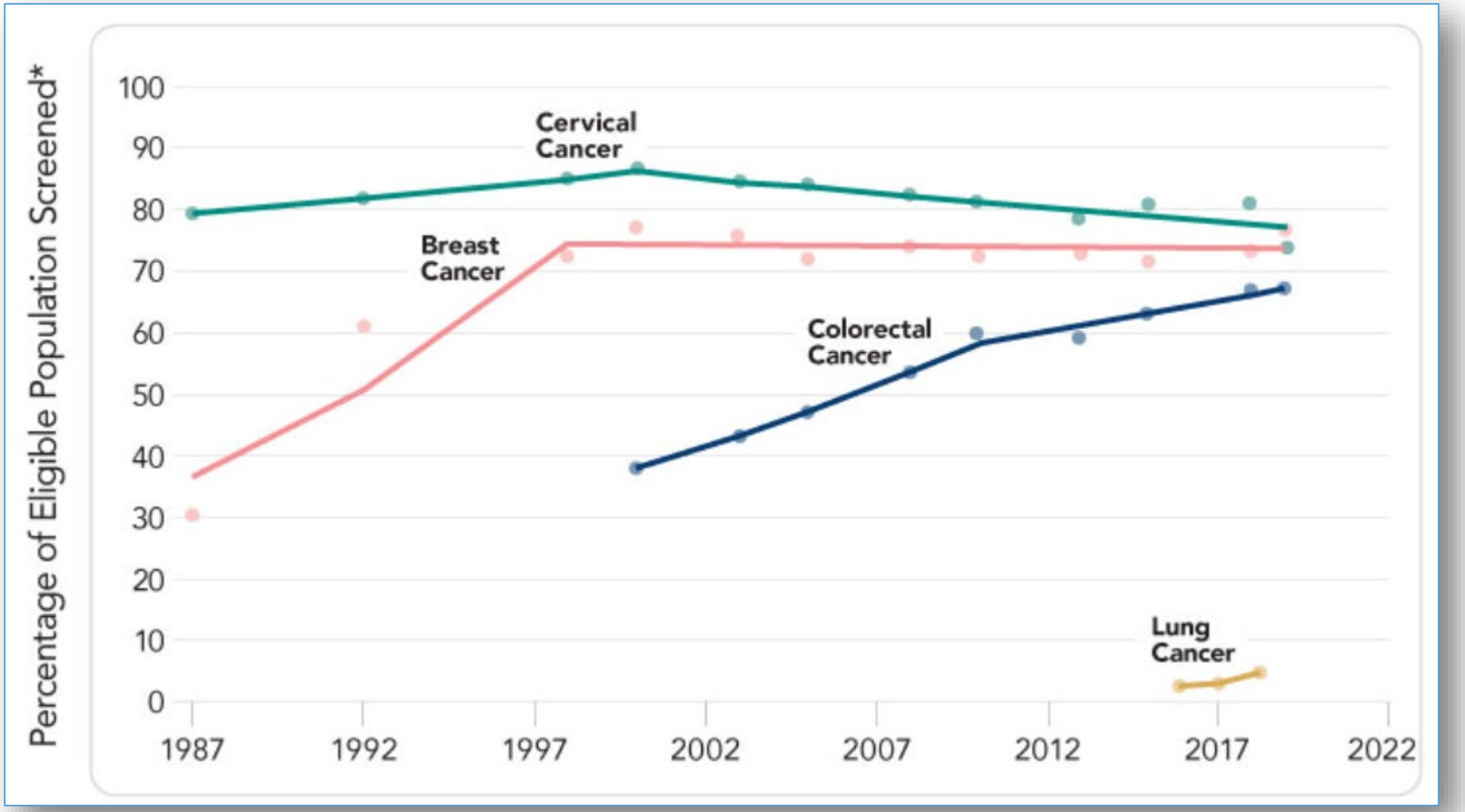
Source: www.cdc.gov/cancer/dataviz

Early Detection Prevents Cancer Growth and Saves More Lives



Source: Cancer, Volume: 126, Issue: 13, Pages: 2971-2979, First published: 11 May 2020, DOI: (10.1002/cncr.32859)

Even Before Pandemic, Cancer Screening Not Optimal



Source: President's Cancer Panel, Cancer Screening in the United States: Challenges and Opportunities

Breast Cancer Screening Snapshot

Women aged 50-74 years who reported mammogram in 2 years, Behavioral Risk Factor Surveillance System (BRFSS) 2020 data

Healthy People Breast Cancer Target

80.3%

United States

78.2%

Michigan

79.2%

Source: www.cdc.gov/cancer/dataviz

Gaps in Breast Cancer Early Detection Among Some Populations

Disparities among women:

- With dense breasts
- Of Black, Asian, American Indian/Alaska Native, Hispanic ethnicities
- Ages 40-49

Source: Seely JM. Progress and Remaining Gaps in the Early Detection and Treatment of Breast Cancer. Curr Oncol. 2023 Mar 8;30(3):3201-3205. doi: 10.3390/curroncol30030242. PMID: 36975455; PMCID: PMC10047324.

CDC Cancer Screening Change Packages

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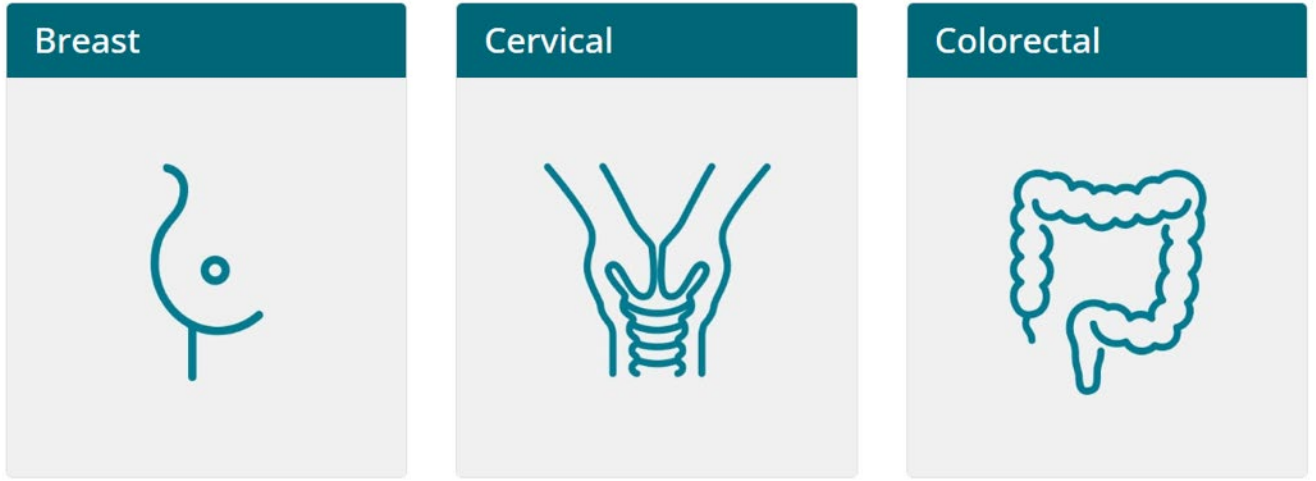
Strategies, tools and resources to improve:

- Awareness
- Access
- Equity
- Use

Nearly 300 adoptable or adaptable tools and resources



Cancer Screening Tests

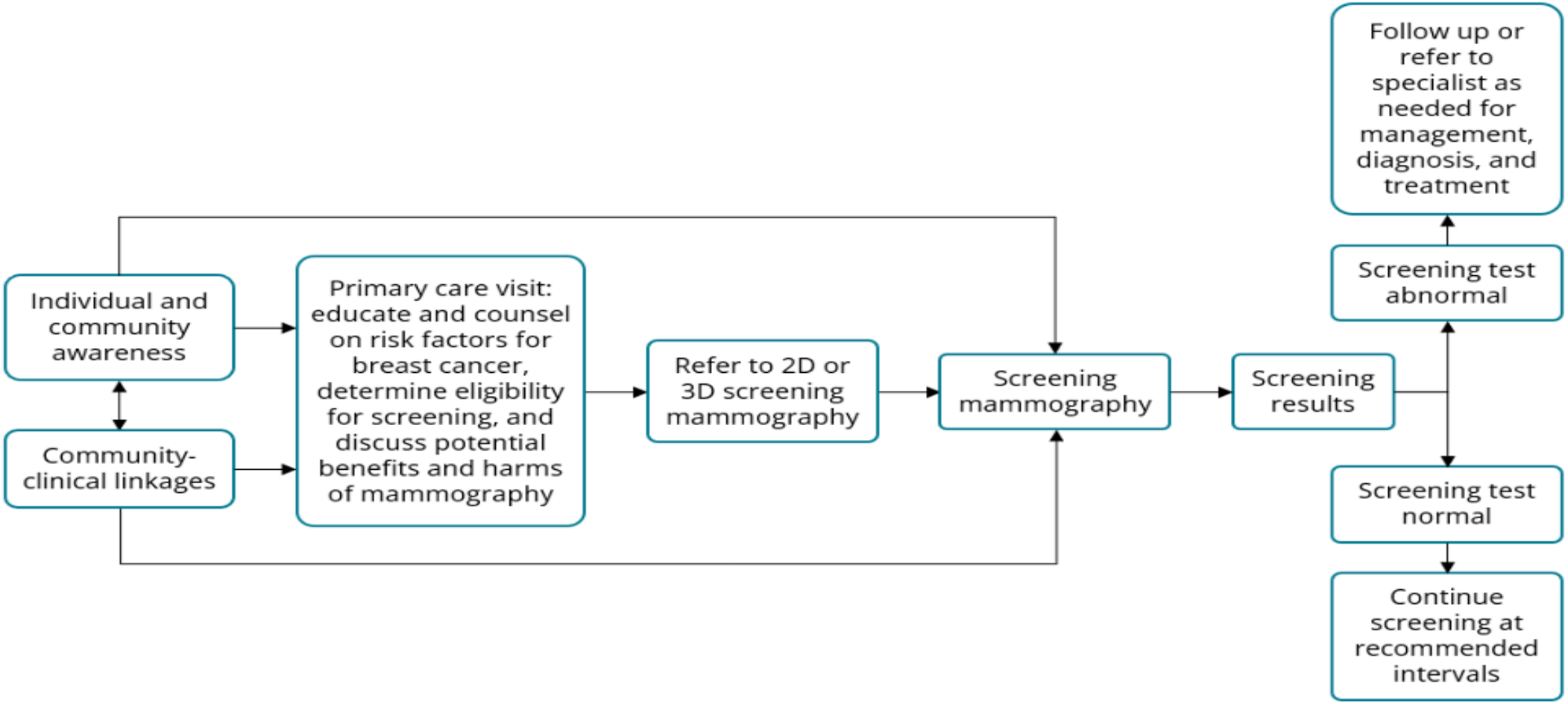
U.S. Preventive Services TASK FORCE

Grade	Definition	Recommendation
A	High certainty that the net benefit is substantial	Offer or provide this service
B	High certainty that the net benefit is moderate or moderate certainty that net benefit is moderate to substantial	Offer or provide service

Source: uspreventiveservicestaskforce.org/Page/Name/grade-definitions

Focusing Your Cancer Screening Improvement Efforts

Where is change most needed or likely to have the greatest impact?



Source: Cancer Screening Change Packages Overview, page 16

Organizing Framework

Cancer screening services can be improved through implementing:

Change Concept

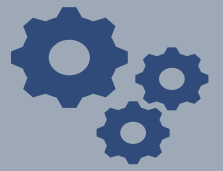
General notions that are useful for developing more specific strategies for changing a process

Change Idea

Actionable, specific ideas or strategies for changing a process.

Tools & Resources

Can be adapted or adopted to support implementation of the Cancer screening improvement strategy



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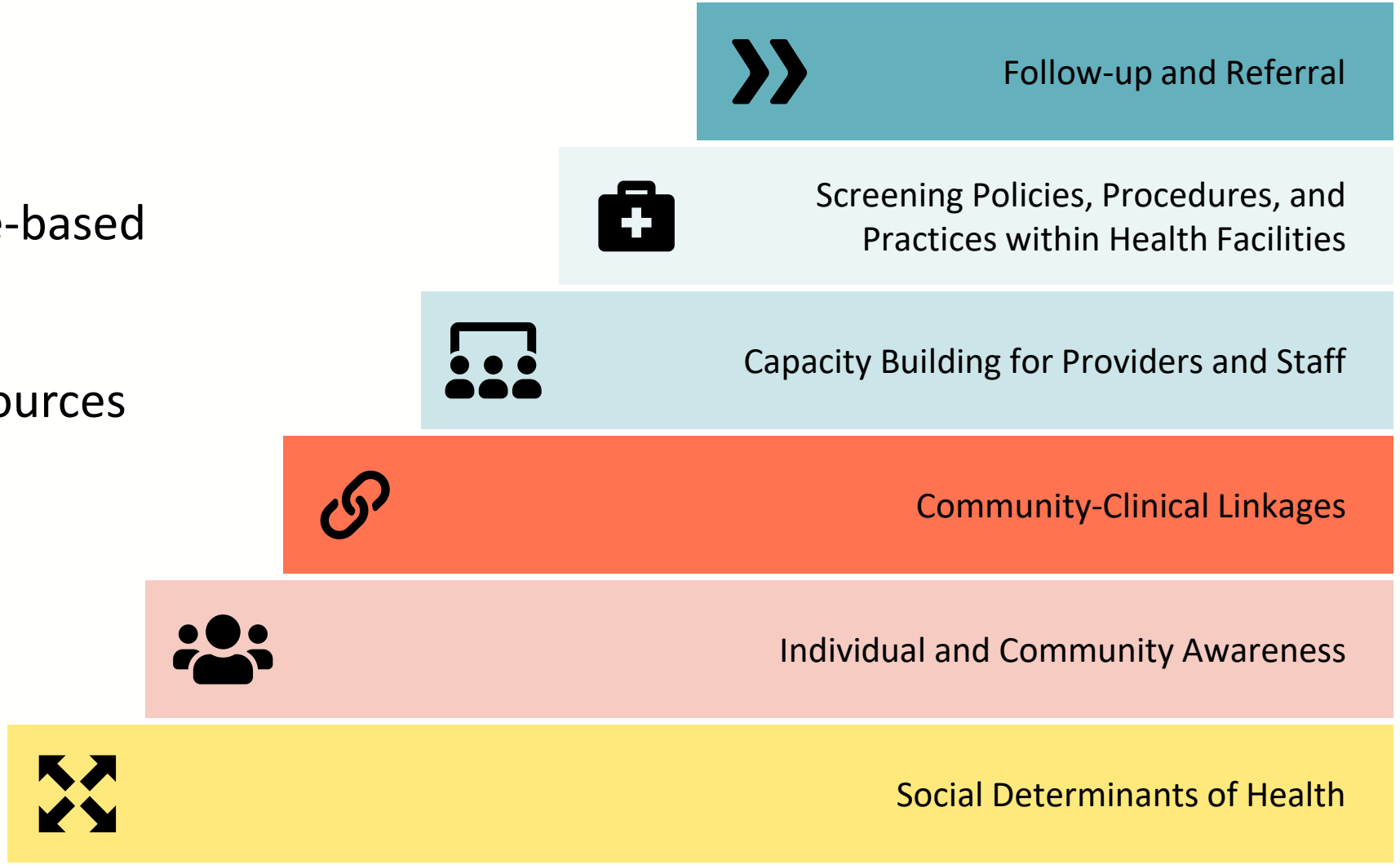
Six Focus Areas

- Evidence and practice-based strategies
- Related tools and resources vetted by experts



Focus Area Selection

Breast Cancer Screening Change Package

Print

For asymptomatic women aged 40 to 74 years without previously diagnosed high-risk breast lesions or breast cancer, underlying genetic mutations, or a history of chest radiation at a young age (see the U.S. Preventive Services Task Force recommendation).

Select a Focus Area

- Social Determinants of Health
- Individual and Community Awareness
- Community-Clinical Linkages
- Capacity Building for Providers and Staff
- Screening Policies, Procedures, and Practices
- Follow-up and Referral

To help you make your selection, read the descriptions below or view the organizing framework in the *Cancer Screening Change Packages: Overview.* [PDF-787KB]

Social Determinants of Health

The social determinants of health focus area includes tools and resources to inform and educate about "the non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, racism, climate change, and political systems."[1]

Individual and Community Awareness

The individual and community awareness focus area includes tools and resources to inform and educate the public about cancer, risk factors, and screening practices to increase awareness about and demand for cancer screening services.

Ensuring Access to Breast Cancer Screening for All

Change Concept: Reduce structural barriers to screening in the community

Enlist patient navigators or community health workers to help individuals access screening.

- GW Cancer Center — Guide for Patient Navigators: A Supplement to the Oncology Patient Navigator Training: The Fundamentals [PDF-2.7MB], pages 7–9 and 64–69
- GW Cancer Center — Together, Equitable, Accessible, Meaningful (TEAM) Training [CEU course, free, registration required]
- Kobetz E, Menard J, Barton B, Pierre L, Diem J, Auguste PD, 2009 — Patnè en Aksyon: Addressing Cancer Disparities in Little Haiti Through Research and Social Action , see Rapid Assessment Survey Questions [full text available]
- President's Cancer Panel — Closing Gaps in Cancer Screening: Connecting People, Communities, and Systems to Improve Equity and Access [PDF-14MB], pages 19–20
- The Community Guide — Cancer Screening: Interventions Engaging Community Health Workers – Breast Cancer

Identify transportation or transportation vouchers for screening appointments.

- AHA — Social Determinants of Health Series: Transportation and the Role of Hospitals [PDF-2.6MB]
- CMS — Non-Emergency Medical Transportation (NEMT)
- NIHB — Health Systems Improvement Toolkit: A Guide to Cancer Screenings in Indian Country [PDF-4.2MB], pages 25–26
- The Community Guide — Cancer Screening: Reducing Structural Barriers for Clients – Breast Cancer

Identify dependent care so that parents and caregivers can attend screening appointments.

- NIHB — Health Systems Improvement Toolkit: A Guide to Cancer Screenings in Indian Country [PDF-4.2MB], pages 25–26
- The Community Guide — Cancer Screening: Reducing Structural Barriers for Clients – Breast Cancer

Use mobile vans or buses to deliver screening in community settings.

- AICF — Mobile No-cost Breast Cancer Screening Program Overview [PDF-492KB]
- Navajo Department of Health — Navajo Cancer Prevention Program [English and Navajo videos with some patient information included]
- U of L Health — Mammogram Screenings at Kentucky State Fair Could Save Your Life

Use telehealth for screening consultations.

- HHS — Preparing Patients for Telehealth Cancer Care
- President's Cancer Panel — Closing Gaps in Cancer Screening: Connecting People, Communities, and Systems to Improve Equity and Access [PDF-14MB], pages 3 and 17–19

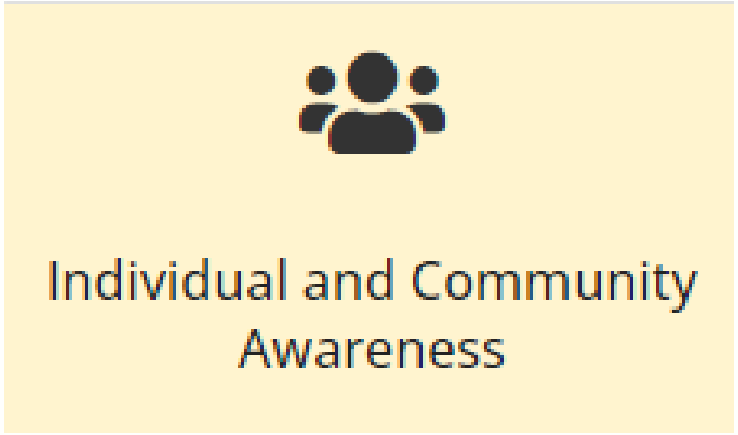
Develop (or use existing) resource and information hubs, such as 211, to address the intersection of health and social services and help individuals access screening.

- 211 — Healthcare Expenses
- Findhelp.org — FindHelp [multiple languages]

Source: https://www.cdc.gov/cancer/dcpc/resources/change-packages/breast/linkages.htm

Addressing Gaps in Individual and Community Awareness

Change Concept: Inform and educate the public to increase awareness and use of recommended cancer screenings



Deliver group education.

- Evidence-Based Cancer Control Programs (EBCCP) — The Forsyth County Cancer Screening Project (FoCaS) [some patient-facing materials included]
- Evidence-Based Cancer Control Programs (EBCCP) — Friend to Friend
- NIHB — Health Systems Improvement Toolkit: A Guide to Cancer Screenings in Indian Country [PDF-4.2MB], pages 27–30

Deliver one-on-one education.

- Evidence-Based Cancer Control Programs (EBCCP) — The Forsyth County Cancer Screening Project (FoCaS)
- GW Cancer Center — Guide for Patient Navigators: A Supplement to the Oncology Patient Navigator Training: The Fundamentals [PDF-2.7MB], pages 22–27
- Jackson A, Chan K, 2019 — Increasing Breast Cancer Screening Rates in Difficult-to-Engage Patients [PDF-185KB], page 6 [journal supplement]
- NIHB — Health Systems Improvement Toolkit: A Guide to Cancer Screenings in Indian Country [PDF-4.2MB], pages 27–30

Develop small media materials such as videos, letters, brochures, and newsletters.

- NIHB — Health Systems Improvement Toolkit: A Guide to Cancer Screenings in Indian Country [PDF-4.2MB], pages 27–30

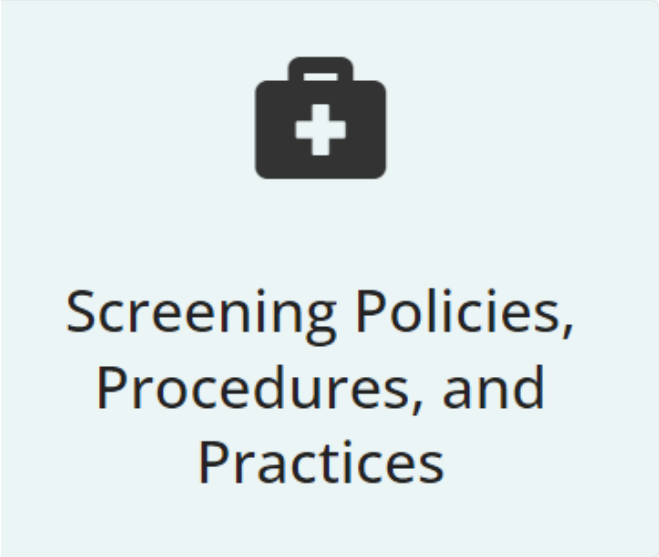
Use a mass media strategy and messages to reach a large audience through platforms such as newspapers, magazines, radio, television, and the Internet.

- Evidence-Based Cancer Control Programs (EBCCP) — The Witness Project, see Program Materials: Implementation Manual
- Evidence-Based Cancer Control Programs (EBCCP) — The Forsyth County Cancer Screening Project (FoCaS), see Program Materials: FoCaS Outreach Plan of Action
- GW Cancer Center — Health Equity Toolbox: Resources to Foster Cultural Sensitivity and Equitable Care for All

Source: https://www.cdc.gov/cancer/dcpc/resources/change-packages/breast/awareness.htm

Ensuring Clinic Staff and Partners Prioritize Breast Cancer Screening

Change Concept: Establish standard operating procedures for screening



Implement standing orders for screening.

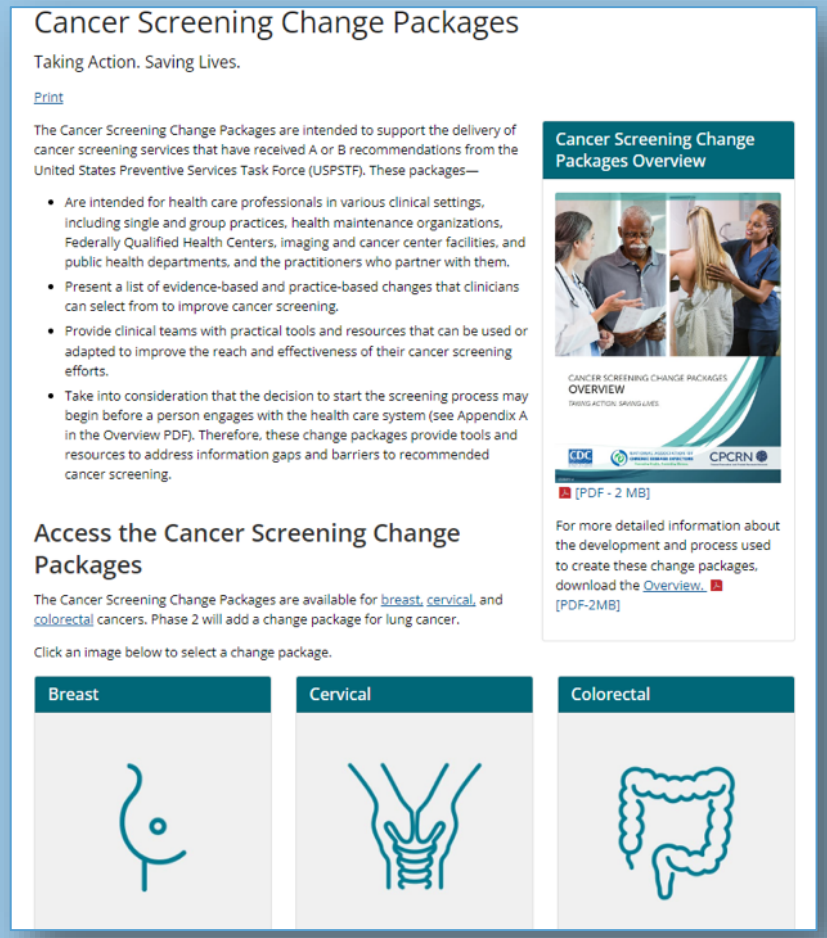
- AAFP — Developing Standing Orders to Help Your Team Work to the Highest Level
- SFHP — Standing Order for Ordering Screening Mammograms [PDF-64KB]

Use implementation guides and quality improvement tools to create workflows and address workflow barriers.

- Jackson A, Chan K, 2019 — Increasing Breast Cancer Screening Rates in Difficult-to-Engage Patients [PDF-185KB], page 5 [journal supplement]
- Smalls TE, Heiney SP, Baliko B, Tavokoli AS, 2019 — Mammography Adherence: Creation of a Process Change Plan to Increase Usage Rates [full text available for purchase]

Source: https://www.cdc.gov/cancer/dcpc/resources/change-packages/breast/screening.htm#cc3

Questions? Demonstration/Training?



Cancer Screening Change Packages

Taking Action. Saving Lives.

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The Cancer Screening Change Packages are intended to support the delivery of cancer screening services that have received A or B recommendations from the United States Preventive Services Task Force (USPSTF). These packages—

- Are intended for health care professionals in various clinical settings, including single and group practices, health maintenance organizations, Federally Qualified Health Centers, imaging and cancer center facilities, and public health departments, and the practitioners who partner with them.
- Present a list of evidence-based and practice-based changes that clinicians can select from to improve cancer screening.
- Provide clinical teams with practical tools and resources that can be used or adapted to improve the reach and effectiveness of their cancer screening efforts.
- Take into consideration that the decision to start the screening process may begin before a person engages with the health care system (see Appendix A in the Overview PDF). Therefore, these change packages provide tools and resources to address information gaps and barriers to recommended cancer screening.

Cancer Screening Change Packages Overview

[PDF - 2 MB]

For more detailed information about the development and process used to create these change packages, download the Overview. [PDF-2MB]

Access the Cancer Screening Change Packages

The Cancer Screening Change Packages are available for breast, cervical, and colorectal cancers. Phase 2 will add a change package for lung cancer.

Click an image below to select a change package.

Breast | Cervical | Colorectal

Visit:

cdc.gov/cancer/dcpc/resources/change-packages/

Contact: dcpccommunications@cdc.gov

Looking Ahead

Supporting the delivery of cancer screening services that received A or B recommendations from United States Preventive Services Task Force

- **Breast cancer**
- **Cervical cancer**
- **Colorectal cancer**

Launched February 2023

- **Lung cancer**

2024

Thank you!

Go to the official federal source of cancer prevention information:

www.cdc.gov/cancer

Cancer Prevention Works

Division of Cancer Prevention and Control

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