

Awareness into Action: News from the SD Colorectal Workgroup

News from GETSCREENEDSD

Norma Schmidt, CRC Director

Spring is right around the corner, which means so is Colorectal Cancer Awareness Month. The GETSCREENEDSD (GSSD) Program has a number of activities planned for March including TV, radio, and newspaper blasts of our ads across the state of South Dakota. We also have several tools to help you promote colorectal cancer screening in your community. The GSSD Program has three display boards available for check out. Instructions for reserving a display board are located at: <http://getscreened.sd.gov/screened/display.aspx>. You can also order free GSSD print materials at: <https://apps.sd.gov/applications/PH18Publications/secure/Puborder.asp>. This year we have a limited supply of the blue star pin. Similar to breast cancer's pink ribbon, the nationally recognized blue star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer. If you would like to use the pins for a colorectal cancer awareness or screening day, contact Brooke Lusk at (605) 224-6287 ext. 236. Brooke can also help you develop colorectal cancer posters specific to your clinic or hospital. You can join millions of others across the country by celebrating National Dress in Blue Day on March 2nd. This is an easy way to recognize those impacted by the disease and to raise public awareness by getting people talking about colorectal cancer. Together we can impact screening rates in South Dakota!

GETSCREENEDSD Program Data

GETSCREENEDSD Update (January 2010 – December 2011)

Since January 2010, there have been **118 cancers PREVENTED!** Thank you to everyone who has made the GETSCREENEDSD Program a success.

1,149 patients enrolled and screened with Fecal Immunochemical Test

208 patients had a colonoscopy

120 patients had polypectomy

269 polyps were removed (average is 2.2 polyps per individual)

2 cancers diagnosed

118 cancers prevented



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Visit the SD Council on
Colorectal Cancer web site at
www.cancer.org/ProjectInCheck

Cozy Room Created for In-office Colon Cancer Checks

By: Jamie Haefner, RN

In June 2011, South Dakota Urban Indian Health was contacted by IDEO, a national marketing firm who partnered with Institute for Healthcare Improvement (IHI) to develop colorectal cancer screening education materials. IDEO and IHI developed a website (www.gutcheck.nci.nih.gov) that provides personal testament videos and education materials regarding different colorectal cancer screening choices. The videos feature actual people who have just completed an immunochemical Fecal Occult Blood Test (iFOBT) or colonoscopy.

Individuals in the videos use the dreaded “P” word instead of *stool* and *bowel movement*. They talk of their fears and anxiety related to completing the screening. Real people talking about real experiences allows for the message to hit home with the viewer.

The idea for the sample collection room actually stemmed from discussions during our first meeting with IDEO in August 2011. Tami Hogie-Lorenzen and I were discussing our frustrations due to the low iFOBT return rate. Many hours had been spent on the phone and sending out reminder cards, all but begging patients to complete their iFOBTs and return them to the clinic. Donna Keeler, our executive director asked, “Why can’t we just have the patient do the kits here?” This idea had crossed all of our minds but was never seriously considered. “Who can have a BM on the spot?” we thought. Well, that ability isn’t common, but it is possible. We had our first participant just a week later.

We hoped to make our “iFOBT room” cozy and homey by adding décor you would see in your own bathroom, instead of the white, sterile, and non-personalized style you see in most clinic bathrooms. The walls were painted tan, decorative rugs were placed on the floor, and magazines and a vase of flowers were placed on a small stand in the corner. We placed posters on the wall that we received from IDEO which show people 50 and over participating in healthy activities. One poster has the message: “50? Get the lowdown on different ways to screen for colon cancer.” Another poster has a check list: “Get mammogram (check). Keep positive outlook (check). Get screened for colon cancer.” These posters show screening for colon cancer to be just another part of living a healthy lifestyle, not the scary procedure a lot of people envision it to be. Getting screened for colon cancer should be on your “to do” list just like your annual Pap smear and mammogram.



Thus far, we have had five people complete their iFOBTs in our “special room.” It may not seem like many, but those are five iFOBTs that may not have been returned if the patient hadn’t completed the kit in-house. That is five more opportunities we had to prevent cancer. That is five more families that have peace of mind that either they or their loved ones are colon cancer free.

Cheyenne River Creates Personalized Colon Cancer Materials Using MIYO

Promote colon cancer screening with effective materials created by you, for the populations you serve.

Raylene Miner, Outreach Supervisor/Recruiter for the Cheyenne River Sioux Tribe Breast and Cervical Cancer Program, used MIYO to create posters specifically for her community. As a recruiter, she is charged with bringing in women to be screened for breast and cervical cancer.

In 2011, Raylene had a meeting with the Centers for Disease Control and Prevention and South Dakota Department of Health Breast and Cervical Cancer Program staff. The Cheyenne River Sioux Tribe had recently built a new hospital and one of their goals was to increase colorectal cancer screening rates. The hospital would begin

offering Fecal Immunochemical Tests (FIT) for colorectal cancer screening. It was suggested that Raylene use MIYO to create materials for the new community hospital. Raylene created a MIYO account and searched around the site to see what was available. She then talked with her colleagues from sixteen communities across the reservation; they liked the idea

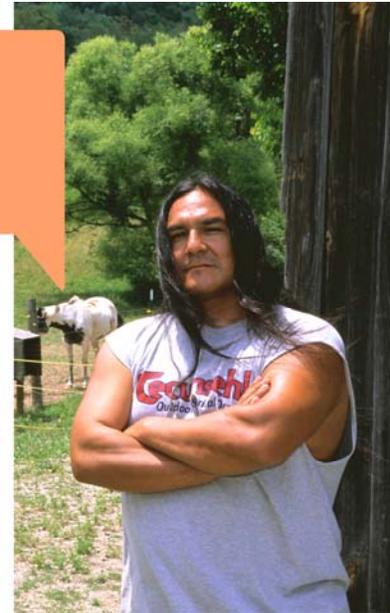
and said they would send people to the hospital to have colon cancer screening. Raylene created four posters with images and artwork that were uploaded from Wyoming.

**I did it and
so can you!**

Getting screened for colon cancer was something I never wanted to talk about let alone do. I talked with some friends and realized it wasn't that bad. I decided to get screened. If I did it, so can you.

Take care of your health and get screened for colon cancer.

For More Information
contact: Cheyenne River
BCCEDP @ 964-8921 or
964-8922



“The people are very much like our Native population so we used their photos and artwork,” Raylene said. The new posters were distributed throughout the Eagle Butte business district and Dakota Thrifty Mart, which is the only grocery store in the community. Community Health Representatives distributed posters throughout the sixteen communities across the Cheyenne River Sioux Tribe. “People were calling because they liked the posters and messages, we’ve had up to 50 people screened!” The hospital doesn’t do colonoscopy, but will refer out for a positive test. “The posters are bringing people in to get screened and find out more information. The photos are catching people’s attention and dispelling some of the myths. One poster has an image of an older tough man standing with his arms crossed. One person said, “I didn’t know all people are at risk for colon cancer – thought it was only females.”

“If they see a Native man on a poster, people will stop to read it,” Raylene said.

If you are interested in creating a MIYO Account and developing your own posters, use the following address: <http://miyoworks.org/newuser.php?project=103>.

Once an account is created, users should be able to log in immediately and simply follow the steps on the website.