Increasing Colon Cancer Screening Rates Among African American Males

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Abstract

According to the American Cancer Society 2015-2016 report of Cancer Facts and Figures for African Americans an estimated 17,240 cases of colorectal cancer are expected to occur among blacks in 2016. Colorectal cancer is the third most common cancer in black men. The most effective way to reduce the disease is through early detection by way of a colonoscopy/cancer screening. The reasons for non-compliance can be traced to a lack of colon cancer knowledge, socioeconomic status and lack of encouragement from primary care physicians regarding the importance of early detection. What this educational poster will attempt to do is to provide healthcare workers with the tools and strategies needed to increase knowledge of colon cancer and the importance of screening as well as minimizing barriers to screening.

Study done by Murff, MD, MPH et al found that African Americans with a strong family history of colon cancer were less likely to undergo CRC screening while counterparts with the similar family histories, African Americans are more likely to report lack of recommendations for CRC screening by health care providers.

Tools to Assist Health Providers

“Catch a Killer: Get Screened for Colon Cancer”
https://www.youtube.com/watch?feature=player_embedded&v=hoLF8YM2wG4

Starting CSI:NY actor Hill Harper. The PSA reminds African-Americans to get screened for colon cancer. Guidelines suggest that those at average risk begin screening at age 50, however, some studies have shown that African-Americans are more frequently diagnosed with colon cancer at a younger age. leading some experts to suggest that African-Americans should begin screening at age 45.

Cancer and the African American Experience
http://www.youtube.com/watch?v=qa29bM4MSU

Conclusion

Target entire community

Provide individualized counseling based on SES in the community

Train physicians how to counsel patients during office visits based on individual circumstances.

Patient Navigator

- Created by Dr. Harold Freeman in 1990 to facilitate cancer screening and care for poor individuals living in medically underserved communities
- Superior to conventional methods
- Consisting of medical managers and people in the community along with the organizational structure of specific oncology practices, hospitals and other institutions

GET CREATIVE!!!

How Does Patient Navigator Work?

- Identify the patients unique logistical and emotional needs
- Anticipation and development of effective solutions to present and unforeseen barriers
- Facilitating communication between patients and providers
- Assisting in getting to and preparation for appointments
- Utilization of community and social services
- Providing health education

Table 2: History of Colonoscopy or Endoscopy by Family History of Colon Cancer

<table>
<thead>
<tr>
<th>Family History</th>
<th>Yes</th>
<th>No</th>
<th>Both</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>20</td>
<td>80</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Negative</td>
<td>80</td>
<td>20</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3: Presence of Non-Endoscopy Asymptomatic大庆In Patients Without Prior Colonoscopy

<table>
<thead>
<tr>
<th>Symptom</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdominal pain</td>
<td>10</td>
<td>90</td>
<td>100</td>
</tr>
<tr>
<td>Rectal bleeding</td>
<td>5</td>
<td>95</td>
<td>100</td>
</tr>
<tr>
<td>Change in bowel</td>
<td>15</td>
<td>85</td>
<td>100</td>
</tr>
</tbody>
</table>

Citations