

Multiple Case Study of CDC's Colorectal Cancer Screening Demonstration Program

To better understand how the five CRCSDP grantees are implementing their programs, CDC is conducting a multiple case study as part of a larger evaluation effort. The purpose of the case study is to evaluate how each CRCSDP program is designed and carried out. All five CRCSDP programs are included in the case study evaluation.

Data collection methods for the case study include document review, individual interviews, focus groups, and observations. Individual interviews are conducted with a range of staff and stakeholders in each site representing unique roles such as program director, public education and outreach specialist, primary care provider, and endoscopist. Data are being collected over the entire project period and analyzed at specific intervals.

The CRCSDP case study is addressing a number of evaluation questions including:

- What program models are grantees using to implement colorectal cancer screening?
- How much time is needed for grantees to put a screening program in place?
- What are important facilitators and challenges of implementing a colorectal cancer screening program?
- How are grantees integrating the CRCSDP with other public health programs that they administer?
- How are grantees collaborating with their state-based comprehensive cancer control coalitions?

- What quality assurance measures are implemented by grantees for the CRCSDP?

Case study results are likely to offer valuable insights to others across the United States who are beginning to plan CRC screening programs. In addition, results will inform future efforts of CDC.