



A Study in Cancer Prevention: Whiteriver's Experience

*Innovations in Planned Care for the Indian
Health System*

Comprehensive Cancer Screening:

- Preventative screening across conditions rather than the disease specific screening of the past.
- Initiated when due
- Based on established screening guidelines

So how do we get there?

Strategies

- Care Reminders
- Visit preparation



■ Role definition

- Mammogram referrals

- Fecal Occult Blood Testing

- Pap smears



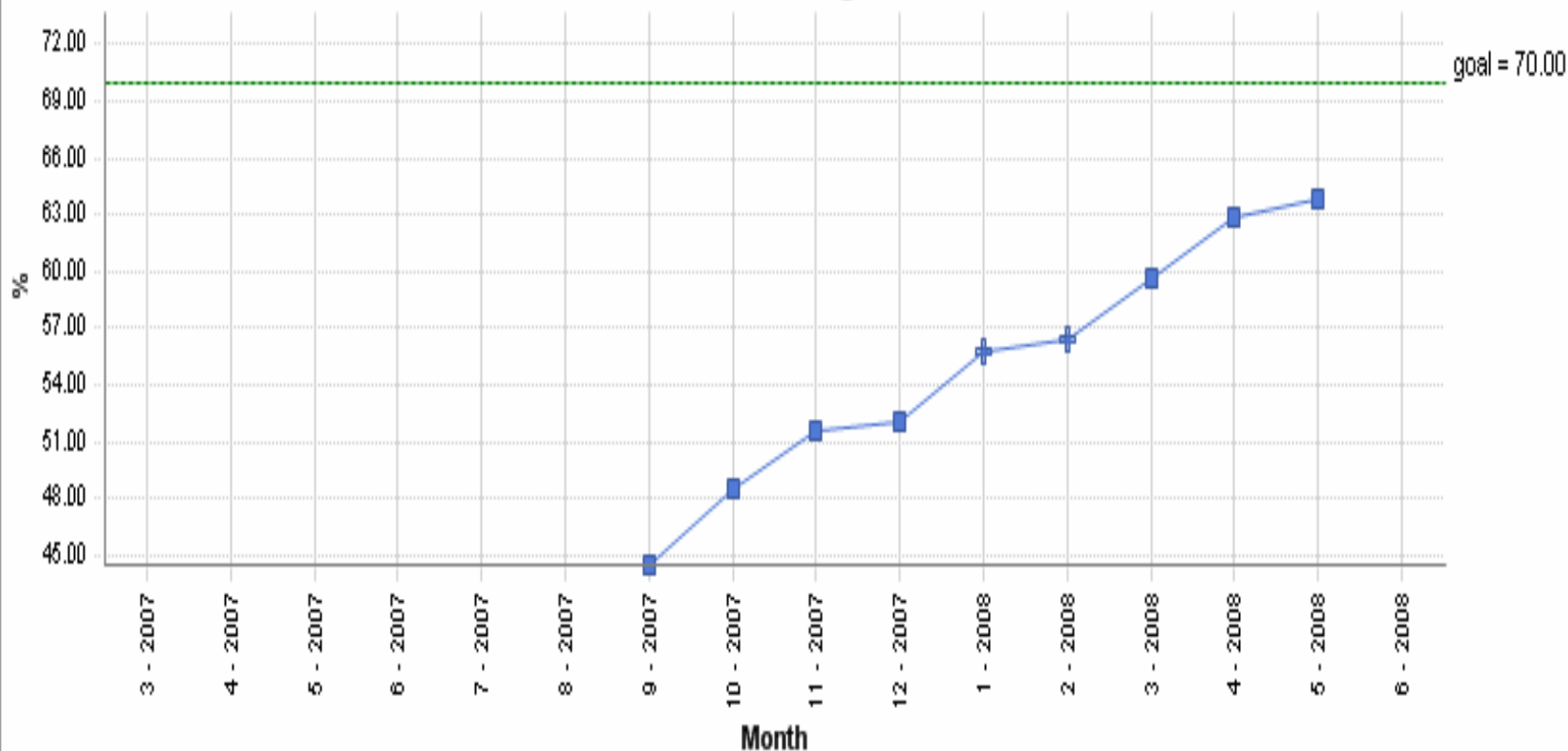
■ Action



Cancer Screening Bundle

All or none measure for Breast, Cervical, and Colorectal Cancer Screening

Whiteriver Service Unit Cancer Screening Bundle

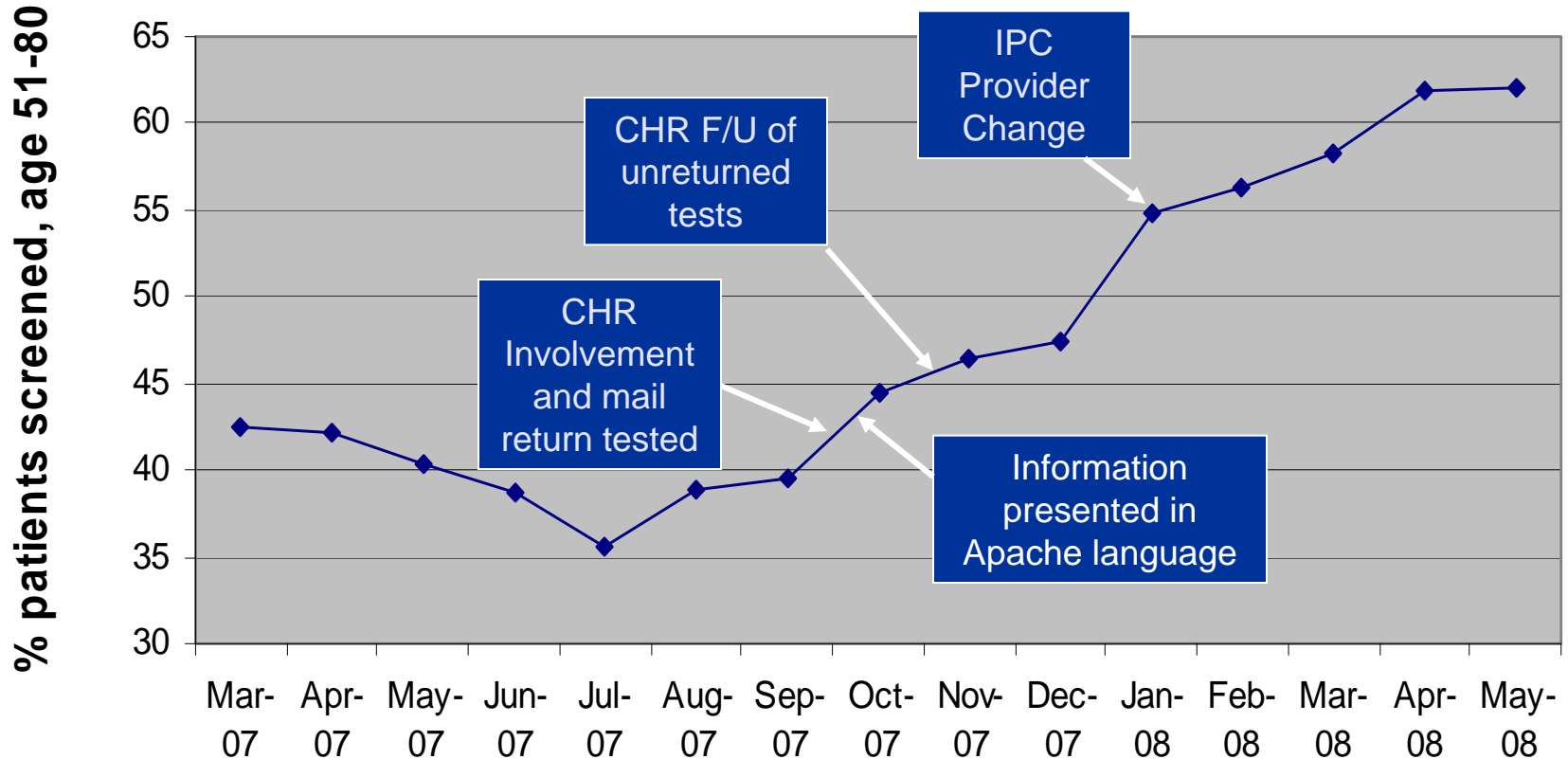


Challenges

- Mammogram appointment availability
- Contract Health Services process and funding
- Clinic appointment availability
- Cultural appropriateness

Meeting the challenge

Colorectal Cancer Screening



How did we do this?

- Partnered with Community Health Representatives (CHRs)
 - Training
 - Colorectal Cancer prevention, screening and follow-up
 - FOBT and why it is important
 - How can we best communicate with clients to get results?
 - Barriers that get in the way of people doing the test
 - CHR roles
- Public Health Nurse involvement

What we learned

- Importance of how we present the information:
 - Present in Apache, especially if an elder
 - Stress the importance to their health
 - The importance of local statistics
 - Get the word out: testimonials, PSAs conferences

Barriers

- Understanding: “I understood what they were telling me, but...”
 - Present information in Apache
 - Handout: “lots of words”, so it was simplified, pictures added
 - CHR follow up in the home to address questions
- Returning cards to lab: “Why are you here?”
 - Bin outside the lab
 - Mailer kits tested: 47% return rate.

On-going testing

- Immunologic FOBT (iFOBT) vs. usual 3-card method.
- CHR follow-up
 - Significant impact: 23.8% initially returned the test; 46% of 13 referred returned test to gain another 29%.
 - Most patient indicated that they forgot or got busy with other things.
 - Returned tests + documented refusals: 67.8% rate for CRC screening.

Comprehensive Cancer Screening:

- Moving a bit closer to the goal
 - Established reminders and processes for screening
 - Role definition
 - Acting on the knowledge
 - Effective messaging
 - Community partnership