

IPHA CHW Community Capacity Center

2024 Lunch N Learn Series
November 1, 2024

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Engaging the Community to Prevent
Colon Cancer Grant*

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Integrating Colorectal Cancer Education into Current Outreach as a CHW

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Learning Objectives



1. The participant will be able to identify the anatomy of the colon.
2. The participant will be able to describe risk factors for colorectal cancer.
3. The participant will be able to utilize a colorectal cancer educational toolkit that will aid Community Health Workers in their outreach efforts.



Background & Purpose

Colorectal cancer (CRC) is the 3rd most diagnosed cancer in the US.

Greater than 1 in 3 adults are not screened for CRC as recommended.

According to the most recent data from the National Health Interview Survey, 58.7% of adults aged 45-75 received a CRC screening with a target of 68.3%.

Low CRC screening uptake rates were identified in two central Illinois counties, among Black, Brown, and Immigrant communities.

Goal  increase CRC screening rates by engaging the CHW in these efforts



Colorectal Cancer (CRC) Screening Rates & Incidence

In 2023, it was predicted that ~153,000+ Americans would be diagnosed with CRC, & 52,500+ would die from the disease

It was also predicted that 19,550+ cases would be <50 y.o. & 3,750 would die from the disease

60% of all new cases have been found to be in advanced stages



Poll Question

- Have you had a client with Colorectal Cancer?

- A Yes
- B No
- C Unsure



Image credit: [Oak St. Health](#)

Poll Question

Have you received any formal training on Colorectal Cancer, including education on different screening tools?

- A Yes
- B No
- C Unsure



Image credit: [Couri Center](#)

Medical Terminology

- **Colorectal (*colorrectal*)** – the term that includes both the colon and the rectum
- **Colorectal Cancer (*colorrectal cáncer*)** - cancer affecting the cecum, colon, and rectum

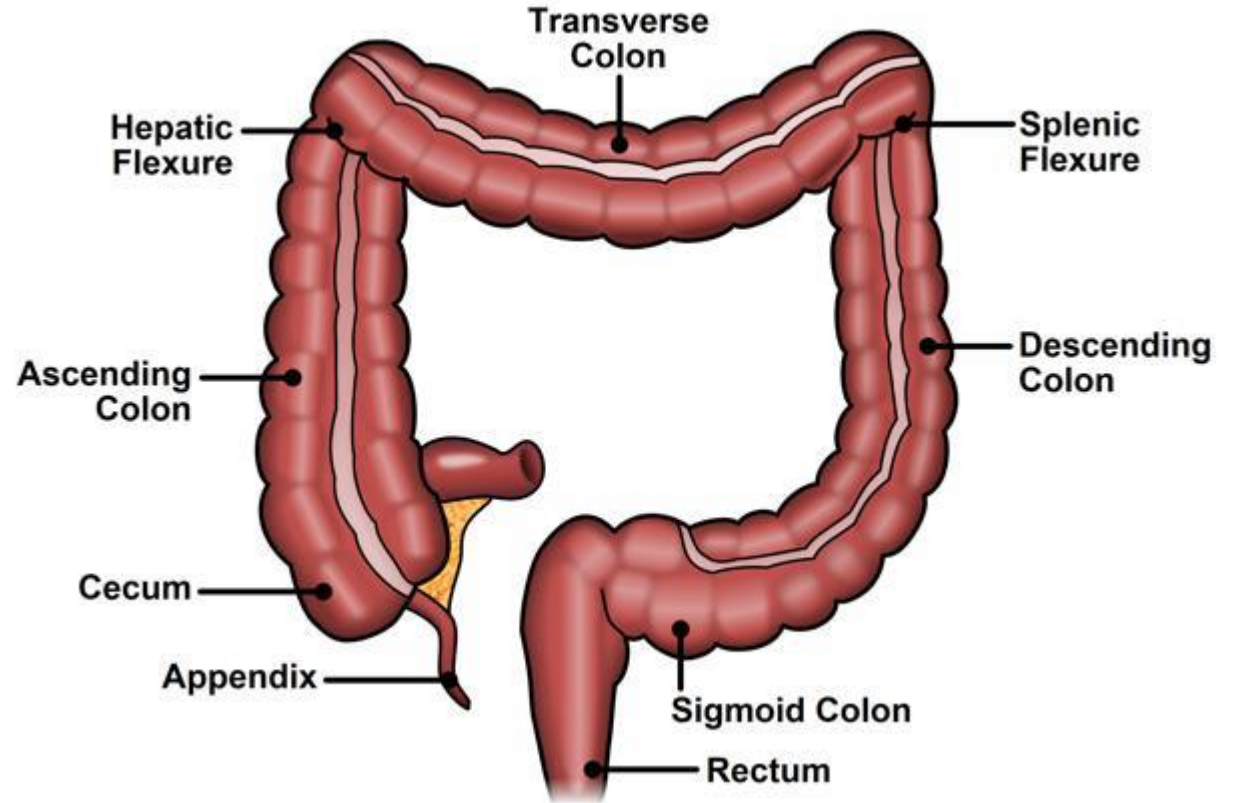
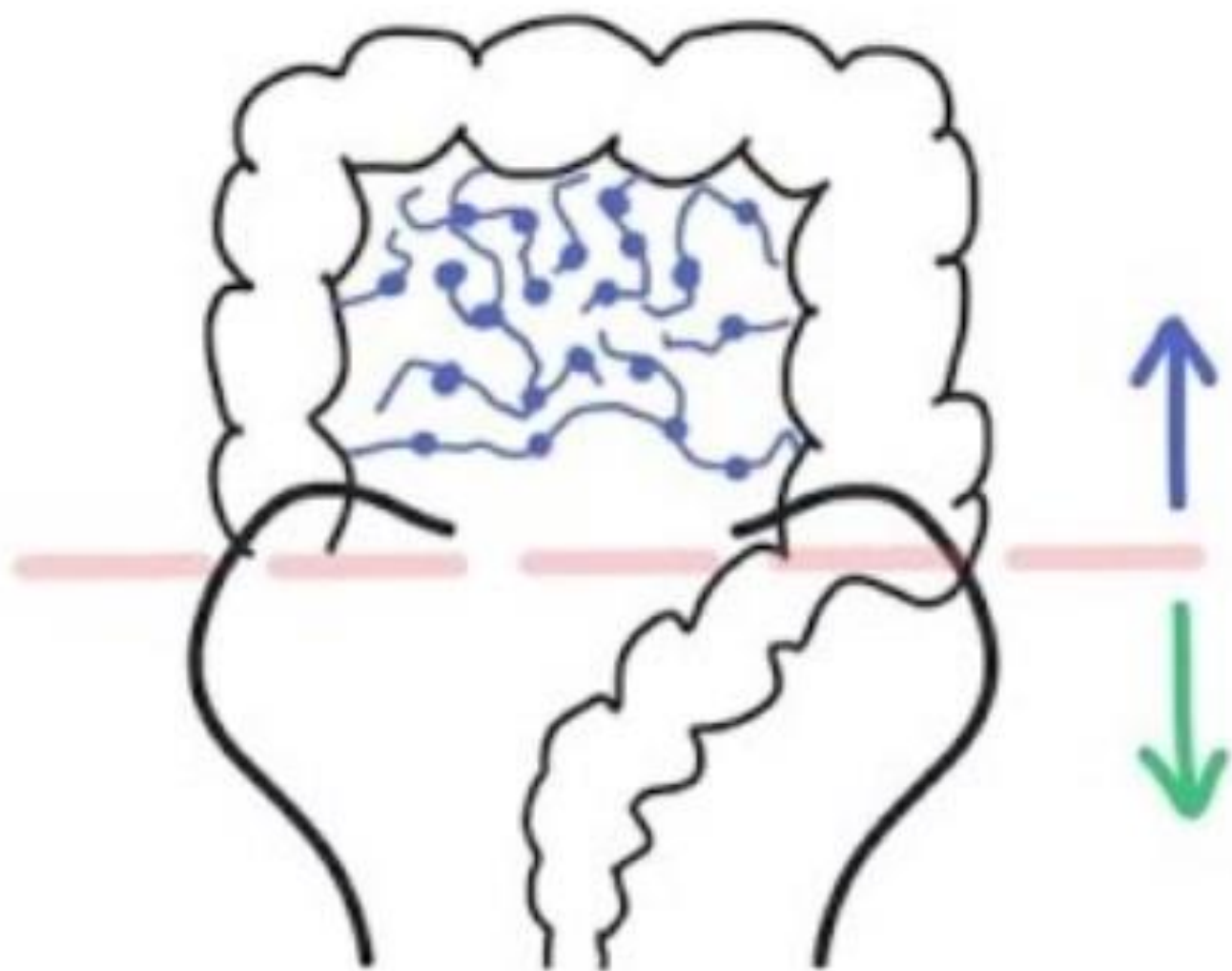


Image credit: [American Society for Colon & Rectal Surgeons](#)

Colorectal Anatomy



How Colorectal Cancer Develops



Screening recommendations for average-risk individuals



Ages 45-75

Regular screening should start at age 45. Talk to your doctor about which option is best for you.



Ages 76-85

For people ages 76 through 85, the decision to be screened should be based on their preferences, life expectancy, overall health, and prior screening history.



Ages 85+

People over the age of 85 should no longer get CRC screening.

Colorectal Cancer Screening for Average Risk



People are considered average risk if they **do not** have:

- A personal history of colorectal cancer or certain types of polyps
- A family history of colorectal cancer
- A personal history of inflammatory bowel disease (ulcerative colitis or Crohn's disease)
- A confirmed or suspected hereditary colorectal cancer syndrome, such as familial adenomatous polyposis (FAP) or Lynch syndrome (hereditary non-polyposis colon cancer or HNPCC)
- A personal history of getting radiation to the abdomen (belly) or pelvic area to treat a prior cancer



Talking to your clients about CRC



Pamphlets



Surveys



Small group education



Outreach events



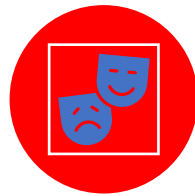
1:1 Client interactions



Considerations for CRC Conversations



Language



Culture



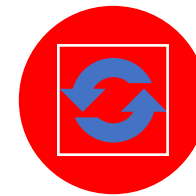
Health literacy



Reading level



Time



Stages of Change





Poll Question

What would make you hesitant to talk to your patients about colorectal cancer (CRC) screening?

- A I don't feel like I have enough education on CRC
- B I am uncomfortable or embarrassed to talk to them about CRC
- C I don't think my clients think they are at risk for CRC
- D I am worried that they won't get tested even if they have the education
- E I am worried about next steps after they agree to be screened (follow-up with doctor, getting the test done, test results, etc.)
- F I feel comfortable talking to my clients about CRC

CHW Colorectal Cancer Toolkit



- Click the link below to be redirected to the toolkit in Dropbox.
- https://www.dropbox.com/scl/fo/6te88v0j2zlg2cys6oej9/APdTpnj_UiQx-s4UrtcmgFw?rlkey=nhs5bl4itkepi6xlmze7uosft&st=u6vI59Io&dl=0

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2022 Messaging Guidebook for Black & African American People

Messages to Motivate for Colorectal Cancer Screening



The most important thing is to get screened, no matter which test you choose.

Talk to your health care provider about which tests might be good options for you.



Image credit: [Inside Higher Ed](#)

Contact Information



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Join our private LinkedIn Group to learn about upcoming CHW events, share, and connect with others.

Search “Illinois Community Health Workers” and request to join.

- Upcoming CHW Trainings
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