Partnerships to Encourage Colorectal Cancer Screening in Public Housing

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I Have No Disclosures
Healthy Neighbors Partnership

• Who: Upstate Medical University & Syracuse Housing Authority (SHA)
• What: Health programs to address health disparities among SHA residents
• When: 2010 – current
• Why: Builds trust with Upstate and the public housing community
  - All programs support the health and quality of life of SHA residents
  - Needs Assessments identify Priorities
• Model
  – Resident Health Advocates (RHAs) trained by Upstate (6-10)
  – 8 week general and 4 week specific
• Funding
  – $25K Prevent Cancer Foundation Grant 2016-2017 for CR Cancer
  – Stipends, FIT kits, stamps, lunches, small incentives, shirts
Training and Activities

GOALS:
Increase Knowledge
Decrease Fear
Increase Screening
Assist with Navigation

METHODS:
Peer to Peer
Door to Door
Education sessions
Health Fairs
Neighborhood events
Giveaways
<table>
<thead>
<tr>
<th>COLON FIT Kits</th>
<th>June 2016 – May 2019</th>
<th>COLON InSure Kits</th>
<th>May 2019 - current</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6/30/2016 – 4/30/2019</td>
<td></td>
<td>5/1/2019</td>
</tr>
<tr>
<td># informed</td>
<td>2208</td>
<td># informed</td>
<td>293</td>
</tr>
<tr>
<td># ≥ 50 years old</td>
<td>994</td>
<td># ≥ 50 years old</td>
<td>161</td>
</tr>
<tr>
<td>FIT kits distributed</td>
<td>151</td>
<td>InSure kits distributed</td>
<td>92</td>
</tr>
<tr>
<td>FIT kits returned</td>
<td>39</td>
<td>InSure kits returned</td>
<td>46</td>
</tr>
<tr>
<td>Colonoscopies</td>
<td>8</td>
<td>Colonoscopies</td>
<td>3</td>
</tr>
<tr>
<td>Polyps removed (cancers</td>
<td>3</td>
<td>Polyps removed (cancers</td>
<td>0</td>
</tr>
<tr>
<td>prevented)</td>
<td></td>
<td>prevented)</td>
<td></td>
</tr>
<tr>
<td>Cancers Diagnosed</td>
<td>0</td>
<td>Cancers Diagnosed</td>
<td>0</td>
</tr>
</tbody>
</table>

25% Return Rate
With 3 sample kit

50% Return Rate
With 1 sample kit

2500
1155
243
85

Totals
Going forward

• Replication of the model in Central NY - next Hispanic, Rural

• Considerations:
  – Does it address a need in the population
  – Leadership buy-in, space, stakeholder engagement
  – What is feasible
  – Coordinator
  – Funding
  – Branding
  – Continuous Engagement and Communication
Thank you!

For questions please contact:

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