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

We Matter..... Ongoing

COLON FIT Kits	June 2016 – May 2019
	6/30/2016 – 4/30/2019
# informed # ≥ 50 years old	2208 994
FIT kits distributed	151
FIT kits returned	39
Colonoscopies	8
Polyps removed (cancers prevented)	3
Cancers Diagnosed	0

COLON InSure Kits	May 2019 - current
	5/1/2019
# informed # ≥ 50 years old	293 161
InSure kits distributed	92
InSure kits returned	46
Colonoscopies	3
Polyps removed (cancers prevented)	0
Cancers Diagnosed	0

Totals

2500
1155

243

85

25% Return Rate
With 3 sample kit

50% Return Rate
With 1 sample kit

We Matter

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

WE MATTER CAN SEND YOU AN AT HOME COLON SCREENING KIT! CALL 315-484-4237

Thank you!

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