



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP110066

Project Title:
Colorectal Cancer Screening Promotion

Award Mechanism:
Health Behavior Change Through Public and Professional Education and Training

Principal Investigator:
Villarreal, Roberto

Entity:
University Health System

Lay Summary:

University Health System (UHS) is committed to helping uninsured, underinsured and low-income men and women become more aware about the benefits of getting screened for colorectal cancer (CRC). We plan to increase CRC screening rates from 18% to 28% by 2012 which translates to over 120 additional screenings. We will reach this goal by using a health promotion model within our CareLink financial assistance program. In response to its concern for the future of the uninsured, Bexar County Hospital District doing business as University Health System (UHS), created and funded CareLink. CareLink is a financial assistance program to subsidize the cost of services for residents of Bexar County, Texas. There are over 22,000 CareLink members in this program. However, only 18% have received a colonoscopy. This is over two thirds lower than screening rates for other Texans. In Texas, CRC is the third most commonly diagnosed cancer and the third leading cause of cancer death. CRC is also the third most common cancer in Hispanic men and the second most common cancer in Hispanic women. Hispanics are more likely to be diagnosed with advanced stage CRC than non-Hispanic whites. They also have a lower chance of survival after they are diagnosed with CRC. The goal of the UHS CRC Prevention Program is to increase knowledge about the benefits of screenings and reduce cultural barriers. We plan to do this by increasing screening services by 10% in two years for CareLink members over the age of 50. Our health promotion model, A Su Salud, is a bilingual program that promotes disease and injury prevention. It has been operating for over 25 years. Our partners include community volunteers, elementary schools, small businesses, churches, daycares, clinics and community organizations. We will use television and community volunteers to promote cancer screening in the community. Information about CRC screening will appear in bilingual newsletters and on Univision, a local Spanish news station. CareLink members will be told about the benefits of CRC screening by their doctor. They will also be reminded about appointments through e-mail, text messages and telephone messages. In addition, our healthcare providers will receive education about how to provide CRC screening information to patients in simple, clear, and plain language. UHS is committed to improving the health and well-being of the people of Bexar County. We are members in the Partnership Network for Prevention and Control; a grassroots partnership of 30 agencies bringing together health care providers from around South Texas to work together to prevent and control cancer. We believe there is a high need to increase CRC

screenings and expect this program to increase knowledge and change attitudes about screening exams.