



Office of Clinical and Preventive Services
Division of Clinical and Community Services



2019

**NATIONAL
&
COMMUNITY-BASED
SERVICES**

CONFERENCE

CESDI HAPPENS. GET YOURS TESTED. (for colorectal cancer)

Colorectal Cancer Screening Initiative



HOW WE GOT STARTED

- Great Plains Tribal Chairman's Health Board informational & funding opportunity
- IHS Requested Assistance

CESDI HAPPENS?

- We knew it needed a catchy name
- It had to get peoples' attention
- We knew humor would make it easier to discuss
- Would it be offensive?

"Cesdi" is the Dakota word for poop.

WHAT WE DID

- PHN provided the patient list
- We drafted and printed the letter to look more interesting and included a free gas sticker on the envelope
- Held several events in the community with the inflatable colon.
- When the patient returned their stool sample to the lab, lab staff gave the patient a postcard
- Patient filled out a short survey about the campaign when they signed for their gas card.



PROMOTION

- Tribal Newspaper
- SWO Community Health Education Facebook page
- KXSW 89.9FM Facebook page
- KXSW 89.9FM radio station
- Flyers
- Tribal employee email
- Bathroom stalls
- CHE 411, Local Access Channel

Colorectal Cancer Awareness Month

 Cesci Happens.

Get Yours Tested.
(For Colorectal Cancer)



Colorectal Cancer Facts:

- ◇ 3rd most common cancer in men & women
- ◇ Can be prevented
- ◇ Can be cured if caught early

**Get your cesci tested;
receive a \$50 gift card (first 170 people)**

- ◇ **Must be IHS eligible**
- ◇ **Must return stool sample to Sisseton IHS**
- ◇ **Must be 50-75 years and DUE for a screening**
- ◇ **Offer ends May 31, 2016**

For more information contact SWO Community Health Education at 742-3651 or visit our booth on:

April 12th	Diabetes Day at IHS	1:00pm-4:00pm
April 19th	Tribal Building	10:00am-2:00pm



Colorectal Screening

1. # of completed iFOB test for March 2015, March 2016, April 2015 and April 2016.

March 2015	=	21	March 2016	=	49
April 2015	=	<u>13</u>	April 2016	=	<u>37</u> *
Totals		34			85

- Denotes 1 patient ran twice in April.

2. GPRA rates for prior to March 2016 and what they are now.

GPRA Report queried: February 28, 2016	45.5%
GPRA Report queried: May 2, 2016	50.8%

So thanks to the assistance and collaboration from you and your staff more than twice as many people were screened this year compared to last. Additionally the GPRA report shows a more than 5% increase in screenings.

We look forward to ongoing efforts to work together as this report shows, when we work together we do more.

Sincerely,



Myles R. Jones
Chief Executive Officer

OUTCOMES & KEY LESSONS

- **Colonoscopy referrals approved immediately for positive iFOB results**
- **Gas Cards**
- Standing orders for colorectal cancer screening
- Follow-up with patients for positive iFOBS improved
- The inflatable colon played major role
- Reduced the number of rejected stool samples
- Normalized the screening process
- Partnership with IHS enhances patient care
- Last year, WWKMHCC received “Best Practice” for colon cancer screening

PATIENT RESPONSE

- We've educated 468 people since we began in 2016
- This year, through the campaign, we had a 91% return rate for stool sample
 - “Take my s*** and be happy about it”
 - “First time I ever got paid for pooping”
 - “Cesdi happens, I made mine happen”
 - “It wasn't as bad as I thought”
 - “That's it?”

The color of your cesdi can tell a lot about your health. What color is yours?



Brown. Normal.

Green. Food may be moving through your large intestine too quickly OR you could have just eaten lots of green leafy veggies.



Yellow. Greasy & foul-smelling indicates excess fat.



Black. It could mean internal bleeding from an ulcer or cancer. Some vitamins could cause black poop as well. Pay attention if it's sticky. See a doctor if you are worried.



Light colored, white, or clay colored could be caused by medications or a bile duct obstruction. See a doctor.



Red. Blood in your cesdi. Could be a sign of cancer. **ALWAYS** see a doctor if there is blood in your stool.



See for Yourself

Why Colorectal Exams Can Save Your Life

Normal Colon
The inside of a healthy colon is smooth, with no signs of irritation or bleeding.



Carcinoma in Situ (Stage 0)
Abnormal cells, which may become cancer, are found only in the innermost lining of the colon or rectum.



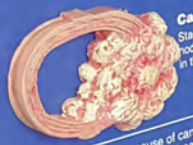
Polyp
Polyps are small bumps on the inner lining of the colon or rectum. Although most polyps are non-cancerous, nearly all colorectal cancers start as polyps.



Cancer (Stages I and II)
Stage I colorectal cancer has grown into the wall of the colon or rectum. Stage II cancer may have grown through the wall of the colon or rectum, but it has not invaded the lymph nodes.



Cancer (Stages III and IV)
Stage III colorectal cancer has spread to nearby lymph nodes. Stage IV cancer also has spread to other places in the body, such as other organs.



Colorectal cancer is a leading cause of cancer death. Colorectal cancer may be prevented by removing polyps early. In addition, treatment is more likely to be effective when colorectal cancer is found early. It is recommended that individuals at average risk for colon cancer begin screening at age 50. Talk with your healthcare professional about a screening schedule that is appropriate for you.

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The information contained in this exhibit display is not intended to replace the advice of a healthcare professional.
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Health Education Date 05/01/18

Coal Happens. Get Your Total Colorectal Cancer Screening. Indiana 2018

Answer AFTER the colon tour.
Post-Survey Page 2
Do you have symptoms you can feel?
What cancer?



Cesdi Happens. Get Yours Tested For Colorectal Cancer



March 4, 2016

The SWO Community Health Education Program is promoting colorectal cancer screening. We are encouraging people aged 50-75 years old and those at high risk of colorectal cancer to get screened.

Colorectal cancer is when some of the cells that line the colon or the rectum become abnormal and grow out of control. The abnormal growing cells create a tumor, which is the cancer.

Our records indicate that you are due for a screening. The SWO Community Health Education Program is collaborating with the Woodrow Wilson Keeble Memorial Health Care Center to offer an incentive for people who get screened with the take-home iFOB stool (poop) test.

Please visit the Community Health Education booth at Dakota Magic on Tuesday, March 15, 2016 from 10am-3:30pm (Tribal Elderly Day) for more information on how to receive the incentive and learn about colorectal cancer. If you have questions or concerns about your health please call your medical provider at 605-698-7606.

Sincerely

Audrey German, CHE Program Manager
Gypsy Wanna, Wellness Coordinator
Liz Anderson, Tobacco Prevention Specialist
Sandi Bernard, Wellness Assistant
Ralph Erdrich, Public Health Nursing



Healthy Choices. No Regrets!