

**“Nobody Told Me I Needed to Be Screened”  
Effective Communication from Community  
and Clinical Perspectives to Increase  
Colorectal Cancer Screening**

April 16, 2024 | 1-2 PM



Brought to you by the  
Consortium's Colorectal  
Cancer Action Team

**Webinar Recording**

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# Housekeeping

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Please mute your line.

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If you have a question, please type it in the Chat Box.

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Questions will be answered after the panel discussion.

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This meeting is being recorded.

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A link to the recording will be e-mailed to everyone who registered.

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# About The NYS Cancer Consortium

*Working Together, Reducing  
Cancer, Saving Lives*



[www.nyscancerconsortium.org](http://www.nyscancerconsortium.org)



## Seven Action Teams



**Colorectal  
Cancer**



HPV Coalition



Skin Cancer



Healthy Eating  
& Active Living



Environmental  
Carcinogens



Lung Cancer



Survivorship

**We are New Yorkers from all walks of life who work together to reduce the burden of cancer.**

# Pascale M. White, MD, MBA, MS, FACG

- Gastroenterologist and an Associate Professor of Medicine at the Icahn School of Medicine at Mount Sinai
- Director of the Gastroenterology Clinic at Mount Sinai Hospital
- A steering committee member of the National Colorectal Cancer Roundtable.
- Co-Founder of the Association of Black Gastroenterologists and Hepatologists (ABGH)

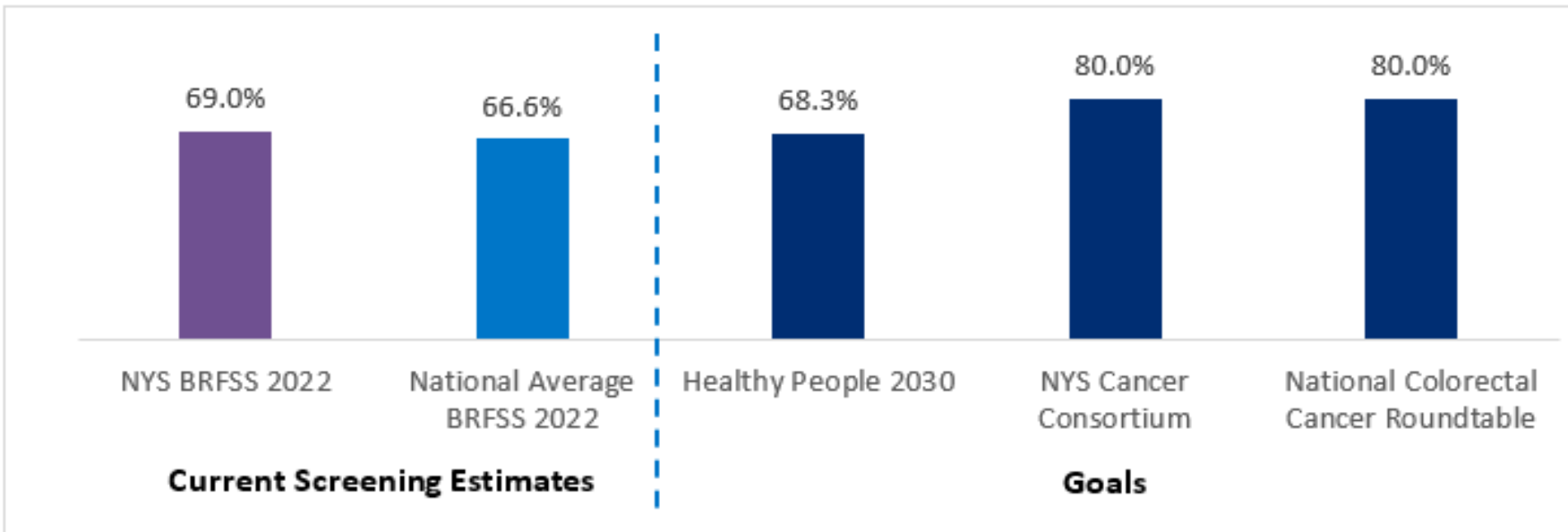


# Objectives

1. Highlight the most common reason that adults continue to report not being screened for colorectal cancer.
2. Showcase community and clinically based partners sharing their experience with effective messaging strategies.
3. Promote use of tested messaging guidebooks and other communication resources to increase screening rates.

# Colorectal Cancer Screening Rates, NYS 2022

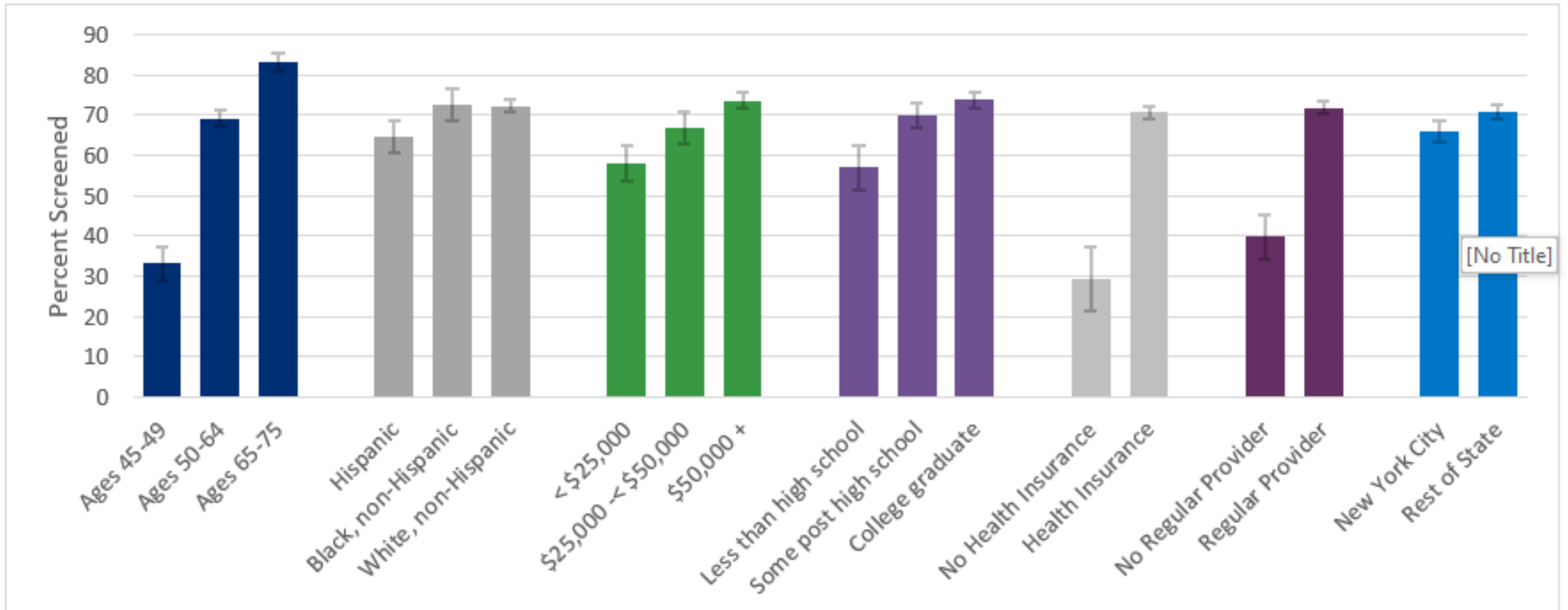
**Figure 1. Colorectal Cancer Screening Estimates\* and Various Screening Goals for Adults 45-75 Years of Age, Behavioral Risk Factor Surveillance System, 2022**



Note: the 80% goals were set prior to the lowering of age eligibility from 50 to 45 years.

- [https://www.health.ny.gov/statistics/brfss/reports/docs/2024-06\\_brfss\\_colorectal\\_cancer\\_screening.pdf](https://www.health.ny.gov/statistics/brfss/reports/docs/2024-06_brfss_colorectal_cancer_screening.pdf)

**Figure 2. Significant Differences in Colorectal Cancer Screening\* by Demographics, Adults 45-75 Years of Age, Behavioral Risk Factor Surveillance System, 2022**





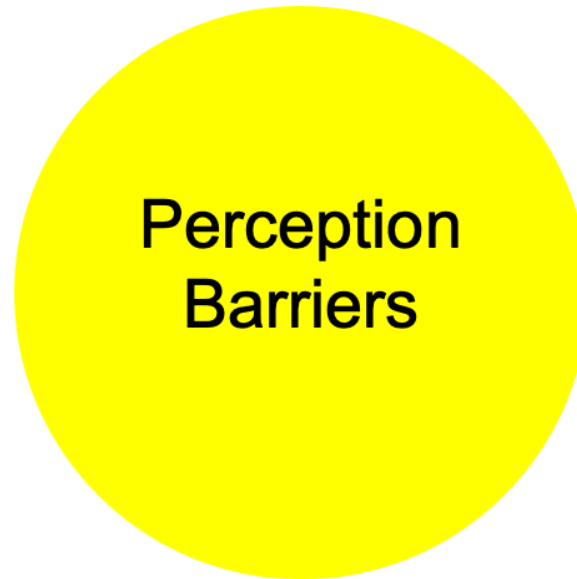
**In NYS, over 6 out of 10 patients due for colorectal screening did not recall receiving a recommendation to get screened.**



**Data Source: 2019 Behavioral Risk Factor Surveillance System.**

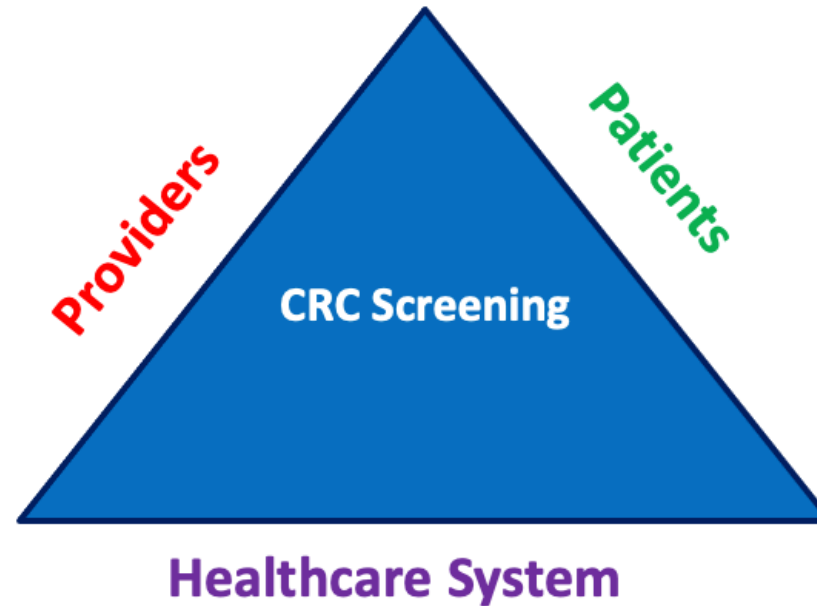
Among NYS adults aged 50-75 years old that were not up-to-date with colorectal screening who had visited a doctor for a routine checkup within the past year, 64% responded no to the question "In the past 12 months, did a doctor or other health professional recommend that you be tested to look for cancer in your colon or rectum?"





# Barriers Driving Racial Disparities in CRC Screening

- Lack of Knowledge
- Lack of Recommendation
- Lack of Healthcare access
- Time commitment
- Lack of support



- Inconsistent access to primary care
- Lack of coverage for colonoscopy
- Health Insurance premiums

- Lack of Knowledge
- Fear/Embarrassment
- Mistrust
- Fatalism
- Lack of Healthcare Access/Insurance
- Socioeconomic factors
- Lack of social support/tir commitment

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# Panelists



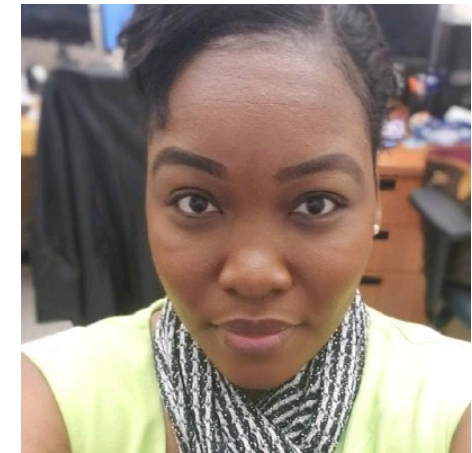
**David Dubin**  
Founder  
AliveAndKickn



**Maureen Burns**  
Health Educator  
Cancer Services Program of Queens



**Cynthia Jones, MD, MPH**  
Chief Medical Officer  
Mosaic Health



**La Shawanna Goodman-Munroe**  
Family Care Manager  
Community Healthcare Network

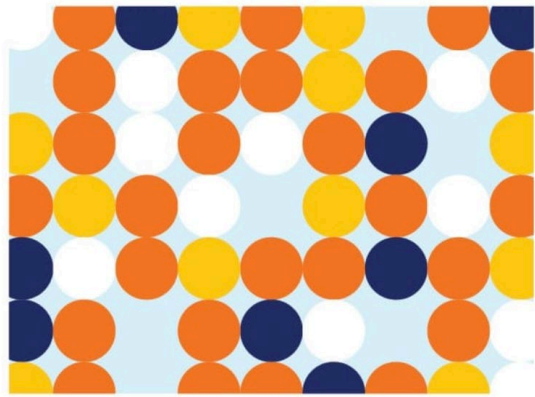
Mount Sinai/Institute for Family Health/CRC  
Action Team – May 2021 Grand Rounds

**Colorectal Cancer Screening:  
Applying Motivational Interviewing  
Skills in Support of Clinical  
Preventative Services**

Jonathan Fader, PhD  
Mount Sinai Grand Rounds

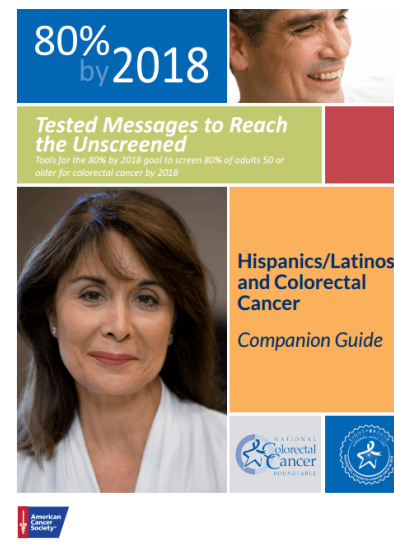
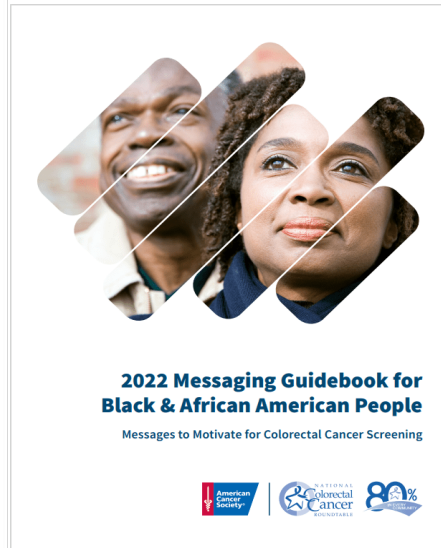
[https://www.youtube.com/watch?v=EyRegUHF\\_xw](https://www.youtube.com/watch?v=EyRegUHF_xw)

# NCCRT Messaging Guides



## Tailoring Colorectal Cancer Screening Messaging

A Practical Coalition Guide



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# Join the Consortium and Attend Upcoming Meetings

## *Upcoming Meetings*

**Healthy Eating and Active Living**

**June 20, 2024 11:00 AM – 12:30 PM**



The logo for the New York State Cancer Consortium is centered on a white rectangular background. It features the text "New York State" at the top in a blue sans-serif font. Below this is a stylized graphic consisting of a large, light blue letter "C" with a white outline, and a blue silhouette of the state of New York positioned inside the right side of the "C". At the bottom of the logo, the words "Cancer Consortium" are written in a bold, black sans-serif font.

**Thank you for Attending**

 [cancerconsortium@health.ny.gov](mailto:cancerconsortium@health.ny.gov)