

# 2011 Kansas Colorectal Cancer Awareness Campaign Summary

## Plans and Partners



Preliminary plans for the 2011 Kansas Colorectal Cancer (CRC) Awareness Campaign began in the summer of 2010 with Kansas Department of Health and Environment (KDHE) Cancer Program and staff with the Endoscopy Center of Topeka. A physician from the Endoscopy Center was instrumental in establishing the Kansas Association of Gastroenterologists (KAGI) in 2010.



The next planning step was to convene two conference calls in early November with the Professional and Public Education Workgroups of the Kansas Cancer Partnership, KDHE Cancer Program and Epidemiology staff, representatives of the American Cancer Society (ACS) Kansas Chapter, the Kansas Association for the Medically Underserved (KAMU), Cancer Centers, and Endoscopy Center staff and KAGI representatives. Available funding, awareness tools and other resources were discussed and chosen. One of the national campaign phrases, "Preventable, Treatable, Beatable," was selected as the major theme for the Kansas campaign.

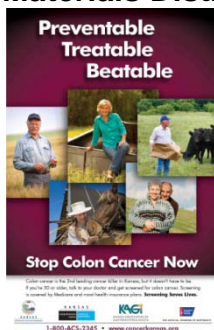


THE OFFICIAL SPONSOR OF BIRTHDAYS.™

ACS was awarded a \$25,000 Recognition Grant from the Kansas Health Foundation to assist in funding the 2011 CRC Campaign. The budget

outlined \$3500 for 1000 FOBT kits, \$8000 for radio ads and \$13,500 for billboards. A portion of this funding was set aside for the Wichita and Salina areas where ACS and local partners carried out their own campaigns and the remaining funds and materials were used statewide. The ACS toll free hotline, 1-800-ACS-2345, was publicized on all materials.

## Materials Distribution



An integral piece of the 2011 Campaign was designing and marketing Kansas-specific materials. New material development was made possible by the Cancer Program's contract with vitalink®, supplemented with ACS funding. A poster using the background color for the KDHE Breast and Cervical Cancer Program was designed and included pictures representing more rural aspects of Kansas. The same design was used for newspaper ads and billboards throughout the state.

Two additional posters and both English and Spanish brochures were selected for use from the Centers for Disease Control and Prevention's (CDC) *Screen for Life* Campaign. Kansas Cancer Partnership/KDHE, ACS and KAGI logos were included as space allowed.

A letter of invitation to join the campaign, signed by the Chair of the Kansas Cancer Partnership, was sent statewide with a Kansas poster and an order form for additional

materials to 2,383 physicians (gastroenterologists, internal medicine doctors, primary care physicians, family practice physicians and general practitioners), 105 local health departments, 199 Kansas Cancer Partnership members, 37 Safety Net Clinics and 35 Cancer Centers.

Fifty-seven requests for materials were received and filled, totaling 322 Kansas posters, 485 *Screen for Life* posters, and 4,757 English and 870 Spanish *Screen for Life* brochures.

### **Governor Proclamation**

Kansas Governor Sam Brownback proclaimed March 2011 as Kansas Colorectal Cancer Awareness Month and called upon all Kansans who need to be screened to do so for themselves and their loved ones



### **Websites**



During March, the Kansas Cancer Partnership website, [www.cancerkansas.org](http://www.cancerkansas.org), received 9,713 total hits, which is more than a 3,500 increase from March 2010. Hits remained higher than average in April at 8,143 hits. By May, hits leveled out at the previous years' averages for the month. The homepage featured colorectal cancer awareness, Dress in Blue Day, and links to more information. This included links to ACS and the newly created Stop Colon Cancer Now/Kansas (SCCN) and KAGI websites. The SCCN website had 259 page views with 30 to find a Kansas physician.



The materials order form was posted on the homepage of [www.cancerkansas.org](http://www.cancerkansas.org) along with links to SCCN Kansas/KAGI and ACS, and further information. A link to the materials order form also was posted, as well as a link to *Screen for Life* if they wanted more information or to download materials.

### **Other Activities**

KDHE – In addition to sending out a statewide press release about colorectal cancer awareness and March 4 Dress in Blue Day, the March KDHE Employee Newsletter and Public Health Connections Newsletter promoted colorectal cancer awareness. A number of KDHE Facebook posts and tweets relayed colorectal cancer awareness messages as well. Screen saver messages about colorectal cancer information were displayed on KDHE staff computers for the month of March.

ACS coordinated specific campaigns in the Wichita and Salina areas.

SCCN/KAGI launched a statewide initiative to increase colon cancer awareness and garner media coverage.

## **Media**

Partner organizations arranged for several radio and television interviews and responded to media requests. ACS provided a letter asking for added value with media placement through vitalink®. With funding from KDHE and ACS, vitalink® was able to place 388 paid radio ads and 669 value added ads from *Screen for Life*; 13 paid billboards with 33 value added (using geographically appropriate Kansas-specific content) with 8 remaining up as of the June report date; and 26 Kansas-specific newspaper ads.

## **Fecal Occult Blood Tests (FOBT)**

ACS offered FOBT kits to KAMU Safety Net Clinics for distribution for the campaign period. Remaining kits were provided to Local Health Departments upon request. Participating clinics were asked to submit an activity report. As of June 1, six of nine clinics statewide that participated in the ACS FOBT distribution reported the following to KDHE: kits were made available in 12 locations, 233 kits were distributed, 86 kits were returned with negative results, 7 kits were returned with positive results, and 6 patients with positive results had been contacted for follow-up. Sites reported that kits continued to be returned after June 1 and appropriate follow-up would continue. ACS collected demographic information on people who were given FOBT kits and is summarizing information for use in planning targeted activities for the 2012 Campaign.