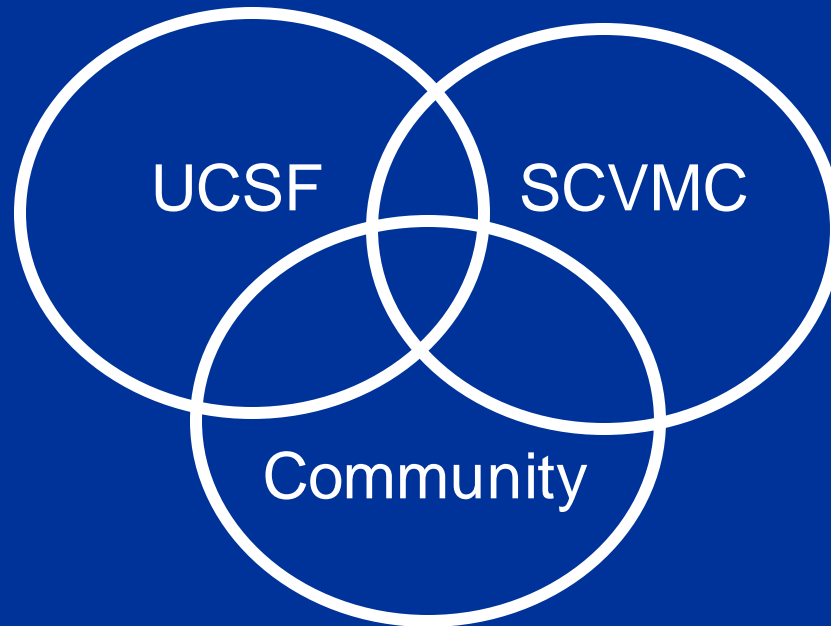


# HEALTHY COLON, HEALTHY LIFE

*Ruột Lành, Sống Khỏe*

Colon Sano, Vida Sana

Funded by the American Cancer Society



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# INVESTIGATORS

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- Leslie Schmidt, MD
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- Kevin Nguyen, MD

# COLON CANCER SCREENING RECOMMENDATIONS

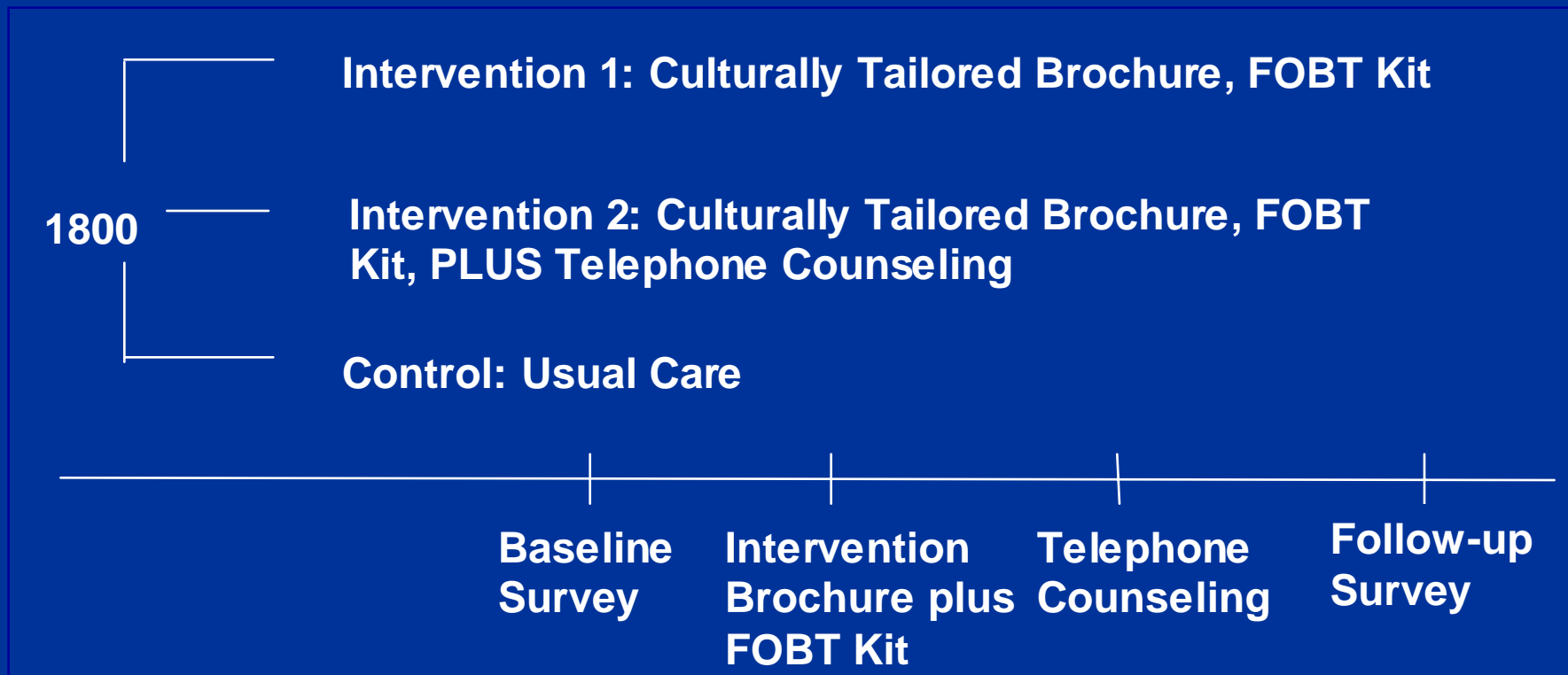
- U.S. Preventive Services Task Force recommends screening all persons over 50
  - Annual FOBT
  - Sigmoidoscopy every 5 years
  - Colonoscopy every 10 years
  - FOBT plus sigmoidoscopy
- Screening rates are low and even lower in ethnic minority groups

# **CRC SCREENING AT SCVMC**

- **Network of 5 community based clinics provide care to many Latinos and Vietnamese**
- **Primary screening option offered at SCVMC is FOBT**

# INTERVENTION

To conduct a randomized controlled trial to compare 3 strategies on receipt of colorectal cancer screening in Latinos and Vietnamese



# METHODS: TAILORING

- **Adaptation of the intervention to best fit the needs and characteristics of the target audience**
- **Cultural tailoring**
  - **Development of interventions, messages, strategies to conform with specific cultural characteristics** Pasick, 1996
- **Individual tailoring**
  - **Stage of behavioral change** Prochaska, 1997
  - **Specific barriers** Walsh, 2004

# METHODS

## *Stages of Change*

- Pre-contemplation
- Contemplation
- Action
- Maintenance
- Relapse

## *Barriers*

- Embarrassment
- Discomfort
- Time
- Concern about prep
- Concern about changing diet
- Messy

# INTERVENTION BROCHURES

- Culturally tailored brochures
- Developed separately in each language
- Focus groups at different developmental phases
- Pictures of community members and study physicians





# PARTICIPANTS

- Latino and Vietnamese age 50-79
- Receives primary care at 1 of 5 SCVMC clinics
- Speaks English, Spanish or Vietnamese
- Agree to participate
  - Letter with refusal postcard

# BASELINE SURVEY

- **Conducted in 2005**
- **Telephone survey about 25 minutes**
- **Topics: Demographics, history of screening, attitudes toward screening, barriers and facilitators to screening**

# INTERVENTION

- **FOBT with tailored instructions sent**
- **Survey responses used to individualize telephone counseling**

# TELEPHONE COUNSELING

- **Community Health Advisors**
  - Members of the target communities
- **Catholic Charities in San Jose, California**
  - Recruitment of counselors
  - Counselor supervision

# TELEPHONE COUNSELOR TRAINING

- **Manual in all 3 languages**
- **Scripts**
  - Tailored to Stage of Change
  - Tailored to barriers
- **Over 20 hours of intense training**
- **Didactic coursework and role plays**
- **Onsite visits**

# **FOLLOW UP SURVEY**

- **Began in July 2006**
- **Similar to baseline survey**
- **Assess effectiveness of interventions**
  - **Brochure**
  - **Telephone counseling intervention**

# RESULTS

- **Physician Characteristics**
  - 44 of 49 physicians (90%) agreed to participate
- **1358 individuals completed both baseline and follow-up surveys**

# PARTICIPANTS WHO COMPLETED BASELINE AND FOLLOW-UP SURVEYS

N = 1358	LATINO N (%)	VIETNAMESE N (%)
AGE (mean±S.D.)	60.55 (7.27)	61.0 (5.76)
FEMALE	537 (74.8)	410 (64.1)
MARRIED OR LIVING WITH PARTNER	343 (48.4)	477 (75.8)
U.S. BORN	140 (10.3)	0 (0)
YEARS IN U.S. (mean±S.D.)	23.62 (13.03)	15.25 (6.45)
EDUCATION OF 12 YEARS OR LESS	652 (90.8)	418 (65.4)
EMPLOYED	154 (21.5)	132 (20.6)
MEAN INCOME* <20K	395 (55.0)	411 (64.2)
NON-ENGLISH LANGUAGE OF INTERVIEW	598 (83.3)	640 (100.0)
LOW ACCULTURATION (<3.0)**	588 (81.9)	639 (99.8)
FAIR OR POOR SELF-RATED HEALTH	530 (74.2)	497 (82.0)
PERCEIVED CRC RISK		
More likely or the same as others	184 (25.8)	140 (21.9)
Less likely or unsure	530 (74.2)	500 (78.1)

\* 30 percent did not respond.

\*\*Acculturation score was measured by a previously validated 5 item scale.



# RECOGNITION AND BEHAVIOR OF 1358 LATINO AND VIETNAMESE PATIENTS

	LATINO N (%)	VIETNAMESE N (%)
<b>EVER HEARD OF SCREENING</b>		
Heard of colon cancer	564 (78.6)	580 (90.6)
Heard of polyp	212 (29.5)	314 (49.1)
Heard of FOBT	352 (49.0)	533 (83.3)
Heard of SIG or COL	336 (46.8)	423 (66.1)
<b>UP TO DATE WITH CRC SCREENING</b>		
FOBT in last year	274 (38.2)	340 (53.1)
SIG in last 5 years / COL in last 10 years	189 (26.3)	274 (42.8)
Any CRC screening	376 (52.4)	475 (74.2)

# EFFECTS OF INTERVENTION ON COLORECTAL CANCER SCREENING

	Baseline N (%)	Follow up N (%)	Change (%)	P*	P**
<i>FOBT</i> Usual Care Brochure Brochure + Counseling	92 (47.4)	107 (55.2)	7.8		
<i>SIG/COL</i> Usual Care Brochure Brochure + Counseling					
<i>ANY CRC</i> Usual Care Brochure Brochure + Counseling					

**P\* Difference between usual care and interventions**

**P\*\* Difference between two interventions**

# EFFECTS OF INTERVENTION ON COLORECTAL CANCER SCREENING

	Baseline N (%)	Follow up N (%)	Change (%)	P*	P**
<i>FOBT</i>					
Usual Care	92 (47.4)	107 (55.2)	7.8	0.010	
Brochure	257 (45.0)	343 (60.1)	15.1		
Brochure + Counseling					
<i>SIG/COL</i>					
Usual Care					
Brochure					
Brochure + Counseling					
<i>ANY CRC</i>					
Usual Care					
Brochure					
Brochure + Counseling					

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# EFFECTS OF INTERVENTION ON COLORECTAL CANCER SCREENING

	Baseline N (%)	Follow up N (%)	Change (%)	P*	P**
<i>FOBT</i>					
Usual Care	92 (47.4)	107 (55.2)	7.8		
Brochure	257 (45.0)	343 (60.1)	15.1	0.010	
Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care					
Brochure					
Brochure + Counseling					
<i>ANY CRC</i>					
Usual Care					
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Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure					
Brochure + Counseling					
<i>ANY CRC</i>					
Usual Care					
Brochure					
Brochure + Counseling					

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Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure	207 (36.3)	245 (42.9)	6.6	0.326	
Brochure + Counseling					
<i>ANY CRC</i>					
Usual Care					
Brochure					
Brochure + Counseling					

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Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure	207 (36.3)	245 (42.9)	6.6	0.326	
Brochure + Counseling	193 (32.5)	260 (43.7)	11.2	0.326	0.006
<i>ANY CRC</i>					
Usual Care					
Brochure					
Brochure + Counseling					

**P\* Difference between usual care and interventions**

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Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure	207 (36.3)	245 (42.9)	6.6	0.326	
Brochure + Counseling	193 (32.5)	260 (43.7)	11.2	0.326	0.006
<i>ANY CRC</i>					
Usual Care	124 (63.9)	132 (68.0)	4.1		
Brochure					
Brochure + Counseling					

**P\* Difference between usual care and interventions**

**P\*\* Difference between two interventions**



# EFFECTS OF INTERVENTION ON COLORECTAL CANCER SCREENING

	Baseline N (%)	Follow up N (%)	Change (%)	P*	P**
<i>FOBT</i>					
Usual Care	92 (47.4)	107 (55.2)	7.8		
Brochure	257 (45.0)	343 (60.1)	15.1	0.010	
Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure	207 (36.3)	245 (42.9)	6.6	0.326	
Brochure + Counseling	193 (32.5)	260 (43.7)	11.2	0.326	0.006
<i>ANY CRC</i>					
Usual Care	124 (63.9)	132 (68.0)	4.1		
Brochure	369 (64.6)	437 (76.5)	11.9	0.002	

**P\* Difference between usual care and interventions**

**P\*\* Difference between two interventions**

# EFFECTS OF INTERVENTION ON COLORECTAL CANCER SCREENING

	Baseline N (%)	Follow up N (%)	Change (%)	P*	P**
<i>FOBT</i>					
Usual Care	92 (47.4)	107 (55.2)	7.8		
Brochure	257 (45.0)	343 (60.1)	15.1	0.010	
Brochure + Counseling	265 (44.7)	414 (69.8)	25.1	<0.001	<0.001
<i>SIG/COL</i>					
Usual Care	63 (32.5)	80 (41.2)	8.7		
Brochure	207 (36.3)	245 (42.9)	6.6	0.326	
Brochure + Counseling	193 (32.5)	260 (43.7)	11.2	0.326	0.006
<i>ANY CRC</i>					
Usual Care	124 (63.9)	132 (68.0)	4.1		
Brochure	369 (64.6)	437 (76.5)	11.9	0.002	
Brochure + Counseling	358 (60.4)	485 (81.8)	21.4	<0.001	<0.001

**P\*** Difference between usual care and interventions

**P\*\*** Difference between two interventions

# RESULTS

- **Effects were similar in Vietnamese and Latinos**
- **Effects were similar in men and women**

# TELEPHONE COUNSELING

- **758 participants received telephone counseling**
- **Average duration of counseling was 17.35 minutes**
- **Average number of contacts was 1.74**

# RESULTS FROM TELEPHONE COUNSELING

- Counseling >15 minutes was associated with a bigger increase in FOBT rates
- Increased number of contacts was not associated with increased screening
- Counselor gender and gender concordance did not affect outcomes

# LIMITATIONS/CHALLENGES

- **Study took place in a single geographic location**
- **Vietnamese media campaign about CRC screening was happening at the same time**
- **Key question is why does the telephone counseling work?**

# CONCLUSIONS

- **Both interventions increased rates of colon cancer screening in Latinos and Vietnamese**
- **Counseling and brochure were more effective than brochure alone**
- **Impact was similar in Latinos and Vietnamese**

# FUTURE DIRECTIONS

- **Goal is to improve rates of colorectal cancer screening in ethnic minority populations**
- **We hope this will be a model for future interventions**
  - **Dissemination**