

Colorectal Health Initiative: Promoting Colorectal Cancer Screening in Kewa Pueblo

Even though colorectal cancer is 100% preventable with proper screening, diagnosis, and treatment if necessary, it continues to affect Native American populations at higher rates than others. Increasing the screening rates in Kewa Pueblo has been challenging over the years. With support from AASTEC we intensified our efforts to promote colorectal health in our community from February 2022 to February 2023.



**Kewa Pueblo Health
Corporation**



Goals

- Collect accurate data regarding colorectal health screening in our community
- Inform all patients who are screened of their results and refer them to GI if necessary
- Deliver FIT Kits Door to Door to all community members who were due for screening and provide CRH education
- Continue to promote colorectal cancer screening throughout the year by handing kits out in clinic and following up with patients via phone.
- Maintain accurate data for those in need of screening

Outcomes

- Although it wasn't perfect, Population Health provided us with the most accurate data
- Fourteen patients had a positive FIT kit, and all were referred to GI. No cases of colorectal cancer were diagnosed from those fourteen.
- March of 2022 we handed out 261 Fit Kits by going door to door with KPHC staff and contracted tribal employees. 56 FIT kits were returned in March, April, and May of 2022.
- 353 community members were given FIT kits over the course of the year.

Lessons Learned

- Door to door campaigns are very labor intensive. We did not have the resources to go back to those homes where no one was home, so we did not reach everyone in the community.
- Follow up calls and reminders are essential to increase rates of colorectal cancer screening.
- The denominator of patients due for screening was a moving target as people aged and as we updated the data in our EHR
- Starting with accurate and consistent data is key to measuring progress.
- Promoting colorectal health is an important and ongoing venture. Trying innovative tactics to increase screening rates and prevent colorectal cancer is key to successful campaigns

February 2022

14% of the population age 45-75 were up to date with CRC Screening



February 2023

22% of the population age 45-75 were up to date with CRC Screening

Follow up

January 2024 we will start a PDSA with one Dr. Smith's panel of patients in hopes to better define successful tactics for increasing CRC screening rates.