This is our inaugural e-newsletter to share information with you about the Colorectal Cancer Screening Program in South Carolina (CCSPSC), which is one of the Centers for Disease Control and Prevention (CDC) Colorectal Cancer Control Programs. The CCSPSC is part of the Center for Colon Cancer Research at the University of South Carolina. In the e-newsletter, we will share information about our program, our partners, and our work to increase colorectal cancer (CRC) screening in South Carolina. Read more about the CDC Colorectal Cancer Control Program at: [http://www.cdc.gov/media/releases/2015/p0930-cancer-screening.html](http://www.cdc.gov/media/releases/2015/p0930-cancer-screening.html). More information is also provided on page 3 of the e-newsletter.

About the CCSPSC:

CRC is one of the most common, deadly, and preventable types of cancer and is a leading cause of cancer death in the United States. Many incident cases of CRC can be prevented and disease down-staged through participation in recommended screening. CRC screening is vastly underutilized in comparison to other types of cancer screening.

The purpose of the CCSPSC is to increase participation in CRC screening by working with partner health systems to implement priority evidence-based strategies.

The CCSPSC is working with eight federally qualified health centers in South Carolina, American Cancer Society, South Carolina Primary Health Care Association, and Center for Colon Cancer Research Screening Program. Together, we work with the partnering federally qualified health centers to implement at least two priority, evidence-based approaches (provider assessment and feedback, provider reminders and recall, client/patient reminders), supportive strategies (professional education and small media), and additional activities (standard procedures and 80% by 2018 pledge). Evaluation is an important element of the program, and the Core for Applied Research and Evaluation at the University of South Carolina leads evaluation activities.

On page 2, we share with you information on the status of our program as we near the end of the first year on June 29, 2016.

We look forward to sharing more with you about the program in future issues of the e-newsletter.
The following “snapshot” provides an overview of the CCSPSC as of June 23, 2016. The snapshot includes information from eight clinical sites representing seven federally qualified health centers. The picture of the CCSPSC changes almost every day as new sites join the program and as progress is made in current sites. Baseline data are collected from each clinical site and will be reassessed at least every year as part of the comprehensive evaluation approach. The CCSPSC team, with the American Cancer Society, works with staff at each site to determine the best approach for the site to increase CRC screening.

**COLORECTAL CANCER SCREENING PROGRAM IN SOUTH CAROLINA BASELINE DATA SNAPSHOT**

<table>
<thead>
<tr>
<th>PROGRAM REACH</th>
<th>PATIENT POPULATION</th>
<th>EBI &amp; SUPPORTING STRATEGIES IN PLACE AT CLINICS AT BASELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>11,160</td>
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<tr>
<td>FEDERALLY QUALIFIED HEALTH CENTERS ARE CURRENTLY PARTICIPATING IN THE CCSPSC PROGRAM. The 8 clinics represent 7 systems. 88% of clinic sites are PCMH certified.</td>
<td>PATIENTS AGED 50-75 RECEIVE CARE AT THE PARTICIPATING CLINICS. Patient populations by clinic ranged from 321-4,078.</td>
<td>Health IT: 86%</td>
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<tr>
<td>45</td>
<td>OF THE PATIENT POPULATION IS UNINSURED. Uninsured patient populations in the clinics range from 11-82%.</td>
<td>Provider Reminders: 75%</td>
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<td>PRIMARY HEALTHCARE PROVIDERS SEE PATIENTS IN THESE 8 CLINICS.</td>
<td></td>
<td>Provider Education: 50%</td>
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<tr>
<td>PRIMARY TEST TYPE USED</td>
<td>REFERRAL NETWORKS FOR COLORECTAL CANCER SCREENING</td>
<td></td>
</tr>
<tr>
<td>35% FOBT-Genesis</td>
<td>63% 50% OF CLINICS USED THE UDS MEASURE TO CALCULATE SCREENING RATES. Other clinics used iHEcS (13%) and chart review (25%).</td>
<td></td>
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<tr>
<td>25% FIT</td>
<td></td>
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<tr>
<td>25% Colonoscopy Referral</td>
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<tr>
<td>25% Varies by Provider</td>
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<tr>
<td>40% OF SCREENING ELIGIBLE ADULTS HAVE BEEN SCREENED FOR COLORECTAL CANCER Screening rates ranged from 3% to 65%.</td>
<td>50% OF CLINICS REPORTED THAT THEIR CLINIC HAS AN ADEQUATE REFERRAL NETWORK FOR COLORECTAL CANCER SCREENING.</td>
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</table>

**Check out the Center for Colon Cancer Research (CCCR) website:**

[http://cccr.sc.edu/](http://cccr.sc.edu/)

**Also, look for the CCCR on Facebook and Twitter.**
The following “snapshot” provides an overview of all CDC Colorectal Cancer Control Programs. The CCSPSC is included in the following snapshot.
Meet the CCSPSC Team

Heather M. Brandt, PhD, CHES, Co-Project Director

Heather M. Brandt, PhD, CHES is Associate Dean for Professional Development in the Graduate School and Associate Professor in the Arnold School of Public Health at the University of South Carolina. She is also public health director in the Center for Colon Cancer Research and faculty affiliate in the Cancer Prevention and Control Program, TecHealth-Technology Center to Promote Healthy Lifestyles, and Women's and Gender Studies Program. For the CCSPSC, she serves as co-program director. Dr. Brandt enjoys using collaborative approaches to address cancer-related health disparities, and the CCSPSC offers her the opportunity to work with long-time partners and new ones too. She is committed to working with others who share her interest in making a difference in South Carolina and beyond wherever, whenever, and however she can through advocacy and action.

Hiluv Johnson, BS, Program Coordinator

Hiluv Johnson has worked on various research projects at the University of South Carolina since 2009 and is currently pursuing a masters degree in social work. She began working on the CCSPSC in December 2015. Through her interest in research, she became involved in health disparities work, particularly involving breast cancer. However, her interests include other types of cancer as well. Through the Colorectal CCSPSC, Ms. Johnson is able to explore her interests and learn more about CRC. As the program coordinator, she loves visiting the various federally qualified health centers sites, meeting the staff, and hearing all of the beautiful success stories. An interesting fact about Hiluv is her unique name. Hiluv shared, “My name is Hiluv and my dad told me I am the only person named Hiluv in the entire world!”

Cindy Calef, MAML, Program Implementer

Cindy Calef began working on the CCSPSC in December of 2015 in order to make an impact on a larger scale. She is passionate about public health as she has worked in the healthcare field for 15 years, 10 of which were at federally qualified health centers. Witnessing the challenges underserved communities face sparked Ms. Calef's interest in health disparities. The most rewarding part of working with the Colorectal Cancer Screening Program in South Carolina for her is helping providers increase colorectal cancer screening rates, especially for underserved patients. She is a Latina with experience addressing health barriers for Hispanic patients, is highly involved in community activism, and loves politics. She is currently pursuing her doctorate in Health Services Policy and Management and has her Master of Arts in Management and Leadership.
Jay Whitmore, MSW, Program Implementer

Jay Whitmore joined the CCSPSC in December of 2015 because of its focus on making an impact on community health. He has been involved in community health work for many years. His grandfather had colon cancer, which ignited his interest in the program. The most rewarding part of working on the program for him is meeting people with common goals and desires to improve community health and developing and enhancing strategies to improve CRC screening. While the team does travel frequently, Mr. Whitmore believes that “the trips allow us as a team to bond, share ideas, and meet people all over the state in small and rural communities”. He graduated from Allen University and the College of Social Work at the University of South Carolina.

In the Field

Professional Education
ECCHC - Eastover

Implementation Training
Regenesis - Langdon

Implementation Training
New Horizon - Greer

New CDC study on colorectal cancer screening capacity: A recently published study conducted by researchers at the Centers for Disease Control and Prevention (CDC) looks at US capacity to screen 80% of the eligible US population with FIT, colonoscopy, or a mix of tests. The new study, “Colorectal Cancer Screening: Estimated Future Colonoscopy Need and Current Volume and Capacity,” is published online in the Journal Cancer.

Contact Us

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We look forward to working with you to increase colorectal cancer screening in South Carolina!

We welcome your feedback on our e-newsletter! Please let us know if you have news to share and if you have any suggestions!