

COLORECTAL CANCER AWARENESS WEBINAR SERIES

Colorectal Cancer Screenings Save Lives

Jeong Yeon Shin | Natalie Hall
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COLORECTAL CANCER AWARENESS WEBINAR SERIES (1 or 2)

New guidelines! If you're 45 or older, get screened for colorectal cancer.

People can have colorectal cancer without having any symptoms. Colorectal cancer may be prevented through recommended screening, early detection, and treatment.

Join in to learn how to reduce the risks of colorectal cancer through dietary changes and physical activity.

COLORECTAL CANCER AWARENESS WEBINAR SERIES (2 of 2)

- **Wednesdays from 12:00PM – 1:00PM**
 - **March 16, 2022** - How Smoking/Vaping Affects Colorectal Health
 - **March 23, 2022** - Eating to Prevent Colorectal Cancer
 - **March 30, 2022** - The Immunity Boost of Exercise
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COLORECTAL CANCER AWARENESS: A WEBINAR SERIES



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PRESENTER BIO

Yeon Shin



- Jeong Yeon Shin is the Lead Coordinator for the Howard County Health Department (HCHD) Cancer Control Program. Jeong Yeon has served the HC community for nine years by educating, advocating, and navigating individuals through the breast, cervical, and colorectal cancer screening services. She is a certified smoking cessation facilitator and counselor.

PRESENTER BIO



- Natalie Hall is a Community Health Educator with the Howard County Health Department (HCHD). Natalie has been with the HCHD for four years. She spends her time finding ways to bring important health information to the residents of HC and working on the CAREAPP project.

OBJECTIVES

- What is Colorectal Cancer
- Statistics
- Risk factors
- Symptoms
- Different types of screenings
- Maryland's no-cost Colorectal Cancer Program



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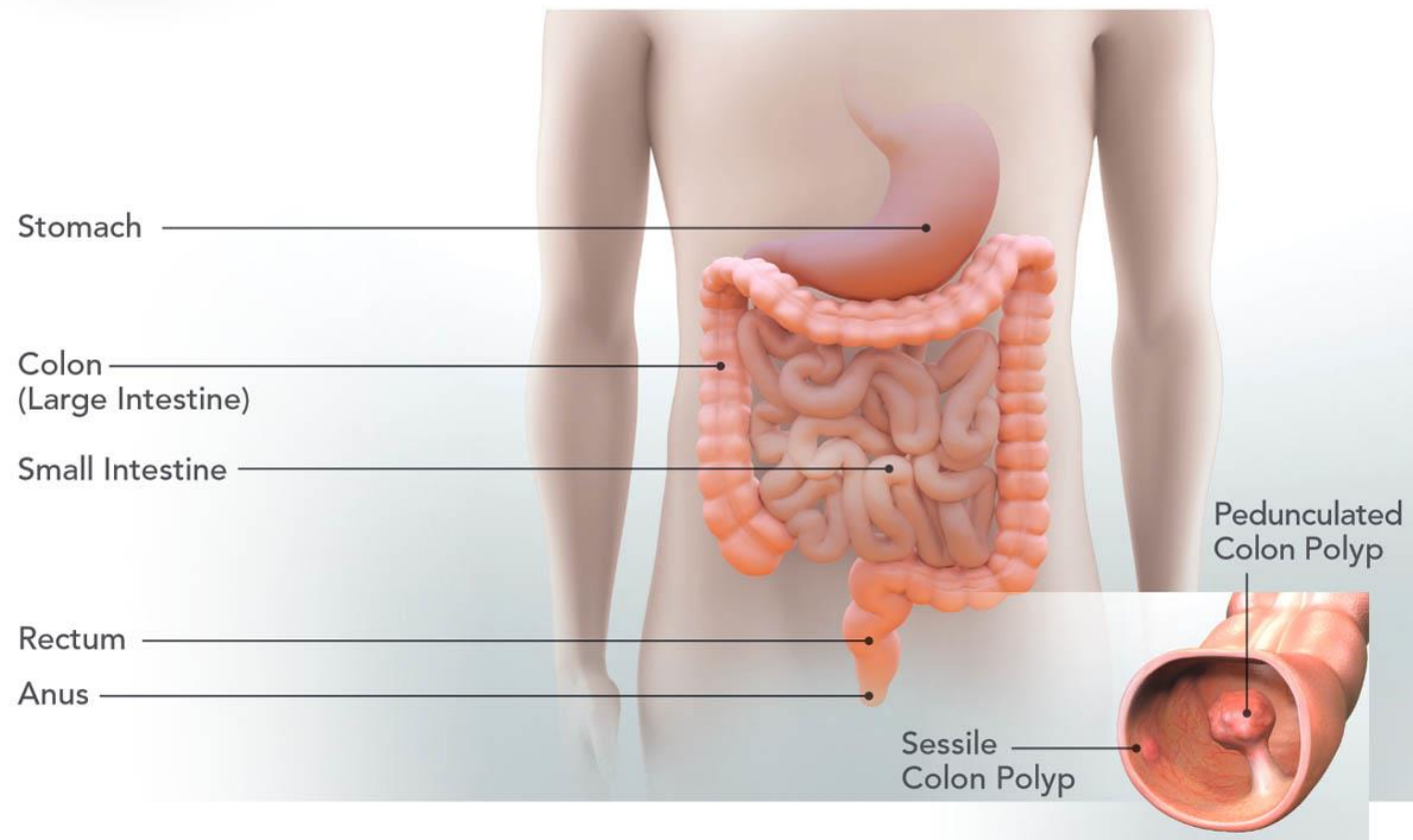
COLORECTAL CANCER OVERVIEW

- Cancer that begins in the colon or rectum is known as colorectal cancer (CRC) or colon cancer
- CRC starts as a pre-cancerous growth called a polyp in the colon or rectum that over time could become cancerous. Not all polyps become cancerous.
- Different types of CRC screenings are used to find pre-cancerous and cancerous polyps

FUNCTIONS OF THE COLON AND RECTUM

- The colon is a part of your digestive system. It helps absorb water and minerals, as well as eliminate waste.
 - The colon is the large intestine
 - The colon is about 5 feet long
- The rectum connects the colon to the anus

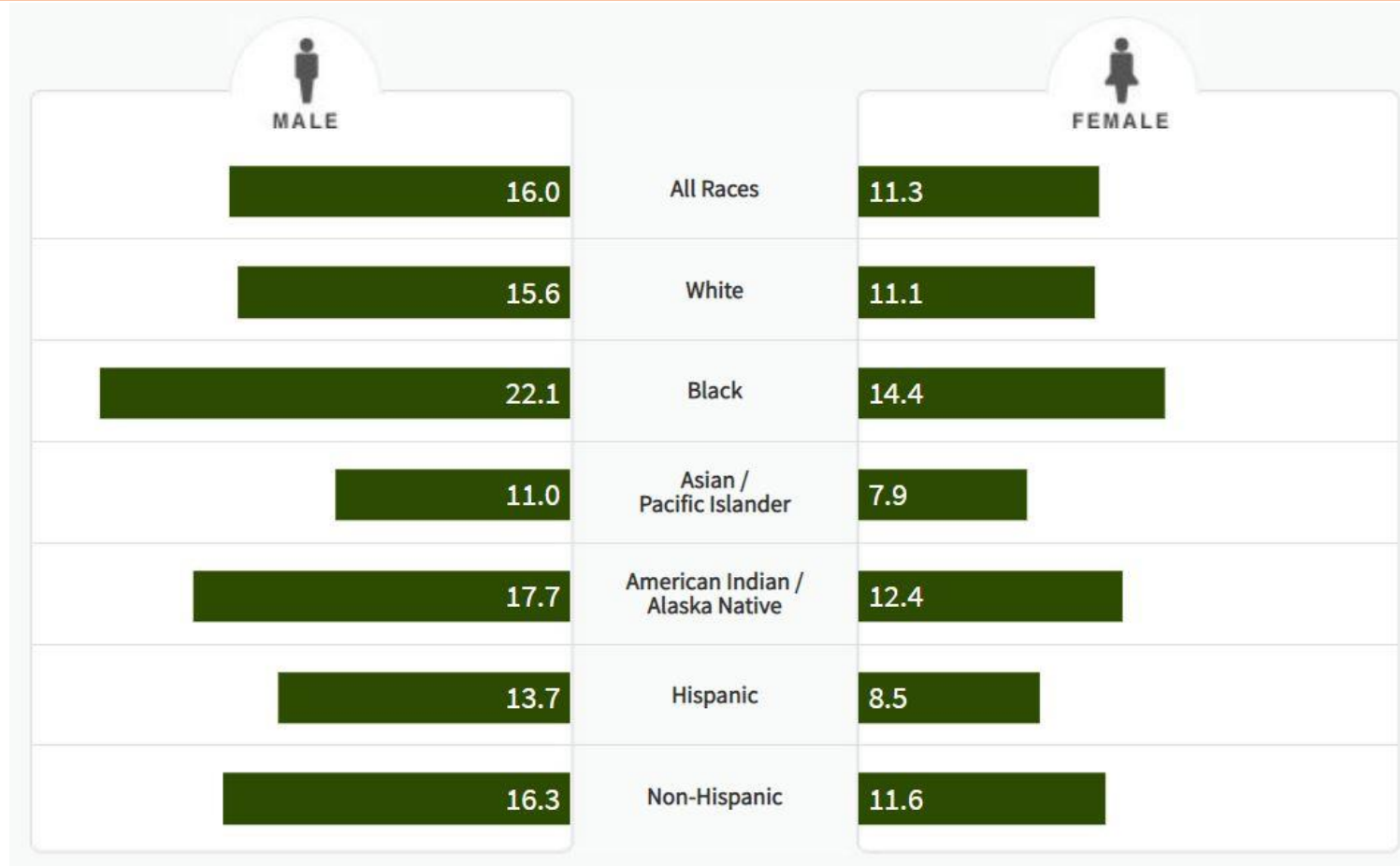
COLORECTAL CANCER



Colorectal Cancer Statistics

DEATH RATE BY RACE/ETHNICITY & SEX IN THE UNITED STATES

Colorectal Cancer is the 3rd leading cause of cancer deaths in the United States.



U.S. 2015–2019, Age-Adjusted

MARYLAND COLORECTAL CANCER SCREENING STATISTICS

- 76.6% of adults age 50-75 reported receiving one or more of the recommended colorectal cancer screening tests in 2020
- In 2021, an estimated 2,550 CRC cases were expected to be diagnosed and 1,050 deaths were expected to occur

HOWARD COUNTY COLORECTAL CANCER SCREENING STATISTICS

- 54% of adults age 50-75 had a colonoscopy or sigmoidoscopy within the past 5 years, reported in 2021
 - Between 2018 and 2021 there was an 11% increase in the number of residents that reported that they had never had a colon screening
 - In 2021, 26% of Howard County residents skipped or postponed their routine colonoscopy or sigmoidoscopy due to COVID-19 exposure concerns

Colorectal Cancer Risk Factors

RISK FACTORS RELATED TO BEHAVIORS

- Physical inactivity
- Being overweight or obese
- Smoking/Vaping tobacco
- High consumption of red and/or processed meat + very low fruits and vegetables
- Average of 2-4 alcoholic drinks per day have a 23% higher risk of colorectal cancer than those who consume less than one drink per day

RISK FACTORS RELATED TO HEREDITY & MEDICAL HISTORY

- Personal or family history of polyps, colorectal cancer or other types of cancers
- African American, Jewish or Eastern European descent
- Inflammatory bowel diseases
- Genetic syndrome
- Diabetes
- **45 years or older**

AFRICAN AMERICANS & COLORECTAL CANCER

- Compared to Caucasians, African-Americans...
 - Develop colon cancer at a younger age
 - Have decreased access to screening
 - Have more 'aggressive' colon cancer
 - Have reduced survival
 - Have a reduced response to chemotherapy for advanced disease



CRC SCREENINGS NOW START AT AGE 45

- Why?
 - Rates of colorectal cancer among people younger than 50 are on the rise.
 - It was estimated that in 2020, 17,930 people younger than age 50 would be diagnosed with CRC.

Colorectal Cancer Symptoms

SYMPTOMS OF COLORECTAL CANCER (1 of 2)

- No symptoms
- Rectal bleeding, dark stools or blood in or on stools
- Change in bowel movements, narrowing of stool, constipation or diarrhea
- Persistent abdominal pain, gas, indigestion or cramps

SYMPTOMS OF COLORECTAL CANCER (2 of 2)

- Unexplained weight loss
- Loss of appetite, nausea or vomiting
- Chronic fatigue
- Iron deficiency anemia not due to other conditions

Colorectal Cancer Screening Options

INVASIVE COLORECTAL CANCER SCREENINGS

- Colonoscopy - *Gold Standard Screening*
<https://bit.ly/LearnAboutColonoscopy>
- Double contrast barium enema
<https://bit.ly/LearnAboutDoubleContrast>
- Flexible Sigmoidoscopy
<https://bit.ly/LearnAboutFlexibleSigmoidoscopy>
- Virtual Colonoscopy
<https://bit.ly/LearnAboutVirtualColonoscopy>

NON-INVASIVE COLORECTAL CANCER SCREENINGS

- Fecal Immunochemical Test (FIT)
<https://bit.ly/LearnAboutFIT>
- Fecal Occult Blood Test (FOBT) and Cologuard
<https://bit.ly/LearnAboutFOBT>

Tips for Making the Most Out of Your Screening (1 of 2)

1. Check with your insurance plan to find out what benefits are covered for colorectal cancer screening. Sample questions to ask:
 - Does my insurance cover CRC screening?
 - How do I choose a gastroenterologist?
 - Do I need a referral?
 - How much is my deductible/co-pay?

Tips for Making the Most Out of Your Screening (2 of 2)

2. Gather information about your family medical history
3. Make a list of your current medications
4. Let the provider know your preferred language/primary language
5. Ask your doctor how often to get screened

Maryland's No-Cost Colorectal Cancer Screening Program

PURPOSE

- Increase:
 - Access to care for the at-risk/vulnerable populations
 - Prevention, early detection and diagnosis
 - Timely follow-up and treatment
- Decrease:
 - Health disparities
 - Death rate



MARYLAND CRC PROGRAM ELIGIBILITY CRITERIA

- Maryland resident - proof required
- Adults age 45 and older with average risk
- Individuals 18 years and older with increased risk with symptoms
- Uninsured, under-insured or insured for navigation services
- Limited income - 250% of federal poverty level

MARYLAND CRC SERVICES

- Pre-screening consultation and screening colonoscopy
- Biopsy and laboratory charges
- Surgical consultation
- Case management
- Patient navigation services for insured clients
- Interpreters/Language Line

CAREAPP

Use CAREAPP to find help with food, housing, health and more!

You can do it in three steps:

1. Visit www.findhcreources.org
2. Enter your **ZIP code** and select **Search**
3. Choose a category to browse local programs

CAREAPP is a **free** resource with built-in translation.



The graphic features a teal header with the logo 'THE HEALTH DEPARTMENT AND YOU' on the left and the text 'CAREAPP: Connecting you to community programs and services' followed by the phone number '410.313.6300' and website 'hchealth.org' with social media icons for Twitter, Facebook, and Instagram on the right. The main content area contains a central circular diagram with eight colored nodes: 'Food Assistance' (red), 'Access to Care' (pink), 'Transportation' (green), 'Housing' (purple), 'Education' (orange), 'Health' (blue), 'Employment' (yellow), and 'Mental Health' (light blue). To the right of the diagram is the text 'NEED A LITTLE HELP?' with a magnifying glass icon, followed by 'Find services quickly and connect to programs easily' and the website 'Visit FindHCRresources.org'. A QR code is positioned below this text. At the bottom, the 'CAREAPP' logo is on the left and the 'HOWARD COUNTY HEALTH DEPARTMENT' logo is on the right.

COLORECTAL CANCER PROGRAM INFORMATION

- [Maryland Colorectal Cancer Prevention Program](#), 410-313-4255
- [CAREAPP Resources for Colorectal Cancer](#)

SMOKING CESSATION PROGRAM INFORMATION

- Howard County Health Department:
 - [Tobacco/Vaping Prevention and Cessation](#), 410-313-4255
 - [Maryland Quitline](#)
 - [CAREAPP Resources to Quit](#)

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PRESENTATION SURVEY

- Please take a moment to complete this brief [survey](#).



THANK YOU

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