While screening has increased in Kentucky, it is still important to focus on healthcare providers because a healthcare provider’s recommendation has the most influence on patients’ uptake of colorectal cancer screening.

Nationally, Kentucky ranks second in colorectal cancer incidence and mortality. Rate per 100,000 Kentucky Rate: 57.00 Age-Adjusted to the 2000 U.S.Standard Million Population Colon and Rectum, 2003-2007

**BACKGROUND**

- Incidence and mortality rates for colorectal cancer are close to 20% higher in Kentucky than the United States. Nationally, Kentucky ranks second in colorectal cancer incidence and mortality.

**PURPOSE**

To better understand primary care providers’ preferred methods and preferred sources for receiving colorectal cancer prevention and screening information.

To establish best practices in cancer information dissemination to primary care providers

To implement best practices throughout the Kentucky Cancer Consortium and related community partnerships

**METHODS**

We conducted four regional focus groups spanning the state of Kentucky from May-June 2009. We presented these three scenarios to the focus groups:

1. 2008 updated colorectal cancer screening guidelines
2. Recently passed Kentucky-specific colorectal cancer legislation
3. Kentucky Cancer Consortium plans to launch a statewide colorectal cancer awareness campaign targeting non-screening screening among Kentuckians by prompting patients to talk to their healthcare provider about colorectal cancer screening.

Discussion questions asked after each scenario:

1. What is your preferred method of receiving this information?
2. Who would you prefer to receive this information from? In other words, who are your trusted sources?
3. How often would you like to receive information?

**RESULTS**

**Focus Group Participant Characteristics (N=17)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
<td>7</td>
</tr>
<tr>
<td>Nurse</td>
<td>4</td>
</tr>
<tr>
<td>Physician’s Assistant</td>
<td>2</td>
</tr>
<tr>
<td>Other Practice Settings</td>
<td>2</td>
</tr>
</tbody>
</table>

**Most preferred methods**

Regardless of topic, the preferred methods of receiving this information were predominantly uniform. They included:

- Email from trusted sources
- Scientific journals
- Regional and/or intercolleague professional conferences

**Most trusted sources**

The most trusted sources of information on colorectal cancer prevention and screening for the interviewed providers included:

- Medical colleagues
- Professional organizations / societies
- Research and advocacy agencies

**Notable comments**

- Reliable and accurate colorectal cancer educational information is needed for their patients.
- Providers are most likely to pay attention to emails coming from local and trusted sources.
- Media has an impact on the public as well as healthcare providers, and is most meaningful when patients tell their stories.
- To be prepared for questions from patients, providers prefer receiving colorectal cancer updates before the public.

**Potential Application**
The Kentucky Cancer Consortium Colon Cancer Prevention Committee intends to utilize study findings in one or more of the following ways:

- Research, synthesis, and collate colorectal cancer-related messages from trusted sources and supply them to primary care providers for dissemination to their patients.
- Provide expert speakers for participation in regional and/or intercolleague professional meetings and conferences, providing continuing education credits.
- Collaborate with primary care providers and their staff to disseminate best practices to increase colorectal cancer screening.
- May include the provision of timely educational materials to patients and providers, as well as ready-made reminder/recall resources.
- Identify and equip primary care providers and other specialists who are willing to speak with their colleagues about colorectal cancer, potentially traveling to geographically isolated communities in the area.
- Garner resources to develop a coordinated colorectal cancer screening media campaign that will impact healthcare and public providers.

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