



KENTUCKY CANCER CONSORTIUM

JULY 2018 - JUNE 2021

Evaluation results for the “audio talking card” to support the Fecal Immunochemical Test (FIT) test for colon cancer screening.

ABOUT THE KENTUCKY CANCER CONSORTIUM

For more than 18 years, the Kentucky Cancer Consortium (KCC) has focused on implementing strategies related to increasing colon cancer screening. KCC convenes a Kentucky Colon Cancer Committee and promotes coordination and collaboration among member organizations.

BACKGROUND

The “audio card” resource was developed to guide low literacy audiences on how to complete their Fecal Immunochemical Test (FIT) test for colon cancer screening. This innovative resource was designed, developed and recorded by the American Cancer Society who was seeking partners to pilot and share the resource. In July 2018-June 2019, the American Cancer Society teamed up with the Kentucky Cancer Consortium who coordinated partners to pilot the new audio card resource with a multi-component effort addressing both community-clinical linkages and engaging health systems to increase FIT testing for colon cancer screening. This multi-component pilot project focused on Kentuckians with low-literacy levels, who have never been screened for colon cancer.

This evaluation, conducted by the KCC, examines the impact of the audio card implementation as well as lessons learned from the collaboration of multiple partners in implementing a multi-component intervention.

Multi-components:

- Collaboration
- Community Clinical Linkages Outreach Events
- Audio Card
- Patient Navigation
- Engaging Health System Changes

OUR COLLABORATION TEAM

COORDINATING PARTNERS	ROLE
American Cancer Society	<ul style="list-style-type: none"> • Developed, recorded and designed the audio card • Provided strategic direction
Kentucky Cancer Consortium	<ul style="list-style-type: none"> • Convened the partners • Provided coordination, facilitation and funding • Lead evaluation
IMPLEMENTATION PARTNERS	ROLE
Kentucky Cancer Program at the University of Kentucky and the University of Louisville	<ul style="list-style-type: none"> • Community-clinical linkage outreach screening and awareness events
University of Kentucky’s Markey Cancer Center	<ul style="list-style-type: none"> • Community-clinical linkage screening and awareness events at hospitals and clinics • Provided FIT tests
Kentucky Cancer Link	<ul style="list-style-type: none"> • Patient navigation • Assisted with some screening and outreach events



AUDIO CARD

This resource commonly referred to as the “audio card,” is similar to an audio birthday card where a person opens the card and receives a message. In this case, the message is from a local Kentuckian who is a colon cancer survivor encouraging them and guiding them on how to complete their FIT test for colon cancer screening.

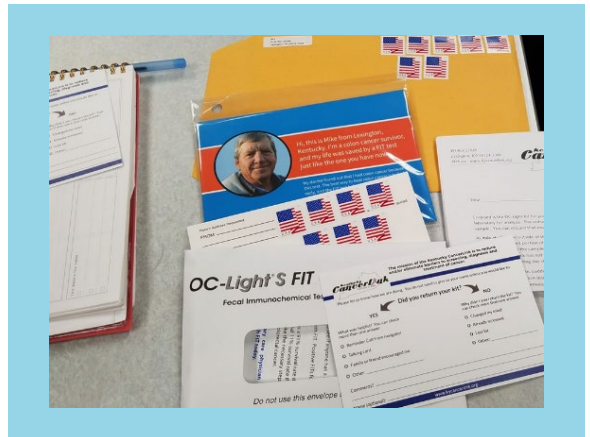
COMMUNITY CLINICAL LINKAGE OUTREACH EVENTS

Outreach partners invited potential participants to local community-clinical linkage events. These events occurred at local hospitals or clinics as well as through community-wide events. Since COVID-19 began in March 2020, the events have been much smaller and focused on individual hospitals and clinics rather than large community events. Those at risk for colon cancer who participated in the event and met eligibility requirements were referred to patient navigation services.

PATIENT NAVIGATION

Patient navigation partners received the referral from the outreach partner and were responsible for the following tasks:

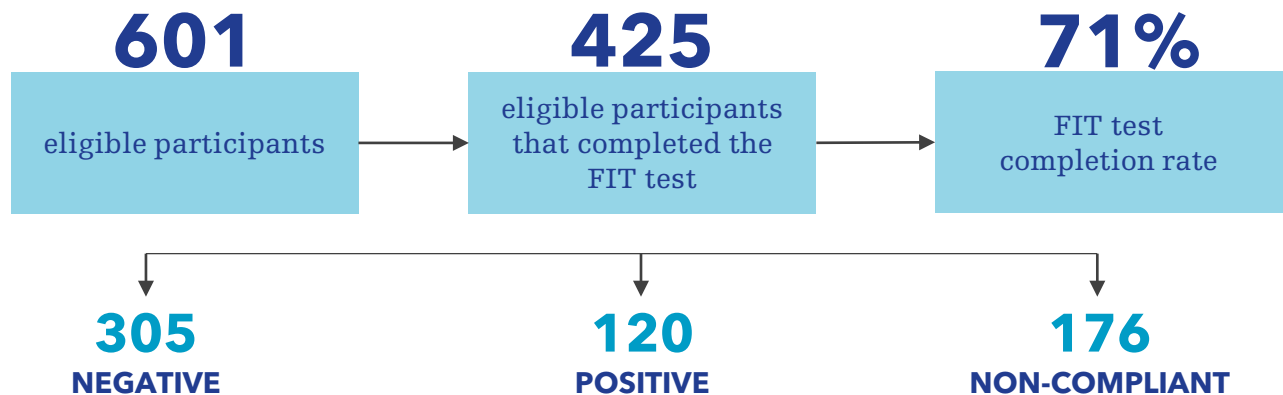
- Managing patient information and patient navigation information in a database.
- Contacting the patient to let them know the FIT test, audio card and self-addressed stamped postcard with an opportunity to provide feedback will be mailed to them.
- Mailing the FIT Test, audio card and self-addressed stamped postcard.
- Contacting the patient three times to remind them to complete the FIT and mail it back (leaves messages if patient is not directly contacted and allows 3-5 business days between call attempts).
 - After third attempt, sends a “last attempt letter”
 - This letter often prompts the patient to call the patient navigator.
- Contacting the patient once they receive the FIT test results and ask for permission to send the results to the patient’s primary care physician.
 - If results are positive and the patient does not have a primary care physician, they assist in securing a primary care physician
 - Encourage the patient with a positive FIT to have a shared decision with their physician regarding colonoscopy or next steps.
 - Patient navigator calls patient to discuss results of the shared decision with the physician and encourages them to follow-through with next steps.
- Letters are mailed annually encouraging the patient to contact the patient navigator to repeat the FIT test each year.



ENGAGING THE HEALTH CARE SYSTEM

As part of this project, the patient navigators also engaged primary care physicians and attempted to engage insurance companies to ensure the connection between this project and a patient’s “medical home.” The patient navigators sent a fax to the primary care provider with the completed FIT test. If the providers’ fax was not functioning, letters were sent instead. Additionally, the patient navigators attempted to contact the patient’s insurance company to provide FIT test results in order to ensure consistency across all medical records.

RESULTS



140 of the eligible participants returned the postcard.

Participants who returned the postcard with feedback reported the following information about the audio card and their FIT test:

Audio card in combination with the reminder call (patient navigation) helped them complete their FIT test	41 (29%)
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Audio card alone helped them complete their FIT test	20 (14%)
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Audio card helped them complete their FIT test - most of these were in combination with other support (this includes the 19 audio cards + navigation and the 8 with audio card alone) 91 (65%)



The mission of the Kentucky CancerLink is to reduce and/or eliminate barriers to screening, diagnosis and treatment of cancer.

Please let us know how we are doing. You do not need to give us your name unless you would like to.

Did you return your kit?

YES NO

What was helpful? You can check more than one answer.

- ☐ Reminder Call from navigator
- ☐ Talking card
- ☐ Family or friend encouraged me
- ☐ Other: _____

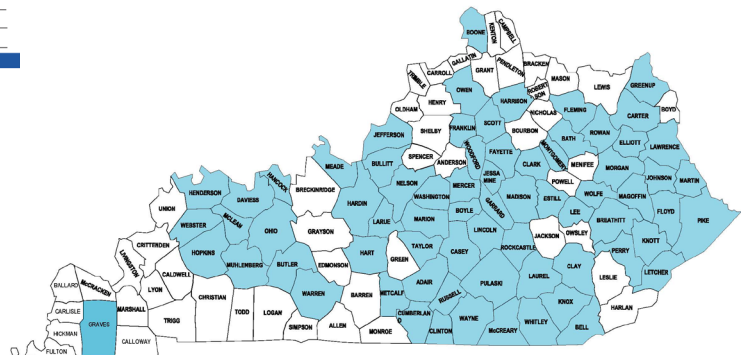
Comments?

Name (optional):

www.kycancerlink.org

**COMMUNITY OUTREACH +
NAVIGATION + FIT TEST +
AUDIO CARD PILOT
2018-2021 = 73**

COUNTIES REACHED



Over the 3 years
11%
were uninsured.

LESSONS LEARNED

Audio Card is Not a Stand-Alone Intervention

Multiple components are essential to implement the audio talking card as a comprehensive intervention:



Partner Organizations



Health Systems



Patient Navigation

Communication and Collaboration are Necessary



Consistent communication is needed across all partner and health care organizations



Defining clear roles of each partner



Developing and working with a team of partners

More Research is Needed

UK College of Public Health and American Cancer Society are working together to:



Understand the strengths and weaknesses of the audio talking card with rural Appalachia and Black communities in Louisville and further adapt the tool based on findings



Determine relevant community-based implementation strategies to increase FIT completion and assess the adapted tool's feasibility