

## **Collaborating To Conquer Colorectal Cancer in Michigan**

### **Public Health Problem:**

Colorectal cancer is the second leading cause of cancer deaths in Michigan with 4,920 new cases and 1,900 deaths expected this year. The Michigan Cancer Consortium's original goal for colorectal cancer screening was to increase to 50 % the proportion of average-risk people who have received appropriate colorectal cancer screening tests. At that time, approximately 30% of Michigan residents age 50 years and older reported receiving appropriate screening for colorectal cancer according to the Michigan Cancer Consortium (MCC) recommendations.

### **Program Examples:**

Since 1998, when the Michigan Cancer Consortium identified this colorectal cancer early detection goal there have been numerous public education and provider education initiatives and activities planned, implemented, and evaluated. In every instance, the MCC has facilitated collaboration among public and private agencies to maximize resources and leverage new resources when needed. To list a few:

- Statewide Colorectal Cancer Awareness Network (CRAN) - approximately 264 member organizations have joined this collaborative effort to promote colorectal cancer screening through numerous venues with consistent messages.
- Regional CRAN networks - developed and supported by the American Cancer Society to promote and coordinate activities at the local/community level.
- A state-funded colorectal cancer early detection pilot project is one outcome resulting from the first Michigan Dialogue for Action Meeting and persistent lobbying by key MCC partner organizations.
- Colorectal Cancer Early Detection Guidelines including risk assessment recommendations were produced and disseminated to Michigan health care providers.
- Colorectal Cancer Early Detection Professional Education modules were developed and disseminated on-line, presented at statewide professional education meetings and also are available on a CD-ROM.
- Media campaigns and other focused public and provider education efforts have been implemented involving Michigan health plans and tailored for some special populations, i.e. African Americans, Asian Americans, and Arab Chaldeans.
- Community-based projects and programs have been piloted in counties with higher than state average mortality rates.

### **Implications:**

Many lessons have been learned and shared among the MCC partner organizations. Best practices and products are being promoted statewide. And in a recent review of the MCC cancer control priorities, the MCC celebrated the achievement of its original colorectal cancer screening goal. The bar has been raised and the new goal is to increase to 75% the proportion of average risk people in Michigan who report having received appropriate colorectal cancer screening tests by 2010. Momentum is building and we believe that this new goal is achievable.

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