

Program aims to reduce inequities in colon cancer rates by mailing at-home screening kits to Black patients

Goal is to cut screening disparities in half by next year and identify those who need followup care to prevent cancer development or advancement

The Ohio State University Comprehensive Cancer Center -
Arthur G. James Cancer Hospital and Richard J. Solove Research Institute



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SUGGESTED TEASE	A NEW PROGRAM AIMS TO ADDRESS INEQUITIES IN COLON CANCER RATES BY SENDING POTENTIALLY LIFE-SAVING SCREENING TESTS STRAIGHT TO PEOPLE PLACED AT INCREASED RISK DUE TO LACK OF TIMELY SCREENING.
ANCHOR LEAD	<p>COLON CANCER SCREENINGS PLUMMETED BY ABOUT EIGHTY PERCENT DURING THE COVID-19 PANDEMIC¹, LEADING TO AN ESTIMATED TWENTY-THOUSAND ADDITIONAL CASES OF COLON CANCER THAT COULD HAVE BEEN PREVENTED OR DETECTED IN EARLIER STAGES.</p> <p>EVEN BEFORE THIS DROP IN SCREENING RATES, BLACK PATIENTS WERE MORE LIKELY TO BE DIAGNOSED WITH COLON CANCER IN LATER STAGES AND ARE FORTY PERCENT MORE LIKELY TO DIE OF THE DISEASE THAN WHITE PATIENTS².</p> <p>THE FIRST STEP TOWARD CORRECTING THESE INEQUITIES IS GETTING MORE BLACK PATIENTS SCREENED AT A YOUNGER AGE AND MAKING THOSE SCREENINGS AS ACCESSIBLE AS POSSIBLE.</p> <p>BARB CONSIGLIO HAS THE DETAILS ON A NEW OUTREACH PROGRAM WITH THE GOAL OF DOING JUST THAT BY DELIVERING SCREENING TESTS THAT CAN BE DONE IN THE PRIVACY OF THEIR HOME STRAIGHT TO PEOPLE WHO NEED THEM.</p>
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute :00 - :03	<p>(Nats - Sound) :02</p> <p>FIVE GENERATIONS OF JANET SHEPPARD'S FAMILY ARE REPRESENTED AT TRINITY BAPTIST</p>

Shots of Janet interacting with congregation	CHURCH. :04
CG: Janet Sheppard Assistant pastor, Trinity Baptist Church	“This is our home and has been our home for a long time.” :03
Shots of church congregation	LIKE MANY CHURCHES IN PREDOMINANTLY BLACK NEIGHBORHOODS, IT IS DEEPLY ROOTED IN THE COMMUNITY.
Shots of colonoscopy	SO AFTER JANET’S DOCTOR FOUND AND REMOVED TWO PRECANCEROUS POLYPS DURING A ROUTINE COLONOSCOPY, SHE KNEW SHE HAD TO USE HER VOICE AS ASSISTANT PASTOR TO TELL OTHERS HOW CANCER SCREENINGS SAVE LIVES. :16
Janet Sheppard (CG’d earlier)	“Some people say, ‘If I don’t know about it, I don’t have to deal with it.’ But you will eventually have to deal with it.” :07
Shots of Janet interacting with congregation	SHE’S ALSO CONNECTING COMMUNITY MEMBERS WITH THE RESOURCES THEY NEED TO FOLLOW THROUGH AS PART OF A NEW PROGRAM AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER — JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, WHICH IS MAILING FREE AT-HOME COLON CANCER SCREENING KITS TO BLACK PATIENTS WHO HAVE NOT YET HAD THEIR RECOMMENDED COLONOSCOPY. :17
Shots of kits being packaged	
CG: Dr. Subhankar Chakraborty The Ohio State University Comprehensive Cancer Center - Arthur G. James Cancer Hospital and Richard J. Solove Research Institute	“The goal of this campaign is to reduce the disparities in colorectal cancer screening, particularly among Black Americans.” :08
Shots of kits being packaged	SENDING THE KITS STRAIGHT TO PATIENTS’ HOMES HELPS REMOVE BARRIERS TO CARE SUCH AS COST, TRAVEL, TAKING TIME OFF WORK OR HESITATION TO UNDERGO A TRADITIONAL COLONOSCOPY.
Shots of Dr. Chakraborty examining patient	AND DOCTORS ARE ABLE TO IDENTIFY THOSE WHO NEED FOLLOW-UP CARE IN ORDER TO PREVENT CANCER FROM DEVELOPING OR ADVANCING. :12
Dr. Chakraborty (CG’d earlier)	“We estimate roughly that between 5 to 10 percent of these FIT tests will be positive.” :06
	AS THE PROGRAM EXPANDS, DOCTORS SAY

Shots of church congregation	MORE LIVES WILL BE SAVED THROUGH EARLY DETECTION – BUT IT WILL ALSO TAKE COMMUNITY PARTNERSHIPS LIKE THOSE BETWEEN OHIO STATE AND TRINITY BAPTIST CHURCH TO HELP MOVE THE NEEDLE ON INEQUITIES IN CANCER SCREENING AND CARE. :10
Janet Sheppard (CG'd earlier)	<i>“If they won't come to you, then let's bring it out to them to help them be more familiar, more comfortable and increase that trust level.” :08</i>
Shots of church congregation	AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER — JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS BARB CONSIGLIO REPORTING. :05
(PACKAGE END) -----	
ANCHOR TAG	<p>THE PROGRAM IS JUST GETTING UNDER WAY, BUT EXPERTS HOPE THAT BY HOLDING COMMUNITY EVENTS AND CULTIVATING RELATIONSHIPS WITH ORGANIZATIONS WITHIN THE BLACK COMMUNITY, THE PROGRAM WILL EXPAND AND PROVIDE HOSPITALS ACROSS THE COUNTRY WITH A MODEL TO EFFECTIVELY HELP CLOSE THE GAPS IN CARE AND INCREASE ROUTINE COLON CANCER SCREENING AMONG BLACK PATIENTS.</p> <p>COLON CANCER SCREENINGS ARE RECOMMENDED EVERY TEN YEARS FOR ADULTS OF AVERAGE RISK STARTING AT AGE FORTY-FIVE, AND SOONER FOR THOSE WITH A FAMILY HISTORY OR OTHER RISK FACTORS.</p>

SOCIAL MEDIA

 Share it! Suggested tweet:	<p>A new program at @OSUCCC_James targets inequities in colon cancer cases and deaths among Black patients by sending at-home screening kits straight to those who need them. https://bit.ly/3C2VUPc</p>
 Suggested post:	<p>Black patients are 20% more likely to be diagnosed with colon cancer than white patients and are 40% more likely to die of the disease. A new program at OSUCCC-James is working to reduce these inequities by sending at-home colon cancer screening tests to Black patients, helping to identify those who need follow-up care in order to prevent cancer from developing or advancing. https://bit.ly/3C2VUPc</p>

EXTRA BITES

CG: Dr. Subhankar Chakraborty
The Ohio State University Comprehensive
Cancer Center - Arthur G. James Cancer
Hospital and Richard J. Solove Research
Institute

Chakraborty says every patient identified with a positive test is beneficial:

"Every patient that we can identify as a positive through this campaign will be beneficial. It'll also help us educate the community and hopefully spread the word that Ohio State is really committed to reducing disparities in colorectal cancer screening." :15

Chakraborty says combining the program with community outreach will spread the word:

"By engaging with our community partners, we are trying to attend these community events where we hope to not only spread awareness, but hopefully we can distribute FIT test kits that can then lead to further identification of patients who benefit from screening." :17

Chakraborty says anyone with a positive at-home test should follow up with a colonoscopy:

"It is always recommended that if someone has a positive stool test, it should always be followed by colonoscopy because that is the only technique by which we can actually see and remove polyps." :13

CG: Janet Sheppard
Assistant pastor, Trinity Baptist
Church

Janet says she might have developed cancer if she missed her screening:

"Had I missed that opportunity, who knows what would've happened. Those polyps would've remained. We don't know if they would've turned to cancerous, they're pre-cancerous, but they would have remained in my body and had the potential." :12

Janet says it helps when people see effects of screening in someone :

"When they see other people that have experienced some of the ill effects of not getting screened or when they've seen people experience positive effects of early detection, it causes them to see someone that looks like them." :15

Janet says people react when they hear stories about screening in their circles:

"When you talk about it from the pulpit, when you talk about it in your circles around church and that type of thing, people listen, and it's like, 'Wow, if that happened to Reverend Janet, if that happened to whoever, maybe I need to listen to what my doctor's saying.'" :14

<p>CG: Victor M. Davis Pastor,</p>	<p>Victor says Black communities often lack access to health care information and resources: <i>"The African American population in many cities oftentimes is the population that does not have access to the information that is needed so that they might get the health care that they need."</i> :15</p> <p>Victor says his church is not just a place to worship but also to receive resources: <i>"It is not just a place where you come in fellowship and worship, but it's also a place where you receive resources that you might be able to go back and serve the community better."</i> :11</p> <p>Victor says the program is a great opportunity to take control of your health: <i>"This is an opportunity to receive and be tested in a private, noninvasive way. And that if it comes back positive, you can take the next step. This is a preliminary opportunity for you to get control of your health and know what's going on in your body."</i> :18</p> <p>Victor says the church helps to ensure its members have access to health care resources: <i>"If a person is not able to receive the necessary health care that is provided in the community, such as this screening that the Ohio State University is providing, we need to make sure that they're in the position to have access, to have the resources and the wherewithal to get this screening."</i> :17</p>
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References

¹Association of Cancer Screening Deficit in the United States With the COVID-19 Pandemic, **JAMA Oncology, Volume 7, Issue 6, April 29, 2021**. Online:

<https://jamanetwork.com/journals/jamaoncology/fullarticle/2778916>

²Model-Based Estimation of Colorectal Cancer Screening and Outcomes During the COVID-19 Pandemic, **JAMA Network, Volume 4, Issue 4, April 21, 2021**. Online:

<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2778450>

³Colorectal Cancer Rates Higher in African Americans, Rising in Younger People, **American Cancer Society, Sept., 2020**. Online:

<https://www.cancer.org/latest-news/colorectal-cancer-rates-higher-in-african-americans-rising-in-younger-people.html>

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