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It is with great delight and much gratitude that we reflect on our work over the last year – our work with YOU to increase colorectal cancer screening. Together, we are making a difference and saving lives. Thank you for your continued partnership!

Happy Holidays
What are we doing now?

The Colorectal Cancer Screening Program in South Carolina is currently working with 15 partner FQHC sites, within eight health care systems:

- Lake View (CareSouth),
- McColl (CareSouth),
- McCormick (Carolina Health),
- Eastover (Eau Claire),
- Waverly Family Practice (Eau Claire),
- Kingstree (Hope Health),
- Timmonsville (Hope Health),
- Little River Main (Little River),
- Carolina Forest (Little River),
- Greer (New Horizon),
- Faris Road (New Horizon),
- Langdon (ReGenesis),
- Church Street (ReGenesis),
- Lugoff (Sandhills), and
- McBee (Sandhills).

As of December 1, 2017, 13 sites have reached the GO LIVE stage of the program and are implementing evidence-based strategies, and six sites have entered Phase 5, marking their one-year anniversary of GO LIVE. Phase 5 will include an intentional focus on sustainability and enhancing current quality improvement strategies to track colorectal cancer screening.

We are pleased to announce that the Langdon site will be rejoining the CCSPSC! We are proud of the Langdon site’s determination and commitment to increasing colorectal cancer screening rates at their site. We are also delighted to welcome the McColl site to our program!
CCSPSC Baseline Data Snapshot

The following data snapshot includes data from all 15 sites working with our program as of November 29, 2017.
Working Toward 80% by 2018

The National Colorectal Cancer Roundtable’s (NCCRT) “80% by 2018” initiative has been ongoing since 2014, and over 1,500 organizations (including many of our partners – that means YOU!) have committed to increase colorectal screening rates to 80% by 2018. In South Carolina, 24 organizations have made the pledge to work to achieve 80% screened by 2018. Now that it is almost 2018, let us take a moment to appreciate the progress that has been made towards reaching that goal.

In 2015, one year after the initiative began, an additional 3,785,600 adults (>50 years) were screened for colorectal cancer. If screening were to remain at the 2015 rate until 2030, we expect that about 39,700 additional colorectal cancer cases and 37,200 deaths would be prevented, compared to the colorectal cancer screening rate in 2013.

Over 30 organizations have achieved a colorectal cancer screening rate of 80% or higher. You can find a list of these organizations on the NCCRT’s 80% by 2018 Hall of Fame.

What’s next?

The 80% by 2018 initiative will continue through December 2018. The initiative will continue after this point with the “80% Pledge”, and the NCCRT plans to launch a new campaign in 2019.
The NCCRT has many resources available to support efforts to increase colorectal cancer screening and work towards 80% by 2018:

- What Can Employers Do To Advance The 80% Screening Goal?
- 80% By 2018 Progress – October 3, 2017 Webinar
- 2017 80% By 2018 Communications Guidebook
- What Can Community Organizations Do To Advance 80% By 2018
- What Can Primary Care Physicians Do To Advance 80% By 2018

And more!
As part of its Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program, the American Cancer Society has awarded a $75,000 grant to ReGenesis Health Care to implement cancer prevention and early detection activities aimed to improve cancer outcomes by providing education, outreach, navigation, and access to cancer screenings in the Carolinas. This initiative is made possible by a partnership between the National Football League and ACS.

The National Football League’s Crucial Catch: Intercept Cancer initiative provides funding to support increased access to cancer education, prevention and screening resources in underserved communities through the American Cancer Society. The NFL Carolina Panthers, an ACS partner since 2009, has been supporting the CHANGE Grant program since it was implemented in 2011.

“We all know the best defense is a good offense, and the Carolina Panthers are pleased to partner with the American Cancer Society to provide important funding for cancer prevention and education efforts in the Carolinas through Crucial Catch,” said Riley Fields, Carolina Panthers director of community relations. “Most importantly, the community grant being awarded to ReGenesis Health Care in Spartanburg will focus on underinsured and uninsured individuals receiving lifesaving preventative screenings for breast and colorectal cancer.”

Grant funding will support the efforts of ReGenesis Health Care to address breast and colorectal cancer. ReGenesis is partnering with the Colorectal Cancer Prevention Network (CCPN) to increase access to colorectal cancer screening in the community.

This CHANGE grant is one of 32 awarded nationwide that focus on reducing the unequal burden of cancer by focusing on addressing breast cancer disparities and outcomes while
also expanding to address colorectal screenings. The grant is an 18-month project running from October 1, 2017 to March 31, 2019.

“ReGenesis is thrilled to continue our partnership with the American Cancer Society and the NFL for the third year through the Crucial Catch Change grant,” said Matthew Delfino, Jr., Chief Medical Officer of ReGenesis Health Care. “Over the last two years, this CHANGE grant has enabled us to provide hundreds of women with breast cancer screenings, education and information. This year, the scope of the grant has expanded and now we can also offer prevention and access to diagnostic colonoscopy exams in our local community through collaborative efforts and without the burden of associated costs.”

To kick-off the grant, ReGenesis Health Care hosted Crucial Catch Day – Intercept Cancer event on October 24, 2017. The event provided cancer outreach and education to increase awareness, help the community reduce cancer risk, and promote cancer prevention and regular screenings. Mayor of Spartanburg, Junie White, provided a proclamation declaring October 24, 2017, Crucial Catch Day in Spartanburg.

ReGenesis, CCPN, and American Cancer Society CRC Screening Team Members accepting the NFL’s Crucial Catch CHANGE Grant
2017 Annual Meeting of the American Public Health Association, November 4-8, 2017, Atlanta, Georgia

Congratulations to Cindy Calef, CCSPSC program implementer, and Minjee Lee, CCSPSC graduate assistant, who received Student Awards from the Public Health Education and Health Promotion Section for their abstract submissions! Minjee presented as part of an oral session, and Cindy presented in a poster session.

Student Award Winners of the Public Health Education and Health Promotion Section

2017 Annual Meeting of the National Colorectal Cancer Roundtable, December 6-8, 2017, Bethesda, Maryland

Congratulations to South Carolina State Senator Thomas Alexander for being recognized by the National Colorectal Cancer Roundtable for his unwavering support of colorectal cancer screening in our state!

South Carolina State Senator Thomas Alexander receives recognition at the National Colorectal Cancer Roundtable Annual Meeting on December 8, 2017
Heather M. Brandt, PhD, CHES (hbrandt@sc.edu), Project Director, Arnold School of Public Health, University of South Carolina

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In the New Year, we will be hiring a new program implementer to fill the position formerly held by Jay Whitmore. We thank Jay for his contributions to the program and wish him all the best always!

Working with you to increase colorectal cancer screening in South Carolina!

We welcome your feedback on our e-newsletter! Please let us know if you have news to share and if you have any suggestions!