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CANCER CENTER

The Carolina Cancer Screening Initiative

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History and Purpose of the Program

The Carolina Cancer Screening Initiative (CCSI) is a multi-disciplinary effort that leverages UNC Lineberger's expertise in development, testing, and implementation of data-driven interventions to improve cancer screening in practice. Catalyzed by evidence of high colorectal cancer mortality in northeast North Carolina, one of the initial strategic focuses is on addressing colorectal cancer screening disparities in the state.

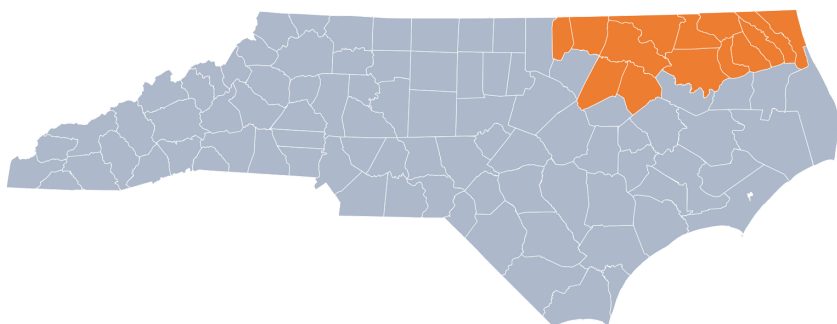
Colorectal Cancer in North Carolina

- Colorectal cancer is one of the most commonly diagnosed cancers, but routine screenings (such as colonoscopies and at-home stool testing) can identify cases early -- when treatment is most effective.
- Despite recommendations that adults undergo regular screening between the ages of 50-75 years, more than one-third of eligible Americans are not up-to-date with screening.
- "Hotspots" have been identified in North Carolina where colorectal cancer mortality rates were higher in comparison with the rest of the country. Screening for colorectal cancer in these hotspots has historically been well below what is recommended.

SCORE

The CCSI wants to change these statistics and help put out these "hotspots" through the SCORE (Scaling Colorectal Cancer Screening through Outreach, Referral, and Engagement) research study.

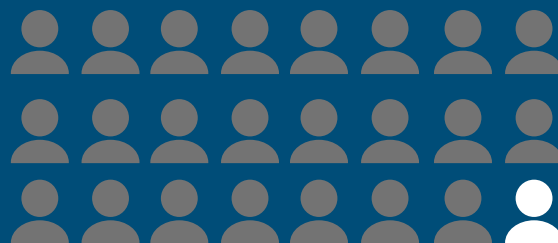
SCORE aims to support North Carolina community health centers by providing colorectal cancer screening to patient populations, especially to those that are medically vulnerable.



Colorectal Cancer by the Numbers



Colorectal cancer is the third leading cause of cancer-related death in the US



1 in 23 men and 1 in 25 women will be diagnosed with colorectal cancer in their lifetime



Over 610,000 North Carolinians receive their medical care from community health centers



Only 46% of North Carolinians served by community health centers ages 50 and up are regularly screened for colorectal cancer



SCORE Vision and Goals

1. Improve screening rates in North Carolina, specifically among patients served by community health centers.
2. Provide support to North Carolinians who ace barriers to screening, such as being under-insured or lacking access to transportation to appointments.
3. Collect and provide program evaluation data to state-level stakeholders and work to build sustainable screening systems in North Carolina

Mailed FIT Program

Evidence shows that mailed stool tests, like a fecal immunochemical test (FIT), to patients is an effective way to improve screening rates and can help overcome a variety of logistical barriers to screening. SCORE is testing a multi-level program that includes:

- A screening registry to support mailed FIT outreach from a central location to community health center patients who are at risk for colorectal cancer;
- Annual mailed FIT to patients in the registry from a mailing center;
- Laboratory processing of FIT samples;
- Phone navigation to colonoscopy services for patients with a positive FIT results, particularly those who are under-insured; and
- Need-based transportation to colonoscopy services for patients with a positive FIT result.

A Program Worthy of Your Support

As a public institution, we rely on private support to keep us running. Philanthropy can ensure that we are able to help as many North Carolinians as possible.



Dr. Dan Reuland

**Carolina Cancer Screening Initiative Director,
UNC Professor of Medicine**

"With the help of donor money, we can expand the reach of our program to provide colorectal cancer screening to the most medically vulnerable North Carolinians and improve the state-level systems to create sustainable change."

Dan Reuland, MD, MPH

Your Support

- As the Carolina Cancer Screening Initiative and the SCORE project continue to grow, private philanthropy enables us to further increase access to colorectal cancer screening across North Carolina and to serve the most at-risk population
- While much of this work is funded through grants, philanthropic support like yours can ensure that we will accomplish all our research goals and fill in the gaps for expenses that are not completely covered by grants such as:
 - Expanding the SCORE program to reach 45-49 year olds, per the USPSTF most recent recommendations
 - Creating a safety net for North Carolinians with barriers to receiving a colonoscopy even after the SCORE project has concluded
 - Supporting sustainable systems to connect medically vulnerable populations to screening opportunities