

Creating Champions for Colorectal Cancer Screening in South Carolina: Champions as an implementation strategy

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Background

- The Colorectal Cancer Screening Program in South Carolina (CCSPSC) is one of 30 CDC-funded Colorectal Cancer Control Programs. The CCSPSC team works with eight partner federally-qualified health center (FQHCs) systems in South Carolina, the American Cancer Society, the South Carolina Primary Health Care Association, and the Colorectal Cancer Prevention Network to implement evidence-based interventions to increase colorectal cancer (CRC) screening rates among average-risk individuals.
- Champions play a critical role in increasing CRC screening in South Carolina as they can serve as role models for successful efforts and examples of how to achieve success, such as working towards and/or meeting national goals for CRC screening (e.g., *Healthy People 2020* goal of 70%; 80% screened by 2018).
- While informal champions have been part of the CCSPSC from the start, we started using champions as an implementation strategy (Powell et al., 2015) to accelerate and strengthen implementation of evidence-based interventions and enhance the likelihood to sustain motivation, commitment, and processes to increase CRC screening.
- The purpose of the champions training experience is to cultivate a cadre of proponents of CRC screening in FQHC settings who lead efforts to increase CRC screening and work to address and overcome barriers to CRC screening in their sites and among their clients.**

Methods

- Using Powell et al. (2015) and Proctor et al. (2013) guidance and additional resources from the American Cancer Society, a champions training experience was launched in June 2018.
- The champions training experience includes:
 - One-and-a-half day in-person training (June 18-19, 2018)
 - Monthly emails (July 2018-June 2019)
 - Two learning community webinars (January 2019, June 2019)
 - Engage in CCSPSC programmatic activities
 - Shared resources (Dropbox)
 - Individual consultation and support, as needed
- Champions participants prepared action plans to guide their efforts during the program and wrote letters about anticipated challenges and possible solutions.
- Champions check-in emails and phone calls were made in November-December 2018 to see what additional support was needed.
- Impact evaluation: Before and after in-person training ♦ January 2019 (~6 months) ♦ July 2019 (~12 months)
- Process evaluation: "Real time" evaluation during in-person training ♦ Webinar evaluation (post only) ♦ Monitor requests for assistance and "champions check-ins"

Results

- Results from the in-person training are presented as other evaluation activities are ongoing.
- Participants in the champions training experience (n=27) represent 10 FQHC systems. Respondents (n=24 pre-test; n=17 post-test) evaluated the in-person training. (Fig. 1, 2)

Figure 1.



Figure 2.



Implications for D&I Research

Champions play a critical role in increasing CRC screening rates and serve as role models for successful efforts to achieve increases in CRC screening. Preliminary results support the value of in-person training of champions as an implementation strategy. We will continue to support and monitor the impact of the champions training experience.

[@ChampsforCRC](https://twitter.com/ChampsforCRC) [fb.me/ChampsforCRC](https://www.facebook.com/ChampsforCRC) <http://bit.do/CCSPSC-Champions>

Interactive Activities

Recorded Presentations

Monthly Emails

In-person Presentations

Champions Check-ins

Champions for Colorectal Cancer Screening
Dr. Erica Sutton

Cancer Screening in South Carolina
July 2018 | Email #1

What Makes a Champion?

- Share information from the training
- Stay motivated to increase CRC screening
- Promote awareness of CRC screening
- Review procedures for CRC screening in the health center

In the next six months, I will...

- Share CRC screening resources with staff
- Evaluate and refine processes to increase CRC screening
- Continue to evaluate and refine processes to increase CRC screening
- Reach out to the larger community
- Educate patients about CRC screening

In the next year, I will...

- Advocate for CRC screening
- Continue to evaluate and refine processes to increase CRC screening
- Reach out to the larger community
- Be a champion for CRC screening

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