

Increasing awareness of primary and secondary prevention of colorectal cancer in at-risk communities of Northeast Mississippi

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Colorectal cancer is the third most common cancer and the third leading cause of cancer death in men and women. Recent trends have shown a decline in colorectal cancer deaths throughout the United States, with the exception of the state of Mississippi.

Mississippi Partnership for Comprehensive Cancer Control (MP3C) *Cancer Beat It!* Colorectal Cancer Grant



Project theme: "Healthy Body – Healthy Soul"

"A merry heart doeth good *like* a medicine: but a broken spirit drieth the bones." **Proverbs 17:22**

Population:

- Five local churches in the Golden Triangle region
- Rural, underserved minorities

Intervention:

- Educational sessions discussing strategies for colon cancer prevention
 - ❖ **Nutrition**
 - ❖ **Physical Activity**
 - ❖ **Screening**
- Faith-based approach using biblical scripture to highlight the importance of leading a healthy life and establish a connection between physical health and spiritual health
- Pretest and posttest questionnaires
- **Incentive:** Pedometers

The rate of being diagnosed with colorectal cancer and death rates from colorectal cancer are **higher among African Americans** than among any other population group in the United States.



Diverse Team of Faculty & Students:

- Public Health Faculty/Health Educators
- Dietitian/Health Educator
- Health Education graduate student/Preacher
- Exercise Science undergraduate student



Outcomes:

- ✓ **Positive response from most of the church communities**
- ✓ **Attendees expressed that they knew more about colorectal cancer after the session than they did previously**
- ✓ **Many of the churches sought to establish a rapport with MUW so that they may open their doors to future health related programs**

U.S. Preventive Service Task Force's screening guidelines:

The USPSTF recommends screening for colorectal cancer using **fecal occult blood testing, sigmoidoscopy, or colonoscopy** in adults, beginning at age 50 years and continuing until age 75 year

APHA 2015 Roundtable Discussion



Colorectal Cancer:

Non-Modifiable Risk Factors:

Age (risk increases with advancing age) • Family history • Race (risk highest in African Americans) • Personal history of colon cancer, intestinal polyps, or chronic inflammatory bowel disease .

Modifiable Risk Factors:

Poor diet (high from animal source and low from vegetables and fruits) • Physical inactivity • Obesity • Smoking • Excessive alcohol consumption • Type II Diabetes.

Colorectal cancer is one of the most preventable cancers because it can develop from polyps that can be removed before they become cancerous.

Primary Prevention

Exercise regularly • Eat a diet rich in fruits, vegetables, and whole grains • Don't smoke • Don't drink alcohol excessively.

Secondary Prevention

Get regular screening tests (beginning at age 50) • If you are at greater risk (e.g. family/personal history), you may need to begin regular screening at an earlier age.

Colon cancer is preventable, treatable, and beatable! 😊