

Colorectal Cancer Screening: Ontario FOBT Project



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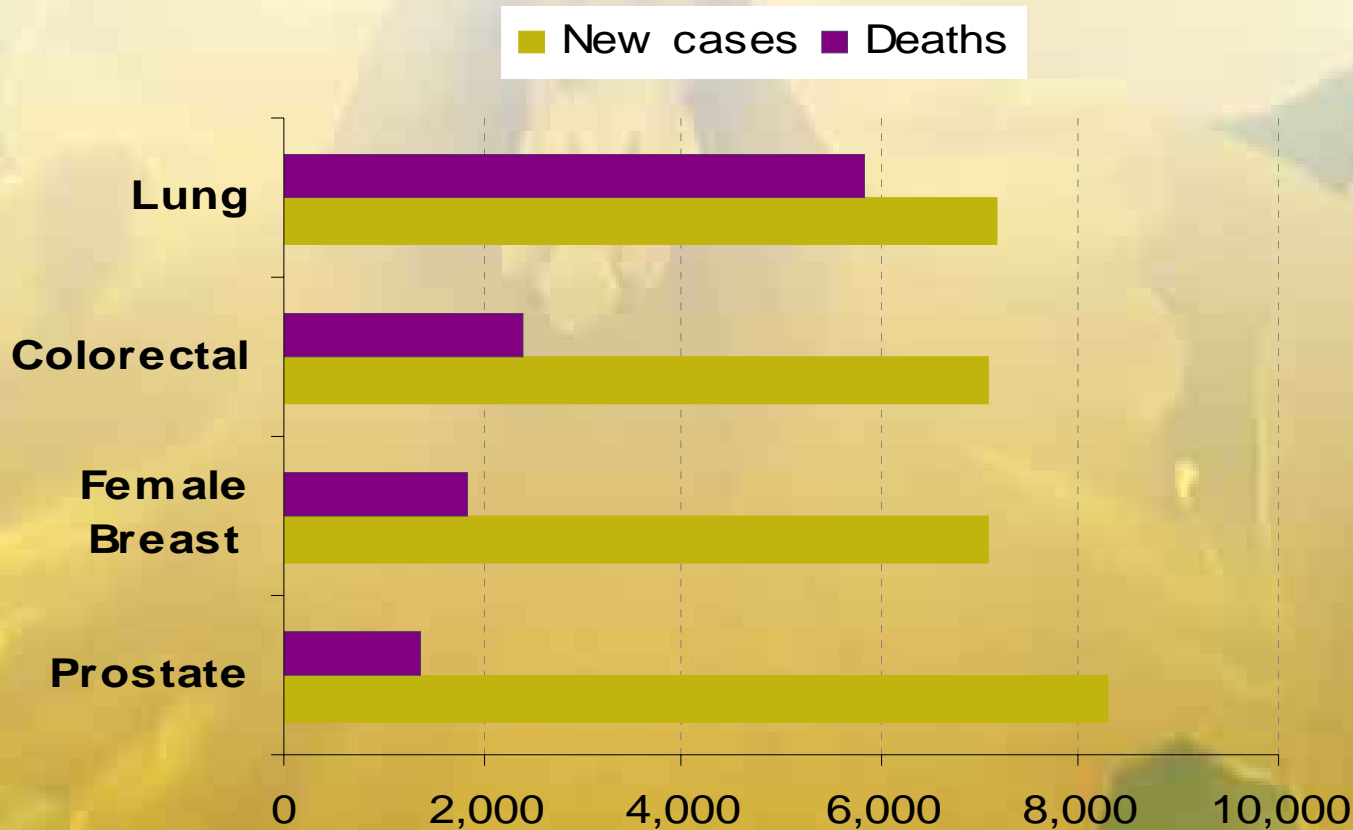
Colorectal Cancer in Canada

- 2nd leading cause of cancer death
- 4th most common cancer
- Life-time risk of developing colorectal cancer
 - Men: 1/16
 - Women 1/18

Canadian Cancer Statistics 2005

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Number of deaths and new cases for the most common cancers in Ontario, 2001



Number of deaths and new cases 2001

Source: Cancer Care Ontario (Ontario Cancer Registry, 2003)

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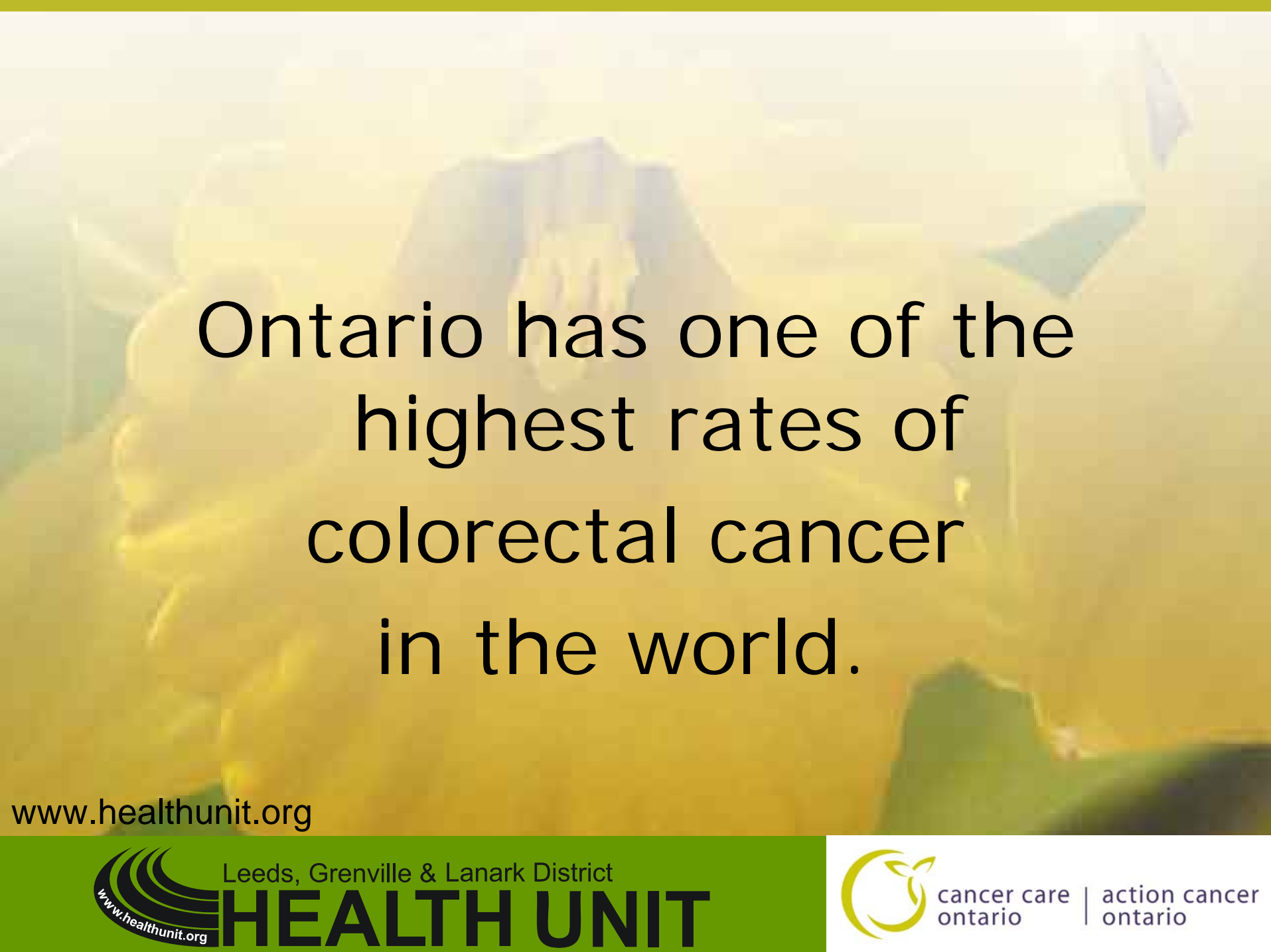
Leeds, Grenville & Lanark District

HEALTH UNIT



cancer care
ontario

action cancer
ontario



Ontario has one of the
highest rates of
colorectal cancer
in the world.

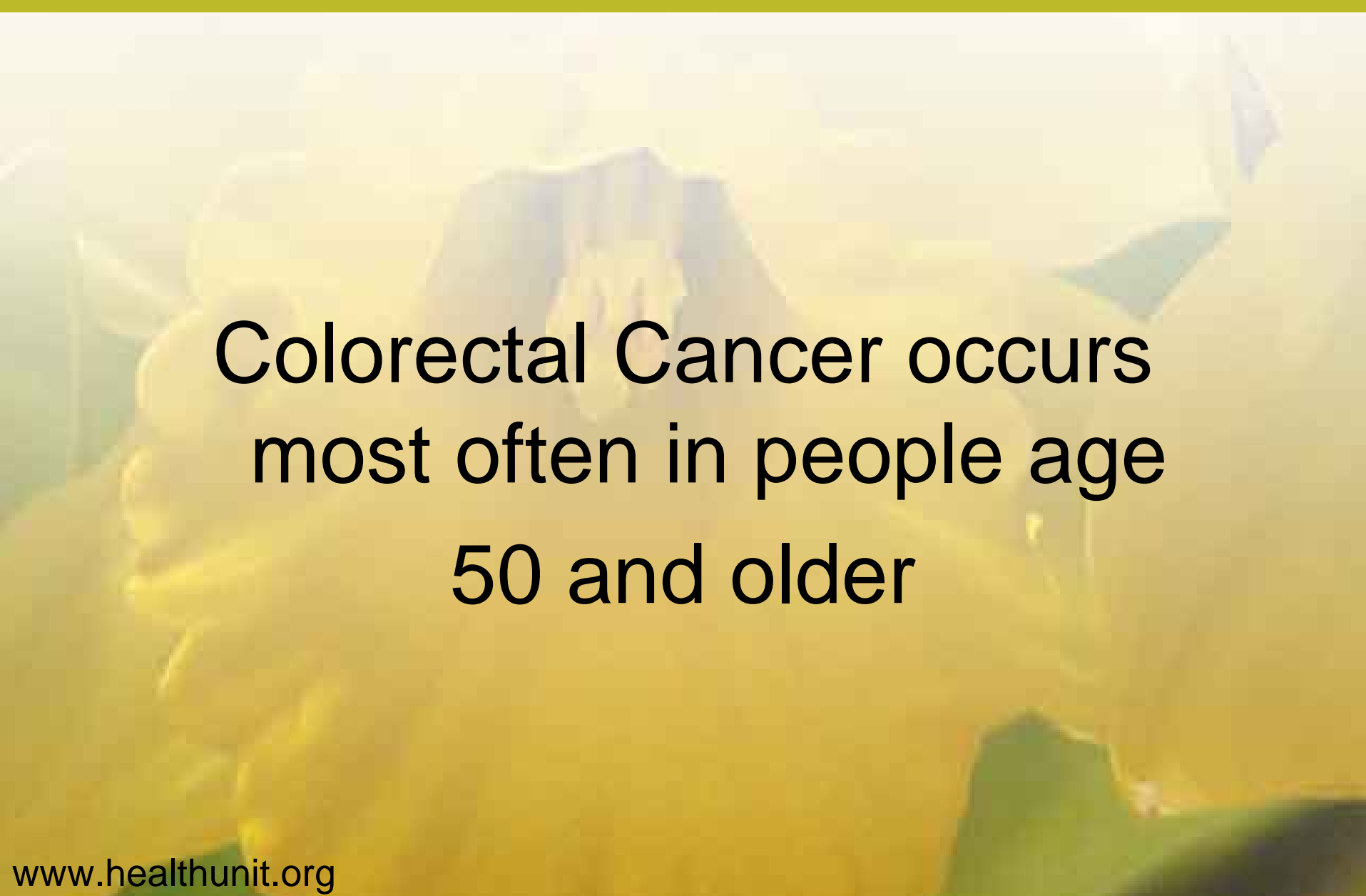
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Average Annual Colorectal Cancer Incidence, * Selected Geographic Areas, 1993-1997



*Standardized to the 1991 Canadian population
Source: Parkin et al., Cancer incidence in five continents vol. VIII

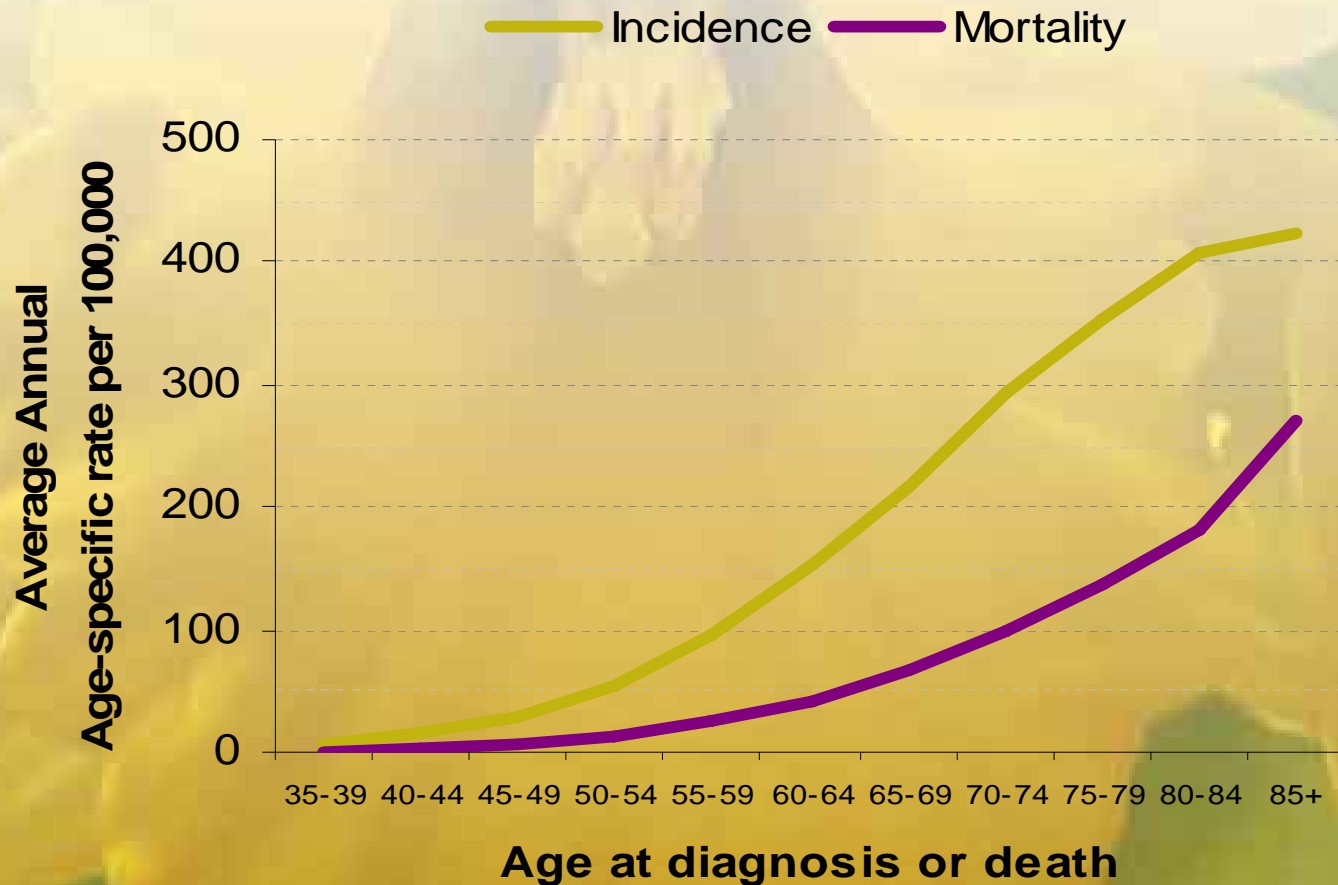
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Colorectal Cancer occurs
most often in people age
50 and older

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Colorectal Cancer Incidence and Mortality Rates By Age, 1997-2001



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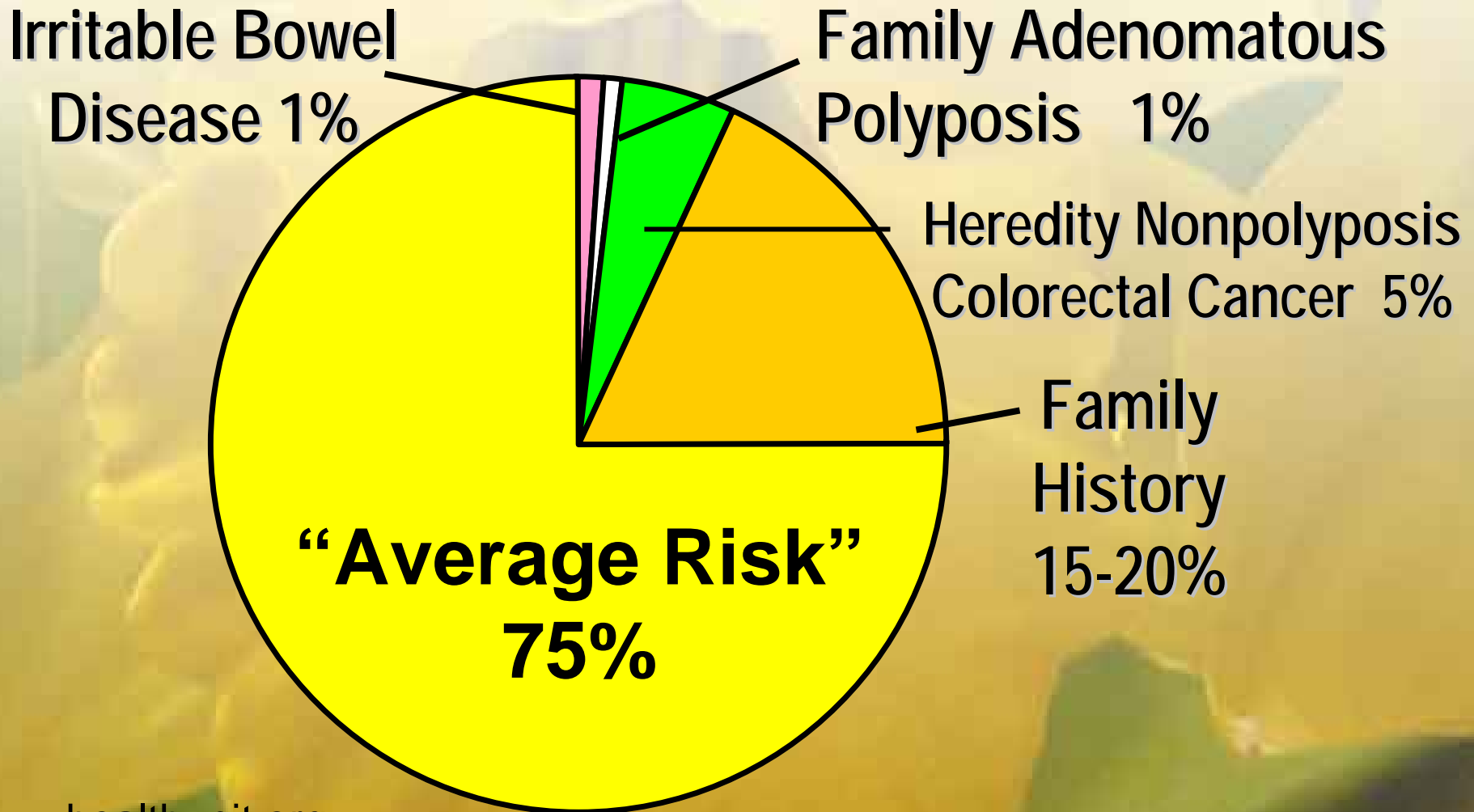
Source: Cancer Care Ontario (Ontario Cancer Registry, 2003)

Risk Factors for Colorectal Cancer

- Increasing age
- Family history of colorectal cancer or polyps
- Personal history of inflammatory bowel disease, polyps or colorectal cancer
- Lack of physical activity
- Diet low in vegetables and fruit
- Tobacco use

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Factors associated with colorectal cancer



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Screening

The early detection of a disease such as cancer through testing a person who does not yet have recognized symptoms or obvious signs of the condition.

Cancer Care Ontario

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Canadian Task Force on Preventive Health Care

Fecal Occult Blood Test (FOBT)

- Good evidence to include in physical health examination for average risk adults >50 years

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www.ctfphc.org, accessed 10 November, 2004

Ontario FOBT Project

The Ontario pilot project took place from March 2004 to March 2005 in 12 randomly selected regions in Ontario. The main goal of the project was to determine the best way to encourage Ontario residents aged 50 to 75 years and at average-risk of colorectal cancer, to be screened.

Cancer Care Ontario

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Ontario FOBT Project

The pilot compared two methods of recruitment:

- recommendations from physician to be screened.
- promotion and activities of the local public health unit.

Cancer Care Ontario

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Leeds, Grenville and Lanark
District Health Unit was selected to
participate in the health unit branch
of the study

Target: 43 192 adults aged 50-75
live in LGL

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Strategies

- Administrative and Internal
- Primary Health Care Provider
- Community
- Media and Promotions

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Challenges

- Staffing
- FOBT versus Colonoscopy
- Reaching the target population
- Large rural population
- Gatekeepers to information and screening
- Multiple newspapers and radio stations
- Access to Internet
- Literacy of audience

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What We Learned

- Communicate, coordinate and support partners
- Access to screening that does not require MD/NP involvement
- Increase access to information
- Use a variety of venues, specifically health related venues
- Use a variety of media sources
- Assess literacy of population and focus test material

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Successes

- Increased visibility of Health Unit
- Strengthened internal and external partnerships
- Increased cancer screening messaging
- Explored new initiatives

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The Future

Currently the MOHLTC is reviewing the project. Hopefully this information will lead to the development of an organized screening program for colorectal cancer in Ontario.

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