



## **NYSCC Member Success Story: Colorectal Cancer Screening- FIT Kit Instructional Video**

The Cancer Services Program of Monroe County (CSP-MC), working with Titan Multi Media Productions, developed a 6 minute DVD and 90 second PSA on the importance of colorectal cancer screening and how to use a FIT kit (an in-home screening kit). The DVD was presented at various health fairs and meetings throughout the community in March 2011.

CSP-MC spearheaded a project to turn a major avenue (South Avenue), a community gathering place (the Public Market) and various churches blue in support of Colorectal Cancer Awareness Month in March.

On Friday, March 4, National Dress in Blue Day, CSP-MC encouraged people to dress in blue to raise awareness of colorectal cancer. CSP-MC also hosted a free health screening event at a local non profit organization where one of the NY state senators was present. Participants received a gift bag with information about cancer screening. They also were screened for prostate cancer, checked for blood pressure and body mass index and took home a FIT kit to screen for colorectal cancer. The FIT kit video was played continuously throughout the event.

On Saturday, March 5, a similar event was held at the Rochester Public Market. Joining with a large breast care facility, CSP-MC offered breast and colorectal cancer screening to the vendors and patrons of the market.

On Sunday, March 21st, CSP-MC worked with four local churches to recreate the South Avenue event. The churches were turned blue with balloons and pastors delivered the message about the importance of screening to the congregations.

As a result of CSP-MC effort, 46 FIT kits were distributed by mail for the month of March, with 35 being completed. This initiative was measured by the number of colorectal screening kits returned compared to the prior year. For the period 5/1/2010-4/30/2010, 347 kits were completed compared to 217 kits for the same period of the previous year. There was a 60% increase in screenings along with a 110% increase in male clients. Of the 46 positive results, 4 came from this initiative.