

# Promotion of CRC Screening at a Faith-based Institution

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# MGMBC CARES

## A Partnering for Life Project

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Mount Gilead Missionary Baptist Church

Colorectal Cancer Awareness, Referral, Education and Screening

# 80% X 2018 Pledge

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- An active health ministry
- Support of the Pastor of the Church – Dr. Shelton Murphy
- A culture of health among the membership
  - Ongoing awareness, education, and referral for screenings
  - Frequent health events (Men's Health Day; Women's Health Day, Family & Friends' Day, Flu Shot Clinics, Lunch & Learn)
  - Visible support of the health related activities

# Getting the Message Out

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- Bulletin Inserts, videos and announcements from the pulpit
- Website – [www.mount-gilead.com](http://www.mount-gilead.com); Health Ministry page
  - Notice of upcoming activities (workshops and screenings)
  - Notice of screening discounts for uninsured or underinsured
  - Links to various health-related websites
- Handouts (factsheets, brochures, etc.)

# Getting the Message Out

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- **Notices sent to other churches and recreational facilities in area**
- **Articles published in small media**
- **Health Ministry Banner**
- **Health Ministry Resource Closet**
- **Distribution of free Health Journal**

# Challenges

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- Many are uninsured or underinsured (particularly the middle aged: 50 -65)
- Fear of the procedure (unlike prostate cancer screening, cannot do at church)
- Fear of a diagnosis of cancer
- Cost and discomfort of the procedure

# Strategies – Risk Assessment

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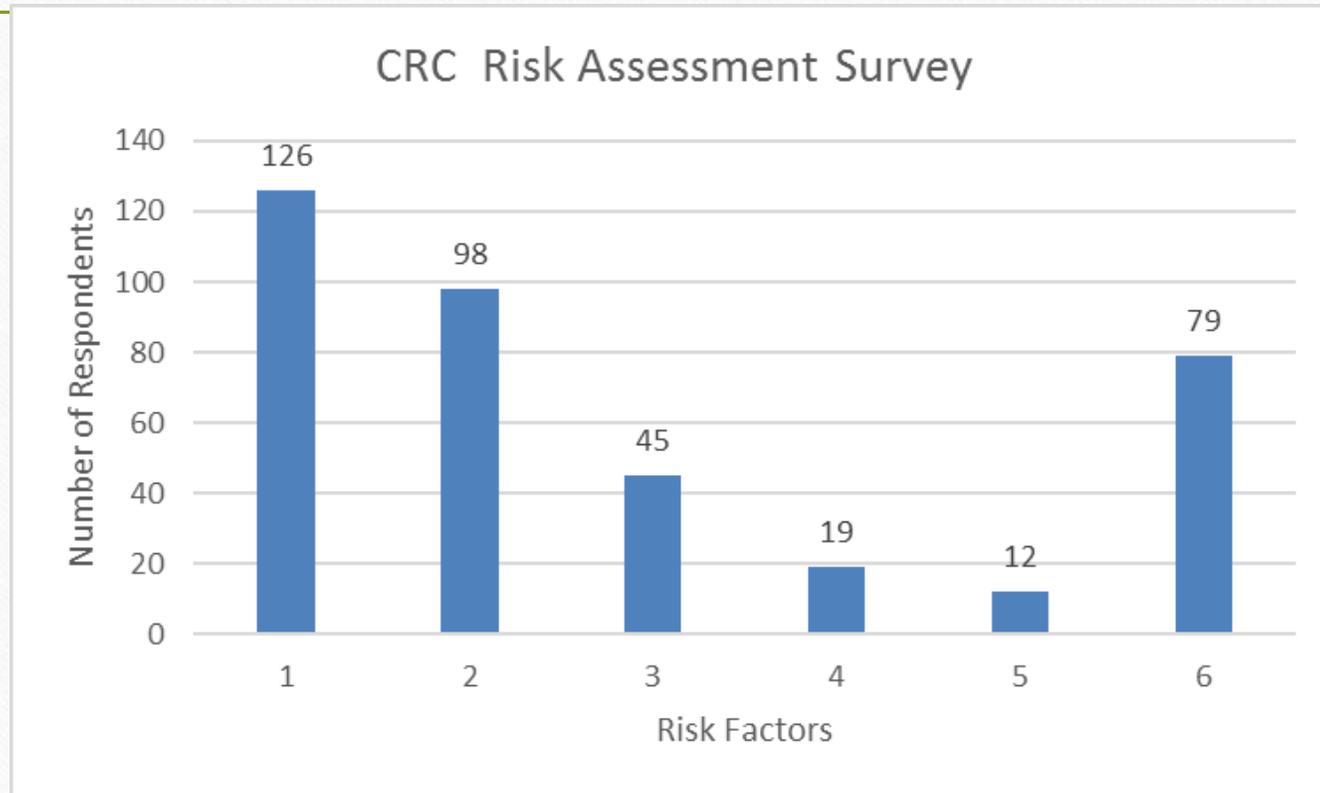
- Used CRC Risk Assessment on local health system websites
- Excellent in terms of length, content and feedback provided
- Many persons did not want to provide contact information
- Difficult to assess baseline screening and risk factors for congregation

## Colorectal Cancer Assessment of Prevention Activities

Please put an “X” in the box beside all of the statements that are true for you. Please give the form to one of the members of the Health Ministry, to one of the ushers or deposit in the Health Ministry Mailbox. Thanks!

1. I am 50 years of age or older.
2. I have had a colonoscopy within the last ten years.
3. I have had colorectal polyps removed.
4. I have a family history of colorectal cancer (One or more members of family).
5. I have a personal history of colorectal cancer.
6. I plan to discuss my risk for colorectal cancer with my doctor.

# Outcomes- Screening Risk Assessment



## Legend Title

1 = 50 and > (100%)

2 = Colonoscopy last 10 years (78%)

3 = Hx of colorectal polyps (36%)

4 = Family Hx of CRC (15%)

5 = Personal Hx of CRC (10%)

6 = Plan to discuss risk for CRC with doctor (63%)

# What was left out of our assessment?

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- **Healthy Lifestyle Behaviors**

- Healthy Eating
- Physical Activity
- Avoidance of Smoking
- Limitation of alcohol use

- **Did not include persons under 50** (now a concern with the increasing rate of CRC in persons less than 50)

# Other Resources and Activities

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- **Lunch and Learns** focused on the “Partnering for Life Curriculum”
  - Discussion of CRC, screening procedures and treatments
  - Healthy Lifestyle Behaviors
- **Special Health Education Events**
- **MGMBC Library (Hosted an Open House & Education Session)**
- **Bon Secours Health System Care-A-Van**
  - To assist with screening and/or referrals

# Outcomes – Testimonies

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- A 70 year old who had never had a colonoscopy was asked by his MD when he went for his physical, if he wanted to have a colonoscopy. He replied, “ Well the people at church are “bugging me” to get it done! I think I should.”
- A 60 year old female who had been encouraged to have a colonoscopy, which she had never had, reported that she had gone for the colonoscopy and that multiple polyps were found and removed. She is scheduled for retesting in 5 years.

## Outcomes – Testimonies

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- A 55 year old speaker for our Men's Health Day in 2015 was a CRC survivor (1 year); When he visited his brother who was hospitalized for CRC, his brother encouraged him to be tested (get a colonoscopy). It was determined that he too had CRC and required immediate treatment. He had not even considered the possibility. He was asymptomatic or did not recognize any symptoms.

# Thank You!!

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