



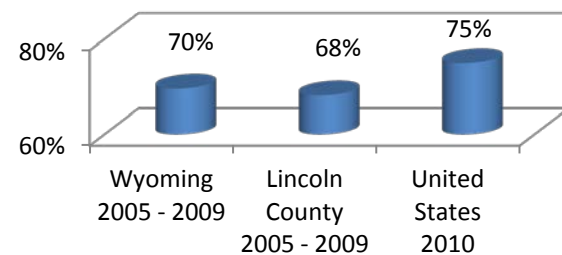
**2013 LINCOLN COUNTY COMMUNITY HEALTH
IMPROVEMENT PLAN REPORT CARD**

OUTCOME: HEALTHY ADULTS - WELLNESS SCREENINGS
POPULATION: LINCOLN COUNTY

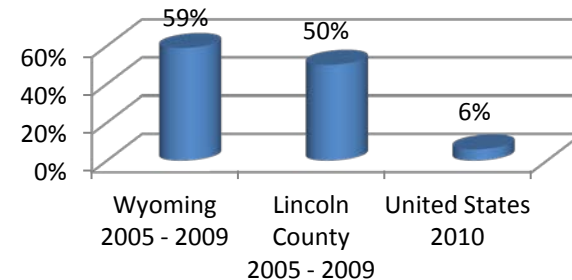
ACTION TEAM DESCRIPTION: Preventive screening is the best way to detect cancer in its early stages, sometimes before symptoms appear. Early detection of the disease is very important in the fight against cancer. In many cases of cancer, treatment is possible only in the first stage, after that it becomes very tough to completely eliminate all the cancer cells. By the time symptoms appear, the cancer may have grown and spread. Early diagnosis and treatment is a key step to keeping the amount of fatalities and later stages of the disease in check. Prognosis for earlier detection is far better than later detection. Early diagnosis and treatment is attained through early and recurring screening.

HOW ARE WE DOING?

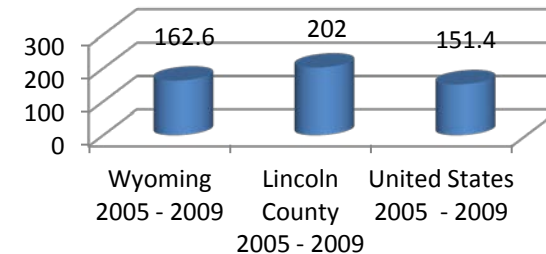
Mammography Screening



Colon Cancer Screening



Prostate Screening



HEADLINE PERFORMANCE MEASURES:

- % of 40+ Women who have had a mammogram
- % of Individuals over 50 who have not had a colonoscopy
- # of incidence of Prostate Screening

DATA DEVELOPMENT AGENDA:

NA

STORY BEHIND BASELINE:

- In the community, individuals do not appear to know when they are expected to get screened and how often. Some members of the community are affected by other reasons that prevent them from getting the screenings. Fear, embarrassment, discomfort, and pain are a few reasons that individuals claim to not get screenings.
- According to the national Behavioral Risk Factor Surveillance System (BRFSS), in 2008 Wyoming had fallen to last in the nation for 3 distinct mammogram screening indicators (number of women age 40 and older who received a screening mammogram; number of low-income women who received a mammogram; and number of uninsured women who received a mammogram). In 2010 our screening rate was essentially unchanged (67.3%) and we are currently ranked 48th in the nation. Women don't screen for a number of reasons: rural nature of WY, no regular doctor/no medical home, uninsured and underinsured, unable to access mammogram without a healthcare provider's order, confusion about screening recommendations.
- Colorectal cancer is the number two cancer killer in Wyoming, and yet it is very "preventable, beatable, treatable" with screening. The percentage of residents of Lincoln County over 50 that have not had a colonoscopy (2007-2010) is 50%. The Wyoming average is 41.6%. Between 7/1/2007 and 5/15/2013 in Lincoln County, 135 applications to the colon program were received, 118 were approved, 109 patients were screened, and 79 had polyps removed. Fifty-four of these heard about the Wyoming Colorectal Cancer Screening Program from their doctor; 20 learned of the program through Wyoming Cancer Resource Services Region IV.
- Prostate cancer is routinely the most diagnosed cancer in Wyoming (448 cases in 2008), but does not play a role in many cancer-related deaths (52 deaths in 2008.) From 2007-2011 the prostate cancer incidence in Lincoln County was 165.09/100,000 (men.) The State of Wyoming had an incidence of 144.71/100,000 (men.) While there is some controversy with some prostate cancer screening tests, specifically the Prostate Specific Antigen (PSA) test, the digital rectal exam remains an effective technique to detect swelling of the prostate. In 2008, 52.2% of Wyoming men over 50 had received a digital exam in the last year.

WHAT WORKS (BEST PRACTICES):

- Reducing out of pocket costs. Channel funding or reduced costs through programs. Raise funding and distribute using vouchers, reimbursements or rebates.
- Client Reminders. Written email, postcards, etc. Telephone reminders. Texts?
- Provider Reminders. Software? Staff research?
- Educate with small media to inform and motivate. Letters, brochures, video, newsletters distributed to beauty shops, libraries, doctors' offices, business partners, etc.
- Reducing structural barriers. Modify hours of service to accommodate patients work hours or their mode of transportations work hours. Remove or simplify obstacles to transportation.
- Special Focus Events. Group education. Inform, encourage, motivate.
- Promotions through Facebook or other social media.
- Participation in National events such as Movember, etc.

PARTNERS WITH A ROLE TO

PLAY:
SVMC
LVE
Silverstar
HCBH
LCPH
LCSD#2

Wyoming Cancer Resource Services
Region IV
Deborah K. Bassett
1013 West Cheyenne Drive, Room
106
Evanston, WY 82930
dbassett@uintaeducation.org
307.789.8771

Wyoming Colorectal Cancer Screening Program (WCCSP). The WCCSP is state-funded through tobacco settlement funds appropriated by the Wyoming Legislature. In 2012, the program celebrated five years of serving as a significant player in the early detection of colorectal cancer in Wyoming. As of March 1, 2012, over 2,000 Wyoming residents had received a colonoscopy through the program.

The Wyoming Breast and Cervical Cancer Early Detection Program (WBCCEDP), a NBCCEDP-funded program. The NBCCEDP has provided 9.2 million breast and/or cervical screening exams and supplemental services to 3.7 million women over the past 20 years and has detected thousands of cancers. To date, almost 6,000 women have been screened for breast or cervical cancer through our program and of those women almost 700 have been diagnosed with breast or cervical cancer or high-grade cervical pre-cancer.

WHAT ARE WE GOING TO DO TO IMPROVE PERFORMANCE?