



80% by 2018 by the numbers

(Back to Top)

RJD

Happy New Year to one and all! By this time, you should be used to writing "2018" instead of "2017". 2018 is here, and there's no turning back.

Let's get serious about the passage of time and about accomplishing the goals we set for our state. To do that, we must think about how close we are to the organizational goal of 80% by 2018.

There are fourteen (14) Mississippi organizations which have signed the NCCRT's 80% by 2018 Pledge. They are: Central MS Health Services Inc.; Digestive Health Specialist, PA - MS; East Central MS Health Care, Inc.; GI Associates; KidsCAN; Magnolia Health Plan; Mallory Community Health Center; Mississippi Baptist Medical Center; Mississippi Primary Health Care Association; Mississippi State Department of Health; North Mississippi Medical Clinics, Inc.; Sanderson Farms Inc.; St. Dominic - Jackson Memorial Hospital; University of Mississippi Medical Center.

To the best of my knowledge, none of the above organizations have fulfilled their pledge. However, many organizations from other states have done so. In fact, some organizations have already reached 90% screening compliance! Please follow the "READ MORE" link to see which organizations are already members of the 80% by 2018 Hall of Fame.

This is the year for organizations to show their commitment. If you work for one of the above organizations, as I do, don't you want to accomplish what you've pledged to do as a matter of personal honor? Over the coming year, I hope to share stories from EACH of the above organizations as they describe what they are doing to fulfill their pledges AND to publicly congratulate each of them as they successfully FULFILL their pledges.

READ MORE

70x2020 by the numbers

(Back to Top)

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The arrival of 2018 heralds a warning that we are only two years away from the year 2020. Will we succeed in reaching our goal, or will we fail?

When the year 2020 arrives, and the 70x2020 Colorectal Cancer Screening Initiative comes to an end, how will more than 630 partners carry on their work to eliminate colorectal cancer mortality in Mississippi?

We already have a strategic plan, and we already have a framework to implement ten distinct tactics to carry out that plan. As you've heard me say many times before, we need YOUR help to carry out that plan. Over the coming months, I will be recruiting people to take part in specific actions to increase colorectal cancer screening rates, focusing on high-yield interventions, such as the use of navigation to increase colonoscopy completion rates.

I will also be recruiting key stakeholders, and ask them to form a sustainable Mississippi Colorectal Cancer Roundtable to carry on this work when 70x2020 ends two years from now.

So where do we stand now? In truth, I don't know. The 70x2020 Metrics Task Force has not yet succeeded in obtaining accurate, statewide, real-time screening data. So I must rely on BRFSS data, which relies on statistically-weighted self-reported survey responses. After the 70x2020 Initiative began in 2014, Mississippi's screening rate was estimated as 60.3% (based on 2012 BRFSS data). In 2016, we had access to the 2014 BRFSS data, and the rate increased to 62.9%. Last year the 2016 BRFSS data were released early, and we learned that Mississippi's screening rates increased, albeit slightly, to 63.8%.

Despite the net increase, the latest data are troubling for two reasons. If the latest data are correct, and we've only increased by 0.9% over the past two years, then our progress is not accelerating, it is slowing down, and we may be in danger of only reaching 65.6% by the year 2020.

Another reason for concern has to do with the problem of population-based disparities. If the latest data are correct, then the CRC screening rates for White Mississippians has increased from 65.3% in 2014 to 67.1% in 2016, but has DECREASED for Black Mississippians from 58.2% in 2014 to 57.2% in 2016. If this is true, then the screening disparities are increasing and we are regressing. This is completely unacceptable, and we must take immediate action.

There is a reason to be very cautious before over-interpreting the recent BFRSS data and jumping to the wrong conclusions. There have been several changes in the sampling and weighting methodologies used in the 2016 BRFSS (click on the "READ MORE" link for further detail). So I may have compared apples to oranges when I described recent trends.

What is clear to me is that we cannot become complacent, not this year, not next year, and certainly not in 2020. We must work harder to ensure that our friends, family, neighbors and co-workers are aware of CRC screening recommendations, that they are motivated to get screened, and that no barriers are preventing them from getting screened.

We must work harder to remove systemic and institutional barriers which are preventing people from getting screened.

We must focus our efforts and energies to increase colorectal cancer screening rates in Mississippi.

We must never lose sight of the fact that we are not doing this because we care about statistics.

We do this because we are concerned about human lives.

Get busy!

READ MORE

Mississippi Gastroenterology Society Annual Meeting

(Back to Top)

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The Mississippi Gastroenterology Society is one of the founders of the 70x2020 Colorectal Cancer Screening Initiative.

On Saturday, February 3, 2018 they will host the Mississippi Gastroenterology Society Annual Educational Meeting. This event is open to all physicians, nurses and staff, and there is a \$50 registration fee. The meeting will provide an opportunity to learn about new advances in the field of gastroenterology, and participants can earn up to 6 hours of AMA PRA Category 1 Credit™.

If you would like to register for this event, please follow the "READ MORE" link below.

I am grateful to Dr. John McKee, President of the Mississippi Gastroenterology Society, for inviting me to speak to the Society this year. There are two important topics I plan to ask our gastroenterologists to consider. First, I am encouraging colonoscopy providers to participate in an implementation research proposal I will discuss on Saturday. Second, I am asking the Society to consider their role in the proposed Mississippi Colorectal Cancer Roundtable, so that there will be a sustainable transition of effort to ensure that Mississippi continues to make progress against colorectal cancer once the 70x2020 Initiative comes to an end.

READ MORE

4th Annual Run for Your Buns set for March 3rd in Tupelo

(Back to Top)

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The 4th Annual Run for Your Buns 5K is scheduled for Saturday, March 3rd in downtown Tupelo, and it will have a NEW RACE ROUTE!! This year's route will not go over the railroad tracks! Register now to get the Early Bird discount at \$25.00. Beginning February 1, 2018, registration will increase to \$30.00. Race day registration will be \$35.00 and begin at 7:00 am. For children 17 and younger, there is a \$5.00 discount. Participants will be chip timed. Race time is 8:00 am, but come early to warm up with George Stone at 7:30 am!

For more info, please call Ms. Cindy McDaniel at 662-377-4627 or email her at cmcdaniel@nmhs.net

Please make checks out to: Health Care Foundation 830 South Gloster Street Tupelo, MS 38801 Attention: HCF Run for Your Buns 5K

For online information (including online registration), follow the "READ MORE" link below.

READ MORE

Wear Blue Day is March 2nd

(Back to Top)

Ann Sansing, MS, MRHF

What are your plans to bring awareness to colorectal cancer? March is fast approaching and National "Wear Blue Day" is March 2.. If you miss this day designated for colorectal cancer awareness, no worries, you have the entire month to dress in blue! Below are a few ideas for involving schools, clubs and other organizations, the workplace, and friends/family. Share some ideas with your networks and get dressed in blue to raise awareness.

Ideas for Getting Involved from Colon Cancer Alliance

At School, Clubs, or Organizations

- 1) Ask everyone to wear blue (denim counts) to school, 4-H club meeting, or other organization meeting to raise awareness about colorectal cancer. Tell them to encourage anyone over 50 to get screened for colon cancer.
2) Host a car wash. Make sure everyone wears blue, of course! Fill out a Dress in Blue Day fundraising form and send in the money you raised.
3) Ask your school's art club or art classes to design artwork and advertisements for Dress in Blue Day to post around the school and promote awareness.
4) Put together a blue costume contest to see who can be the most creative. Charge an entry fee and give to a local colon cancer patient or cancer fund. Post pictures and tweet about your event.

At the workplace

- 1) Everyone dresses in blue! (Encourage a dress down day, denim counts as blue!), post pictures to Twitter and Facebook.
2) Decorate your office in blue lights, blue balloons, place information in employee mailboxes about colorectal cancer awareness, enjoy an afternoon break with creative "blue snacks"!

With Friends and Family

- 1) Hold a yard sale and donate all the profits to Dress in Blue Day. Mail in the donations with a completed Dress in Blue Day fundraising form.
2) Plan a Dress in Blue Day event for your place of worship. You can put a notice in the bulletin, hold an educational session and distribute colon cancer awareness information. You may ask for donations to help patients in need.
3) Organize a Dress in Blue Day walk, run, or sports tournament to raise awareness. Donate entry fees to a cancer patient fund.

On your Own

- 1) Hold a your Facebook status to Dress in Blue Day or spread the word through Twitter; use #DressinBlueDay or #coloncancer.
2) Talk with your family to learn your family health history. It could save a loved one's life or yours! More importantly, do something...GET INVOLVED!

In this Newsletter:

80% by 2018 by the numbers

70x2020 by the numbers

Mississippi Gastroenterology Society Annual Meeting

4th Annual Run for Your Buns set for March 3rd in Tupelo

Wear Blue Day is March 2nd

Promote your community's March 2018 Colorectal Cancer Awareness Month activities!

Contact Details

Subscription Details

Promote your community's March 2018 Colorectal Cancer Awareness Month activities!

What is YOUR community planning for its March 2018 Colorectal Cancer Awareness Campaign? Is there a faith-based activity? Are you sponsoring a new 5K race? Bathing your civic buildings in blue light at night? Offering free CRC screens to eligible participants? Getting a Governor to publicly sign a proclamation? Send me a brief article, and be sure to include the date(s) and location(s) of your event, a contact person and their contact information. If you can provide a permanent link to an image you'd like to accompany the article, and/or a website address for more information, please send that information to me as soon as possible so I can include it in the February newsletter.

Thanks!

Contact Details

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