

Strategies	Actions	Outputs	Intermediate Measures	End Measures
<p>Strategy # <u>1</u></p> <p>Increase Community Outreach & Education surrounding colon and rectal health</p>	<p>1. Implement Colorectal Cancer Education Campaign at County Fair utilizing inflatable colon, educational items and fun “booty call” dance.</p>	<p>1A. Schedule the use of the Inflatable Colon at a minimum of 1 community event each year</p> <p>1B. Develop 1 new awareness campaign surrounding colorectal cancer screening using visual aids, education, form boards, etc.</p> <p>1C. Develop a pre and post test for administration during colorectal cancer education at the Inflatable Colon.</p> <p>1D. Purchase 1 new colon and prostate model and 1 poster of the human body with organs.</p> <p>1E. Educate community members on the anatomy of the colon, rectum, and prostate using the Inflatable Colon, the organ models, and the anatomy poster.</p> <p>1F. Develop a community awareness using 19 white shirts and 1 blue shirt as a visual statistics of colorectal cancer prevalence.</p>	<p>Increase the percentage of Charles County residents over the age of 50 years who report that they have ever had a sigmoidoscopy or colonoscopy exam from 70.2% to 71.6%. Source: 2012 Maryland Behavioral Risk Factor Surveillance System</p>	<p>4. Cancer: Decrease the Charles County colon and rectal cancer mortality rate from 19.4 per 100,000 to 18.0 per 100,000 (10% reduction) Source: 2014 Maryland CRF Cancer Report</p>

	<p>2. Develop strategies and materials to assist with health literacy surrounding the colon and rectum and the guidelines for appropriate screening and referral.</p>	<p>1G. Develop and print 1 Colonoscopy Screening resource list and information (simple)</p> <p>1H. Conduct community education on colon and rectal health at 5 community events each year.</p> <p>2A. Utilize existing and purchase additional 2 visual teaching tools of the colon and other body functions.</p> <p>2B. Develop simplified educational materials on the anatomy and health of the colon and prostate.</p> <p>2C. Take new strategies and teaching tools “on the road” to a minimum of 5 cancer outreach venues each year.</p>		
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<p>Strategy # <u> 2 </u></p>		<p>A. Develop 1 list of culturally appropriate focus group</p>	<p>Decrease the percentage of Charles County residents</p>	<p>4. Cancer: Decrease the Charles County colon and rectal cancer</p>

<p>Engage men in the community to discuss the barriers and challenges associated with colon and rectal cancer screening and needed health care services.</p>	<p>Conduct focus groups with men aged 50+ to determine why they did or why they have not had a colonoscopy.</p>	<p>questions</p> <p>B. Determine at least 2 culturally competent and objective individuals to serve as focus group facilitators.</p> <p>C. Establish and Purchase incentives and materials to promote participation in focus groups</p> <p>D. Recruit men to participate who represent a diverse sampling of the county population including various regions of Charles County, ages, and all races/ethnicities.</p> <p>E. Schedule 3 -4 focus groups</p> <p>F. Compile responses recorded during focus groups and establish some conclusions and themes that surfaced during the discussions.</p> <p>G. Develop new programs and awareness campaigns that target the barriers and challenges that were established during the focus</p>	<p>who report that they have put off getting any kind of test to look for problems with their colon or rectum from 15.6% to 15%. Source: 2012 Maryland Behavioral Risk Factor Surveillance System</p>	<p>mortality rate from 19.4 per 100,000 to 18.0 per 100,000 (10% reduction) Source: 2014 Maryland CRF Cancer Report</p>
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<p>Strategy # <u>3</u></p> <p>Establish a referral system with county providers and other county agencies to community resources and programs for Colorectal Cancer screening and follow-up.</p>	<p>Develop an educational program geared toward increased county providers' capacity to refer patients to county Colorectal Cancer programs and screenings.</p> <p>Educate county agencies and community organizations on the resources available in the county for colorectal cancer screening and follow-up.</p>	<p>Conduct 1 educational presentation on colorectal cancer screening and follow-up resources and the county's cancer team action plan to county providers at the Charles County Medical Society meeting.</p> <p>Conduct 1 educational presentation on colorectal cancer screening and follow-up resources and the county's cancer team action plan to county agencies and community organizations at a Partnerships for a Healthier Charles County meeting.</p> <p>Conduct 1 educational presentation on colorectal cancer programming and resources and the county's cancer team action plan to providers at the University</p>	<p>Increase the percentage of Charles County residents who have had a sigmoidoscopy or colonoscopy in the last 5 years from 87.4% to 90%. Source: 2012 Maryland Behavioral Risk Factor Surveillance System</p>	<p>4. Cancer:</p> <p>Decrease the Charles County colon and rectal cancer mortality rate from 19.4 per 100,000 to 18.0 per 100,000 (10% reduction) Source: 2014 Maryland CRF Cancer Report</p>

		<p>of Maryland Charles Regional Medical Center Department of Medicine Meeting.</p> <p>Establish a referral system among county providers to the Colorectal Cancer Program.</p> <p>Determine the feasibility of establishing a standardized screening history form that can be incorporated into electronic health records.</p>		
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