

# **IMPLEMENTATION GUIDE**

## **Colorectal Cancer Education, Screening and Prevention Program (CCESP): Empowering Communities for Life**

*Using an Evidence-Based Program to develop  
a process model for program delivery in the practice setting*

**Note:** Refer to “Putting Public Health Evidence in Action”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Putting Public Health Evidence in Action” is available online at:  
<http://cpcrn.org/pub/evidence-in-action/>

### **I. Program Administration (Type of Staffing and Functions Needed)**

**Academic Health Professional (AHP) (Doctoral-level professional, master-level professional, or bachelor-level professional with additional training as a patient navigator)**

- Recruits participants for the program and delivers the educational presentation on colorectal cancer.

### **II. Program Delivery**

**For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Putting Public Health Evidence in Action”.**

**A. Program Materials** *(All listed materials can be viewed and/or downloaded from the RTIPs Products Page):*

- **Colon Cancer Awareness Poster:** This poster (a 1-page pdf) provides state-specific information on colorectal cancer.
- **Information on Colonoscopy:** This 2-page document lists seven things to know about getting a colonoscopy.
- **Colon Cancer Catching It Early Flyer:** This 1-page flyer describes the stages of cancer and the importance of catching it early.
- **Advertisement:** This 1-page flyer is used to recruit participants for the program in rural communities.

- **Colorectal Cancer Fact Sheet:** This 2-page fact sheet provides the basic facts of colorectal cancer screening.
- **Initial Contact Form:** This 1-page participant contact sheet is used to track recruited participants.
- **Instructions for Fecal Immunochemical Test (FIT) (English):** This 2-page document describes in English how to use the FIT test.
- **Instructions for Fecal Immunochemical Test (FIT) (Spanish):** This 2-page document describes in Spanish how to use the FIT test.
- **Pledge Magnet for Colorectal Cancer Screening:** This file contains a template that can be used to create a magnet on which participants pledge to get screened for colorectal cancer.
- **Professional Colorectal Cancer Health Meeting Slide Presentation:** This 32-slide presentation is used to educate participants about colorectal cancer.
- **Release of Information:** Participants sign this 1-page document to consent to the release of their colorectal cancer screening test results.

## **B. Program Implementation:**

The steps used to implement this program are as follows:

Step 1: The AHP recruits potential participants and fills out initial contact forms.

Step 2: The AHP calls participants to schedule their attendance at the colorectal cancer health meeting.

Step 3: The AHP delivers the 45-minute colorectal cancer health presentation in a public location. At the end of the presentation, the AHP gives participants a screening kit to be completed at home and instructions on how to use the kit.

## **III. Program Evaluation**

**For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Putting Public Health Evidence in Action”.**

<http://cpcrn.org/pub/evidence-in-action/>