

# **IMPLEMENTATION GUIDE**

## **Organized Outreach for Colorectal Cancer Screening**

*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)**

#### **Data Analyst/Operations Manager**

- Identify eligible patients overdue for colorectal cancer screening
  - Set exclusion criteria
- Establish relationship with mail fulfillment vendor and upload patient list to secure FTP site
  - Ensure mailing is compatible with clinical laboratory sample intake
- Coordinate patient communications with mailing
  - Advanced notification to patients to anticipate mailed FIT kit
  - Reminder notification to return FIT after mailing

### **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 EBCCP Program Materials Page*):**

- Advanced notification postcard
- Advanced notification call script
- Wordless instructions for FIT testing
- Reminder call script

#### **B. Program Implementation:**

The steps used to implement this program are as follows:

Step 1. Review clinical laboratory requirements. Prior to starting the mailing, become aware of the components of the FIT kit and the requirements of the clinical laboratory that will receive the FIT kits.

Step 2. Identify eligible patients. If working with third-party vendors, create a file containing eligible patients and demographic information to provide it securely with the external vendors (e.g., mail fulfillment vendor, communications provider). The fields in the file are those necessary to generate letters, postcards, and messages.

Step 3. Gather the FIT kit components:

- FIT kit letter. The letter should contain information about the screening test, how to return the sample, web links, phone, and/or e-mail. The letter can be generated using mail merge, and if applicable, printed in English on one side and the preferred language on the other side.
- Return envelope
- Stool collection paper
- FIT kit with patient label
- FIT wordless instructions
- Optional: additional inserts or clinic flyers (e.g., flu flyers or other health maintenance flyers)

Step 4. Coordinate with mail fulfillment vendor. The FIT kits will need to be in the vendor's inventory. FIT kits are packaged by the vendor, so they can be mailed to the patient.

Step 5. Conduct reminder outreach

- Sample text message: "Your doctor sent you the colon cancer screening FIT kit last month. Please complete & mail the kit back ASAP. Questions? Call XXX-XXX-XXXX. Reply STOP to opt-out."
- Live outreach: Call the patient using outreach script if applicable

Step 5. Conduct quality assurance. Collect data on the rate of completed FIT tests, stratifying by subgroups, as appropriate. Conduct quality control calls to a subsample of patients to understand barriers and facilitators.

### **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/>

For further assistance in designing and conducting an evaluation, consider communicating with members of NCI's Research to Reality (R2R) Community of Practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site: <https://researchtoreality.cancer.gov/discussions>.