Venus Fromwiller
Get your rear in gear: A community-based colorectal cancer screening campaign
Coalition: North Coast
Organization: Columbia Memorial Hospital

The Columbia Memorial Hospital (CMH) Community Outreach Department has set a goal of increasing colorectal cancer screening rates to 80% by 2018. With the aid of the OCTRI Community Research Coalition Grant, we will investigate whether a broad community education campaign coupled with targeted outreach to patients of local primary care clinics is effective in helping us to achieve this aim. If we see a 6% or greater increase in screening rates during the one-year grant period, we will consider this multiple-strategy approach effective in increasing screening rates in our service area.