Our mission is to illuminate and address the health and social inequities experienced by rural and minority populations in order to promote the health of all through policy-relevant research and advocacy.

**Key Facts Sheet**

**About Us**

Our mission is to illuminate and address the health and social inequities experienced by rural and minority populations in order to promote the health of all through policy-relevant research and advocacy.

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**Access to Colorectal Cancer Screening Programs for Underserved Populations in South Carolina**

**Project Overview**

To identify existing initiatives targeting colorectal cancer screening in rural South Carolina (SC)

**Colorectal Cancer Burden in SC**

- Colorectal cancer (CRC) is the 2nd leading cause of cancer-related death in SC.
- The majority of colorectal cancers are preventable by early detection and removal of pre-cancerous polyps during colorectal cancer screening.
- Colorectal cancer incidence is highest among rural Black, followed by urban Black residents in SC (see Figure A).

**Figure A: CRC Incidence, 2012-2016**

<table>
<thead>
<tr>
<th>Age-Adjusted Incidence Rate per 100,000</th>
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</thead>
<tbody>
<tr>
<td>Rural</td>
</tr>
<tr>
<td>All</td>
</tr>
<tr>
<td>White</td>
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<td>Black</td>
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**Colorectal Cancer Screening Initiatives in SC**

- State-funded Colorectal Cancer Preventive Network (CCPN)
- Centers for Disease Control and Prevention-funded Colorectal Cancer Screening Program in SC
- American Cancer Society-funded Colorectal Cancer Learning Collaborative

**In 2016, 65% of rural South Carolinians of recommended screening age (50-74 years) were up-to-date with CRC screening recommendations compared to 70% of urban South Carolinians.**

Research Team: Whitney Zahnd (lead), Victor Kirksey, Swann Adams, Heather Brandt, Radhika Ranganathan, Claire Biesecker, and Jan Eberth
**COLORECTAL CANCER PREVENTION NETWORK IN SC**

- The Colorectal Cancer Prevention Network (CCPN) was established in 2008 by the Center for Colon Cancer Research at University of South Carolina.
- The CCPN program provides CRC education, awareness and screening services throughout the state.
- To be eligible for free screening services, patients must be:
  - Uninsured
  - Below 150% of the federal poverty line
  - Age 50-64 (45-64 for Black residents)

Rural counties had 18.3 CCPN referral sites per 10,000 uninsured persons aged 50-64 vs. 9.5 sites in urban counties.

**COLORECTAL CANCER SCREENING PROGRAM IN SC**

- The Colorectal Cancer Screening Program in SC was funded by the CDC between 2015-2020 to work with FQHCs to implement evidence-based interventions to increase CRC screening rates.
- The Program provided training and technical assistance, used implementation strategies tailored to each FQHC, and developed CRC screening champions to support implementation of evidence-based interventions in both rural and urban communities.
- In 2015, it began in 8 FQHCs with a mean CRC screening rate of 33.1% and grew to 16 FQHCs sites with a mean CRC screening rate of 50.5% (a 17.4 percentage point increase).
- 11 of the 16 FQHCs met the goal of 5% annual increase in CRC screening rates.

Access to CCPN referral sites was particularly low among counties on the Georgia border, including 3 adjacent rural counties.

**Figure B. CCPN Referral Sites in SC per 10,000 Uninsured Residents Aged 50-64**

**Legend**
- CCNP Referral Sites per 10,000 uninsured persons aged 50-64
  - 0-3.1
  - 3.2-9.4
  - 9.5-21.2
  - 21.3-53.1
  - Rural counties

**Figure C. Implementation of Evidence-Based Intervention in FQHCs Participating in the Colorectal Cancer Screening Program in SC**

- Provider Reminders: 100%
- Provider Assessment and Feedback: 81%
- Client Reminders: 38%
- Reducing Structural Barriers: 88%

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