

# **CRFP / CPEST Outreach Worker Training**

**Presented by:**

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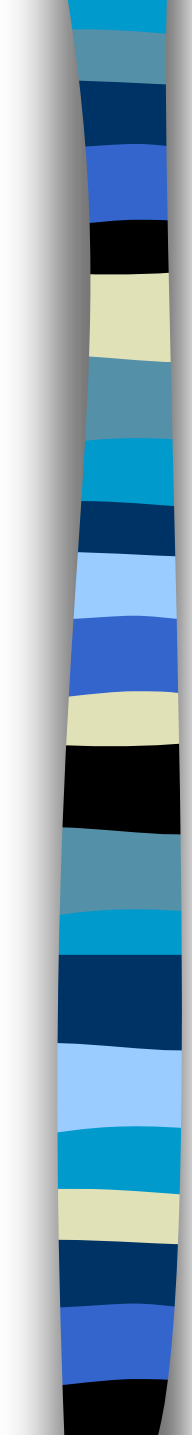
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# Outreach Worker Training

## *Workshop Goals*

- Provide a forum for discussion and networking;
- Increase participants' working knowledge of the "system" in which they operate;
- Present basic facts about colorectal cancer;
- Have participants identify goals, and identify and prioritize tasks and activities to achieve those goals;
- Review research-based characteristics of successful prevention programs and outreach strategies; and
- Familiarize participants with tools with which to evaluate their personal and program effectiveness



# Outreach Worker Training

## *Participant Learning Objectives*

At the end of the training session, participants will be able to:

- State what CPEST stands for.
- State 4 of the 7 the key functions of the outreach worker in a local cancer program and list 5 skills or qualities expected of and exhibited by effective outreach workers.
- List 2 specific risks factors for colorectal cancer and 3 possible colorectal screening procedures.
- List five characteristics of effective prevention programs.
- List 3 things they will do to get more people into colorectal screening.



# Screening as Part of Prevention

***What we'd like the public to believe:***

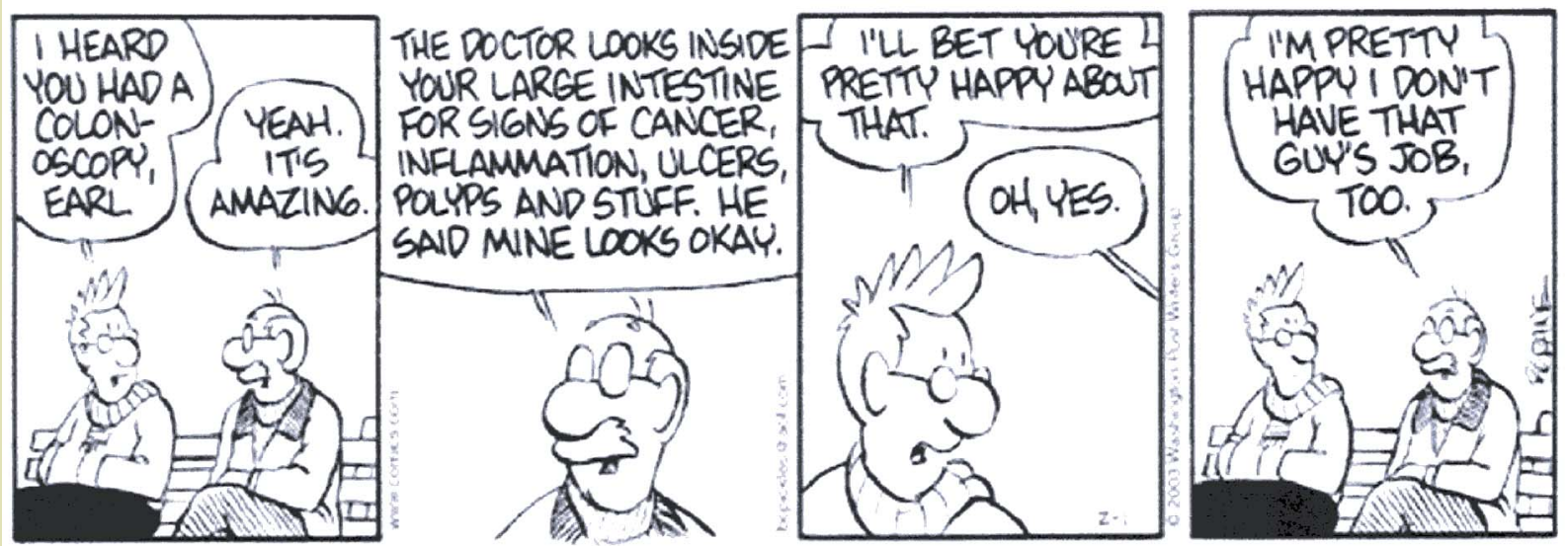
- “It is better to build a high, strong fence at the top of the cliff, than to park an entire fleet of ambulances at the bottom of it.”



# Screening as Part of Prevention

*How most of the public probably feels:*

- “I’ve been reading so much about the harmful effects of smoking, drinking, over eating, lack of exercise, unprotected sex, and stress, that I’ve decided to give up  
... **READING !!!**”



**PICKLES**  
by Brian Crane

**February 1, 2003**



# Opening Activity: What Is Your Job?

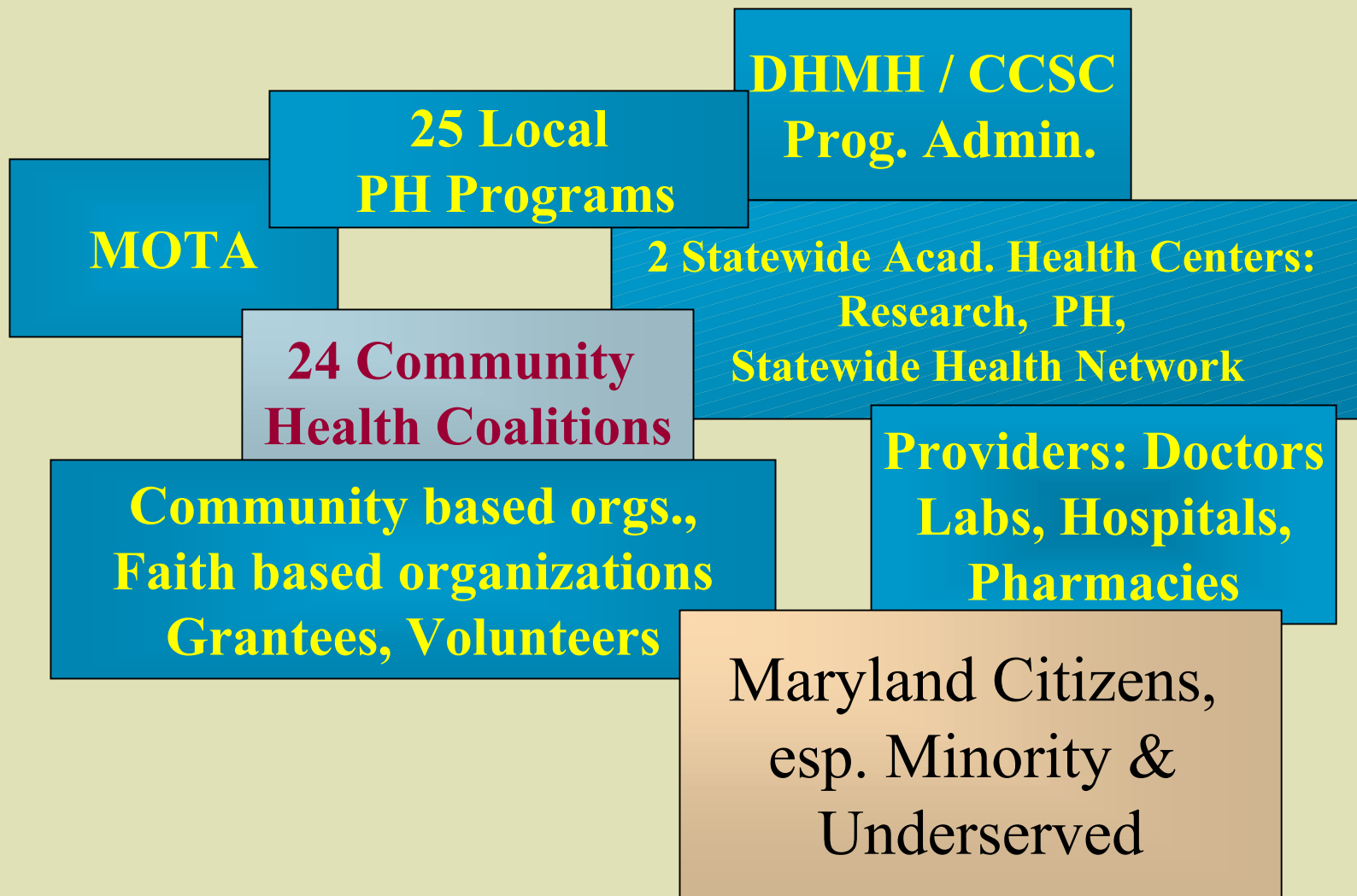
## *Possible Measures of Program / Outreach "Success"*

- Numbers of individuals "informed" or "educated"
  - regarding CRC and the importance of screening
  - about the CPEST program
  - about the screening process
- Number of inquiries about the program
- Number of eligible persons who apply / enroll
- Number of persons screened

# Opening Activity: What Is Your Job?

## *Possible Measures of Program / Outreach "Success"*

- **Number of persons screened according to program guidelines**
  - all those who "comply"
  - those who make an *informed choice* to be screened
    - *Informed choice* occurs when individuals have enough information about (1) a disease, (2) the screening test for it, and (3) their personal risk level, to make a choice that reflects their preferences and values, and allows them to participate in decision-making at the level they choose.
      - » (Note: Potential risk of colonoscopy)
- **What are the goals of my program ?**



## **CRF Cancer Control Network**



# Understanding the System

## ***Identifying the "players" in your system . . . and Working together to reach your program goals***

- State partner (CRFP / CCSC or other)
- Local Jurisdiction
  - LHD (cancer or other) program administrators
  - Local (cancer or other) community coalition
  - Educational Component (presentations, media, outreach)
  - Clinical component (screening, lab, diagnosis and treatment services)
  - Community partners (service agencies, hospitals, churches, businesses . . . mini-grantees and other)
  - Minority Outreach Technical Assistance (MOTA) vendors
  - UM Statewide Health Network collaborators
  - Medicare / Medical Assistance program contacts
  - Others ?

# Stepping Toward Screening

Screened



Screening

Pre-screening prep

Enrollment / Processing

Applic. / Determin. of eligibility

Inquiry into nature / availability of services

**Personalized** Awareness / Curiosity

**Public** Awareness / Conscienceness Raising





# Benefits of Screening

- Early Identification of pre-cancerous conditions and other non-cancer-related problems
- Confirmed medical diagnosis
- Referral / linkage to treatment
- Reduction in (cancer) incidence and mortality \*\*\*

» **Goal of CPEST**

# Barriers and Pathways to Effective Outreach

**How can we make the “informed choice”  
to be screened simpler and easier?**

- Determination of eligibility
- Enrollment and application
- Transportation
- Convenience (of clinic services)
- Accessibility
- Cultural sensitivity
- Negative images / perceptions
- Fears (about screening & results)



# Barriers and Pathways to Effective Outreach



- What we determine keeps an individual from seeking screening . . . or carrying through with being screened, should serve as the basis of our educational and outreach efforts to groups, and individuals.



# Overcoming Barriers:

## *What not to say /do*

- Avoid using fear or guilt; they (along with “ignorance”) are not good motivators
- Don’t deny individuals their feelings; those are their “realities”
- Don’t use the phrase “poverty level” to discuss eligibility (rather, refer to income eligibility requirements)
- Don’t be uncomfortable with CRC “language”
- Don’t overstate how uncomplicated screening is (especially with colonoscopy)



# Overcoming Barriers:

## ***What to say /do***

- Listen / watch for V and NV cues
- Try to identify, and then address concerns and “objections”
- Discover ways to make the whole process easier and more convenient (from “start” to “finish”)
- *Personalize* the value of good health and their need for screening
- Make sure it is *their* informed choice
- Affirm their decision to seek screening



# Outreach Worker Training

- Success does not come packaged in boxes or bottles. Rather, it comes in “cans” . . . failures in “can’ts”.
- You may be disappointed if you fail . . . But you are doomed if you don’t try.

# **CRFP / CPEST Outreach Worker Training**



## **The Beginning**

**Continued good luck with all your  
educational and outreach efforts.**