

2022 NPCR MISSISSIPPI SUCCESS STORY

Mississippi Cancer Registry; Deirdre Rogers, PhD, CTR; Roy Duhe, PhD

Mississippi Meets Its Goal of 70% of Eligible Adults Screened for Colorectal Cancer by 2020

National Program of Cancer Registries SUCCESS STORY

SUMMARY

The 70X2020 Colorectal Cancer Screening Initiative launched on April 22, 2014, to get 70% of eligible Mississippi adults screened for colorectal cancer by the year 2020. Through the efforts of 675 statewide partners including the Mississippi Cancer Registry which provided incidence data on geographic, racial, and sex disparities in colorectal cancer incidence to assist in guiding the effort, the goal was achieved in 2020 according to the Behavioral Risk Factor Surveillance System.

CHALLENGE

At the beginning of the initiative, *United States Cancer Statistics, 2011* (based on the 2013 data submission) showed that Mississippi ranked second in the nation for colorectal incidence and first for colorectal mortality. Further examining the Mississippi incidence and mortality data for 2011 showed that the black population had significantly higher colorectal incidence and mortality rates, as well as rates of late stage disease. The Mississippi Delta was the area of the state with the worst rates. The key to reducing incidence of late-stage disease and mortality is screening. According to the Behavioral Risk Factor Surveillance System, 2014, the percentage of Mississippians 50-75 fully meeting the United States Preventive Services Task Force's recommendations for colorectal cancer screening was 60.3% giving us the fourth lowest rate among US states.

SOLUTION

The 70X2020 initiative began with 15 partners in April 2014 and grew to 675 partners. The University of Mississippi Medical Center obtained a Patient-Center Outcomes Research Institute contract to conduct community engagement activities in the Mississippi Delta. Additionally, in 2017, Mississippi became the first state to produce and sell a colorectal cancer screening specialty license plate. In 2016, the BIG Colon Tour made a stop in Jackson. Over the initiative, many 5K races and galas were held. In 2016, the Journal of the Mississippi State Medical Association produced an entire issue related to colorectal cancer.

Through the efforts of the Mississippi State University Extension Service, Mississippi was able to launch a television, radio, print and social media campaign March 1, 2017, featuring former Mississippi State University quarterback and current Dallas Cowboys quarterback, Dak Prescott, whose mother had died of colorectal cancer. In 2018, North Mississippi Medical Center, conducted a FIT (Fecal Immunohistochemistry Test) initiative. They partnered with a local industry which had no screening benefits and provided free FIT tests. A nurse tracked the tests, identified six people who needed follow-up, and got them scheduled for the additional testing. Every year, the governor signs a proclamation declaring March as Colorectal Cancer Month. In 2019, the Mississippi Legislature formed the Mississippi Colorectal Cancer Round Table with a Leadership Council consisting of elected leaders. The round table submits an annual report of its work and the data relevant to colorectal cancer in Mississippi to the Mississippi Legislature. The Mississippi Cancer Registry is a part of this group and assists with the annual reports.

RESULTS

According to the 2020, Behavioral Risk Factor Surveillance Data, the age-adjusted prevalence of Mississippians 50-75 years of age who met the United States Preventive Services Taskforce recommendations for colorectal cancer screening was 70.0%. Additionally, the disparity in screening between the white and black populations had been eliminated. According to the United States Cancer Statistics Data Visualization Tool based on the 2021 data submission (1999-2019), Mississippi still has the highest incidence and mortality from colorectal cancer in 2019, but rates are declining. As the screening use increases, however, we expect to continue to see decreasing mortality and incidence of late-stage disease.

SUSTAINING SUCCESS

The 70X2020 initiative ended, but the Mississippi Colorectal Cancer Round Table that was formed in 2019 by the Mississippi Legislature will continue the work. This group is working on special projects with the goal of 80% colorectal cancer screening rates in every community. Each year, this group reports progress to the Mississippi Legislature in an annual report for which the Mississippi Cancer Registry provides data.

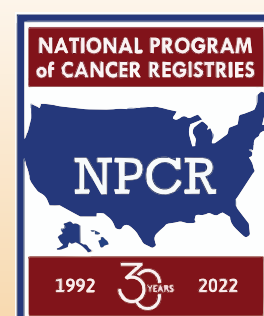
STORY QUOTE

"For years, every one of you worked towards a common goal: to ensure that at least 70% of all Mississippians would be up to date with colorectal cancer screening recommendations by the year 2020. You encouraged your family and friends to get screened. You restructured your business practices to make it possible for more people to get screened. You held health fairs to educate your community. You held Continuing Education activities to educate Mississippi's health professionals. And you dreamed up creative ways to raise awareness about colorectal cancer screening and prevention: videos, 5K runs, press conferences, car tags, gubernatorial proclamations, faith-based community gatherings, ... whatever it took to reach that goal." – Roy J. Duhe, PhD to the members of the 70X2020 Initiative. Dr. Duhe is a member of the Mississippi Cancer Registry Advisory Board.

REGISTRY CONTACT INFORMATION

601-815-5482

[Mississippi Cancer Registry Website](#)



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention