



Colon Cancer Screening: Flu-FOBT

Kavitha Kirubanandan, MD; Michael McKinney, MD; William Bowen, MD; Luis Rigales, MD; Theresa Gonzales, MA

UNM – Family Medicine Residency, Santa Fe Program.

90%
OF COLON CANCER DEATHS
ARE PREVENTABLE

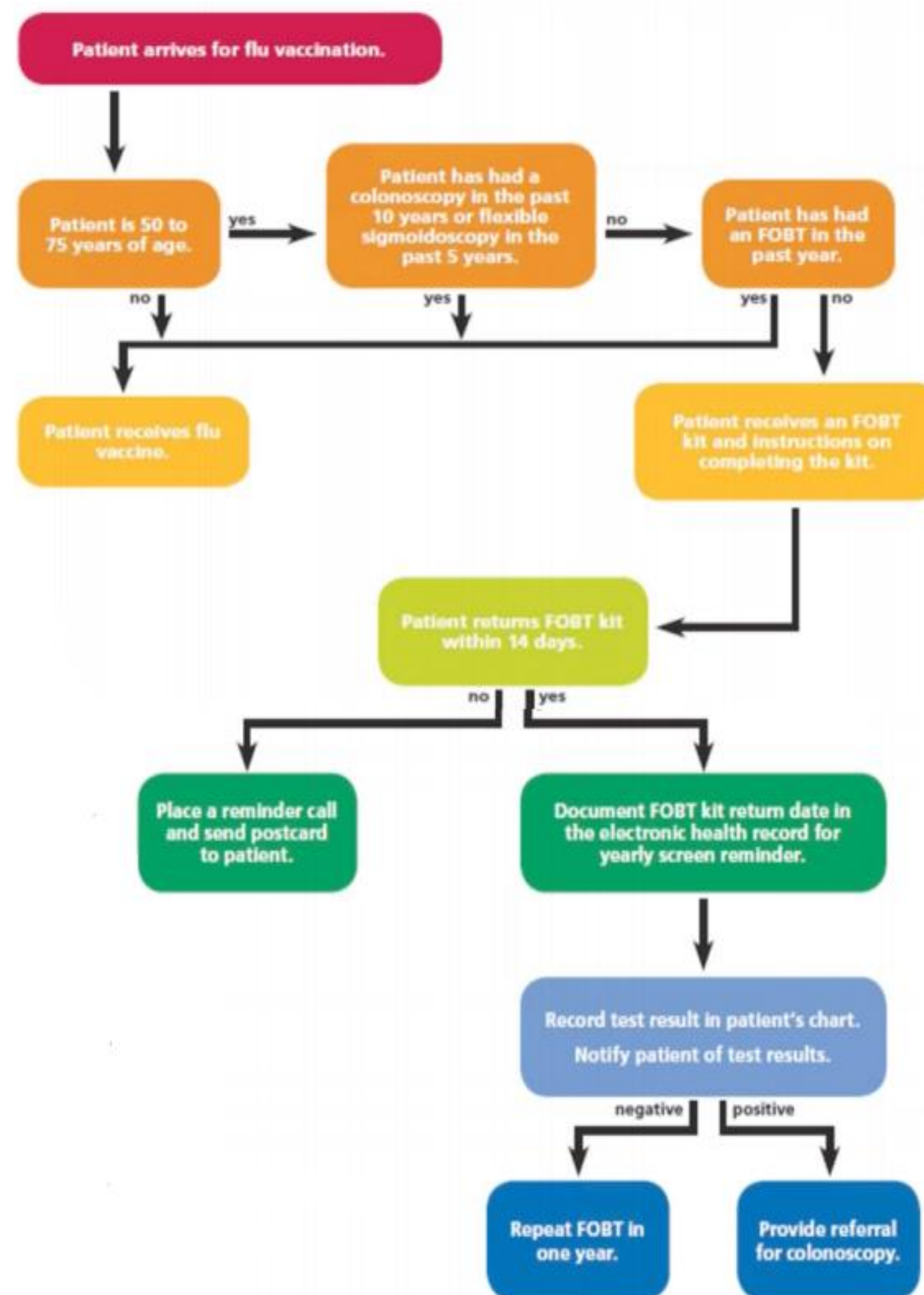
Background

The Flu-FOBT Program is an innovative and effective way to increase colorectal cancer screening in primary care settings.

Aim

Increase colorectal cancer screening rates by offering home FOBT kits to eligible patients during annual Flu shots and thereby increase the rates of early detection and management.

Flowchart



Colorectal Cancer –Facts and Figures

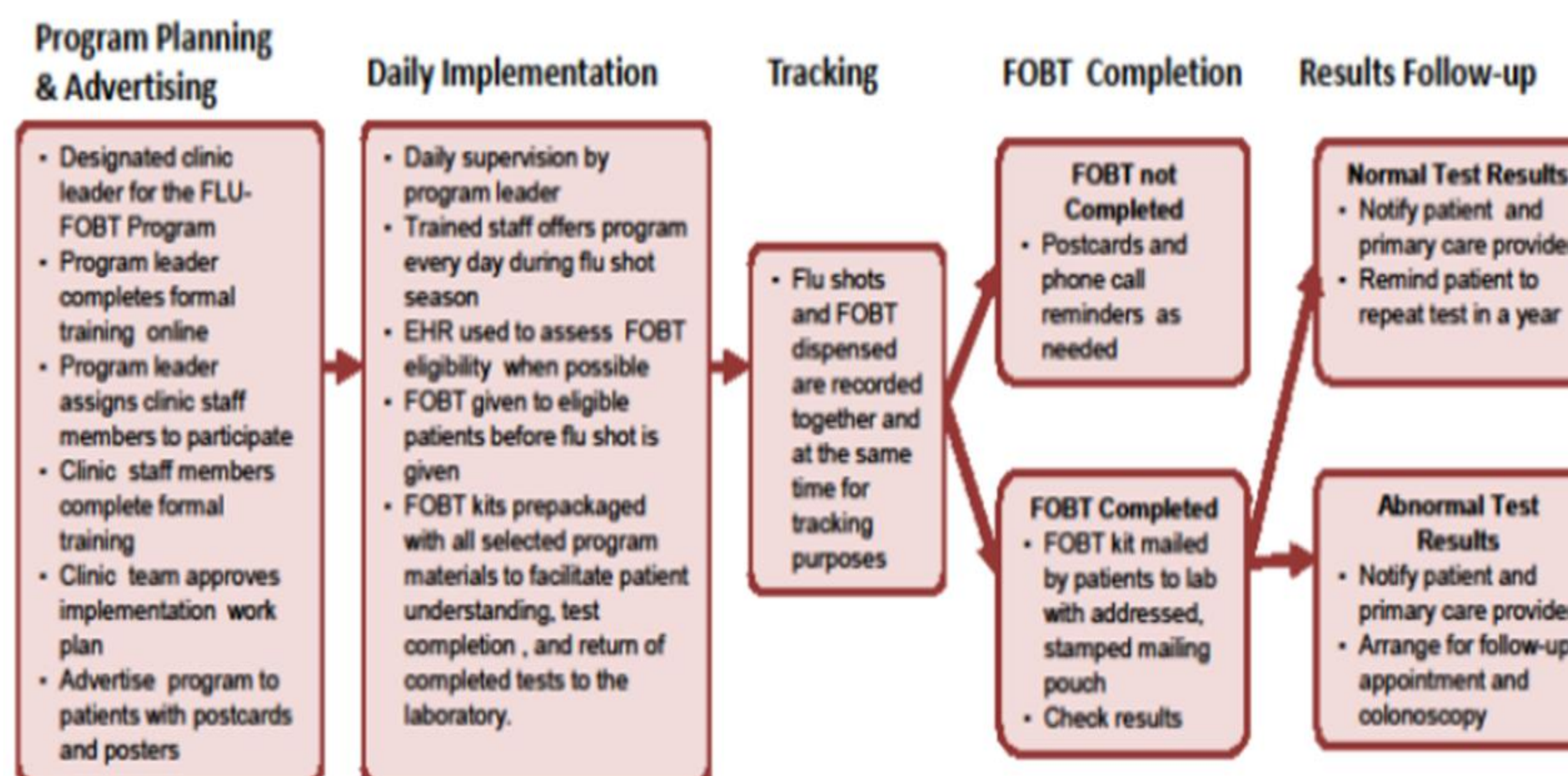
Estimated new cases,
2020

147,950

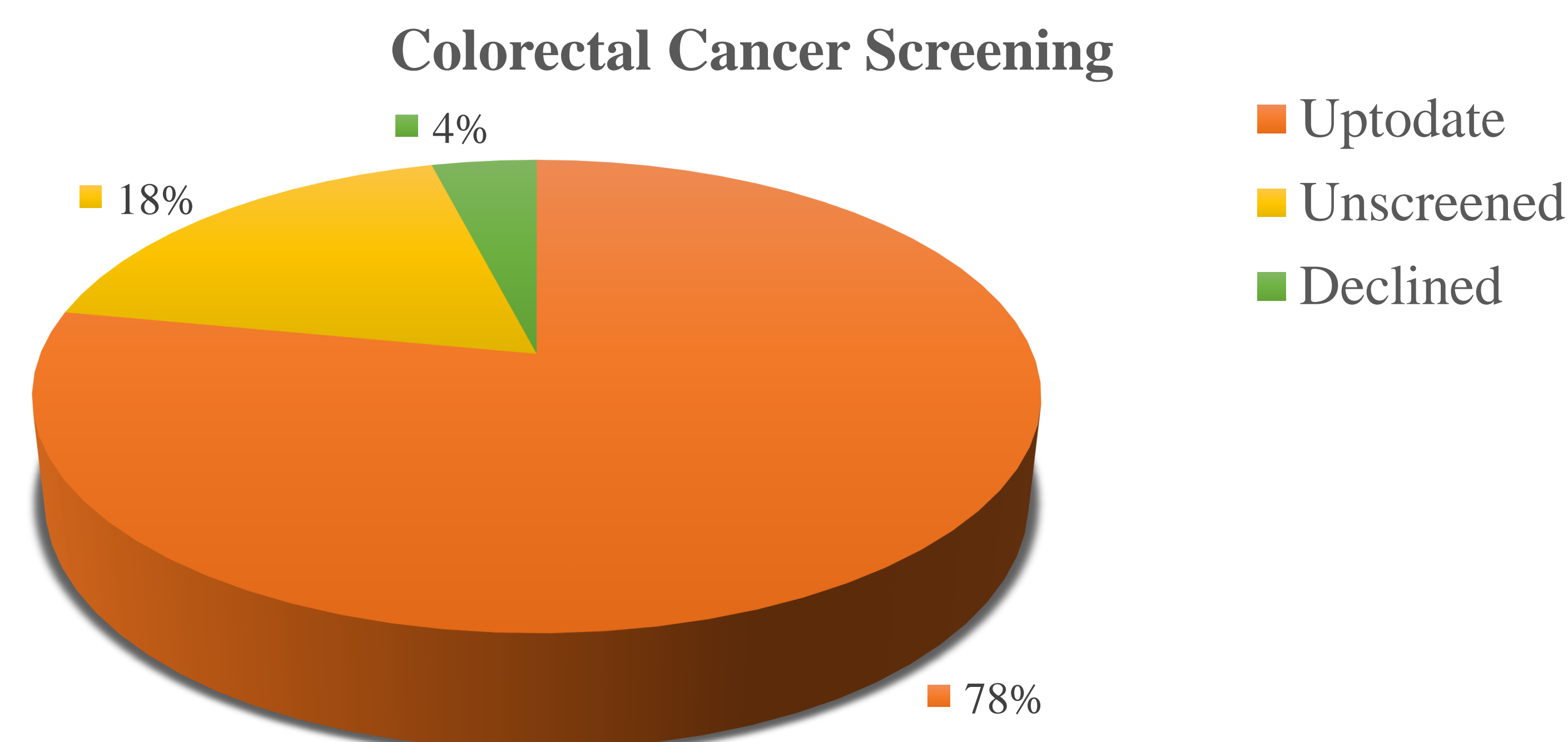
Estimated deaths, 2020

53,200

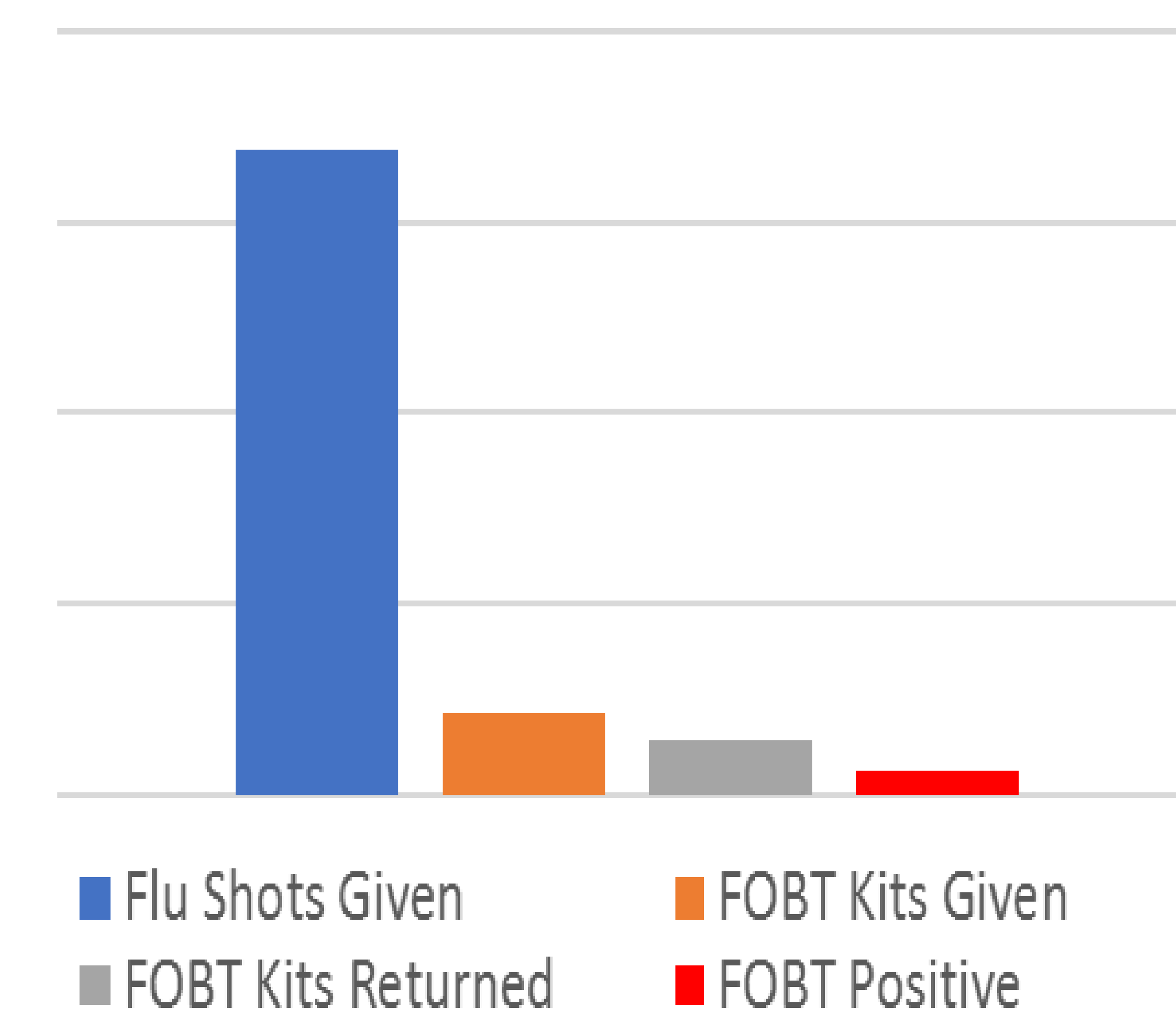
Flu-FOBT Program Components and Model



Current Data



Results



Future Goals

Working Toward 80%: Progress to Date
Since the launch of 80% by 2018, more than 1,700 organizations have committed to work toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer.



References

<https://www.ncbi.nlm.nih.gov/pubmed/21665058>
<https://www.cancer.org/cancer/colon-rectal-cancer/about.html>
<https://www.cancer.org/content/dam/cancer-org/cancer-control/en/presentations/acs-flufobt-program-proven-approach-increase-colorectal-cancer-screening.pdf>