

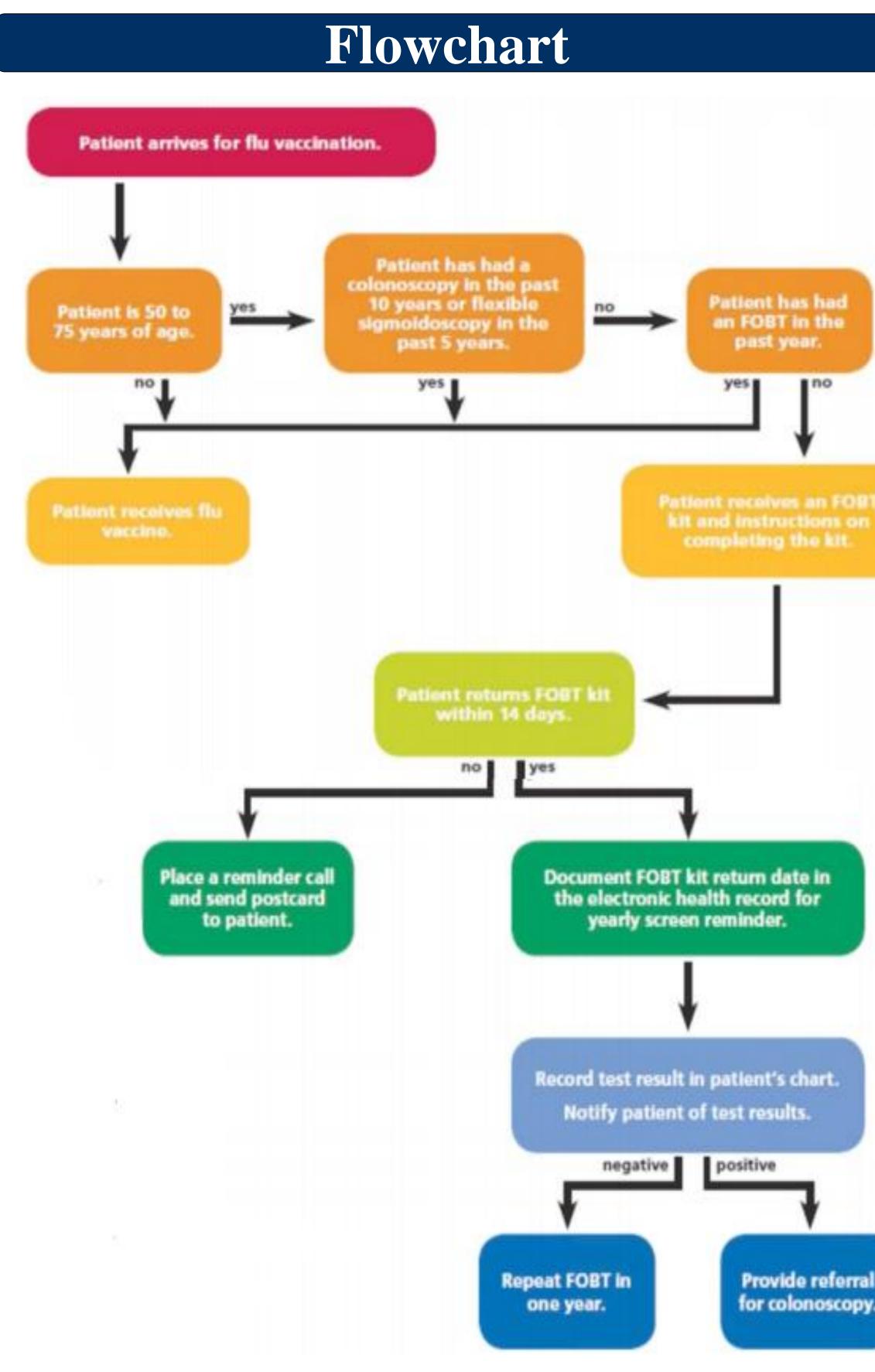


Background

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

Aim

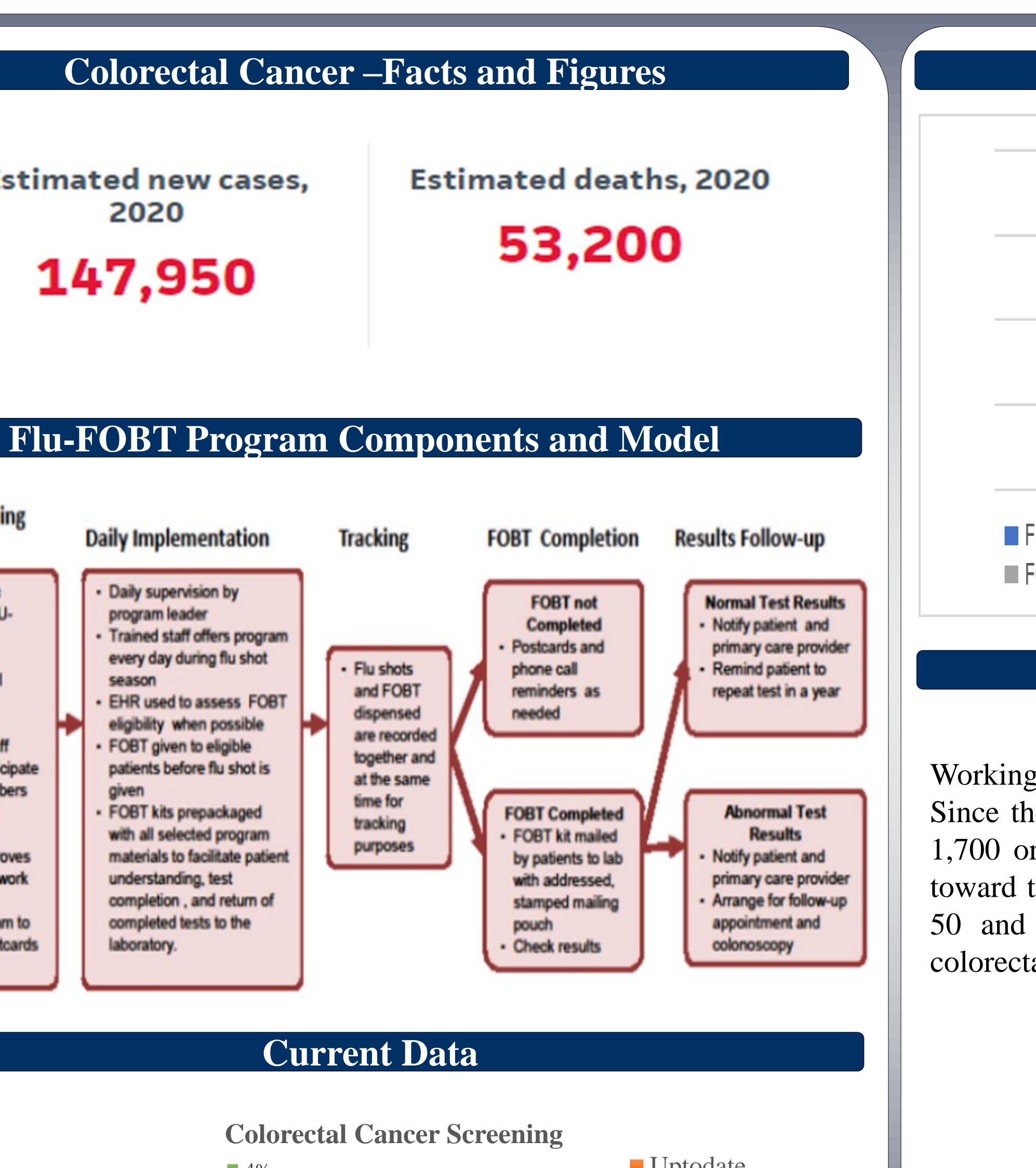
Increase colorectal cancer screening rates by offering home FOBT kits to eligible patients during annual Flu shots and thereby increase the rates of early detection and management.



Colon Cancer Screening: Flu-FOBT

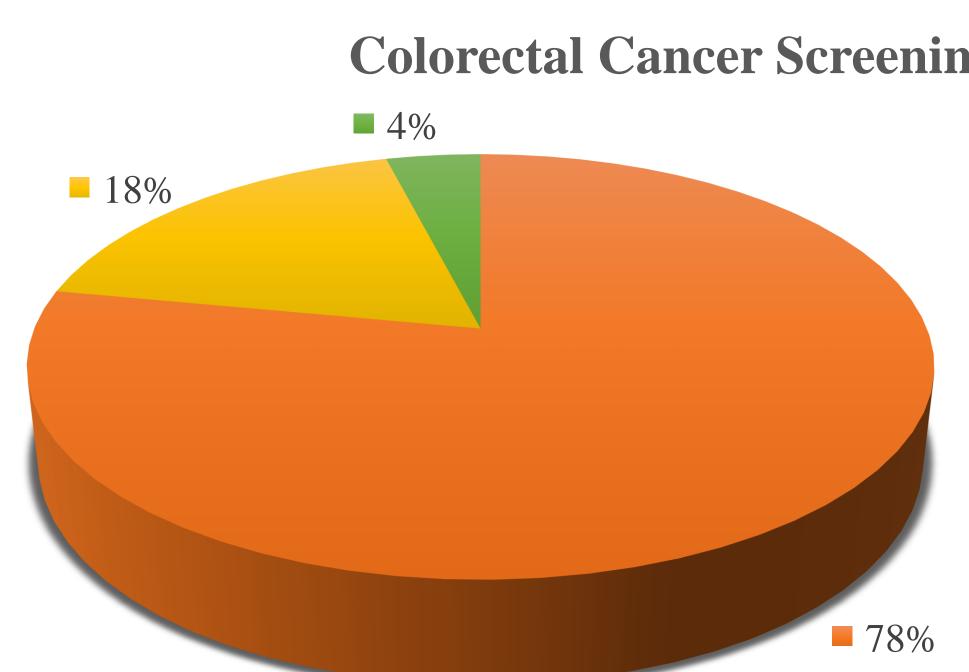
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Estimated new cases, 2020



Program Planning & Advertising

- Designated clinic leader for the FLU-FOBT Program
- Program leader completes formal training online
- Program leader assigns clinic staff members to participate
- Clinic staff members complete formal training
- Clinic team approves implementation work
- Advertise program to patients with postcards and posters



Uptodate Unscreened Declined



90% **OF COLON CANCER DEATHS ARE PREVENTABLE**

Results				
				_
				_
lu Shots Given			FOBT Kits Given	
OBT Kits Returned		turned	FOBT Positive	

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/cancercontrol/en/presentations/acs-flufobt-program-proven-approachincrease-colorectal-cancer-screening.pdf