

## Project Summary *(Brief project overview)*

<b>PROJECT TITLE</b> (Do not exceed 60 characters and spaces.)	Colorectal Cancer Education and Initial Screening: Latino, Asian, 50+
<b>PROGRAM DIRECTOR</b> (First, MI, Last, Degrees)	Ginamarie Farino, MPH, PA-C
<b>ORGANIZATION</b>	Methodist Hospital of Southern California
<b>TOTAL GRANT AMOUNT FUNDED</b>	\$5,250
<b>PRIORITY AREA</b> (see FORM 2)	Primary Prevention and Screening
<b>RELATIONSHIP TO COLORECTAL CANCER</b>	Average and High Risk Population Screening

(Please limit summary to this page with 12-point font text and 1 inch margins. This summary will be used to publicize the efforts of C4 to further advance its mission.

Through this new outreach and screening program, Methodist Hospital intends to provide initial colorectal screening and follow-up services to vulnerable populations within our service area. Target populations include individuals of Latino and Asian descent and individuals over the age of 50. These groups are at high risk for colorectal cancer due to language and cultural barriers regarding health care, low-income and/or uninsured status, and advanced age. The program will center around three community education and screening events and will utilize a combination of multi-lingual information materials and educational lectures to inform participants about the risk of colorectal cancer. Participants will receive no-cost Hemosure iFOB (FIT) tests. Individuals with irregular test findings will receive care coordination and referral to additional services, including low/no-cost colonoscopies, through the Cancer Resource Department and our Patient Navigation Specialist.

The three proposed community education and screening events are as follow:

- The Latino Health Fair will be in March 2015 at Our Lady of Guadalupe Church in El Monte. The event will target individuals of Latino descent and individuals whose primary language is Spanish. Onsite bilingual counselors will distribute informational materials printed in Spanish and English and will provide no-cost FIT testing kits. We anticipate that 200 individuals will attend the fair. We estimate that 100 individuals will be provided with and instructed about use of the FIT kit.
- The Asian Health Fair will be held in October 2015 at Methodist Hospital in Arcadia. The event will target individuals of Asian descent and individuals whose primary language is Mandarin. Onsite bilingual counselors will distribute informational materials printed in Chinese and English and will provide no-cost FIT testing kits. We anticipate that 500 individuals will attend the fair. We estimate that 250 individuals will be provided with and instructed about use of the FIT kit.
- Methodist Hospital will also provide an informational lecture session and FIT testing opportunities through our 50+ Group which meets at the Arcadia Community Center in Arcadia. The event will target individuals over the age of 50, including individuals without insurance and/or who are low-income. An onsite counselor will distribute informational materials and will provide no-cost FIT testing kits. We anticipate that 100 individuals will attend the fair. Following initial assessment, we estimate that 50 individuals will be provided with and instructed about use of the FIT testing kit.