

Project Summary *(Brief project overview)*

PROJECT TITLE (Do not exceed 60 characters and spaces.)	FIT Outreach in Los Angeles via Cecilia de La Hoya Cancer Center
PROGRAM DIRECTOR (First, MI, Last, Degrees)	Eva Meyers, PhD, FNP-BC, RN
ORGANIZATION	Cecilia G. de la Hoya Cancer Center at White Memorial Medical Center
TOTAL GRANT AMOUNT FUNDED	\$5,910
PRIORITY AREA (see FORM 2)	Primary prevention and screening
RELATIONSHIP TO COLORECTAL CANCER	Screening, diagnostics

Project Overview

This proposal will be the third for the Cecilia G. de la Hoya Cancer Center at White Memorial Medical Center and will build on the now-established program of FIT outreach to uninsured, low-income populations in the East Los Angeles metropolitan area. For this third round of funding, Dr. Meyer proposes to continue the successful incorporation of FIT screening into the California Department of Healthcare Services 'Every Woman Counts' (EWC) program. The outreach events for EWC include community and church health fairs, as well as mobile screening services, such as mobile mammograms. Dr. Meyers and her staff attend the fairs to enroll women eligible for breast and cervical cancer screening. With the previous grants, they have provided educational materials about CRC and its prevention and have included FIT kits for those women and their male family members who are age 50 and above. They have followed up on positive FIT results with referrals for colonoscopies performed at White Memorial Medical Center at no cost to the patient. In addition to the outreach events, patients being seen at the Cancer Center for breast cancer treatment have also been offered CRC screening.

Updates to Phase 3 Proposal

1. *Expansion to Korean Population:* The first grant focused efforts on screening individuals of Hispanic ethnicity, many of whom were undocumented and had no access to insurance of any kind. The Korean population in East Los Angeles is another group that has been difficult to reach. The California Health Interview Survey has reported that Koreans have the lowest CRC rates of any race/ethnicity. Over the past several months, Dr. Meyers has identified key healthcare individuals of Korean background who would like to facilitate expanding the EWC program in this population. The second grant will thus include a pilot project with a small percentage of the FIT kits distributed to Korean individuals. With the current third proposal, 50% of the available FIT kits will be distributed to the Korean population.

2. *Change in FIT provider:* Dr. Meyers has changed from the Polymedco FIT, to the InSure FIT, processed by Quest. The reason for this was cost. Polymedco charged for the FIT kits. Quest is providing the FIT kits free of charge and has contracted for a greatly reduced cost of per kit for the processing.