

The California Quality Collaborative (CQC) has developed this guide to help health plans, provider organizations and individual providers design effective outreach campaigns to support colorectal cancer screening. The development of this guide was informed by the CQC webinar [Addressing Disparities in Colorectal Cancer](#) hosted in March 2024.

## Engage the community in the design of your outreach campaign

- Explore avenues to elevate community and patient voices to support your quality improvement work, for example:
  - Invite a patient representative to participate on your quality improvement team
  - Leverage input from a patient and family advisory group
  - Host a patient listening session
  - Collect feedback via surveys or through direct patient engagement
- Establish and share goals for your outreach campaign and document how you will measure the impact of your disparity reduction efforts.
- Make your campaign visible to both patients and staff, identify public spaces where you can elevate awareness and goals of your outreach campaign.
- Leverage existing demographic and performance data to identify existing disparities in care. Think about approaches to stratifying performance data utilizing patient demographic data, e.g., race, ethnicity, primary language and gender identity.



“I think it's just critically important that we don't work from assumptions about what we think an experience is or what a trusted message would be ... starting with more formal engagement with a community.”

— Taylor Priestley, MSW, MPH  
Health Equity Officer, Director Health Equity & Quality Transformation, Covered California

## Identify trusted care team members to engage with patients

- Consider trusted patient partners who can support the effort, e.g., primary care providers, community health workers and health navigators when designing your outreach campaign.
- Utilize trusted partners to support patient education on the importance of regular screening and outline different screening options, e.g., at-home testing, colonoscopy, etc.
- Prepare patients to complete at-home testing, for example:
  - Leverage in-person or virtual encounters to demonstrate the contents and steps to complete their screening.
  - Ensure patient materials address the following questions:
    - How does the patient collect their sample?
    - When and where does the patient return their sample?
    - What happens in the event of a positive screening?
    - Who can the patient reach out to if they have questions?



“The number one predictor of whether a patient gets screened for colorectal cancer is that their primary care provider recommended it. That is the power of a primary care provider.”

— Folasade May, M.D., Ph.D., MPhil

Associate Professor of Medicine, Director of Quality & Director of the May Laboratory, UCLA Health

## Tailor your communications to drive meaningful engagement

- Brand and share patient messaging from a trusted source, such as their health plan, health system, doctor’s office or a community-based organization.
- Customize messaging to support patient preferences, for example:
  - Develop messaging that supports the patient’s primary language
  - Identify the patient by their preferred name
  - Recognize known communication preferences, e.g., phone calls, text messages, emails and patient portal



“There are educational opportunities through outreach and connection with community-based groups, churches and national organizations to get behind this campaign.”

— David Ford  
Patient Advocate

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## Follow-up and monitor the impact of your outreach campaign

- Build out processes to follow-up with patients who may not initially respond. Patients generally need to hear from you on at least three occasions before completing a home-based test.
- Prepare to follow-up with patients who receive a positive screening and refer them for additional testing.
- Monitor the overall impact of your campaign and the achievement of your goals. Utilize feedback from patients and community members to reinforce your efforts.

**CQC can help your organization with the design and implementation of a disparities reduction plan. To learn more about CQC's offerings, contact us at [cqcinfo@pbgh.org](mailto:cqcinfo@pbgh.org).**

### About the California Quality Collaborative

California Quality Collaborative (CQC), a program of Purchaser Business Group on Health, is a health care improvement program dedicated to helping care teams gain the expertise, infrastructure and tools they need to advance care quality, be patient-centered, improve efficiency and thrive in today's rapidly changing environment. The program is committed to advancing the quality and efficiency of the health care delivery system across all payers, and its multiple initiatives bring together providers, health plans, the state and purchasers to align goals and take action to improve the value of health care for Californians.