



MCD Public Health

Insight Innovation Impact

June 2014

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1,300 Mainers and Counting! Five Years of Colon Cancer Screening Success



Central Maine Medical Center GI Unit staff gather inside a giant inflatable colon that was displayed in their lobby during March Colorectal Cancer Awareness Month 2013.

Colon cancer is 90% treatable when detected early, yet it's the second leading cause of cancer death for both men and women in Maine. Because there are no symptoms in the early stages of colon cancer, [getting screened](#) is the only way to find polyps before they turn into cancer, or to detect cancer in its earliest (and most easily treated) stages.

From 2009-2014, MCD Public Health has worked to increase colorectal cancer screening rates through the Maine CDC's Colorectal Cancer Control Program (MCRCCP).

During the five year project period ...

- MCRCCP offered **free colorectal screening** to uninsured or underinsured eligible individuals. As a result, **over 1,300 Mainers have been screened** since onset of the program and another 200 are on waiting lists pending next year's funding.
- We established **strong partnerships with four health systems** in Maine (Central Maine Health, Eastern Maine Health, Maine General and Maine Health) to increase colon cancer screening rates. Resulting policy systems changes include Maine General and Eastern Maine Health improving employee health insurance benefits to cover the cost of colonoscopies at 100%. Maine General also worked very closely with Oakland Family Practice to help them better utilize EMRs as a way to increase colorectal cancer screening rates.

- We developed **three CME-eligible webinars** with the help of gastrointestinal specialists. These webinars educate providers and medical staff by suggesting ways to increase colorectal cancer screening rates, comparing different screening modalities, and promoting FIT (Fecal Immunochemical Testing) as a viable option.
- We provided technical assistance to **three successful FIT pilot projects**: Downeast FIT Pilot Project, HealthReach FIT Pilot Project and Franklin County FIT Pilot Project. As a result, Central Maine and Eastern Maine Health Systems have adopted and are promoting FIT among their practices.

MCRCCP has received national recognition for its success and was recently praised by the Federal CDC for its Environmental Scan Report. MCD Public Health was also recognized for its spotless data and quality assurance measures. Kudos to the MCRCCP staff **Christy Daggett, Patricia Buck-Welton, Robin Hetzler, Eric Dimpleby and Joe Robinson** and to our ME-CDC partners **Jessica Shaffer, Molly Schwenn, John Bellino, Shonna Poulin-Gutierrez, Selina McGlaulin and MaryAnn Zaremba** for a job well done!

Welcome Back, Danielle Louder!

MCD Public Health is pleased to welcome **Danielle Louder** as our new **Program Manager for Technology Supported Initiatives**. Her role includes guiding implementation and growth of the Northeast Telehealth Resource Center in partnership with the Fletcher Allen Health Care Telemedicine Program at UVM. In addition, she oversees MCD's Telephonic Diabetes Education and Support© program, Healthy Maine Streets and Healthy US worksite health initiatives, and the HRSA Rural AED grant project.



Much of Ms. Louder's interest in telehealth began when she worked at MCD Public Health earlier in her career, assisting the Maine CDC to develop and implement the Heart Disease and Stroke Prevention Program. In this role, Ms. Louder was instrumental in creating an enhanced stroke system of care that continues to utilize and enhance telehealth technology to address challenges associated with rural environments.

For the better part of fifteen years, Ms. Louder's strong capacity to bridge the worlds of health care and public health has enabled her to enhance systems of care for patients, providers, healthcare organizations and stakeholders. She has served in leadership roles with the Maine Cardiovascular Health Council and Northeast Cerebrovascular Consortium, as well as being involved in the Maine Public Health Association.

Ms. Louder's interests outside of work include spending time with her husband and two sons (usually on a baseball or football field somewhere in New England), cross country skiing or trail running with her Weimaraner, Gunni, and enjoying down time at the lake throughout all of Maine's glorious seasons - even mud season.

Kudos Corner



Congratulations, graduates of the **Healthy Maine Streets** program! The HMS Team (the Maine Development Foundation and MCDPH) hosted a graduation event for statewide program participants on June 11. Eighteen Main Street organizations, businesses and community partners, including Healthy Maine Partnerships, Chambers of Commerce, the HMS Leadership Team and others, gathered in downtown Skowhegan to celebrate the successes of this innovative two-year project. The

day included highlights from each HMS community, planning for program sustainability, and a walking tour featuring some of Skowhegan Main Street's HMS initiatives. Please visit the Healthy Maine Streets Facebook page for more photos and information:

<https://www.facebook.com/HealthyMaineStreets>.

Congratulations to the Maine CDC

for completing and submitting its application to become accredited by the Public Health Accreditation Board (PHAB)! Pictured here are MeCDC and MCDPH staff who worked on the accreditation process and gathered to celebrate this milestone. This summer, Maine CDC staff will receive training from PHAB and finalize documents for approval by the Accreditation Board. Stay tuned for more updates! *(Excerpted with permission from the Maine CDC Newsletter, June 2014.)*



Mark Your Calendars!

June 24 -

Maine Telehealth Forum Quarterly Meeting - 10:00 am - 12:00 pm

Join us to learn about Policy Updates and Forward Thinking Telehealth Policy for Maine!
11 Parkwood Drive, Augusta, Maine or join by WebEx

Click here to RSVP: <https://www.surveymonkey.com/s/METelehealthForum-6-24-2014>

August 28 -

Early-bird Registration Deadline - Registration is now open for APHA's 142nd Annual Meeting and Exposition, November 15-19. <http://www.apha.org/meetings/registration> - Stay tuned for this year's list of MCDPH presentations!

November 13 -

SAVE THE DATE - Evolving Science of Cardiac Care - Maine Cardiovascular Health Council's 2014 Cardiovascular Summit. More information will be available later this summer -

<http://www.maineheartandvessel.org>