



Health Equity Community Projects

Medical Mistrust in Relation to Colorectal Cancer Screening

Cecily Blackwater, MPH
Director Health Equity, Community Projects
American Cancer Society



Agenda

Community Projects Overview

Project ECHO learning Collaborative

Community Project Partner - Ohio

Questions



Health Equity Community Projects Overview

Health Equity Community Project Goal: Use knowledge-sharing Project ECHO Model to:

- Support a total of 11 community project sites to participate in a learning collaborative cohort aimed at **addressing medical mistrust related to colorectal cancer screening and follow-up.**
- **Explore, identify, and implement community-driven solutions** to support Federally Qualified Health Centers (FQHCs) in collaboration with their Patient Advisory Councils/Governing Boards/QI Committees and a Community-Based Organization of their choosing

Two cohorts:

- **6 projects (Cohort 1) launched March 31, 2022**
- **5 projects (Cohort 2) launched September 1, 2022.**

18-month period (\$50k/project to grantees through RWJF)

Health Equity Community Project Sites (Cohort 1)



Philadelphia, PA

- Delaware Valley Community Health
- Self Help Movement, Inc.

Mountain Home, ID

- Desert Sage Health Center
- Mountain Home Parks & Rec

Whitehall, OH

- Heart of Ohio Family Health Centers
- The African American Male Wellness Agency

Avondale, LA

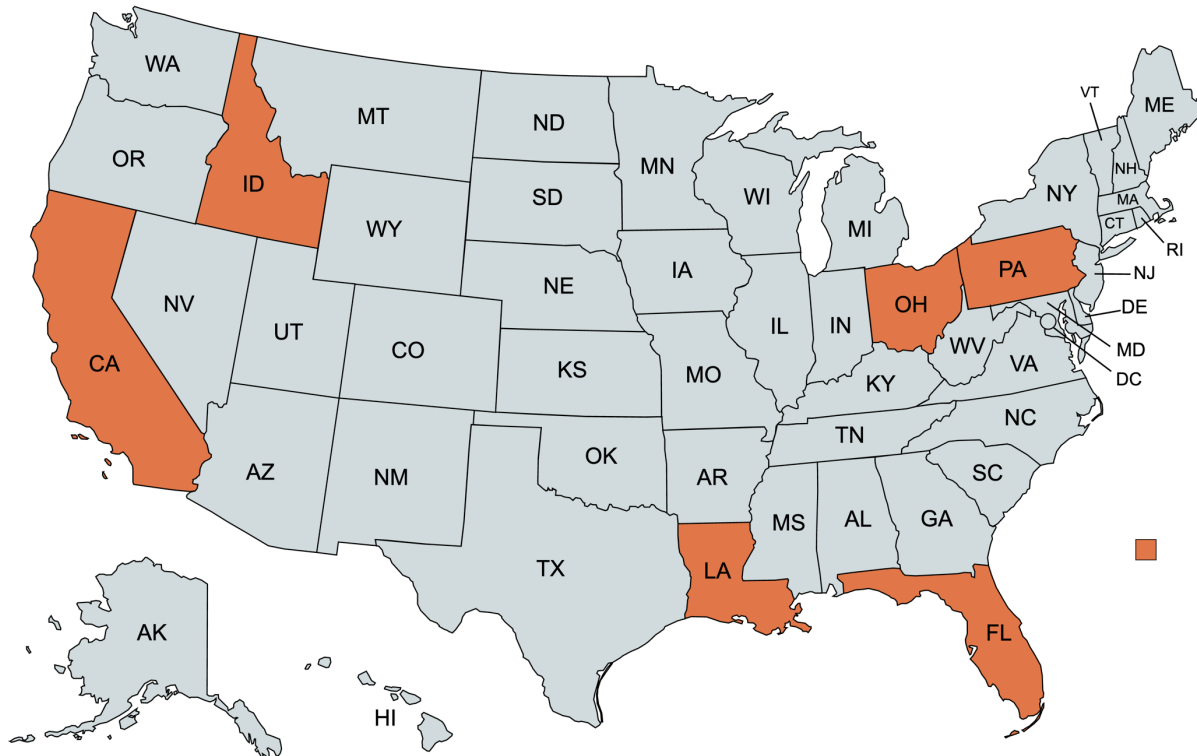
- InclusivCare Inc.
- Litton Zion Missionary Baptist Church

Clearwater, FL

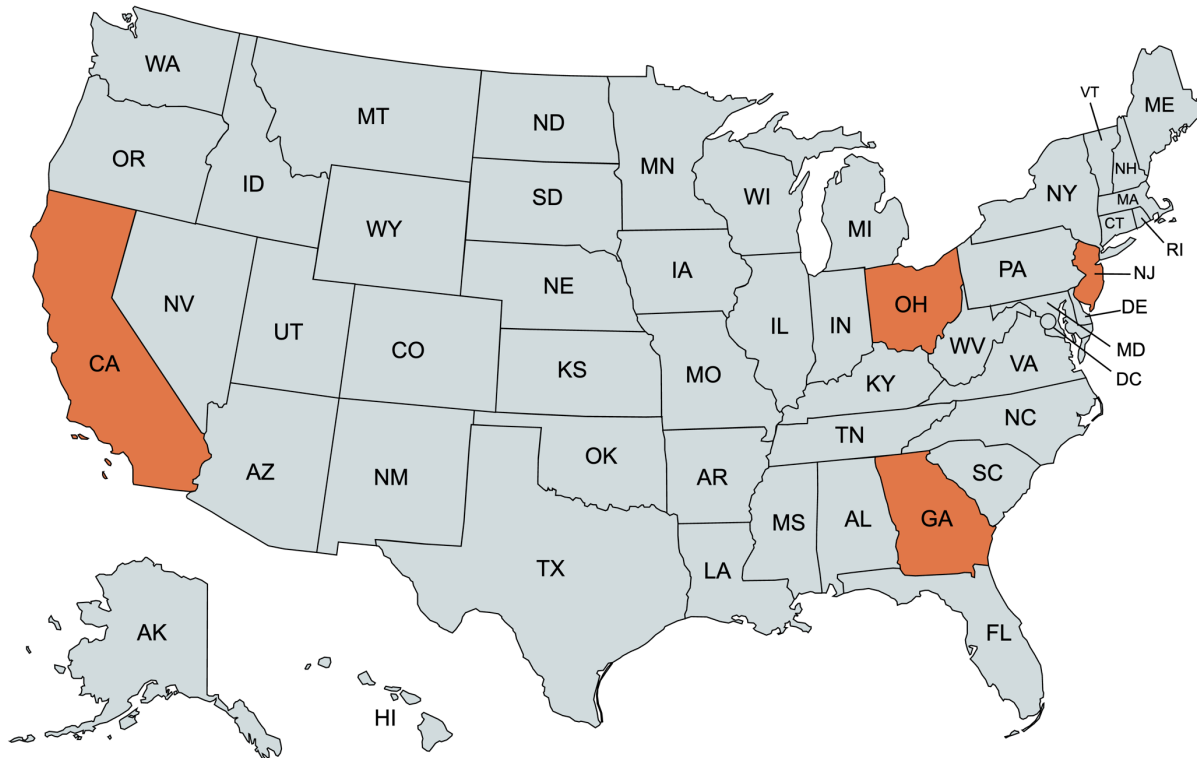
- Evara Community Health Center of Pinellas
- Cross and Anvil Human Services

Bakersfield, CA

- Clinica Sierra Vista
- SROA



Health Equity Community Project Sites (Cohort 2)



Asbury Park, NJ

- Visiting Nurse Association of Central New Jersey Community Health Center
- Visiting Nurse Association Health Group

Dayton, OH

- Community Health Centers of Greater Dayton
- West Care Ohio Inc. dba East End Community Services

Atlanta, GA

- Southside Medical Center
- Urban Connected Atlanta/Bible Way Ministries International

Stone Mountain, GA

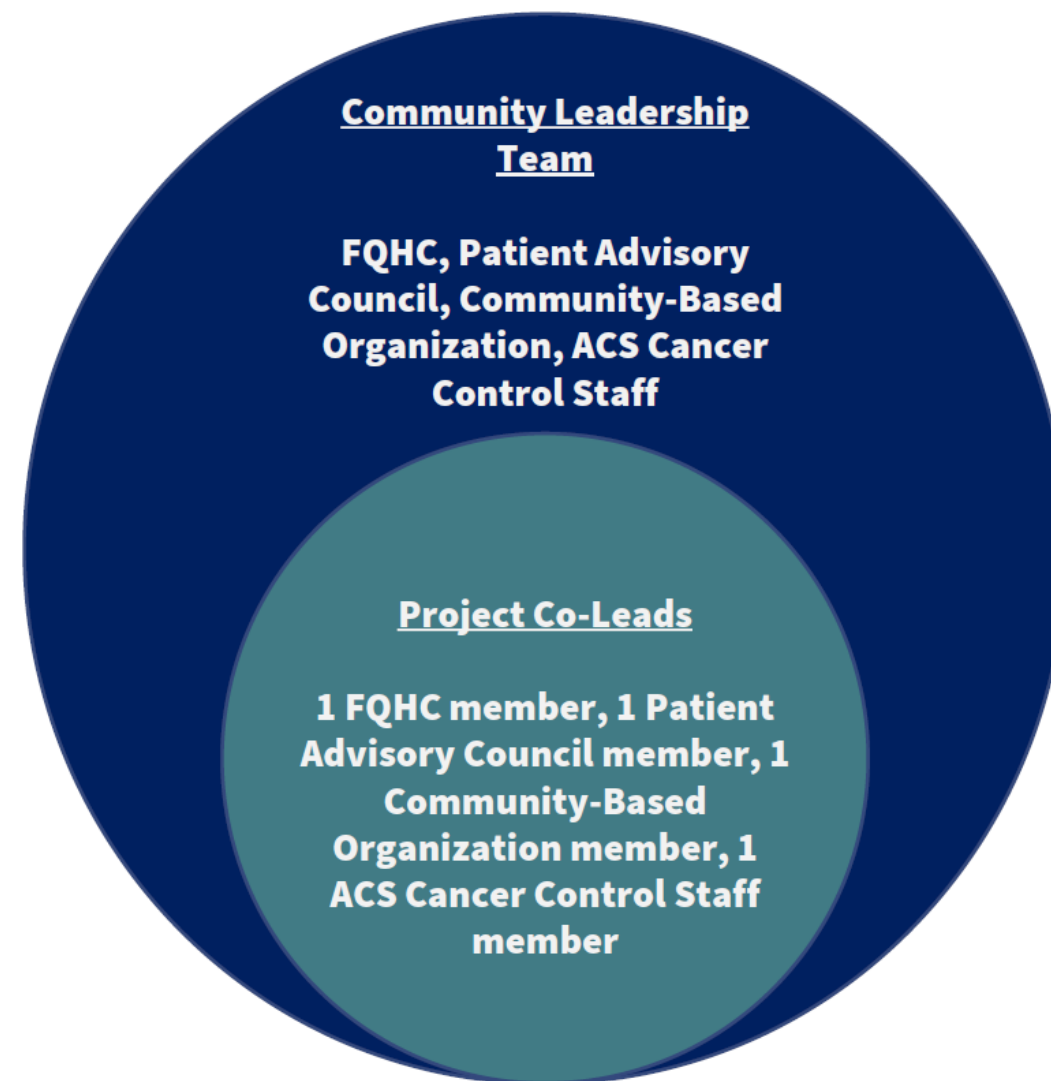
- MedCura Health Inc.
- New Life Community Ministries, Inc.

Fremont, CA

- Bay Area Community Health
- Vietnamese American Roundtable

Community Projects Objectives

1. **Address medical mistrust** with patients and community members
2. **Elevate patient's perspectives and experiences** using Patient Advisory Councils/Governing Boards
3. **Use data** to inform all aspects of the project
4. **Create a comprehensive action plan** –led by a team comprised of FQHC and its Patient Advisory Council/Governing Board, Community-Based Organization, and ACS Cancer Control team member –that implements community-based driven solutions and executes sustainable and meaningful process improvements
5. **Strengthen partnerships** between all sectors and leverage their leadership support to influence practice and policy changes aimed to address medical mistrust in relation to colorectal cancer screening



Project Echo 101

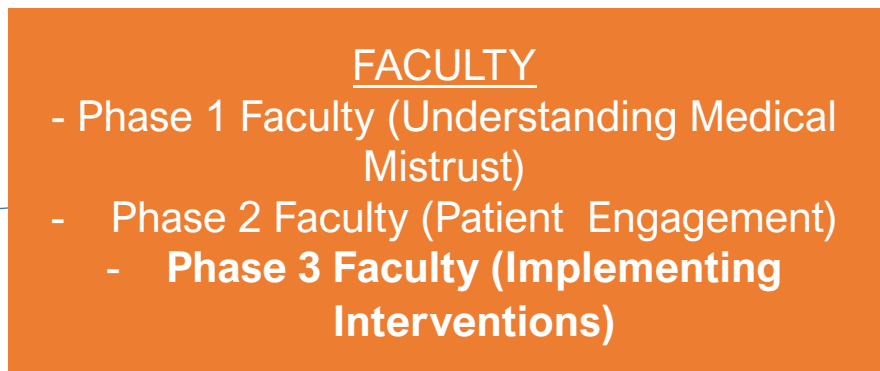
- ECHOs are **hub-and-spoke knowledge sharing networks** conducted virtually
- **Hubs** include a facilitator and expert faculty who are best-practices and contribute to learning through case-based and didactic learning
- **Spokes** learn from each other and experts from across the world
- ECHOs allow ACS to serve as **conveners** for best practice sharing across health systems, institutions, and other silos.



Health Equity Community Projects ECHO Model

ECHO Participants (SPOKES)

- Acquire new knowledge
- Gain confidence
- Join a network



Subject Matter Experts (FACULTY)

- Share knowledge
- Work with other Subject Matter Experts
- Facilitate a network

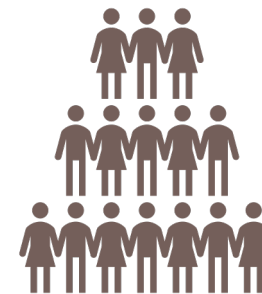
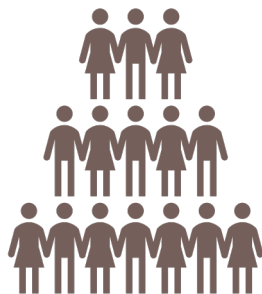
Learning Loop

Learning Loop

Knowledge Exchange

People Reached

- Elevate patient perspectives
- Strengthen relationship and trust
- Address medical mistrust in relation to CRC
- Increase access to resources



Community Project ECHO Learning Collaborative

Purpose

- To share relevant health equity, medical mistrust, and colorectal cancer screening information with grantees to enhance their community projects
- To provide grantees with an opportunity to build their networks within their cohorts and participating expert faculty
- To offer an opportunity for grantees to share project-related challenges or questions; seek feedback from expert faculty and cohort colleagues

Project ECHO Health Equity Curriculum

Session Number	Didactic Topics
Session 1	Understanding and Addressing Medical Mistrust: Introduction to the Group Based Medical Mistrust Scale
Session 2	Understanding Medical Mistrust Through the Colorectal Cancer Screening Lens
Session 3	Measuring Mistrust using the Group Based Medical Mistrust Scale: Best Practices from a Community
Session 4	Patient Engagement Series: Fundamentals of Elevating Patient Voices Through the Use of Patient Advisory Councils and Governing Boards
Session 5	Patient Engagement Series: Using Patient Voices to Improve Policies and Practices to Address Medical Mistrust in Relation to Colorectal Cancer Screening
Session 6	Patient Engagement Series: Strategies for Sustaining a Highly Effective Patient Advisory Council and Governing Board
Session 7	Effective Strategies for Addressing Medical Mistrust: Support from Healthcare Providers
Session 8	Effective Strategies for Addressing Medical Mistrust: Patients Perspectives of Discrimination and Group Based Disparities
Session 9	Effective Strategies for Addression Medical Mistrust: Patients Suspicion of Healthcare Providers

Instructions: Below is a list of statements dealing with your general feelings about the healthcare system. Read each item carefully and circle whether you strongly agree, agree, feel neutral, disagree, or strongly disagree with each statement.

Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Doctors and healthcare workers sometimes hide information from patients who belong to my racial/ethnic group.	1	2	3	4	5
2. Doctors have the best interests of people of my racial/ethnic group in mind.	1	2	3	4	5
3. People of my racial/ethnic group should not confide in doctors and healthcare workers because it will be used against them.	1	2	3	4	5
4. People of my racial/ethnic group should be suspicious of information from doctors and healthcare workers.	1	2	3	4	5
5. People of my racial/ethnic group cannot trust doctors and healthcare workers.	1	2	3	4	5
6. People of my racial/ethnic group should be suspicious of modern medicine.	1	2	3	4	5
7. Doctors and healthcare workers treat people of my racial/ethnic group like "guinea pigs".	1	2	3	4	5
8. People of my racial/ethnic group receive the same medical care from doctors and healthcare workers as people from other groups.	1	2	3	4	5

Group Based Medical Mistrust Scale Survey Overview:

- 12-likert scale containing subscales:
 - Suspicion,
 - Discrimination
 - Lack of Support
- Project sites defined catchment area (zip codes)
- Team completed a 3-hour Human Subjects Research Training Certification Course
- Surveyed a minimum of 75 people
- Participants received a \$25 incentive

44% (33) of respondents have been screened for colorectal cancer.



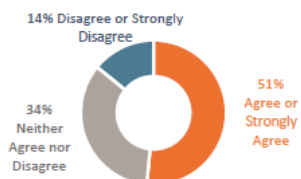
69% screened via colonoscopy

22% screened via stool-based test



41% have been screened in the last year, 34% in the last 1-9 years, and 6% over 10 years ago.

Approximately half of participants either agree or strongly agree that they completely trust that their doctor's decisions about colorectal cancer screening are best for them.



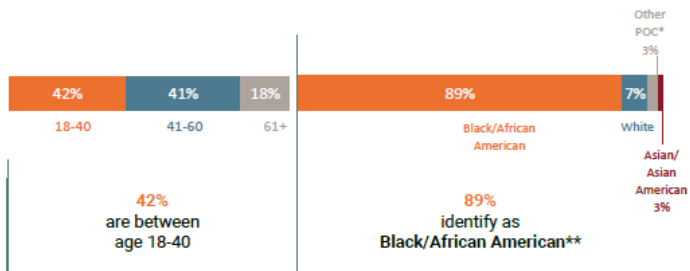
Survey Demographics



60% identify as female, 39% as male, and 1% as nonbinary.



7% identify as Hispanic or Latino



42% are between age 18-40

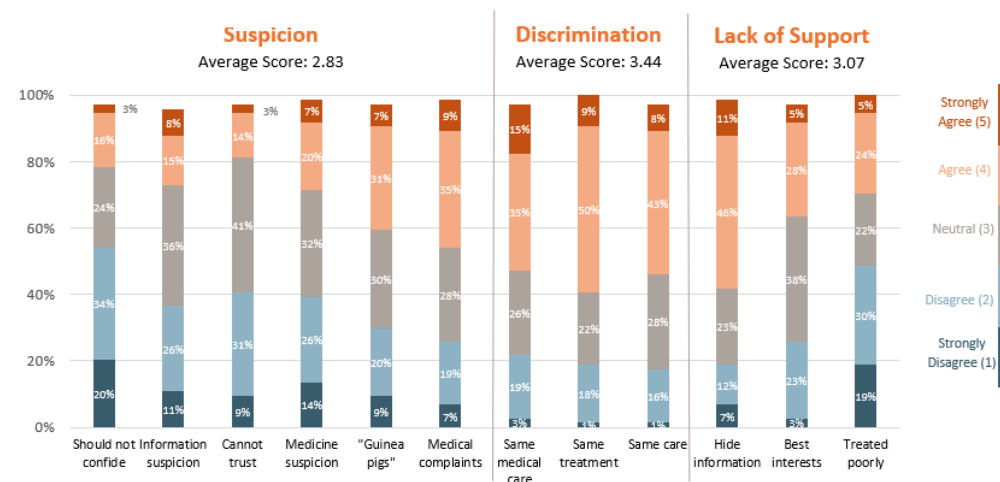
89% identify as Black/African American**

ACS Health Equity Community Projects: Group-Based Medical Mistrust Baseline Survey Results

The goal of the **Group-Based Medical Mistrust Survey** (GBMMS) is to learn about community members' general feelings about the healthcare system. The GBMMS was administered in English between 08/04/2022 and 11/16/2022. **74 community members** responded to the survey. *Survey demographics* are provided on the second page.

Less than half of participants reported medical mistrust. Participants reported the **highest mistrust related to experiences of differential treatment and care due to race and/or ethnicity (Discrimination)**.

Respondents rated 12 medical mistrust statements on a scale of 1-5 (Strongly Disagree to Strongly Agree). The average score for the full GBMMS scale was **3.05**, indicating that, on average across all statements, participants were neutral regarding their mistrust of the medical system.



Full survey items provided on next page. Some survey questions were not answered by all participants, and thus all bars may not reach 100%.

When comparing participants across racial and ethnic identity, Non-Hispanic Other POC* participants reported the highest mistrust related to **experiences of differential treatment and care due to race and/or ethnicity (Discrimination)**. When compared to non-Hispanic White participants, Non-Hispanic Black or African American participants had significantly higher **medical mistrust**.

Resources Available For Grantees



HC HE Community Projects Med Mistrust Cohort 1 Private group ☆ Not following 👤 2 members

Home + New ⚙ Page details 📊 Analytics Published 3/29/2022 ✎ Edit ↗

Conversations

Notebook

Calendar


Project tracker list


Issue tracker list

Documents

Recycle bin










Edit





Documents See all

+ New ↑ Upload ⋮ ☰ All Documents 🔍

 Name	Modified	Modified By
 Avondale, LA (South Region)	9 minutes ago	Cecily Blackw
 Bakersfield, CA (West Region)	9 minutes ago	Cecily Blackw
 Clearwater, FL (SE Region)	8 minutes ago	Cecily Blackw
 Community Projects Resources	About a minute ago	Cecily Blackw
 General	5 days ago	Carl Bennett
 Mountain Home, ID (North Region)	8 minutes ago	Cecily Blackw
 Philadelphia, PA (NE Region)	7 minutes ago	Cecily Blackw
 Whitehall, OH (North Central Regi...	7 minutes ago	Cecily Blackw

Health Equity Community Projects Kick-Off

01 14 46
days hrs min

Cohort 1 Launch Date

Medical Mistrust in Relation to CRC Screening

Project milestones See all

+ Add event

MAR 31 Health Equity Community Projects Kick-Off Call
Thu, Mar 31, 2:00 PM

Resources Available For Grantees



American Cancer Society
Health Equity Community Projects: Medical Mistrust in
Relation to Colorectal Cancer Screening Project ECHO Guide

This document is an overview and "how to" guide for individuals engaged in the Health Equity Community Projects: Medical Mistrust in Relation to Colorectal Cancer Screening ECHO. The primary users of this guide include Project Leads/Community Leadership Teams for the Health Equity Community Project grants, ECHO expert faculty/subject matter experts, and ACS Cancer Control Regional team members.

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American Cancer Society **ECHO**

REGISTER FOR AN ECHO FOCUS AREAS RESOURCES ABOUT US

The American Cancer Society utilizes the ECHO Model to fight cancer on all fronts.

Developed at the [ECHO Institute at the University of New Mexico](#), the ECHO Model™ allows the [American Cancer Society](#) to efficiently disseminate evidence-based strategies to improve cancer outcomes, increase prevention and early detection efforts in health systems, and improve the overall quality of care to ensure all people who have cancer and survivors have access to recommended care.

ABOUT US

Thank You