



# Project BRIEF

Collaborative to Improve Native Cancer Outcomes (CINCO): Using Digital Stories to Improve Colorectal Cancer Screening in Native Americans

**PARTNERSHIPS**  
for **NATIVE HEALTH**  
UNIVERSITY OF WASHINGTON

## BACKGROUND:

Colorectal cancer is the third most common cancer and the second-leading cause of cancer mortality in the U.S. If colorectal cancer is detected early through regular screening, survival rates are favorable. However, screening rates in the American Indian and Alaska Native population declined between 2002 and 2006, despite an increase in screening rates in the general U.S. population.

## OBJECTIVES:

This project seeks to increase colorectal cancer screening rates in urban American Indian and Alaska Native communities. We partnered with community clinics serving American Indians and Alaska Natives to develop a culturally-tailored educational intervention. Educational materials include digital stories about colorectal cancer told by local Native Elders as well as a companion booklet. At the request of our community partners, we are offering health education on a control topic (hypertension) wherever the colorectal cancer educational program is not available during the intervention phase. After the intervention concludes, we will assess whether colorectal cancer screening rates have increased from baseline levels. With our community partners, we will then disseminate our results and intervention materials.

## PRODUCTS/PUBLICATIONS/REPORTS

DVD of digital stories created by Native Elders; Educational booklet on colorectal cancer and hypertension; Manual on how to conduct the intervention

**FUNDING AGENCY:** National Cancer Institute (NCI), Center for Native Population Health Disparities

**PROJECT YEARS:** 2010-2014

**PARTNERS:** Seattle Indian Health Board; NATIVE Health of Spokane

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For updates and announcements visit: [www.p4nh.org](http://www.p4nh.org) and sign up for our listserv.

## Our Mission

Conduct Community centered research, training, education and outreach to improve the health and quality of life for American Indian and Alaska Native populations