

ASHLAND COUNTY

# COLORECTAL CANCER SCREENING SURVEY

EXECUTIVE SUMMARY  
DECEMBER 2024



# TABLE OF CONTENTS

3 INTRODUCTION & BACKGROUND

4 COMMUNITY PARTNERS

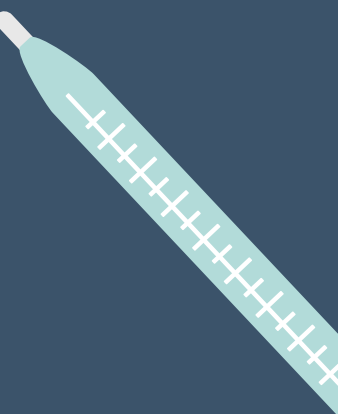
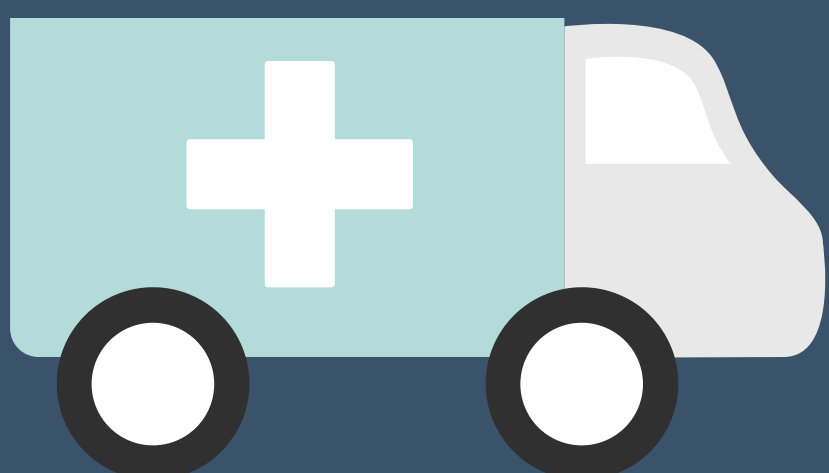
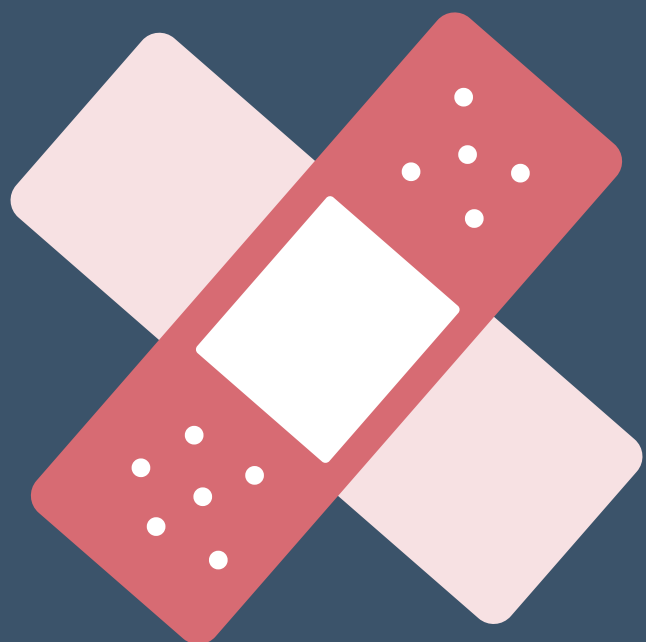
5 DATA COLLECTION

6 DEMOGRAPHICS

7 KEY FINDINGS

9 RECOMMENDATIONS & NEXT STEPS

11 SOURCES



# INTRODUCTION



Colorectal cancer screening is a critical tool for early detection, diagnosis, and treatment of colorectal cancer. The American Cancer Society recommends individuals at average risk begin regular screening at age 45.<sup>1</sup> Screening can be completed through stool-based tests or physical exams, such as colonoscopies. The purpose of this Colorectal Screening Survey is to identify local needs and concerns of the Ashland County community surrounding colorectal cancer screening.

# BACKGROUND



Colorectal cancer remains a significant public health concern in Ashland County, where the death rate is 23.3 deaths\*, significantly higher than Ohio's average of 14.5 deaths\*. These statistics underscore the urgent need for increased screening and prevention efforts in the community.

To address this disparity, the Ashland County Health Department, in collaboration with community partners, developed and implemented a survey to identify local needs and concerns related to colorectal cancer screening. Two hundred eighty-eight (288) responses were collected through paper and online surveys, and the results have been analyzed to guide actionable steps.

\* per 100,000 population

# COMMUNITY PARTNERS



Ashland County Health Department would like to thank the Health & Wellness Target Action Group for their support in conducting this survey.

- Alzheimer's Association
- Appleseed Community Mental Health Center
- Ashland Christian Health Center
- Ashland County Cancer Association
- Ashland County Council on Aging
- Ashland County Council on Alcoholism & Drug Abuse
- Ashland Health & Wellness Center
- Ashland MobileMed
- Catholic Charities, Diocese of Cleveland
- OhioHealth
- The Salvation Army Ray & Joan Kroc Corps Community Center, Ashland
- Third Street Family Health Services
- United Way of Ashland County
- University Hospitals Samaritan Medical Center

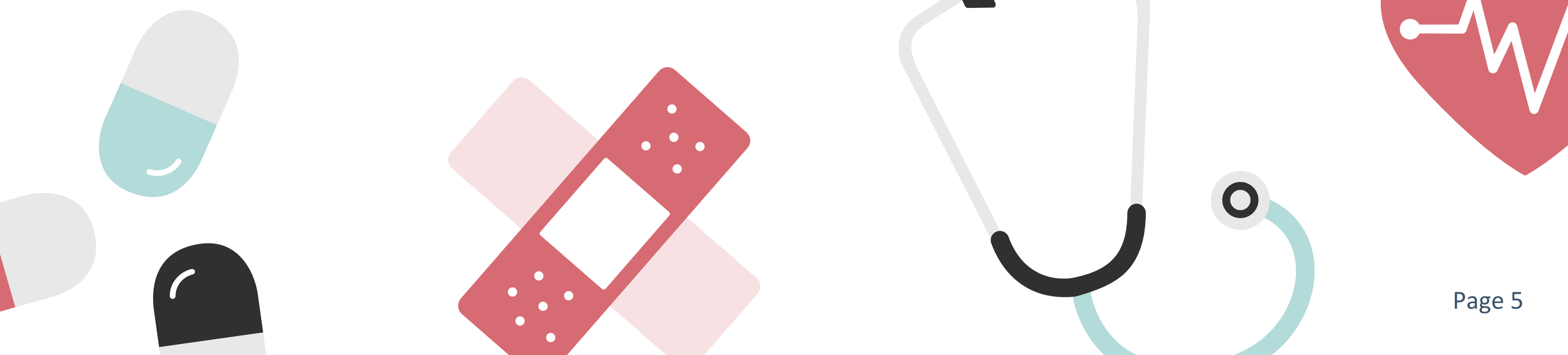
# DATA COLLECTION

Two hundred eighty-eight (288) individuals were surveyed during Summer 2024 (June-September). Two hundred eighty-six (286) surveys were completed in full, and two surveys were partially completed, leading to an overall completion rate of 99.3%.

Criteria for participation in this survey was to be an Ashland County resident and 45 years of age or older; however, one respondent reported being 42 in the write-in portion of a question.

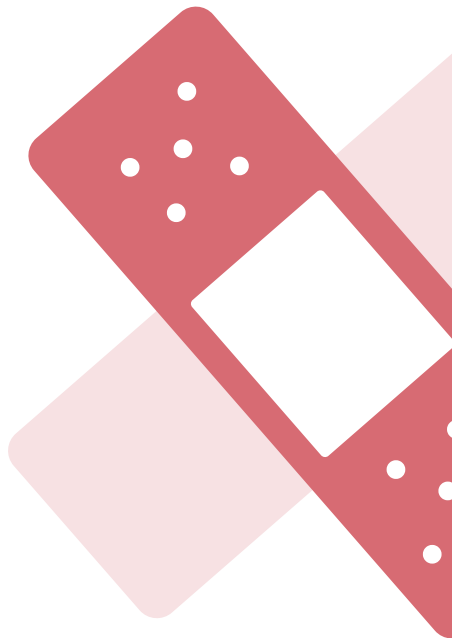
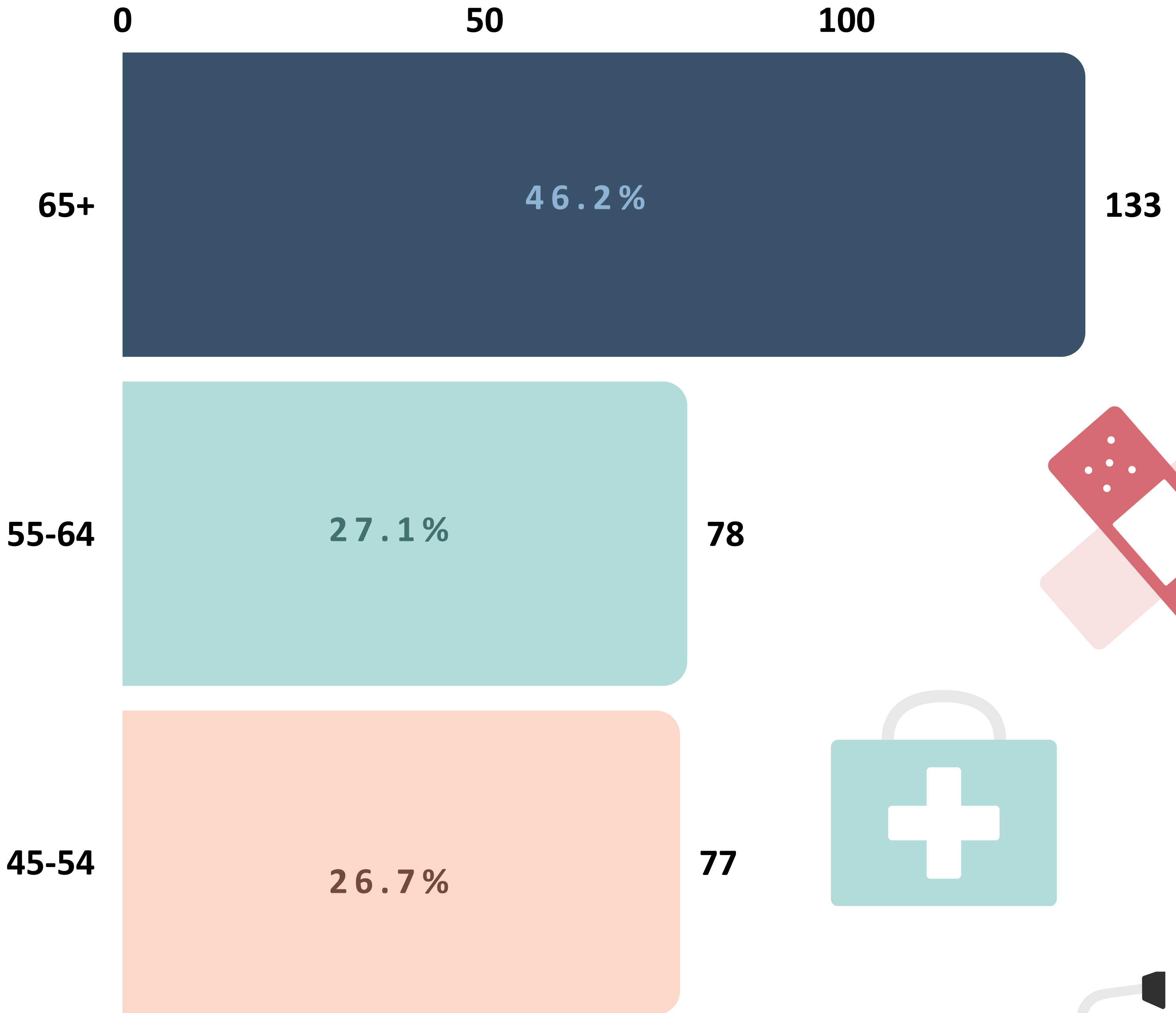
Survey responses were collected and compiled using Alchemer. Responses were gathered electronically using a QR code and through paper surveys. All participating community partners in the Health & Wellness Target Action Group took part in distribution of flyers with the QR code at local organizations, businesses, and events. Partners also distributed and collected paper surveys at these locations.

The United Way of Ashland County offered \$50 gas gift cards to three (3) participants that were randomly selected from those that provided contact information.



# DEMOGRAPHICS

The 65 years and over age group was most represented in the survey.



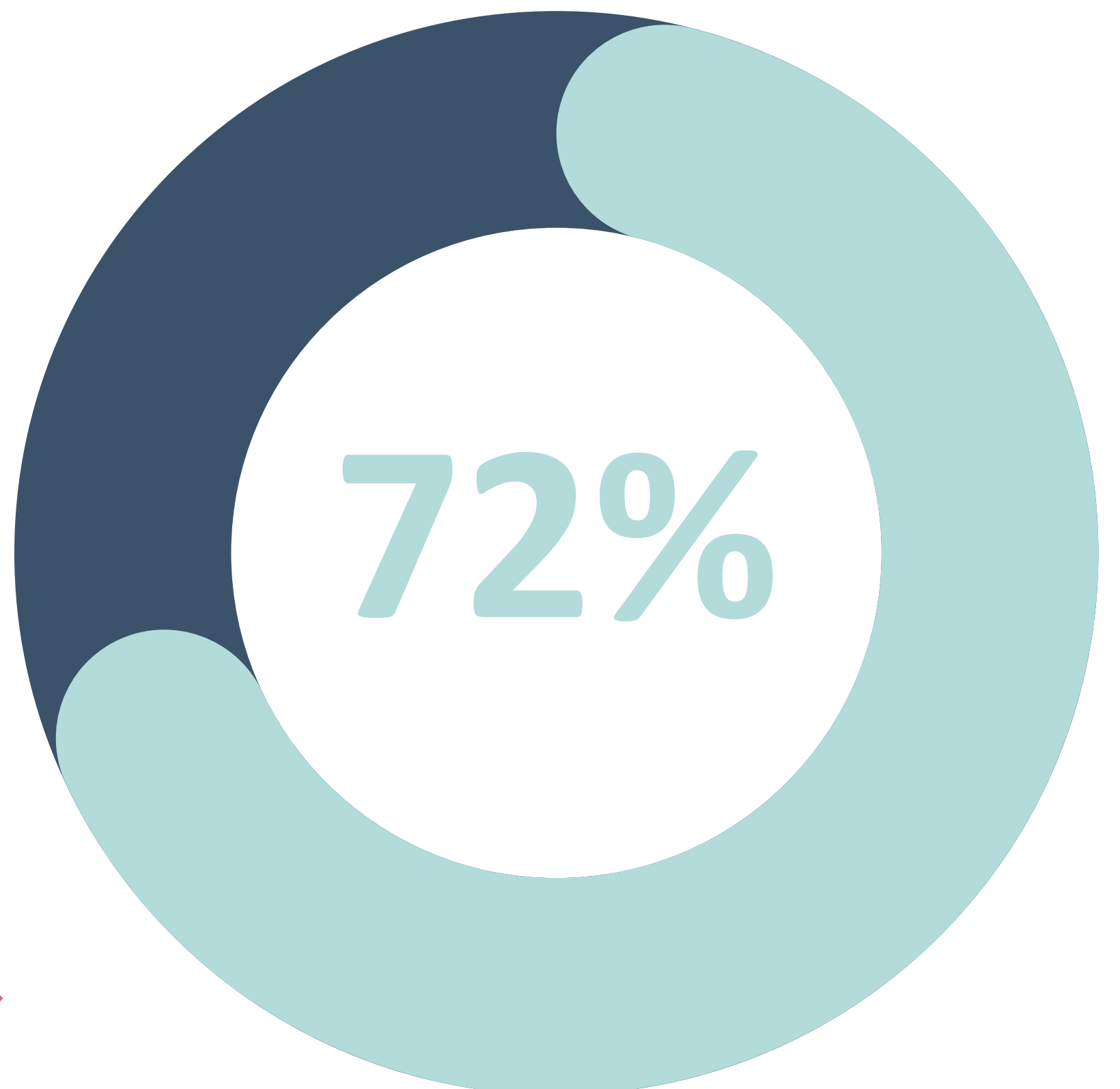
# KEY FINDINGS



A large majority (78.8%) of respondents reported having had a colorectal cancer screening.



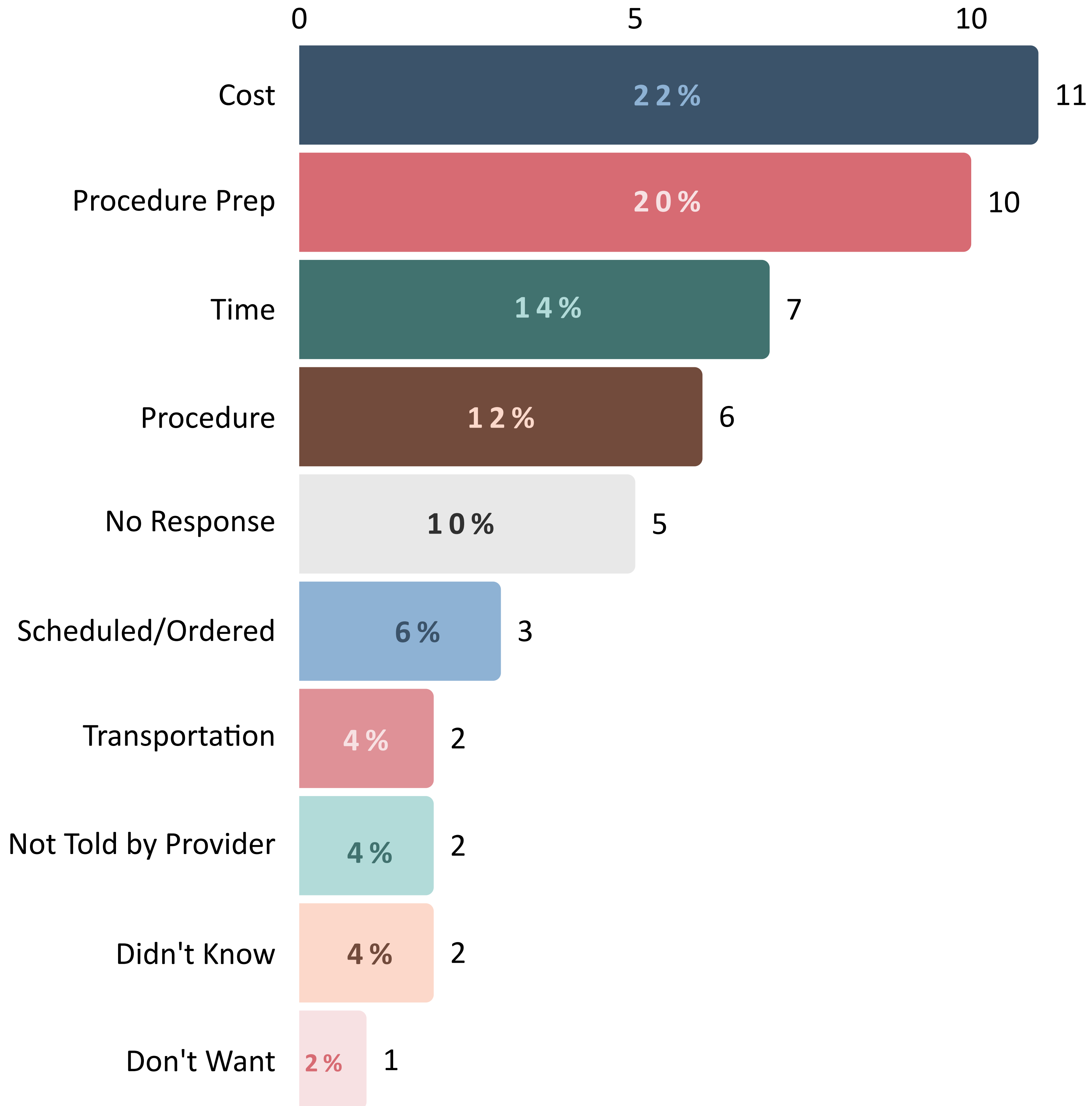
Most respondents (72.0%) indicated they would complete a colorectal cancer screening if a free at-home test was provided.



# KEY FINDINGS



Among the 21.2% of respondents who had not been screened for colorectal cancer, the main barriers reported were:





# RECOMMENDATIONS & NEXT STEPS

## EXPAND ACCESS TO AT-HOME TESTING

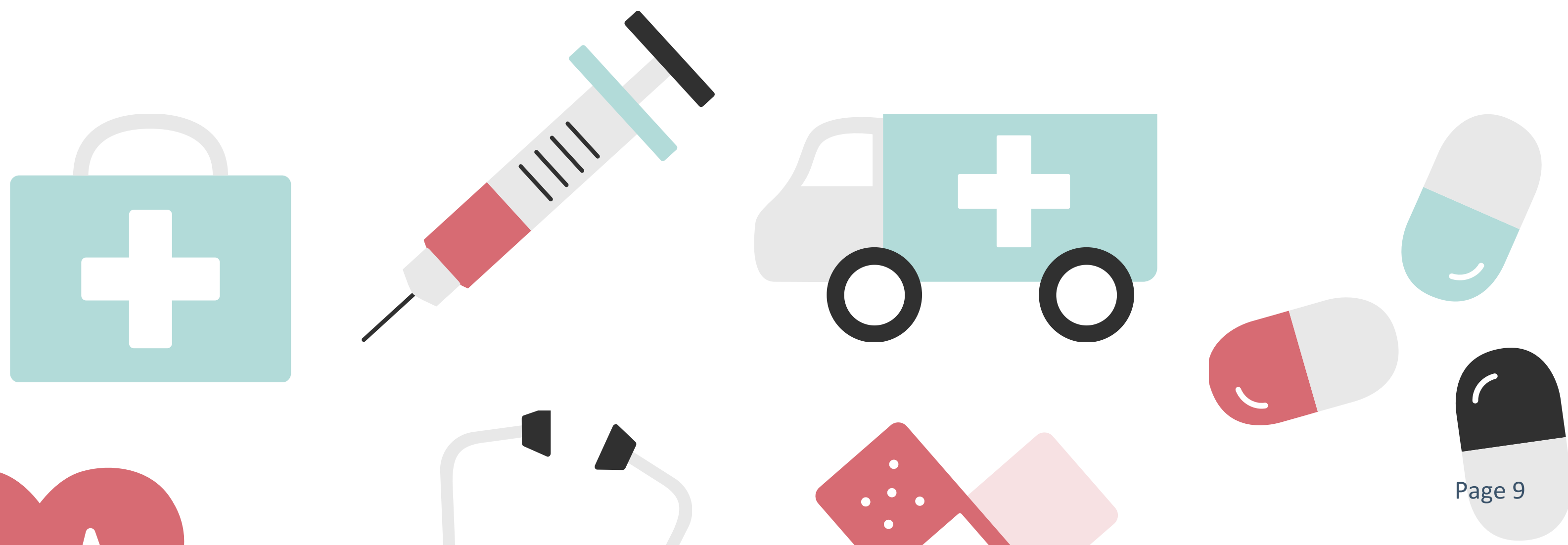
Increase availability of free at-home colorectal cancer screening kits, especially for uninsured and underinsured populations.

## ADDRESS BARRIERS

Develop targeted educational campaigns to address misconceptions about the procedure and alleviate concerns about cost, time, and preparation.

## PROMOTE EARLY DETECTION

Use the survey data to inform community outreach initiatives emphasizing the importance of early screening, particularly for individuals aged 45 and older.

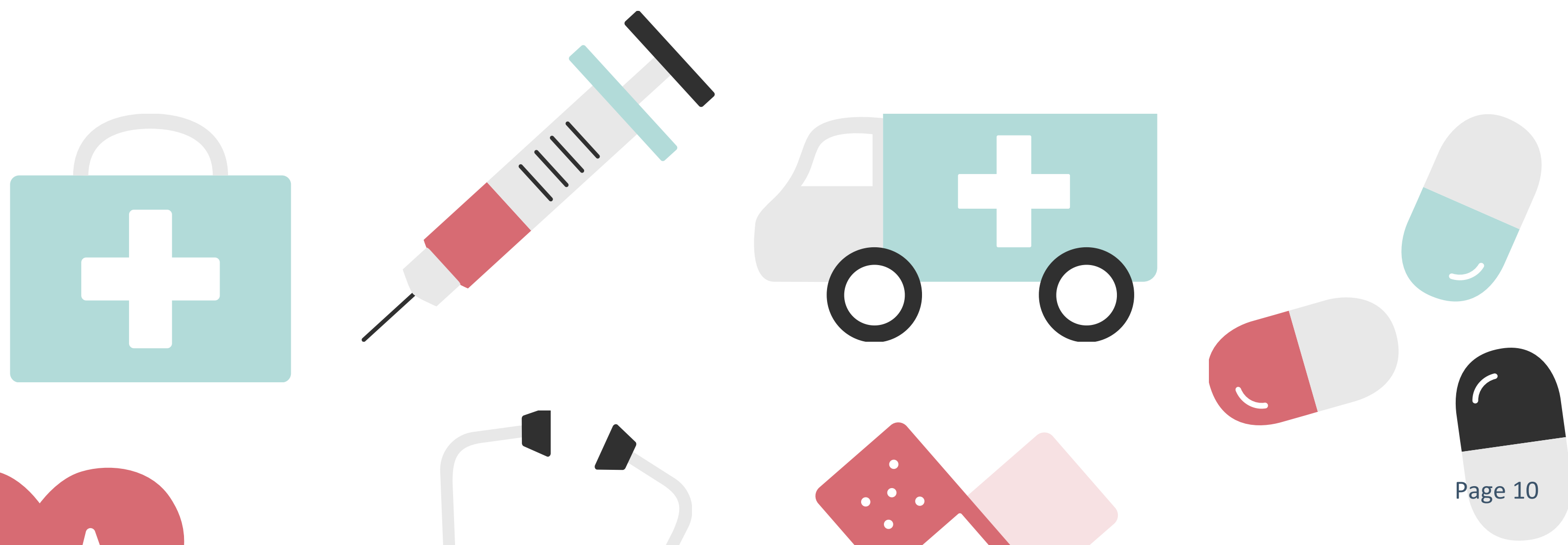


# RECOMMENDATIONS & NEXT STEPS

## GOAL

The primary objective is to reduce colorectal cancer incidence and mortality rates in Ashland County by improving access to screening, addressing barriers, and fostering community-wide awareness of the importance of early detection.

While the information gathered from the survey provided valuable insights, it does not fully align with national data trends, indicating a potential gap in reaching the areas of our community with the greatest needs. This underscores the importance of continued efforts to expand outreach and address barriers to colorectal cancer screening, ensuring that all residents, particularly those at higher risk or with limited access, can benefit from these life-saving preventative measures.





# SOURCES

1 AMERICAN CANCER SOCIETY, AMERICAN CANCER SOCIETY GUIDELINE FOR COLORECTAL CANCER SCREENING, [HTTPS://WWW.CANCER.ORG/CANCER/TYPES/COLON-RECTAL-CANCER/DETECTION-DIAGNOSIS-STAGING/ACS-RECOMMENDATIONS.HTML](https://www.cancer.org/cancer/types/colon-rectal-cancer/detection-diagnosis-staging/acs-recommendations.html). ACCESSED 10/24/2024.