

INSPIRING HEALTH WITH GIANT A INFLATABLE COLON

"CRC is largely preventable with screening and exhibits such as the inflatable colon have the potential to improve screening uptake."²



Studies have shown the use of inflatable colons in community outreach settings, both urban² and rural¹, can improve knowledge of and interest in colorectal cancer (CRC) screening. After touring the colon, participants reported increased knowledge and likelihood of discussing colorectal cancer with others, as well as intention to get screened. Findings from a community study in Alaska found equal impact regardless of gender, age, and ethnicity.¹

The intention to get screened was especially notable in:

- those who reported having Medicare, no insurance, or "other" insurance.
- younger adults, those ages 45-49, who are now included in newer screening recommendations and may have yet to receive a physician recommendation.²

Researchers also noted the inflatable colon is a cost-effective teaching tool.¹ With Nevada's costs already covered by colon sponsors, it is a free tool for partners to use.



ABOUT OUR COLONS: COLIN AND COLLEEN

Nevada Cancer Coalition, through the support of generous partners, purchased two small inflatable colons. They are flame-retardant, vinyl-coated nylon colon models that each include a blower, tethers, installation hardware, repair kit, and storage bag, along with a sign to acknowledge each colon's sponsors. Each colon measures 12' tall, 12' wide, 10' long when inflated. Inside, displays in English and Spanish depict normal colon tissue, Crohn's disease, polyps, malignant polyps, colon cancer, and advanced colon cancer.

Sources: 1 Redwood D, Provost E, Asay E, Ferguson J, Muller J. Giant Inflatable Colon and Community Knowledge, Intention, and Social Support for Colorectal Cancer Screening. *Prev Chronic Dis* 2013;10:120192. DOI: <http://dx.doi.org/10.5888/pcd10.120192>. 2 Miguel C, Paskett E, Fisher J, Fickle D, Washington C, Degraffinreid C, Tatum C, Gray D. Scripted tours through a giant inflatable colon: An innovative and effective educational tool in urban communities. *Prev Med Rep*. December 2020: 101248. DOI: [10.1016/j.pmedr.2020.101248](https://doi.org/10.1016/j.pmedr.2020.101248). 3 Guide to Community Preventive Services. Recommendations: Cancer. <https://www.thecommunityguide.org/topic/cancer>. Page last updated: October 07, 2020. Page accessed: January 4, 2022.

THE COMMUNITY GUIDE: EVIDENCE-BASED INTERVENTIONS TO IMPROVE CRC SCREENING RATES

The Community Guide conducts systematic reviews of interventions to determine their efficacy, rating them as recommended, insufficient evidence, or recommended against, and include evidence-based data to support their determinations. The interventions to the right are recommended.

- Client reminders: Written or telephonic messages to remind clients to screen, provide education or support in reducing barriers, or assist with scheduling appointments.
- Reducing structural barriers: Expanding clinic hours, providing transportation assistance, reducing administrative obstacles (or providing supports) and offering services in alternative settings.
- One-on-one education: Information delivered by health care workers, lay navigators, volunteers or others to inform, encourage, and motivate for screening.
- Provider assessment and feedback.
- Small media: Brochures, newsletters, videos, and other small media to inform and remind.
- Engaging community health workers: CHWs can help to increase demand for screening through one-on-one education, client reminders, use of small media, or services to improve access through reducing barriers such as transportation or access to financial supports.
- Multicomponent interventions: Combining intervention strategies and approaches can increase colon cancer screening use, especially among underserved groups.

SPECIAL THANKS TO OUR COLON SPONSORS

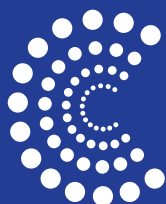
COLIN, OUR NORTHERN COLON, IS SUPPORTED BY:

American Cancer Society, Gastroenterology Consultants, Dr. James B. Harris and Dr. Karin L. Klove, Dr. Matthew Crapko and Dr. Michael Thomas of Western Surgical Group, Nevada Cancer Coalition, and State of Nevada Colorectal Cancer Control Program.



COLLEEN, OUR SOUTHERN COLON, IS SUPPORTED BY:

American Cancer Society, Comprehensive Cancer Centers of Nevada, The Heath Foundation, Nevada Cancer Coalition, and SilverSummit Health Plan.



**NEVADA CANCER
COALITION**

NEVADA CANCER COALITION IS HERE TO HELP

Contact us to learn more about checking out either of our inflatable colons or hosting one at your next outreach event.

Call 775-451-1670.

www.NevadaCancerCoalition.org