**Module 5 Flu FIT Case Study**

**Setting**

You work in a primary clinic that is staffed by five physicians, two registered nurses, a medical assistant, a clinic manager, and two administrative staff. The majority of clinic patients are English-speaking adults over the age of 45.

**Flu-FIT and Flu-FOBT Program**

### Description

The Flu-FIT and Flu-FOBT Program allows health care providers to increase access to colorectal cancer screening by offering home tests to patients at the time of their annual influenza (flu) vaccination. The program is designed to increase CRC screening rates by conveying the importance of screening and getting an annual flu shot. The message to patients is that "just like a flu shot, you need FIT or FOBT every year." Nurses or medical assistants are provided a variety of tools to assist with offering a home FIT or FOBT kit to eligible patients, including visual aids for explaining the test to patients (including foods to avoid to prevent false positive results), simple written instructions for how to self-administer the test, video instructions, and stamped envelopes for completing and returning the kit to the laboratory. These materials are provided in English, Cantonese, Mandarin, Russian, Spanish, and Vietnamese. Nurses are encouraged to use whichever materials they find most useful to encourage patients to complete FIT or FOBT.

## Community Preventive Services Task Force Finding

This program is an example of small media interventions (Colorectal Cancer Screening) and one-on-one education interventions (Colorectal Cancer Screening), which are recommended by the Community Preventive Services Task Force, as found in the *Guide to Community Preventive Services*.

## Time Required

The intervention takes just a few minutes per patient and is implemented concurrently at seasonal flu vaccination clinics. One to 2 hours of staff training are required initially, with periodic brief review and reinforcement of program procedures and progress by a practice team leader or supervisor during the intervention.

## Intended Audience

The Flu-FIT and Flu-FOBT Program is designed for patients aged 50-75 years who are both due for CRCS and receive annual flu shots during primary care visits or at drop-in flu shot clinics. Patients are considered due for CRCS if they have not had one of the following: FOBT or FIT in the past year, a flexible sigmoidoscopy in the past 5 years, or a colonoscopy in the past 10 years.

## Suitable Settings

The Flu-FIT and Flu-FOBT Program can be implemented in community health centers, pharmacies, managed care organizations, and other health care settings where flu shots are provided and where FIT or FOBT is offered for average-risk colorectal cancer screening. To be successful, health care organizations offering Flu-FIT and Flu-FOBT Programs must be able to assure follow up of abnormal FIT or FOBT tests with diagnostic colonoscopy.

## Required Resources

Required resources to implement the program include the following (available at program website):

* Mailed FLU-FIT and FLU-FOBT announcements
* Clinic posters to advertise the program
* Algorithms for patient flow and for using electronic medical records to assess FIT or FOBT eligibility
* Script to introduce/explain FIT or FOBT with flu shots to patients
* Visual aids to use when offering FIT or FOBT to patients
* Multilingual materials to explain why colorectal cancer screening is important, completion instructions, and video instructions
* Pre-addressed and pre-stamped mailing pouches
* Log sheet to record flu shots and kits dispensed
* Clinic nursing staff

Sources:

* Potter MB, Walsh JM, Yu TM, Gildengorin G, Green LW, McPhee SJ. (2011). The effectiveness of the FLU-FOBT program in primary care a randomized trial. American Journal of Preventive Medicine, 41 (1), 9-16.
* Potter MB, Phengrasamy L, Hudes ES, McPhee SJ, Walsh JM. (2009). Offering annual fecal occult blood tests at annual flu shot clinics increases colorectal cancer screening rates. Annals of Family Medicine, 7 (1), 17-23.
* Potter MB, Ackerson LM, Gomez V, Walsh JM, Green LW, Levin TR, Somkin CP. (2013). Effectiveness and reach of the FLU-FIT program in an integrated health care system: a multisite randomized trial. American Journal of Public Health, 103 (6), 1128-1133.

<https://rtips.cancer.gov/rtips/programDetails.do?programId=1084580>