Title of Intervention: A Provider Intervention using Education and SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

Intervention Strategies: Provider Education

Purpose of the Intervention: To increase provider recommendation for colorectal cancer screening and patient adherence to screening recommendations

Population: Health care providers and patients aged 50 years and older

Setting: Community health centers that were part of the Suffolk County Department of Health Services and located in designated underserved communities throughout Suffolk County, Long Island, New York; health care facility-based

Partners: University, Department of Health Services

Intervention Description:
- Provider Education: An evidence-based intervention was developed and delivered at each health center to a small group of health care providers. An interactive question and answer format was used for presenting PowerPoint material. The content included a colorectal cancer epidemiology and risk assessment, screening methods and guidelines, behavioral approaches to improving patient screening, barriers to screening, risk communication and informed and shared decision-making. The provider education intervention was followed by a non-educational facilitated strategic planning session with the entire health center staff using a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis. The SWOT analysis was intended to encourage the participation and "buy-in" of health center staff as members of the team. It began with reaching a group consensus on a goal statement for colorectal cancer screening. Staff were given a grid and allowed time for individual reflection and notetaking. The facilitator then led a discussion and filled in a matrix on a flip chart with items identified by the staff.

Theory: Health Belief Model, Social Cognitive Theory, Transtheoretical Model, Precaution Adoption Model

Resources Required:
- Staff/Volunteers: Facilitator for educational session and SWOT session
- Training: Not mentioned
- Technology: Audiovisual equipment
- Space: Meeting space
- Budget: Not mentioned
- Intervention: Curriculum, SWOT analysis diagrams, flip chart, educational materials
- Evaluation: Access to patient charts, patient survey, telephone, computer-assisted interviewing system

Evaluation:
- Design: Randomized controlled trial
- Methods and Measures:
  - An audit of patient records was conducted to determine colorectal cancer screening rates.
  - Patient telephone surveys were used to assess provider recommendations and the need for further screening information.

Outcomes:
- Short Term Impact: Provider recommendations for colorectal cancer screening increased.
- Long Term Impact: Colorectal cancer screening rates significantly increased.

Maintenance: Follow-up sessions with health center leaders focused on how to use the results of the SWOT analysis to develop an individual health center action plan that specified and assigned responsibilities and a timeline for accomplishing goals. Health center leaders shared the plan with their providers for review and comment.
Lessons Learned: Publicly funded health centers play a critical role in the delivery of primary care services for lower income populations.

Citation(s):