

Project Title: Enhancing Awareness of Colorectal Cancer Screening for Women in New York State

Colorectal cancer (CRC) is on the rise among individuals under 50, with women disproportionately affected in this younger demographic. The latest American Cancer Society reports indicate that colorectal cancer is the second leading cause of cancer death in women under 50. Despite the preventability of CRC through screening, many women remain unaware of their increased risk and/or the change of the recommended screening age to 45 years. This project will focus on raising awareness and promoting screening among women in NYS through educational programs, community outreach, and advocacy efforts.

We will leverage partnerships with the County Health Commissioners and Directors, Cancer Support Community of Greater NY & CT (CSCNYCT), Northwell OBGYN Service Line, Northwell Health Gastroenterology Service Line, and local healthcare providers to expand our reach. Our team has already collaborated with Dr Amler and the Westchester County Health Department, and participated in two press conferences with the County Executive and Health Commissioner, reinforcing our leadership in public health initiatives. This project will further strengthen women's health advocacy by tackling gaps in colorectal cancer education, prevention and early detection.

Project Timeline & Deliverables

This 12-month initiative will include:

- Phase 1 (Months 1-3): Needs assessment, stakeholder engagement, and development of women-focused educational materials (brochures, social media content).
- Phase 2 (Months 4-9): Implementation of community outreach initiatives, including five educational workshops and provider training sessions.
- Phase 3 (Months 10-12): Evaluation, data collection, and development of a sustainability plan.

Conclusion

Colorectal cancer is an urgent women's health issue, and this initiative will drive meaningful improvements in screening rates, and community engagement. With our proven track record and strong collaborations, we will ensure more women in NYS benefit from lifesaving early detection