



No Australians dying of Bowel Cancer Initiative

(Formerly Beat Bowel Cancer)

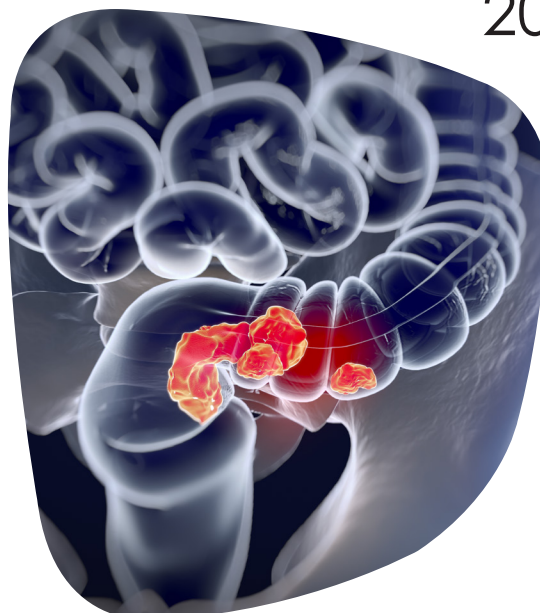
What is the challenge?

Too many Australians die unnecessarily from colorectal (bowel) cancer, even though good scientific knowledge exists, and screening programs and effective treatment options for bowel cancer are already available. There is a need to prioritise investment in cancer control to better apply the existing evidence to make death from bowel cancer a thing of the past. **The Beat Bowel Cancer Project (BBCP)** aims to achieve zero preventable deaths from bowel cancer in the South Australian population by 2030.

About this research translation project

This 12-month Medical Research Future Fund (MRFF) project, which is building on existing work by the Beat Bowel cancer team, will create a better understanding of where the greatest gains will be achieved to direct realistic and evidence-based solutions across the bowel cancer care pathway. It is anticipated that findings will help to drive increased participation in bowel cancer screening and follow-up, through the improved application of existing evidence. The project will focus on:

- Investigating linked population-level data, using the SA Colorectal Cancer Data Linkage dataset, to demonstrate the health benefits of screening programs and patterns of care across the bowel cancer care pathway, and to identify different population groups and outcomes that need to be targeted.
- Undertaking economic modelling to enable the precise estimation of gains to health, in terms of reduced mortality, and to economic efficiencies across the screening pathway.
- Engaging and consulting with a state-wide, multidisciplinary network of health providers, consumers and policy-makers to develop realistic targets and alternative solutions to improve participation in bowel cancer screening and follow-up.



What was the impact?

Modelling demonstrated that realistic targets established for bowel screening participation (60%) and follow-up colonoscopy (90%) by 2020 almost halves the current age-standardised colorectal cancer (CRC) mortality rate and from 2030-2040 is predicted to save the health system about \$450 million. These targets are being communicated to health service providers across SA LHNs and PHNs and used to establish relevant indicators and prioritize interventions. The project also established a cross-disciplinary network and plotted a course towards zero deaths from CRC, consistent with its aim. The mortality goal has helped to develop an appropriate goal-directed strategy towards zero deaths from CRC which has four steps:

- Step 1. Lifestyle targets to reduce CRC incidence,
- Step 2. Improve participation in the National Bowel Cancer Screening Program (NBCSP),
- Step 3. Achieve timely diagnostic colonoscopy and
- Step 4. Improve survival in more advanced CRC, along with measurement and feedback.

The MRFF project has facilitated a groundswell of support to improve CRC outcomes in South Australia. The ongoing NADBCI advocacy efforts also focused the governments attention to the urgent need to address public colonoscopy services with a \$5 million pre-election commitment: the Colonoscopy Lead Committee is the only group of frontline services, coordinated by the NADBCI, who identified feasible and effective solutions to the long-standing wait list problem.

Project contact details

Beat Bowel Cancer Project

Carol Holden
 E carol.holden@sahmri.com
 P (08) 8128 4462

This project received one-year funding from the Medical Research Future Fund Rapid Applied Research Translation Impact Grant Scheme to be undertaken in 2018.

Published March 2019