

Idaho Colorectal Cancer Burden Multiple Criteria Decision Analysis

This map helps to identify counties with the greatest potential for impact on overall colorectal cancer screening rates to decrease disease burden. Using Multiple Criteria Decision Analysis, the following weighted measures were used to identify priority counties. Darker counties represent higher potential impact on disease burden.

Measure	Weight
Colorectal Cancer Screening (BRFSS 2012, 2014, 2016)	35%
Number of persons age 50 - 75 (Census/NCHS 2017 estimates)	20%
Incidence (CDRI 2013 - 2017)	15%
Personal Healthcare Provider (BRFSS 2015 - 2017)	10%
Median Household Income (ACS 2013 - 2017)	10%
AIAN or Black Population (Census/NCHS 2017 estimates)	5%
Number of Obese Adults (BRFSS 2014 - 2017)	5%

This map can be used to help inform:

- Mass media/communication planning
- Education and outreach efforts
- Policy, system, and environmental change
- Funding and resource allocation

