

Colorectal Cancer Awareness Month



2017 Social Media Toolkit

Created by:



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Why a Tool Kit?

What is Colorectal Cancer Awareness Month?

March has been declared National Colon Cancer Awareness Month, a time where patients, survivors, caregivers and advocates join together to spread colon cancer awareness. Individuals and communities can wear blue, hold fundraising and education events, talk to friends and family about screening, and more (Colon Cancer Alliance <https://www.ccalliance.org/awareness-month/>).

Colorectal cancer (CRC) is a cancer that forms in the tissues of the colon or rectum. They usually begin as a non-cancerous growth called a polyp, and develops slowly over a period of 10 to 20 years. Unlike most cancers, CRC is often preventable through screening. During routine endoscopic screening tests (like colonoscopies or sigmoidoscopies), pre-cancerous polyps can be found and removed before they progress to cancer. Screening is also important for the identification of early stage cancers (Registry https://www.colorado.gov/pacific/sites/default/files/CHED_Cancer_Report_CancerandPoverty2014_0315.pdf).



About this Kit

This kit was created to raise awareness through social media about colorectal cancer prevention and early detection. We hope you use this guide to help spread awareness during the month of March and throughout the year.

Who Should Use this Kit?

This kit is for public health professionals, cancer control professionals, coalitions, community-based organizations and stakeholders who want to help spread the word about screening for colorectal cancer. It was created for health care providers, nonprofits, and other community organizations in Colorado to help amplify social media reach during Colorectal Cancer Awareness Month. You will find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



Colorado Colorectal Cancer Stats

- Colorectal cancer is the second leading cause of cancer death and the third most commonly diagnosed cancer for men and women combined
- 1 in 19 men and 1 in 24 women will develop colorectal cancer in their lifetimes
- An estimated 1770 Colorado men and women will be diagnosed with colorectal cancer in 2017
- An estimated 600 Colorado men and women will die from colorectal cancer in 2017
- 66.7% of Colorado adults ages 50 years and older get recommended screening for colorectal cancer

The stage of the cancer is essential in determining the choices for treatment and in the prediction of disease outcome, so detecting the cancer early is important.

Research shows that 92% of people survive at least five years when colon cancer is found in stage I.

Early diagnosis 5-year survival rates:

- Stage IV: 11%
- Stage III: 53-89%
- Stage II: 63-87%
- Stage I: 92%

Research shows that 87% of people survive at least five years when rectal cancer is found in stage I.

Early diagnosis 5-year survival rates:

- Stage IV: 12%
- Stage III: 58-84%
- Stage II: 48-80%
- Stage I: 87%

(American Cancer Society <http://bit.ly/2kOSY2U>)
(Colorado Central Cancer Registry, 2016)

The Colorado Cancer Plan and Colorectal Cancer

CANCER PLAN: GOAL 2

INCREASED PREVALENCE OF HEALTHY BEHAVIORS

Decreasing the prevalence of overweight and obesity

MEASURES

Children ages 2-14 years who are overweight or obese

Baseline: 26.4%

2020 Target: 23.8%



Adults ages 18+ who are overweight or obese

Baseline: 57.4%

2020 Target: 50.8%



Adults who report eating at least one fruit or vegetable per day

Baseline: 57.1%

2020 Target: 65.7%



Women/Men who exceed moderate drinking guidelines

Baseline: 39.6%/43.4%

2020 Target: 35%/40%



COLORADO
Department of Public
Health & Environment

STRATEGIES:

- Improve nutrition and physical activity environments for children younger than 18 years via early childhood education centers and schools, especially those that serve low-income populations.
- Increase healthy food and beverage retail opportunities, particularly in rural and underserved communities, by supporting healthy product procurement, placement and pricing strategies.
- Promote and implement model policies and programs in the built environment that lead to increased access to walking, biking and other physical activity.
- Educate the general public on cancer risk related to alcohol use.
- Increase purchase price of alcohol.
- Strengthen accountability in Colorado by holding special hosts liable for alcohol attributable harm.

The Colorado Cancer Plan and Colorectal Cancer

CANCER PLAN: GOAL 3

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3:1 - Increase collection and use of family history of cancer to ensure appropriate and risk-based cancer prevention messaging, screening and referrals.

MEASURES

Adults who discussed their family's history of cancer with a health care provider.



Adults with a close family member diagnosed with breast or colorectal cancer who are up to date with modified cancer screening recommendations.

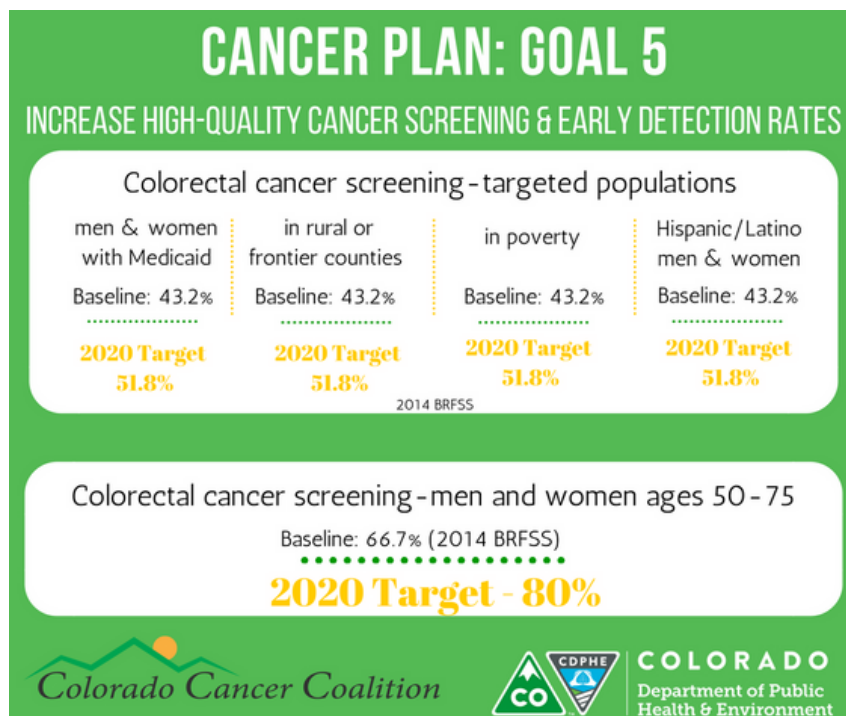


COLORADO
Department of Public
Health & Environment

STRATEGIES:

- Conduct demonstration projects that implement family history screening tools in primary or specialty care settings to identify patients at risk for hereditary cancer.
- Develop referral and communication systems to facilitate on-site or referred cancer risk assessment, genetic counseling, including tele-counseling, and testing services by a qualified genetics professional.
- Educate providers on guidelines for family history collection and referral for genetic counseling and testing, including potential BRCA 1/2 mutations or Lynch Syndrome.
- Promote access to genetic counseling based on risk assessment prior to genetic testing to review potential risks and benefits.
- Support efforts, including those from the National Colorectal Cancer Roundtable, seeking to standardize family history data collection in electronic health records to allow providers to identify individuals whose family history meets the clinical criteria for a hereditary cancer syndrome and those who should be referred to a genetic counselor.

The Colorado Cancer Plan and Colorectal Cancer



STRATEGIES:

- Deliver one-on-one or group education conducted by health professionals or trained lay people to motivate individuals to seek screenings by addressing indications for and benefits of screening, and what to expect during screening services. Use small media to support this education (e.g., brochures or newsletters).
- Educate endoscopists on tracking adenoma detection rates as part of a colonoscopy quality improvement program, including implementation of provider assessment and feedback systems.
- Implement client reminder systems (e.g., print or phone) to advise individuals in need of a cancer screening; messages may be tailored or general.
- Implement provider-oriented strategies, including provider reminders and recalls to identify when an individual is in need of, or overdue for, a cancer screening test based on individual or family history risk, and provider assessment and feedback interventions that present information about screening provision, in particular through use of an electronic health record system.
- Implement workplace policies to provide paid time off for individuals to complete recommended cancer screenings.
- Promote all models of colorectal cancer screenings to providers and individuals: colonoscopy, flexible sigmoidoscopy and high-sensitivity fecal occult blood tests, including fecal immunochemical test (FIT).
- Educate Medicaid-eligible Coloradans about their cancer screening coverage, including locations that accept Medicaid.
- Increase access to cancer screening services in rural areas by implementing mobile services, traveling providers, upgraded equipment or increased Medicaid reimbursement.
- Provide culturally relevant screening services for medically underserved communities

<https://www.colorado.gov/cancerplan>

The Colorado Cancer Plan and Colorectal Cancer

CANCER PLAN: GOAL 6

Consistent access to, and application of, quality diagnostic and treatment services adherent with nationally recognized standards

Objective 6.4 - Increase testing among individuals whose cancer treatment may benefit from targeted proven or emerging therapies.

INCREASING TESTING IN:

Colorectal cancer cases among those 70 years and younger with microinstability (MSI) or mismatch repair (MMR) protein expression testing



Metastatic colorectal cancer cases tested for KRAS mutations



COLORADO
Department of Public
Health & Environment

STRATEGIES:

- Address limited local provider access for individuals due to insurance coverage, insurance plan acceptance by providers or provider capacity.
- Advocate for universal MSI or MMR protein testing for colorectal and endometrial cancers and for guideline-based molecular profiling of cancers when applicable.
- Collaborate with local or regional transportation councils or transit planning initiatives to address medical facility access.
- Educate pathologists, oncologists, surgeons and other relevant health care providers about best practices for identification of hereditary cancer syndromes and genomic and immunohistochemistry analysis of tumors as described in National Comprehensive Cancer Network guidelines.
- Engage patient navigators and care coordinators to assist patients with overcoming barriers, including geographic or transportation.
- Increase consumer representation, in particular cancer survivors and caregivers, on boards of organizations serving cancer patients and survivors with a focus on reducing geographic barriers.
- Support research to develop or refine tumor markers, including proteomics or gene expression.

<https://www.colorado.gov/cancerplan>

Communicating #ColorectalCancer Awareness on Social Media



Educate on **risk factors**.

The most important risk factor for colorectal cancer is an individual's **age**.

*More than 90 percent of colorectal cancers occur in persons over 50 years.

Other risk factors include:

- Family history of colorectal cancer and/or polyps
- Personal history of colon polyps or inflammatory bowel disease
- Smoking
- Obesity
- Physical inactivity
- A diet high in red or processed meat
- Low consumption of fruits and vegetables
- Heavy consumption of alcohol

Communicating #ColorectalCancer Awareness on Social Media



Educate on **symptoms**.

Colorectal polyps and colorectal cancer don't always cause symptoms, especially at first. Someone could have polyps or colorectal cancer and not know it. That is why getting screened regularly for colorectal cancer is so important.

If you have symptoms, they may include:

- Blood in or on your stool (bowel movement)
- Stomach pain, aches, or cramps that don't go away
- Losing weight and you don't know why

If you have any of these symptoms, **talk to your doctor**. These symptoms may be caused by something other than cancer. The only way to know what is causing them is to see your doctor.

Communicating #ColorectalCancer Awareness on Social Media



Focus on **screening**.

Regular screening, beginning at age 50 for persons over average risk, is the key to preventing colorectal cancer. The U.S. Preventive Services Task Force (USPSTF) recommends that adults age 50 to 75 be screened for colorectal cancer, and that adults age 76 to 85 ask their doctor if they should be screened.

You may need to be tested earlier than 50, or more often than other people, if:

- You or a close relative have had colorectal polyps or colorectal cancer
- You have an inflammatory bowel disease such as Chron's disease or ulcerative colitis
- You have a genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary non-polyposis colorectal cancer (Lynch syndrome).

Speak with your doctor about when you should begin screening and how often you should be tested.

Family History and Screening



There is an increased or high risk for colorectal cancer in people with a family history of colorectal cancer or polyps, or a hereditary colorectal cancer syndrome.

The American Cancer Society has created a table of suggested screening guidelines for people with increased or high risk of colorectal cancer.

<https://www.cancer.org/cancer/colon-rectal-cancer/early-detection/acs-recommendations.html>

Increased Risk - People with family history

Risk Category	Age to start testing	Recommended test(s)	Comment
Colorectal cancer or adenomatous polyps in any first-degree relative before age 60, or in 2 or more first-degree relatives at any age (if not a hereditary syndrome)	Age 40, or 10 years before the youngest case in the immediate family, whichever is earlier	Colonoscopy	Every 5 years
Colorectal cancer or adenomatous polyps in any first-degree relative aged 60 or older, or in at least 2 second-degree relatives at any age	Age 40	Same options as for those at average risk	Same intervals as for those at average risk

Speak with your doctor about when you should begin screening and how often you should be tested.



The Colorado Colorectal Screening Program (CCSP) is focused on restoring endoscopic screening throughout Colorado. CCSP, which is coordinated through the University of Colorado Cancer Center, partners with federally qualified health centers, rural health centers, and a number of charitable organizations who have primary care clinics. These clinics and health centers provide no cost patient navigation services for colorectal screening to the medically underserved.

To locate participating clinics in your area, please call
1-866-227-7914

Find out more here:
<http://bit.ly/1orlv97>



(University of Colorado Cancer Center, 2017 <http://bit.ly/1orlv97>)

Tips for #ColorectalCancer Awareness on Social Media

Hashtags for Colon Cancer/Colorectal Cancer Awareness Month:

#ColorectalCancer
#ColorectalCancerMonth
#ColonCancer
#ColonCancerAwareness
#ColonCancerAwarenessMonth
#GetScreened



Follow these influencers for #ColonCancerAwareness Month:

Colorado Cancer Coalition

Twitter: @CoCancerFund

Facebook: <https://www.facebook.com/ColoradoCancerCoalition>

Web: <http://www.coloradocancercoalition.org>

Colon Cancer Alliance

Twitter: @CCAlliance

Facebook: <https://www.facebook.com/ColonCancerAlliance>

Web: <http://www.ccalliance.org>

National Colorectal Cancer Roundtable

Twitter: @NCCRTnews

Facebook: <https://www.facebook.com/coloncancerroundtable/>

Web: <http://nccrt.org/>

Fight CRC

Twitter: @FightCRC

Facebook: <https://www.facebook.com/FightCRC/>

Web: <http://fightcolorectalcancer.org/>



Colorectal Cancer Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Wednesday, 3/1	March is Colorectal Cancer Month, a time to spread awareness. Colorectal cancer is cancer that occurs in the colon or rectum. It is the second leading cancer killer in the U.S., but it doesn't have to be. Start conversations through a blue porch light, and see the importance of screening here: http://bit.ly/2metTfl	It's #ColorectalCancer Month! CRC's the 2nd leading cancer killer in the US. It doesn't have to be. #GetScreened http://bit.ly/2metTfl
Wednesday, 3/1	Tomorrow, March 2, the Colorectal Cancer Task Force, Colon Cancer Alliance, and American Cancer Society are hosting a recognition of Colorado success and a candlelight vigil for those touched by colorectal cancer. 6-6:30pm on the steps of the City and County Building in Denver. (1437 Bannock St.)	Tomorrow the City & County Building (1437 Bannock St.), a #ColorectalCancer #CandlelightVigil See you there #DressInBlue
Thursday, 3/2	Tomorrow, March 3, is National Dress in Blue Day! Let's unite for a future free of colon cancer. Get free resources, honor a loved one, find ideas & more at www.dressinblueday.org or find more information here: http://bit.ly/2jURVKS	Tomorrow is National #DressInBlue Day! Bring awareness to #ColorectalCancer www.dressinblueday.org
Friday, 3/3	There are several different ways to screen for polyps or colorectal cancer. Colorectal cancer screening is recommended for men and women aged 50 and older. Talk to your doctor about which test is right for you. Read here for more info on screening: http://bit.ly/2jnU5r9	There are several ways to screen for #ColorectalCancer Talk to your doc and #GetScreened http://bit.ly/2jnU5r9

Colorectal Cancer Awareness

Sample Social Media Messaging



Date	Facebook	Twitter
Monday, 3/6	The Colorado Colorectal Screening Program is here to restore endoscopic screening throughout Colorado to provide no cost patient navigation services to the medically underserved. To locate participating clinics in your area, please call 1-866-227-7914	The Colorado Colorectal Screening Program is restoring endoscopic screening and serving the medically underserved. http://bit.ly/1orlv97
Tuesday, 3/7	Colorectal cancer is the second leading cause of death from cancer in Colorado and the third most common cancer for both men and women. 1 in 19 Colorado men and 1 in 24 Colorado women will develop colorectal cancer in their lifetimes. We can do something about this. Find out how here: http://bit.ly/2m0wpKe	1 in 19 CO men and 1 in 24 CO women will develop #ColorectalCancer in their lifetimes. http://bit.ly/2m0wpKe
Tuesday, 3/7	Join Dr. Dennis Ahnen and Boulder Community Health for information about colon cancer and genetic testing. The class will be held tomorrow, March 8 from 7-8 pm at the Lionsgate Conference Center in Lafayette.	Head to the Lionsgate Conference Center in Lafayette tomorrow at 7 pm to hear some important info on #ColorectalHealth and #GeneticTesting
Wednesday, 3/8	TOMORROW: Come join the American Cancer Society, cancer survivors, care givers and advocates to keep the fight against cancer a priority for Colorado. Events will be in Denver at and near the State Capitol. To sign up, get a schedule of events, and more info, click here: http://bit.ly/2IDfw7N	Tomorrow is a big day for #ColorectalCancerAwareness at the State Capitol. http://bit.ly/2IDfw7N



Colorectal Cancer Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Thursday, 3/9	You may be more at risk for colorectal cancer if you have a personal history of polyps, inflammatory bowel disease, certain genetic syndromes or a family history of colorectal cancer. Talk to your doctor about getting screened. Read more here: http://bit.ly/2lyR339	What is your personal or #FamilyHistory of polyps, IBD, colorectal cancer or genetic syndromes? http://bit.ly/2lyR339
Friday, 3/10	There is an increased or high risk for colorectal cancer in people with a family history of colorectal cancer or polyps, or a hereditary colorectal cancer syndrome. See how high your risk is and more here: http://bit.ly/2m0wpKe	How high is your risk of a hereditary #ColorectalCancer syndrome? http://bit.ly/2m0wpKe
Monday, 3/13	While Colorado has been improving over the years with recommended colorectal screening rates, there is still work to be done. The goal for Colorado adults ages 50 and older is 80% by 2018. Where do you think we stand now? http://bit.ly/co80by2018	Colorado's goal for recommended #Colorectal #screening in people 50+ is 80%. Where do you think we stand now? http://bit.ly/co80by2018
Tuesday, 3/14	"The best test is the one that gets done." Did you know there are several ways to get screened for colorectal cancer, including take-home options? Talk to your doctor about getting screened. http://bit.ly/2m0DieL	The best #ColorectalCancer screening test is the one that gets done. #GetScreened http://bit.ly/2m0DieL

Colorectal Cancer Awareness

Sample Social Media Messaging



Date	Facebook	Twitter
Wednesday, 3/15	<p>The stage of the cancer is essential in determining the choices for treatment & in the prediction of disease outcome, so detecting the cancer early is important. When found early in stage 1, people diagnosed with colon cancer have a 92% five year survival rate & people diagnosed with rectal cancer have an 87% 5 year survival rate.</p> <p>http://bit.ly/2kOSY2U</p>	<p>People who find #ColonCancer in stage 1 have a 92% 5yr survival rate. It's 11% in stage 4.</p> <p>#GetScreened</p> <p>http://bit.ly/2kOSY2U</p>
Thursday, 3/16	<p>Colorectal cancer screening can catch abnormal cell changes before they become cancerous. Find out more about screening and talk to your doctor:</p> <p>http://bit.ly/2IDmIkf</p>	<p>#ColorectalCancer #screening can catch abnormal cell changes before they become cancerous.</p> <p>http://bit.ly/2IDmIkf</p>
Friday, 3/17	<p>Happy St. Patrick's Day! True or False: heavy alcohol consumption can increase your risk for colorectal cancer. See what lifestyle choices you can make to reduce your risk here:</p> <p>http://bit.ly/2d9arg9</p>	<p>Happy Paddy's Day! See what heavy alcohol consumption can do to your risk of #ColorectalCancer here</p> <p>http://bit.ly/2d9arg9</p>
Monday, 3/20	<p>An estimated 1770 Colorado men and women will be diagnosed with colorectal cancer in 2017. An estimated 600 Colorado men and women will die from colorectal cancer in 2017. We can do something about this:</p> <p>http://bit.ly/2m0wpKe</p>	<p>1700 Coloradans will be diagnosed with #ColorectalCancer in 2017.</p> <p>http://bit.ly/2m0wpKe</p>



Colorectal Cancer Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Monday, 3/20	Want more information on colon cancer prevention and awareness? Head to Lutheran Medical Center's Learning Center Classroom 1 TOMORROW (3/21) from 5:30-6:30. Let's fight this deadly cancer together.	Visit Lutheran Medical Center's Learning Center Classroom 1 tomorrow (3/21) at 5:30 pm for #ColonCancer prevention info and awareness.
Tuesday, 3/21	The Colorado Colorectal Screening Program is a key aspect of the plan to achieve the Colorado Year 2018 colorectal screening goal of increasing screening rates to 80% by 2018. This goal is attainable. Find out more here: http://bit.ly/1orlv97	The Colorado Colorectal Screening Program is addressing recommended screening rates goals. #80by2018 http://bit.ly/1orlv97
Wednesday, 3/22	Living with colorectal cancer doesn't need to be faced alone. Join the Life With Metastatic Cancer Support Group today from 1-2 in Colorado Springs at the Penrose Cancer Center. http://bit.ly/2kP81X0 Find other connections and support groups here: http://bit.ly/2l07MJt	Don't face #ColorectalCancer alone. Find connections and support groups here: http://bit.ly/2l07MJt
Thursday, 3/23	Can you recognize cancer signs and symptoms? Learn how early detection saves lives and talk to your doctor to decide which screening tests are right for you: http://bit.ly/2jnU5r9	Early detection of #ColorectalCancer saves lives. Find your best screening test by talking to your doc. http://bit.ly/2jnU5r9

Colorectal Cancer Awareness

Sample Social Media Messaging



Date	Facebook	Twitter
Friday, 3/24	<p>The National Cancer Institute's Colorectal Cancer Risk Assessment Tool helps people age 50 and older estimate their risk of colorectal cancer. Calculate your risk and talk to your doctor for more information:</p> <p>http://bit.ly/2kQLAAJ</p>	<p>Estimate your risk of #ColorectalCancer here:</p> <p>http://bit.ly/2kQLAAJ</p>
Monday, 3/27	<p>Why should you get screened for colorectal cancer when you don't have symptoms? The fact is, colorectal cancer doesn't always cause symptoms, especially early on. Find it early by getting screened. Talk to your doctor. For more screening information:</p> <p>http://bit.ly/2mlRT17</p>	<p>#ColorectalCancer doesn't always cause symptoms. Find it early. Talk to your doc and #GetScreened</p> <p>http://bit.ly/2mlRT17</p>
Tuesday, 3/28	<p>If there were a way for you to prevent cancer, would you do it? Colorectal cancer is one you can prevent! Screening finds polyps so they can be removed before they turn into colorectal cancer. Talk to your doctor about screening that's right for you.</p> <p>http://bit.ly/2m0wpKe</p>	<p>#ColorectalCancer can be prevented #GetScreened for pre-cancerous polyps. Talk to your doc about the best test for you</p> <p>http://bit.ly/2m0wpKe</p>



Colorectal Cancer Awareness

Sample Social Media Messaging

Date	Facebook	Twitter
Wednesday, 3/29	<p>Screening for colorectal cancer is recommended for men and women starting at age 50. Talking to your doctor can sometimes be daunting and confusing. Here is a brochure to help take charge of your health care:</p> <p>http://bit.ly/2m0DieL</p>	<p>#TakeCharge and #GetScreened Not sure what to ask your doctor about #ColorectalCancer screening? This might help http://bit.ly/2m0DieL</p>
Thursday, 3/30	<p>True or False: A colonoscopy is the only way to get screened for colorectal cancer. Read more and talk to your doctor:</p> <p>http://bit.ly/2kRIImO6</p>	<p>Is a colonoscopy the only way to #GetScreened for #ColorectalCancer? Find out here: http://bit.ly/2kRIImO6</p>
Friday, 3/31	<p>Colorectal cancer screening saves lives, but only if you get tested. If you're 50 or older, talk with your doctor about which test is best for you. Listen to this podcast for more:</p> <p>http://bit.ly/2m4m5hb</p>	<p>Listen to this podcast for info and encouragement for #ColorectalCancer screening. http://bit.ly/2m4m5hb</p>
Friday, 3/31	<p>CDC's Screen for Life: National Colorectal Cancer Action Campaign provides information about preventing colorectal cancer and getting screened: who should be screened, how often, which tests are recommended, and why screening matters. Take this quick quiz to check your knowledge about colorectal cancer!</p> <p>http://bit.ly/2mtPfWe</p>	<p>CDC's Screen for Life: Take this quick quiz to check your knowledge about colorectal cancer! http://bit.ly/2mtPfWe</p>

Colorectal Cancer Support in Colorado

Events

Countdown to 2018

March 1st, 12- 1 pm MT
Live Broadcast from NYC. For more information and to register, go here:
<http://crccountdown.org/>

Colorectal Cancer Task Force Candlelight Vigil

March 2nd, 6-6:30 pm
on the steps of the City and County Building in Denver.
1437 Bannock Street

Dress in Blue Day

March 3
For more information, go here:
www.dressinblueday.org

Buddy Check9 with 9 News

March 9 6:45-8:00am
Colorectal Cancer Month will be promoted.

Colon Cancer Prevention and Awareness

March 21 5:30-6:30 pm
Lutheran Medical Center Learning Center, Classroom 1
Dr. Dennis Ahnen will host a lecture

Support Groups

CancerConnect

You are not alone—The CancerConnect Colon Cancer Community is the leading Social Media Application for Colon Cancer patients and caregivers seeking information, inspiration, and support in the wake of a cancer diagnosis.
<http://news.cancerconnect.com/types-of-cancer/colon-cancer/>

Living with Metastatic Cancer

March 21, 1:00-2:00 pm
Penrose Cancer Center, Colorado Springs
Contact: Sherry Martin, (719) 776-5311, sharonmartin@centura.org
<http://bit.ly/2kP81X0>



Colorectal Cancer Support in Colorado



Dress in Blue Eve
Thursday March 2, 2017
6:00 – 6:30PM
City and County Building in Denver, CO
1437 Bannock Street



Please join the Colorectal Cancer Task Force of the Colorado Cancer Coalition, the American Cancer Society, and the Colon Cancer Alliance on the steps of the City and County Building to kick off March Colorectal Cancer Awareness Month.

Dr. Robert Reveille, a gastroenterologist with the University of Colorado School of Medicine and the Denver VA Medical Center, and a surviving spouse who lost his wife to colon cancer, will offer some words recognizing the successes Colorado has made at preventing, treating, and beating colorectal cancer. We will end the evening by recognizing those touched by colorectal cancer with a candlelight vigil.



Colorectal Cancer Support in Colorado

TAKE STEPS TO KEEP YOUR LOVE ALIVE.



FREE HEALTH LECTURE

Averting the Preventable Killer — Colorectal Cancer

When Wednesday, March 8, from 7 to 8 p.m.

Where The Gatehouse at Lionsgate Event Center, 1055 South 112th Street (Hwy 287), Lafayette

Did you know that colorectal cancer is the third most common cancer diagnosed in both men and women in the U.S.? Fortunately, colorectal cancer can often be prevented, if detected early.

Our speaker is Dr. Dennis Ahnen, who has more than 40 years experience in successfully screening for and treating gastrointestinal diseases. He'll explain screenings that can detect and even prevent colon cancer, as well as healthy lifestyle choices that can lower cancer risk. Then he'll describe genetic testing for hereditary colorectal cancer.

RESERVATIONS REQUIRED:

bchlectures.org/coloncancer • 303-415-4212



Boulder Community Health

Boulder Community Health (BCH) does not exclude, deny benefits to, or otherwise discriminate against any person on the ground of race, color, or national origin, or on the basis of disability or age in admission to, participation in, or receipt of the services and benefits under any of its programs and activities, whether carried out by BCH directly or through a contract or any other entity with which BCH arranges to carry out its programs and activities.

Colorectal Cancer Support in Colorado

Organizations

Colorado Department of Public Health and Environment

Prevention Services Division

Health Promotion and Chronic Disease Prevention Branch

Colorectal Cancer Control Program

<https://www.colorado.gov/pacific/cdphe/chronic-disease-contacts>

(303) 692-2604

Colorado Colorectal Screening Program

University of Colorado Cancer Center

A National Cancer Institute-Designated Consortium Comprehensive Cancer Center

1-866-227-7914

<http://bit.ly/1orlv97>



Are you a Public Health Professional?

Toolkits

GW Cancer Center Cancer Control Tap

Colorectal Cancer Awareness Month Social Media Toolkit

<https://smhs.gwu.edu/cancercontroltap/resources/colorectal-cancer-awareness-toolkit-2017>

National Colorectal Cancer Round Table Resources

80% by 2018 Communications Guidebook: Effective messaging to reach the unscreened

Includes links to the following:

- Companion Guide for Hispanics/Latinos

- Companion Guide for Asian Americans

- Engaging Celebrity Ambassadors

- Earning Your Earned Media

- Guidance on Evaluating 80% by 2018 Messaging

March 1st Ideas for Public Health Professionals

Watch the Countdown to 2018

Share a Screening Story

Post a #StrongArmSelfie

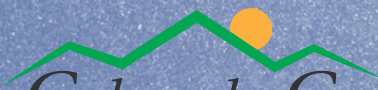


Colorectal Cancer Awareness Month



2017 Social Media Tool Kit

For More Information:



Colorado Cancer Coalition

thecoloradocancercoalition@gmail.com

