

Colorectal Cancer Awareness Month



2018 Social Media Toolkit

Created by:



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Why a Tool Kit?

What is Colorectal Cancer Awareness Month?

March has been declared National Colorectal Cancer Awareness Month, a time where patients, survivors, caregivers and advocates join together to spread colorectal cancer awareness. Individuals and communities can wear blue, hold fundraising and education events, talk to friends and family about screening, and more (Colorectal 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.



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 interested individuals 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 for 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
- An estimated 1,850 Coloradans will be diagnosed with colorectal cancer in 2018
- An estimated 660 Coloradans will die from colorectal cancer in 2018
- 67.7% of Colorado adults ages 50 years and older get recommended screening for colorectal cancer
- Colorado ranks 25th in the nation for colorectal cancer screening.

COLORECTAL CANCER (CRC) IN COLORADO : DETECTION + RISK



Colorectal cancer can run
in families.

Know your family health
history and share it with
your doctor.

Source: Colorado Central Cancer Registry, 2015

A woman has a **1 in 25** chance*
of getting colorectal cancer.

*Up to age 85



1 in 21

A man has a **1 in 21** chance* of
getting colorectal cancer.

*Up to age 85



Over **17,099** CRC
survivors living in Colorado*.

*As of 2016



Colorado Colorectal Cancer Stats

COLORECTAL CANCER (CRC) IN COLORADO : WHO IT AFFECTS?



IN COLORADO, INCIDENCE OF CRC IS **DECREASING** FOR THE 50+



IN COLORADO, INCIDENCE OF CRC IS **INCREASING** FOR THOSE UNDER 50

Source: Colorado Central Cancer Registry, 2017

INCIDENCE

32.5
per 100,000

MORTALITY

11.8
per 100,000

INCIDENCE BY ETHNICITY, per 100,000

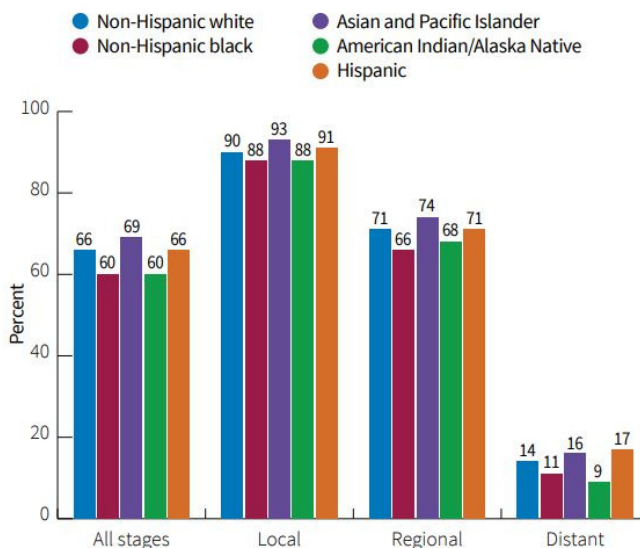
32.5
All Races

31.4
White, non-Hispanic

38.1
White, Hispanic

33.9
Black

Figure 9. Colorectal Cancer-specific Five-year Survival (%) by Race/Ethnicity, US, 2006-2012



Cause-specific survival rates are the probability of not dying from colorectal cancer within 5 years of diagnosis. Rates are based on cases diagnosed from 2006 to 2012, all followed through 2013. Rates for American Indians/Alaska Natives are based on small case numbers, particularly for distant-stage disease.

Source: SEER Program, National Cancer Institute, 2016.

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The Colorado Cancer Plan and Colorectal Cancer

CANCER PLAN: GOAL 2

INCREASED PREVALENCE OF HEALTHY BEHAVIORS

Objective 2.1: Decrease the prevalence of overweight and obesity

Children ages 5-14 years
who are overweight or
obese

Baseline: 20.4 (2013)

Update: 22.3% (2016)

2020 Target: 18.36%

Source: CCHS

Adults ages 18+ who are
overweight or obese

Baseline: 57.4% (2014)

Update: 58.1% (2016)

2020 Target: 50.8%

Source: BRFSS

Adults who report no
leisure time physical
activity in the past 30
days

Baseline: 16.4% (2014)

Update: 15.8% (2016)

2020 Target: 14.8%

Source: BRFSS



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.

The Colorado Cancer Plan and Colorectal Cancer

CANCER PLAN: GOAL 2

INCREASED PREVALENCE OF HEALTHY BEHAVIORS

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

Baseline: 57.1 (2013)

Update: 56.5% (2015)

2020 Target: 65.7%

Source: BRFSS

Women (21+) who exceed moderate drinking guidelines

Baseline: 39.6%(2014)

Update: 42% (2016)

2020 Target: 35%

Source: BRFSS

Men (21+) who exceed moderate drinking guidelines

Baseline: 43.4%(2014)

Update: 45.6% (2016)

2020 Target: 40%

Source: BRFSS



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STRATEGIES:

- Increase healthy food and beverage retail opportunities, particularly in rural and underserved communities, by supporting healthy product procurement, placement and pricing strategies.
- 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.

Baseline: 59.8% (2016 BRFSS)



2020 Target: 62.8%



Colorado Cancer Coalition



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

CANCER PLAN: GOAL 5

INCREASE HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

	Colorectal cancer screening - populations				
	men & women with Medicaid	in rural or frontier counties	in poverty	Hispanic/Latino men & women	men and women ages 50-75
Baseline (2014):	43.2%	58.4%	56.6%	54.1%	66.7%
Update (2016):	52.3%	57%	57.8%	55.3%	67.7%
2020 Target:	51.8%	70%	67.8%	65%	80%

BRFSS



COLORADO
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Health & Environment

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

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.

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

Baseline: 56.4% (2017)



2020 Target: TBD

Source: Colorado Central Cancer Registry



Metastatic colorectal cancer cases tested for KRAS mutation

Baseline: 20 % (2017)



2020 Target: 80%

Source: Colorado Central Cancer Registry



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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.

Communicating #ColorectalCancer Awareness on Social Media



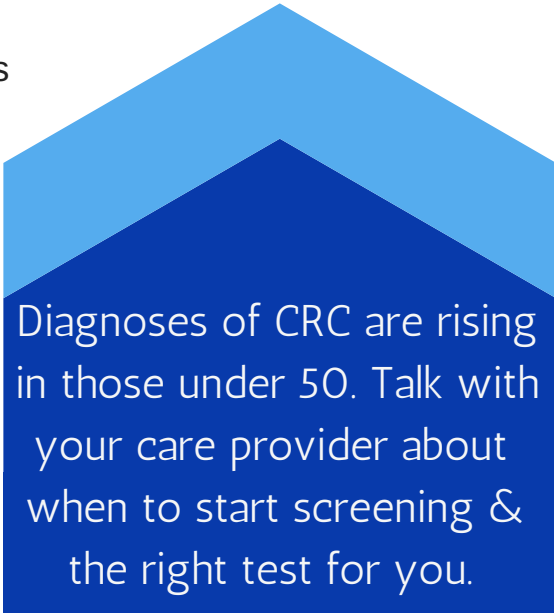
Educate on **risk factors**.

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



Diagnoses of CRC are rising in those under 50. Talk with your care provider about when to start screening & the right test for you.

(CDC https://www.cdc.gov/cancer/colorectal/basic_info/risk_factors.htm, 2018)

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.

COLORECTAL CANCER (CRC) IN COLORADO : KNOW THE SYMPTOMS



Screening can mean prevention & early detection, **schedule your screening today.**

 Colorado Cancer Coalition

Some early stages of CRC may not show any signs. Some signs of CRC are:

- Ongoing change in bowel habits
- Narrower stools
- Blood in the stool
- Rectal bleeding
- Feeling very tired
- Frequent gas pains, bloating, fullness or abdominal cramps
- Unexplained weight loss



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

(CDC, 2016 https://www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm)

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.

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

<http://bit.ly/2HfqxDG>



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 learn more about the
program and to find a clinic
near you, visit

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



If you live in Southeast Colorado,
text ENDCANCER TO 21333 to join the
pilot text messaging campaign



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

Tips for #ColorectalCancer Awareness on Social Media

Hashtags for Colorectal Cancer Awareness Month:

#ColorectalCancer
#ColorectalCancerMonth
#80by2018
#ShareYourScreen



Follow these influencers for #ColorectalCancerAwareness Month:

Colorado Cancer Coalition

Twitter: @CoCancerFund

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

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

Colorectal Cancer Alliance

Twitter: @CCAlliance

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

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

Facebook Ideas

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/2tv7gfr>

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/2FFBn8y>

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

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 21 men and 1 in 25 women in Colorado will develop #colorectalcancer in their lifetimes. We can do something about this. Find out how here:
<http://bit.ly/2m0wpKe>

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>

Twitter Ideas

It's #ColorectalCancer Month!
CRC's the 2nd leading cancer killer in the US. It doesn't have to be.
#GetScreened
<http://bit.ly/2tv7gfr>

There are several ways to screen for #ColorectalCancer Talk to your doc and #GetScreened
<http://bit.ly/2FFBn8y>

The Colorado Colorectal Screening Program is restoring endoscopic screening and serving the medically underserved. #ColorectalCancer
<http://bit.ly/1orlv97>

1 in 21 CO men and 1 in 25 CO women will develop #ColorectalCancer in their lifetimes.
<http://bit.ly/2m0wpKe>

What is your personal or #FamilyHistory of polyps, IBD, colorectal cancer or genetic syndromes?
<http://bit.ly/2lyR339>



Colorectal Cancer Awareness

Sample Social Media Messaging

Facebook Ideas

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>

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/2p12nFe>

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/2p12nFe>

"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>

An estimated 1,850 men and women in Colorado will be diagnosed with colorectal cancer in 2018.
An estimated 660 men and women in Colorado will die from colorectal cancer in 2018. We can do something about this: <http://bit.ly/2m0wpKe>

Twitter Ideas

How high is your risk of a hereditary
#ColorectalCancer syndrome?
<http://bit.ly/2m0wpKe>

Early detection of
#ColorectalCancer saves lives.
Find your best screening test by
talking to your doc.
<http://bit.ly/2p12nFe>

Colorado's goal for recommended
#Colorectal #screening in people 50+
is 80%. Where do you think we stand
now? <http://bit.ly/2p12nFe>
#80by2018

The best #ColorectalCancer
screening test is the one that gets
done. #ShareYourScreen
<http://bit.ly/2m0DieL>

Approximately, 1,850 Coloradans
will be diagnosed with
#colorectalcancer this year. And
about 660 Coloradans will die
from #CRC. #ShareYourScreen
<http://bit.ly/2m0wpKe>



Colorectal Cancer Awareness

Sample Social Media Messaging

Facebook Ideas

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:
<http://bit.ly/2d9arg9>

Colorectal cancer screening can catch abnormal cell changes before they become cancerous. Find out more about screening and talk to your doctor:
<http://bit.ly/2lDmIkf>

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 provider for more information:
<http://bit.ly/2kQLAAJ>

"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 provider. For more screening information:
<http://bit.ly/2mIRT17>

If there were a way for you to reduce your risk of 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 provider about screening that's right for you.
<http://bit.ly/2m0wpKe>

Twitter Ideas

T or F: heavy alcohol consumption can increase your risk for [#colorectalcancer](#). See what lifestyle choices you can make to reduce your risk here:
<http://bit.ly/2d9arg9>

[#Colorectalcancer](#) screening can catch abnormal cell changes before they become cancerous. Find out more about screening & talk to your provider: [#80by2018](#)
<http://bit.ly/2lDmIkf>

Estimate your risk of [#ColorectalCancer](#) here:
<http://bit.ly/2kQLAAJ> [#80by2018](#)
[#ShareYourScreen](#)
[#HereditaryCancer](#)

[#ColorectalCancer](#) doesn't always cause symptoms. Find it early. Talk to your provider & [#GetScreened](#)
<http://bit.ly/2mIRT17>
[#ShareYourScreen](#)

[#ColorectalCancer](#) can be prevented [#GetScreened](#) for pre-cancerous polyps. Talk to your provider about the best test for you <http://bit.ly/2m0wpKe>



Colorectal Cancer Awareness

Sample Social Media Messaging

Facebook Ideas

Screening for colorectal cancer is recommended for men and women starting at age 50. Talking to your provider can sometimes be daunting and confusing. Here is a brochure to help take charge of your health care: <http://bit.ly/2Db1CP6>

True or False: A colonoscopy is the only way to get screened for colorectal cancer. Read more and talk to your provider: <http://bit.ly/2FCYn8k>

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! <http://bit.ly/2mtPfWe>

Denver has lit the City and County Blue, dressed up in blue, put up blue porch lights and more! What awareness activities have you participated in?

If you live in Southeast Colorado, sign up for our text campaign to receive text messages about the importance of CRC screening. Text ENDCANCER to 21333

Twitter Ideas

Afraid of scheduling a colonoscopy? Not sure what to ask your provider about #ColorectalCancer screening? This might help <http://bit.ly/2Db1CP6>

#True or False: A #colonoscopy is the only way to get screened for #colorectalcancer. Read more and talk to your provider: <http://bit.ly/2FCYn8k>

CDC's Screen for Life: Take this quick quiz to check your knowledge about colorectal cancer! <http://bit.ly/2mtPfWe>

Denver has lit the City & County Blue, dressed up in blue, put up blue porch lights & more! What awareness activities have you participated in? #ShareYourScreen

If you live in Southeast Colorado, sign up for our text campaign to receive text messages about the importance of CRC screening. Text ENDCANCER to 21333

Are you a Public Health Professional?

Toolkits

GW Cancer Center Cancer Control Tap

Colorectal Cancer Awareness Month Social Media Toolkit - <http://bit.ly/2oX136a>

Colorado Cancer Coalition Toolkits

<https://www.coloradocancercoalition.org/toolkits/>

Colorectal Cancer Task Force 80% by 2018 Resources

<https://sites.google.com/view/crccalltoaction2018/what-you-can-do/resources>

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 Ideas for Public Health Professionals

Share a Screening Story - Share a :30 second video about your 80% by 2018 successes on YouTube. Email the link to NCCRT@cancer.org with “80% by 2018 Success” in the subject line.

Post a #StrongArmSelfie

Resources

American Cancer Society Facts and Figures 2018 - <http://bit.ly/2Hbklal>

American Cancer Society Colorectal Facts and Figures 2017- 2019 - <http://bit.ly/2oTPnBu>



Colorectal Cancer Awareness Month



2018 Social Media Tool Kit

For More Information:


Colorado Cancer Coalition
thecoloradocancercoalition@gmail.com

