



NORTH DAKOTA  
COLORECTAL CANCER  
ROUNDTABLE

## March 2017: Colorectal Cancer Awareness Month

Dear Fellow North Dakotans:

In our state, 4 in 10 adults are not up to date with their colorectal cancer screening. Whether you are a healthcare organization, worksite, or community organization, we invite you to join us in raising awareness about the life-saving power of colorectal cancer screening this March.

Within this toolkit, you will find a compilation of materials from the National Colorectal Cancer Roundtable, American Cancer Society, Centers for Disease Control & Prevention, and George Washington University. To make these materials most relevant here in North Dakota, we have integrated local information & statistics throughout the toolkit.

The [North Dakota Colorectal Cancer Roundtable](#) has been formed in support of [80% by 2018](#), a national movement in which hundreds of organizations have committed to substantially reducing colorectal cancer as a major public health problem for those 50 and older.

Will you join us in the shared goal of reaching 80% of adults 50 and older screened for colorectal cancer by the year 2018? Please take the first step and [sign the 80% by 2018 pledge](#) to demonstrate your organization's public support of this ambitious national goal.

We thank you for joining us in this life-saving work!

Sincerely,

Dr. Fadel Nammour, MD  
Chair, North Dakota Colorectal Cancer Roundtable  
Vice President, North Dakota Medical Association

### CONTENTS

- Week-by-week Social Media posts, Newsletter Inserts, and Email Blasts (2 – 10)
- ND Poster Template and tips for recruiting a local “Screening champion” (10 – 11)
- Talking Points (includes ND statistics) (11-13)
- ND Radio Station List (14)
- And Links to: (13-14)
  - Brochures
  - Fact Sheets
  - Sample Letters
  - Sample PSA's

## WEEK 1: MARCH 1-5

### Social Media

Facebook	Twitter	Image
<p>Help finish the fight against colorectal cancer. Here are things you can do every day to reduce your risk of getting #coloncancer:</p> <ul style="list-style-type: none"> <li>- Stay at a healthy weight.</li> <li>- Be physically active.</li> <li>- Eat plenty of vegetables, fruits, and whole grains.</li> <li>- Limit the amount of red and processed meat you eat, including pork and lunch meats.</li> <li>- Limit the amount of alcohol you drink to no more than 2 drinks per day for men and 1 drink per day for women.</li> <li>- Do not smoke or use any form of tobacco.</li> </ul> <p>To learn more about colon cancer and how to reduce your risk, visit <a href="http://cancer.org/fightcoloncancer">cancer.org/fightcoloncancer</a> .</p>	<p>March is colon cancer prevention month. Have the guts to prevent colon cancer &amp; get screened. #coloncancer</p>	 <p>(Photo from American Cancer Society)</p>
<p>Are you up to date with colorectal cancer screening? There are several screening options available, including simple take home options. Talk to your doctor about getting #screened.</p>	<p>There are several screening options available, including simple take home options. Talk to your doctor about getting #screened.</p>	 <p><a href="http://nccrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final1.jpg">http://nccrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final1.jpg</a></p>

## Internal Employee Email #1

### **Subject: A Cancer That Regular Testing Can Help Prevent**

In our continued commitment to the health and well-being of our employees, [Company Name] is proud to join the American Cancer Society® in recognizing National Colorectal Cancer Awareness Month throughout the month of March. Together, we can do everything possible to help prevent colorectal cancer – and all cancers, including encouraging screening for early detection.

If you're 50 or older, one of the most important steps you can take is to get screened for colon cancer. Everyone in this age group should talk to a health care provider about getting screened, even if no one in your family has had it. If your parent, sibling, or child has ever had colon cancer or colon polyps, you might need to start screening before age 50. Be sure to ask about the [different ways you can be screened](#) and when you should start. There are several ways to be screened, including simple take home tests.

For more information about colon cancer and what you can do to help prevent it or find it early, visit [cancer.org/colon](https://www.cancer.org/colon) or call the American Cancer Society at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week. (Source: American Cancer Society )

## Newsletter Insert #1

### **Title: Do you know the symptoms of colorectal cancer?**

Colorectal cancer may cause one or more of the symptoms listed below. You should see your health care provider if you have any of the following:

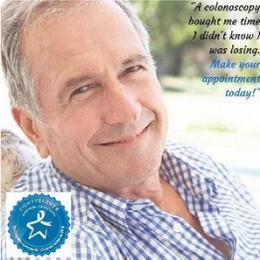
- A change in bowel habits, such as diarrhea, constipation, or narrowing of the stool, that lasts for more than a few days
- A feeling that you need to have a bowel movement that's not relieved when you go.
- Rectal bleeding
- Blood in your stool, which may make it look dark
- Cramping or belly pain
- Weakness and tiredness
- Unintended weight loss

Most of these problems are caused more often by conditions other than colorectal cancer, such as infection, hemorrhoids, irritable bowel syndrome, or inflammatory bowel disease. Still, if you have any of these symptoms, it's important to see a health care provider right away so the cause can be found and treated, if needed.

To learn more about the signs of symptoms of colon cancer and what you need to do to help prevent it, visit [cancer.org/colon](http://cancer.org/colon) or call the American Cancer Society® at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week. (Source: American Cancer Society)

## WEEK 2: March 6-12

### Social Media

Facebook	Twitter	Image
<p>Help finish the fight against #coloncancer. If you are 50 or older, get tested for colon cancer, even if you have no family history. Colorectal cancer is one of only 2 cancers that can actually be prevented through regular screening tests. To find out more, visit <a href="http://cancer.org/fightcoloncancer">cancer.org/fightcoloncancer</a> .</p>	<p>#Coloncancer is one of only 2 cancers that can actually be prevented through regular screening tests.</p>	 <p>(Photo from American Cancer Society)</p>
<p>#Coloncancer is the 2nd leading cause of cancer death in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.</p>	<p>#Coloncancer is the 2nd leading cause of cancer death in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.</p>	 <p><a href="http://ncrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final4.jpg">http://ncrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final4.jpg</a></p>

### Internal Employee Email #2

**Subject: Preventing colon cancer or finding it early**

Regular screening can often find colon cancer early, when it's small, has not spread, and is easier to treat. For many people, having these tests can help prevent colorectal cancer altogether. This is because some polyps, or growths, can be found and removed before they turn into cancer. Preventing colorectal cancer, or finding it early, doesn't have to be expensive, either. Some tests are simple, affordable, and can be done at home.

Tests for colorectal cancer include:

- Guaiac-based fecal occult blood test (gFOBT) and the fecal immunochemical test (FIT): Samples of stool (poop) are checked for blood, which might be a sign of a polyp or cancer.
- Stool DNA test (sDNA): A stool sample (poop) is checked for certain abnormal sections of DNA (genetic material) from cancer or polyp cells.
- Sigmoidoscopy: A flexible, lighted tube is put into the rectum and lower colon to look for polyps and cancer.
- Colonoscopy: A longer, flexible tube is used to look at the entire colon and rectum.
- Double-contrast barium enema: This is an x-ray test of the colon and rectum.
- CT colonography (virtual colonoscopy): This is a type of CT scan of the colon and rectum.

For more information about these tests and the steps you can take to help prevent colorectal cancer, visit [cancer.org/colon](https://www.cancer.org/colon) or call the American Cancer Society® at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week. (Source: American Cancer Society)

**Newsletter Insert #2**

**Subject: Preventing colon cancer or finding it early**

Regular screening can often find colon cancer early, when it's small, has not spread, and is easier to treat. For many people, having these tests can help prevent colorectal cancer altogether. This is because some polyps, or growths, can be found and removed before they turn into cancer. Preventing colorectal cancer, or finding it early, doesn't have to be expensive, either. Some tests are simple, affordable, and can be done at home.

Tests for colorectal cancer include:

- Guaiac-based fecal occult blood test (gFOBT) and the fecal immunochemical test (FIT): Samples of stool (poop) are checked for blood, which might be a sign of a polyp or cancer.
- Stool DNA test (sDNA): A stool sample (poop) is checked for certain abnormal sections of DNA (genetic material) from cancer or polyp cells.
- Sigmoidoscopy: A flexible, lighted tube is put into the rectum and lower colon to look for polyps and cancer.
- Colonoscopy: A longer, flexible tube is used to look at the entire colon and rectum.
- Double-contrast barium enema: This is an x-ray test of the colon and rectum.
- CT colonography (virtual colonoscopy): This is a type of CT scan of the colon and rectum.

For more information about these tests and the steps you can take to help prevent colorectal cancer, visit [cancer.org/colon](https://cancer.org/colon) or call the American Cancer Society® at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week. (Source: American Cancer Society)

## WEEK 3: March 13-19

### Social Media

#### Facebook

You're healthy, so why get a screening? Many people with #coloncancer have no symptoms or family history, which is why screening is so important even when you feel healthy. Get screened.  
[cancer.org/fightcoloncancer](https://cancer.org/fightcoloncancer)

#### Twitter

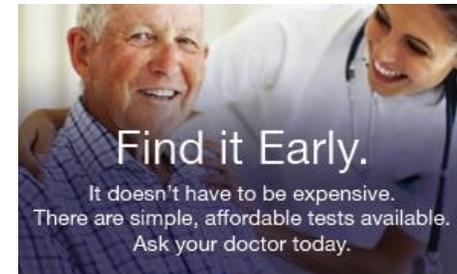
Colorectal cancer: A cancer we can prevent, treat and beat. #coloncancer

#### Image



Preventing #coloncancer doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.

Preventing #coloncancer doesn't have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.



[http://ncrt.wpengine.com/wp-content/uploads/CCS\\_Ads\\_300x250\\_final3.jpg](http://ncrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final3.jpg)

## Internal Employee Email

### **Subject: Learn Your Family's Health History**

About 96% of Americans believe that knowing their family's health history is important to their own health – that it could, in fact, help save their lives. But only one-third of them have ever tried to gather and organize their families' health history, according to the US Department of Health & Human Services.

Your doctor can use your family health history to:

- Estimate your risk for certain medical conditions.
- Recommend treatments and lifestyle changes.
- Determine what tests and screenings you should have.
- Identify conditions that otherwise might not be considered.
- Assess possible health risks for your children.

Ideally, your family health history should include the following information about each relative for at least 3 generations:

- Sex (male/female)
- Date of birth (the approximate year of birth is usually enough)
- Current age or, if the relative is no longer living, cause of death and age at death

- Diseases or medical conditions (including any history of colon polyps)
- If the relative had cancer (What type? How old were they when they were diagnosed?)
- Any known behavioral factors, including diet, exercise, smoking and drinking habits, and any weight problems

Here are some websites that might be helpful if you are interested in putting together your family's health history:

- Mayo Clinic  
[Instructions for Compiling Family Medical Tree](#)
- Colon Cancer Alliance  
[Family Health History Tree - Free Download](#)
- Surgeon General's Family Health History Initiative  
[My Family Health Portrait Tool – Free Download](#)

Make your health a priority by learning more about what you can do to help prevent some forms of cancer. For information, visit [cancer.org/healthy](http://cancer.org/healthy) or call the American Cancer Society® at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week.  
(Source: American Cancer Society)

### Newsletter Insert #3

#### **Title: Have you hit the big 5-0? It's time to get tested!**

Are you or is someone you care about 50 or older? Then it's time to talk with a health care provider about getting screened for colorectal cancer.

The American Cancer Society® recommends that everyone 50 and older be tested regularly. If you have family members with colorectal cancer or colon polyps, you should ask about getting tested at an earlier age.

Many people aren't getting the tests that could help save their lives because they're afraid the tests may be embarrassing or painful.

The fact is, these tests are almost always neither embarrassing nor painful. Some of the tests, such as [colonoscopy](#), can help doctors find polyps. Polyps are small growths in the colon that can develop into cancer over time. Colonoscopy is often recommended because it looks at the entire colon and because, if a polyp is found, it can be removed during the procedure. Colonoscopy is done while you are sedated (often asleep), so it's not painful. Stool tests are another option, and you can do these tests in the privacy of your own home. Click here to watch a [short video](#) about these and other colorectal cancer screening tests.

Preventing colorectal cancer, or finding it early, doesn't have to cost a lot of money. Simple, affordable tests are available. Don't wait – talk to your health care provider today.

To learn more about the steps you can take to help find colorectal cancer early, visit [cancer.org/colon](http://cancer.org/colon) or call the American Cancer Society at 1-800-227-2345. We're there when you need us – 24 hours a day, 7 days a week. (Source: American Cancer Society)

## WEEK 4: March 20-26

### Social Media

Facebook	Twitter	Image
<p>Did you know a simple take-home test is an option for #coloncancer testing? Read this article to find out what they are, and talk to your health care provider about the right test for you. <a href="http://bit.ly/1DZqgNR">http://bit.ly/1DZqgNR</a></p>	<p>50 or older? @AmericanCancer recommends you get regular screening tests for #coloncancer. They could save your life. <a href="http://cancer.org/fightcoloncancer">cancer.org/fightcoloncancer</a></p> <p>OR</p> <p>When it comes to #coloncancer screening, you have choices! Find out what they are. <a href="http://bit.ly/1DZqgNR">http://bit.ly/1DZqgNR</a></p>	 <p><a href="http://ncrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final2.jpg">http://ncrt.wpengine.com/wp-content/uploads/CCS_Ads_300x250_final2.jpg</a></p>
<p>Give your loved one the give of being there. Get screened for colorectal cancer. Talk to your doctor.</p>		<p><b>Video:</b> <a href="https://www.youtube.com/watch?v=XqvtOqMBpIg">https://www.youtube.com/watch?v=XqvtOqMBpIg</a> (Great Plains Tribal Chairmen's Health Board, little girl)</p>

## WEEK 5: March 27-31

### Social Media

Facebook	Twitter	Image
<p>Don't let these 5 common myths stop you from getting the lifesaving tests you need, when you need them.  <a href="http://bit.ly/VlsNeo">http://bit.ly/VlsNeo</a></p>	<p>You have the power to #finishthefight against #coloncancer. Learn about screening and reducing your risk:  <a href="http://cancer.org/fightcoloncancer">cancer.org/fightcoloncancer</a></p> <p>OR</p> <p>Together, we're making progress against #coloncancer. When you support @AmericanCancer, you're helping #finishthefight.  <a href="http://cancer.org/fightcoloncancer">cancer.org/fightcoloncancer</a></p>	
<p>Protect yourself from cancer. If you are 50 or older or have a family history of colon cancer, talk to your doctor about getting screened.</p>		<p><b>Video:</b>  <a href="https://www.youtube.com/watch?v=1w2WTxsTlgQ">https://www.youtube.com/watch?v=1w2WTxsTlgQ</a>                      Great Plains Tribal Chairmen's Health Board (Dancer's Circle)</p>

## RECRUIT A SCREENING CHAMPION

### Identify a Local Champion

North Dakota organizations are encouraged to identify a local champion to promote colorectal cancer prevention and awareness in their communities. Local champions might include cancer survivors, caregivers, family members, health care providers and many others.

Organizations are encouraged to:

1. Identify a trusted community member to share their individual story
2. Follow your organization's guidelines related to obtaining consent from an individual for promotional purposes
3. Utilize the material outlined below to promote your local champion's story

## Media Pitch

Promote the use of your local champion by pitching his or her story to your local media. Depending on your market, contact reporters at your local newspaper, TV or radio that focus on health care. Contact a reporter by phone or email and include a brief overview of the individual's story. Keep in mind the ways an individual may be able to provide photos or visuals that can support an earned media story.

## Poster Template

Utilize the North Dakota Colorectal Cancer Roundtable's poster template to promote your local champion. Insert the individual's photo and quote to personalize the poster to your community. [Download Poster Template Here](#) (*Works best in Google Chrome browser*)

## Social Media

Promote your local champion in social media channels and be sure to include any photos available. You can also re-post any earned media stories on social media to support the effort.

## ADDITIONAL MATERIAL

### Talking Points / Media Messaging

#### 1. Colorectal Cancer is a major health problem.

##### U. S. Statistics:

- Colorectal cancer is second leading cause of cancer death when men and women are combined. Nearly 135,000 adults are diagnosed each year.
- About 1 and 3 adults or about 23 million people between ages 50-75 are not getting screened as recommended.
- The people less likely to get tested are Hispanics, American Indians or Alaska Natives, rural populations, men, those 50 to 64, and those with lower education and income.

##### N.D. Statistics:

- This year 380 people in North Dakota are expected to be diagnosed with colon cancer and 140 will die from the disease.
- According to the 2014 Behavioral Risk Factor Surveillance data, North Dakota's screening rate stands at 62%.

- About 1 in 4 North Dakotans are not up to date with CRC Screening.
- Historically, ND has fallen in the lowest quartile for screening rates nationwide.

## **2. Screening can save lives but only if people have it done.**

- There are several recommended screening test options, including: colonoscopy, stool tests and sigmoidoscopy.
- The best test is the one that gets done.
- Most private insurance plans are now required to pay for colon cancer screening, often with limited, if any out of pocket cost. Check with your health insurance plan for details on your specific coverage.
- Medicare and Affordable Care Act cover colon cancer screening tests.

## **3. We know what we need to do to get more people screened for colorectal cancer, prevent more cancers and save lives.**

- If we can achieve 80% by 2018, 277,000 cases and 203,000 colorectal cancer deaths would be prevented by 2030.
- Health care providers, health systems, communities, businesses, community health centers, government and everyday Americans have a role to play.
- Hundreds of groups, including the American Cancer Society, have pledged to work together to increase the nation's colorectal cancer screening rates and embrace the goal of reaching 80% screened for colorectal cancer by 2018.

## **4. Prevention Tips:**

- Stay at a healthy weight.
- Be physically active.
- Eat plenty of vegetables, fruits, and whole grains.
- Limit the amount of red and processed meat you eat, including pork and lunch meats.
- Limit the amount of alcohol you drink to no more than 2 drinks per day for men and 1 drink per day for women.
- Do not smoke or use any form of tobacco.
- Daily aspirin use may help reduce some people's risk of colon cancer. People who are wondering if they should take aspirin should talk to their health care provider, who can help them weigh the overall risks and benefits of aspirin use for them.

## **5. What is 80% by 2018?**

- [“80% by 2018”](#) is a National Colorectal Cancer Roundtable initiative in which dozens of organizations have committed to eliminating colorectal cancer as a major public health problem and are working toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer by 2018.
- Still, patients and providers do not always know about or consider all the available recommended screening tests.
- Rural populations, American Indians, and people with lower income levels are less likely to be screened for colorectal cancer, but we are committed to eliminating these disparities by breaking down barriers to screening.

**Spokesperson Messaging:**

1. There are several screening options available including simple take home options. Talk to your doctor about getting screened.
  - The best test is the one that gets done.
  - Spokesperson could add personal message here.

2. Colorectal cancer is the second leading cause of cancer death in the U.S. when men and women are combined yet it can be prevented or detected at an early stage.

*Talking Points Sources: American Cancer Society, 2016 Communications Guidebook; Centers for Disease Control and Prevention, Colorectal Cancer Personal Screening Stories*

**Promotional Material**

*Third-party material you can download for use:*

**Brochures**

Center for Disease Control (CDC)’s [Colorectal Cancer Screening Saves Lives brochure](#). *(Works best in Google Chrome)*

CDC’s [Screen for Life campaign brochures](#)

[American Cancer Society CRC brochure](#)

**Fact Sheets**

CDC’s [Screen for Life campaign fact sheets](#)

[American Indian CRC Factsheet](#) (From Great Plains Tribal Chairmen’s Health Board)

[CRC Screening Infographic](#) (American Cancer Society)

**Sample Letters**

National Colorectal Cancer Roundtable’s [CEO Champion Letter](#)

National Colorectal Cancer Roundtable's [Sample Email From a CEO to Employees](#)

National Colorectal Cancer Roundtable's [Sample Email From a Hospital to Staff](#)

**Radio and TV Scripts & Local Contacts**

National Colorectal Cancer Roundtable's [Radio and TV scripts](#)

Local Radio Contacts: [Listing of North Dakota Radio Stations](#)

Sample PSA's: [The Public Service Announcements from the CDC](#)

**In-Office Screen Slides**

National Colorectal Cancer Roundtable's [In-Office Screen Slides](#)

***The North Dakota Colorectal Cancer Roundtable, co-lead by the American Cancer Society and the North Dakota Department of Health, is a statewide coalition of organizations dedicated to reducing the incidence of and mortality from colorectal cancer in our state, through coordinated leadership and strategic planning. The ultimate goal of the state's Roundtable is to increase the use of proven colorectal cancer screening tests among the entire population for whom screening is appropriate.***

***If you are interested in learning more about the NDCCRT, please email [ndcrc@cancer.org](mailto:ndcrc@cancer.org)***