

80%
by 2018



*What Can Survivors & Families
Do to Advance 80% by 2018?*



Colorectal cancer is the second leading cause of cancer death in the United States among men and women combined, yet it's one of the most preventable.

As a cancer survivor or family member, you are among our most important champions promoting the importance of screening. Join the national effort to get 80% of adults ages 50 and older regularly screened for colorectal cancer by 2018.

The number of colorectal cancer cases is dropping, thanks to screening. We are helping save lives. You can help.





As a cancer survivor or family member, the most important thing you can do to support 80% by 2018 is to share your story.

You have the power to make screening relevant and personal.

- People who have not been screened for colorectal cancer are much less likely to have had a close friend or family member with cancer than those who have been screened. Those who have not gotten screened don't really understand the significance of the disease or think that they are at risk.
- When survivors share personal stories, it helps put a face on colorectal cancer and conveys the necessity for screening.

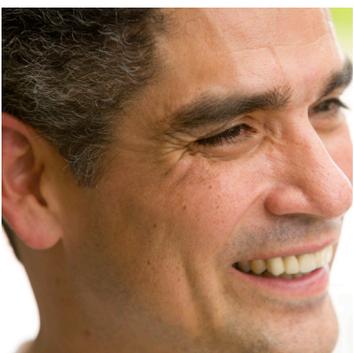
Here are five things that you can do to help achieve 80% by 2018:

1. Get connected online or in person.

- To raise awareness, be sure to find a group that fits your passion. Here is a list to get you started: [AliveAndKickn](#), [Chris4Life](#), [Colon Cancer Alliance](#), [Colon Cancer Challenge Foundation](#), [Colon Cancer Coalition](#), [Colon STARS](#), [Fight Colorectal Cancer](#), [Michael's Mission](#), [United Ostomy Associations of America](#) and the [American Cancer Society](#). These are some of the [members of the National Colorectal Cancer Roundtable](#) that are mobilizing around this issue.
- Visit these colorectal cancer organizations' websites to learn about opportunities to volunteer and participate in local events.
- Many groups provide ways to engage through social media, telling your story through blogs, video or other channels to help spread the message about the importance of screening. Several of the organizations listed above make it easy for survivors to share their stories.
- March is Colorectal Cancer Awareness Month, the perfect time to get started!

Who is leading this effort? 80% by 2018 is a National Colorectal Cancer Roundtable initiative bringing together hundreds of organizations to unite in an effort to get 80% of adults 50 and older to be screened for colorectal cancer by 2018.

How many people will we reach? If we can achieve 80% by 2018, 277,000 cases and 203,000 colorectal cancer deaths would be prevented by 2030.



The Blue Star symbol represents the fight against colorectal cancer. The Blue Star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colorectal cancer.



2. Wear the Blue Star.

- Our symbol, the Blue Star, was introduced on April 1, 2004, by the Roundtable.
- [Use these resources to help you promote the Blue Star.](#)

3. Talk about your family history.

- Parents, siblings and children of people who have had colorectal cancer are at higher risk for developing colorectal cancer and precancerous polyps.
- The likelihood increases if their affected family member was diagnosed before the age of 60 and if they have more than one immediate relative with colorectal cancer, regardless of age.
- Start with the people you know and love. Encourage your immediate relatives to let their doctor know about your diagnosis and establish a plan for regular colorectal cancer screening.

4. Speak out about the national goal of 80% by 2018.

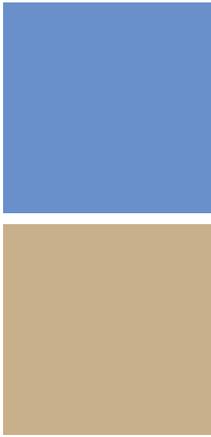
- Encourage organizations and businesses, for example, your place of worship or workplace, to [pledge their support for 80% by 2018.](#)
- Before you speak to a small or large audience, know the [facts about colorectal cancer and 80% by 2018.](#) As you share your story, make sure you have the right information.
- Since we know that some people are afraid of getting a colonoscopy, emphasize that there are other test options, including simple take-home tests, and refer them to a credible website or their medical provider for more information.
- Find an event near you, and promote colorectal cancer screening at walk/runs, health fairs and other community events.



- If you need PPT slides, handouts, educational materials or videos to help you speak at events, be sure to visit:
 - cancer.org/colon
 - cdc.gov/cancer/dcpc/publications/index.htm
 - [80% by 2018 Communications Guidebook](#)
 - nccrt.org/tools/80-percent-by-2018/ and nccrt.org/about/public-education/blue-star-marketing-kit
 - Or the websites of any of the advocacy groups highlighted earlier

5. Share your story with lawmakers and other public officials.

- When you share your story, you have the power to cross political lines and help elected officials understand that colorectal cancer is a disease that touches everyone.
- Get involved in advocacy efforts to reduce barriers to screening.
- Partner with organizations such as the [American Cancer Society Cancer Action NetworkSM](#) or [Fight Colorectal Cancer](#) to learn about colorectal cancer advocacy opportunities.



You have the power to have a huge impact on screening rates in your community!

Visit ncrt.org/tools/80-percent-by-2018/ or cancer.org/colonmd to learn more about how to act on the preceding recommendations and be part of 80% by 2018.

