



80% in Every Community Employer Challenge Guide

Strategies to increase colorectal cancer screening in the workplace



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2022 | American Cancer Society

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80% in Every Community Employer Challenge



Nearly everyone in your company has been touched by cancer in some way – either personally or through the experience of a family member, friend, or coworker.

The case for colorectal cancer screening is clear.

- It is estimated that colorectal cancer-related direct medical costs in the US were \$21 billion in 2015 and are projected to increase to \$28 billion by 2030.¹
- Colorectal cancer is the second-leading cause of cancer death when men and women are combined.²
- Screening tests can prevent colon and rectal cancers by the detection and removal of pre-cancerous polyps.
- Regular screening reduces colorectal cancer mortality both by decreasing incidence and increasing survival.³
- Currently, nearly 1 in 3 Americans ages 50-75 are not up to date with colorectal cancer screening.⁴
- The burden of colorectal cancer is swiftly shifting to younger individuals; half of all cases now occur in people age 66 and younger. At the same time, screening rates are lower in people under age 65 than in the Medicare-eligible population (ages 65-75).³
- Due to colorectal cancer cases rising in younger people, it's now recommended that all men and women at average risk of colorectal cancer start regular screening at age 45.

American Cancer Society research has shown that simply having coverage for screening is not enough to move some employees to action. These employees need additional motivation to follow through on screening recommendations. Other employees may be avoiding

screening due to concerns about the costs of screening tests, fear of procedures like colonoscopy, or fear of being diagnosed with cancer. Ensuring that employees are educated and aware of the facts about screening, including that screening can help prevent cancer and that there are different types of screening tests available, is essential to overcoming barriers to screening for these groups. The Resource Toolbox at the end of this guide provides additional information and examples of the messaging that can help move this group to action.

Thousands of lives will be saved and fewer employers will feel the negative cost effects of this disease's impact on their workforce if screening is increased.⁵

The National Colorectal Cancer Roundtable (NCCRT) has developed a nationwide initiative to reach colorectal cancer screening rates of 80% and higher in communities across the nation.

This Employer Challenge Guide aims to support employers in working toward this shared goal.

“

Healthy employees live longer, feel better, are more productive, take fewer sick days, and help keep health care costs down. By encouraging your employees to get recommended cancer screening tests and to take care of themselves with everyday lifestyle choices, your organization is taking an important step toward creating a healthier workplace.”

American Cancer Society

What is the Employer Challenge?

Employers play an important role in helping save lives from colorectal cancer. The American Cancer Society and the NCCRT are proud to partner with employers to achieve a healthier workforce and create a healthier country.

This Employer Challenge outlines the steps employers can take to increase colorectal cancer screening among their employees and work toward the shared goal of reaching 80% in Every Community.

Steps to Success

1. Commit:	Sign the pledge, and enroll in the Employer Challenge.
2. Get started:	Know your baseline screening rate and background information on screening coverage under your company's insurance plan(s).
3. Take action:	Use the provided Resource Toolbox and your creativity to promote screening to employees at least twice each year.
4. Track:	Track your screening rate at least annually (quarterly is better), and share with your project contact, if applicable, annually.
5. Share:	Talk about the great work you are doing, and share your ideas and successes with your employees, the community, and your project contact, if applicable.

Additional Resources:

[Making the Business Case: How Engaging Employees in Preventive Care Can Reduce Healthcare Costs. Spring 2008.](#)





Stories of Success

Employers are making a difference.

Employers across the nation are making a difference in the lives of their employees by promoting colorectal cancer screening and increasing colorectal cancer screening uptake in their workplace. Learn from the following stories of success.

Example No. 1: The University of Alabama at Birmingham

The University of Alabama at Birmingham (UAB) is the state of Alabama's largest employer and an internationally renowned research university and academic medical center. In 2016, UAB Medicine and UAB Employee Wellness began partnering with the American Cancer Society to increase colorectal cancer screening and awareness among the university's 23,000 employees. These efforts led to the Love Your Bum, Get it Screened campaign, a creative and multifaceted campaign with screening events, including an inflatable walk-through colon, lunch and learns with physician

presentations, educational videos highlighting UAB leadership, contests, and screening and awareness messages on employee websites and social media. As a result, colorectal cancer screening among UAB employees enrolled in a medical plan increased from 54% in 2014 to 68% in 2019.

UAB was the grand prize recipient of the NCCRT's 2020 [80% in Every Community National Achievement Award](#). [Watch a video featuring interviews with leaders at UAB](#).

Example No. 2: AT&T

As a large employer, AT&T provides access to health care to almost 1 million employees, retirees, and their family members. Starting in 2016, AT&T partnered with the American Cancer Society to deliver colorectal cancer screening education to employees, including an event featuring a live webcast, panel discussion, and interactive exhibit. AT&T then signed the 80% Pledge in 2017, becoming one of the largest organizations to make a commitment to the 80% goal. The following year, AT&T hosted a series of weekly awareness videos featuring Dak Prescott, NFL quarterback of the Dallas Cowboys, to encourage employees to get screened. They also

featured employee testimonials to bring the day-to-day story of colorectal cancer to life. AT&T has also promoted screening in the community by sharing messages on a local radio station in the Dallas/Fort Worth metro area. Colorectal cancer screening among AT&T's U.S.-based employees increased eight percentage points between 2016 and 2018.

AT&T was an honoree recipient of the NCCRT's 2019 80% in Every Community National Achievement Award. [View this blog interview with a leader at AT&T](#).

Webinar: Employer Strategies for Success – November 30, 2017

This American Cancer Society webinar explored how employers can impact their employees' health through colorectal cancer screening interventions. The webinar featured three corporate partners who have implemented effective strategies, including special

corporate guest presenters from Ameren, AT&T, and Progressive Insurance. Learn about their exemplary work by [viewing the webinar recording or viewing the webinar slide deck](#).

1



Make the commitment

Sign the pledge, and make it official.

Our company will work to reach 80% of eligible employees screened for colorectal cancer.



Shared Goal: Reaching 80% Screened for Colorectal Cancer

Background

Colorectal cancer is a major public health problem. It is the second leading cause of cancer death, and a cause of considerable suffering among more than 150,000 adults diagnosed with colorectal cancer each year. However, colorectal cancer can be detected early at a curable stage, and it can be prevented through the detection and removal of precancerous polyps.

Commitment

The National Colorectal Cancer Roundtable (NCCRT) and the American Cancer Society stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. Equal access to care is everyone's responsibility. We share a commitment to eliminating disparities in access to care. As such, our organizations will work to empower communities, patients, providers, community health centers, health systems, employers and others to embrace these models and develop the partnerships needed to deliver coordinated, quality colorectal cancer screening and follow-up care that engages the patient and empowers them to complete needed care from screening through treatment and long-term follow-up.

Pledge

[_____] [organization name] is embracing the shared goal of reaching 80% screened for colorectal cancer.

Approved by _____ Date _____

Web version available through [this link](#).



Employer Challenge Enrollment Form

Thank you for enrolling in the Employer Challenge! We are committed to your success. If you are working with an American Cancer Society staff partner, please share your contact information so that we are able to support you. A printable version is available in the Printable Forms section on page 21.

Employer: _____

Primary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Secondary contact: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Date: _____



Enrollment Questionnaire

Any questions you do not know, leave blank and discuss with your health plan or American Cancer Society representative, if applicable.

1. What is your company's total number of employees? _____
2. Please indicate the approximate percentage of employees who belong to the following age categories:
_____ % 18-39 _____ % 50-64
_____ % 40-49 _____ % 65+
3. What percentage of your employees (starting at age 45 or age 50) are up to date with their colorectal cancer screening?
Colorectal cancer screening _____ %
What is the source of your screening rate?
HRA/employee self-report
Health plan data
Other _____
Colorectal cancer screening rate unknown
4. Does your company offer health insurance to employees?
Yes No
Insurer name(s): _____
5. Is your company self-insured? Yes No
6. Approximately what percentage of employees are eligible for your company's health insurance plan? _____ %
Please specify eligibility requirements:
Only full-time employees are eligible.
Employees working at least _____ hours or more are eligible.
All employees are eligible.
7. Approximately what percentage of the employees who are eligible are enrolled in your company's health insurance plan(s)? _____ %
8. Do you attempt to determine if uninsured employees have other sources of health coverage (spouse, partner, etc.)?
Yes No
9. Approximately how many retirees does your company cover for health insurance benefits? _____
10. Which most closely describes your company's current situation with regard to a wellness program or committee?
No wellness program or committee
Small informal wellness committee or designated employee who organizes wellness activities
Active wellness program/committee with diverse participation from staff
11. Does your company have a policy such as flex time that allows employees paid time off to get preventive medical services, such as cancer screening, during the year?
Yes No



- 12.** Does your company provide paid time off for supporting a spouse or partner who needs help getting to and from a medical procedure?
Yes No
- 13.** Does the health plan you offer report HEDIS data to the National Committee on Quality Assurance (NCQA), or is it accredited by NCQA? Click here <http://www.ncqa.org/HomePage.aspx> for more information on HEDIS and NCQA.
Yes No
- If no, does the health plan have processes in place to assist with optimal care and quality improvement (e.g., sending reminders to members, sending reminders to the provider providing feedback loops to the provider, etc.)?
Yes No
- 14.** Does your health plan(s) provide coverage for colorectal cancer screening for average risk patients starting at age 45 or age 50?
45 50
Don't know
- 15.** Does your company use evidence-based initiatives to improve quality/utilization of preventive screening/early detection benefits with employees (both insured and uninsured)?
- | | | | | | |
|---------------------|-----|----|-------------------------|-----|----|
| a. Client reminders | Yes | No | b. One-on-one education | Yes | No |
| c. Small media | Yes | No | d. Other: | | |
- Small media: videos and printed materials such as letters, brochures, and newsletters*
- 16.** Does your company have a “grandfathered” health plan under the Affordable Care Act? Yes No
Visit <https://www.healthcare.gov/health-care-law-protections/grandfathered-plans/> for definitions of grandfathered plans.
- If your company has a “grandfathered” health plan (under ACA), do they provide coverage for colorectal cancer screening for employees age 45+ with the following:
- | | | |
|---|-----|----|
| a. Yearly guaiac-based fecal occult blood test (gFOBT) or fecal immunochemical test (FIT) | Yes | No |
| b. Colonoscopy every 10 years | Yes | No |
| c. Colonoscopy for those younger than 45 if they have a family history of colon cancer? | Yes | No |
| d. Other test | Yes | No |
- If Yes, please describe _____
- 3.** Are the above referenced tests provided free of cost sharing when conducted as screening tests?
Yes No
- Is the colonoscopy offered free of cost sharing when a polyp is discovered during screening?
Yes No
- Is a colonoscopy following an abnormal stool test offered free of cost sharing?
Yes No
- 17.** Does your company communicate with employees about cancer screening benefits using multiple modes of communication (other than during open enrollment)?
Yes No If Yes, please describe _____
- 18.** In the past 12 months, has your company conducted health promotion campaigns specifically targeting cancer screening?
Yes No

2



Get started

Determine your screening rate.

Finding out the percent of employees screened for colorectal cancer in your organization (your screening rate) is an essential first step. This will allow you to track progress over time – helping you on your way toward your screening goals.

If your company has more than 100 employees/covered dependents 45 or 50 years of age or older, you will need to determine the colorectal cancer screening rate. Select one of the following methods to establish your baseline and track screening over time. It's important to note that there is no “perfect” method for calculating rates, especially given the 10-year window associated with colonoscopy and other factors like employee turnover. The most important thing is establishing a measurement method and making sure that the data you use will be available to calculate progress during and at the end of the year. Use the same method every time you assess screening rates.

- **Acquire Screening Rates from Your Health Plan Provider** – Ask your health plan provider if they are able to access the medical records of your employees starting at age 45 or at age 50 and provide you with the overall rate of colorectal cancer screening (Remember, this includes multiple screening test options). For some health plan providers, this request can be a bit technical. If that is the case, we can help you with your request.

- **Health Risk Assessment/Appraisal (HRA)** – If your company wellness provider or health plan(s) provider uses the HRA, this is a potential source of data to determine rates if it currently captures screening information on the employees who have filled out the assessment. Make sure you encourage the inclusion of cancer screening questions on the HRA, and promote the importance of completing the assessment with staff, so that your company's response rate is high enough to draw meaningful conclusions.



What if we have questions?

Contact your local American Cancer Society staff partner, if appropriate, or ncrct@cancer.org





Know your coverage.

The Affordable Care Act (ACA) requires private health insurers to cover recommended preventive services without any patient cost sharing, such as co-pays and deductibles. Colorectal cancer screening is one of these covered benefits.

The ACA requires non-grandfathered plans to cover services with an “A” or “B” recommendation from the United States Preventive Services Task Force to be covered free of cost sharing. This includes the following screening tests for average-risk patients ages 45 to 75 who are not having symptoms of colorectal cancer:

Stool-based tests

- Highly sensitive fecal immunochemical test (FIT) every year
- Highly sensitive guaiac-based fecal occult blood test (gFOBT) every year
- Multi-targeted stool DNA test (mt-sDNA) every 3 years

Visual (structural) exams of the colon and rectum

- Colonoscopy every 10 years
- CT colonography (virtual colonoscopy) every 5 years
- Flexible sigmoidoscopy (FSIG) every 5 years

Note that federal regulations have specified that non-grandfathered private plans offer colonoscopy free of cost sharing even when a polyp is discovered and that anesthesia services are offered free of cost sharing if the attending provider deems it to be medically appropriate. In addition, federal policy published in January 2022 clarifies that non-grandfathered private plans must cover follow-up colonoscopies after an abnormal non-invasive stool test for plan or policy years beginning on or after May 31, 2022. Coverage for patients with symptoms or for diagnostic testing may be subject to co-pays and deductibles. See Table 1, page 10 for an overview of when cost sharing may apply for colorectal cancer screening.

Grandfathered plans do not have to meet these requirements and may also impose cost sharing. If you have grandfathered plans, consider working with your plan to ensure screening

costs are covered and that there are no out-of-pocket costs for employees.

Out-of-pocket costs have been found to be a significant barrier to screening. Before promoting colorectal cancer screening among your employees, contact your employee health plan administrator to understand how coverage works in your plan. Understanding your coverage will allow you to communicate coverage services clearly to your employees.

As an employer, you can negotiate with health plans during the request for proposal or contracting process to ensure your enrollees do not incur additional costs if a screening turns diagnostic, as well as waiving additional co-pays or deductibles to see a specialist associated with the screening. Ultimately, you are removing an important barrier to screening for your employees if you can ensure no out-of-pocket costs when your employee needs a colonoscopy as follow-up to abnormal results on one of the other screening tests.

Major Guidelines Now Recommend Colorectal Cancer Screening Starting at Age 45

The American Cancer Society and the United States Preventive Services Task Force (USPSTF) recommend that colorectal cancer screening begin at age 45 for both men and women at average risk, a change from the previous recommendation to begin screening at age 50. Universal coverage of colorectal cancer screening at age 45 will not be fully required of all health plans until 2023. However, many plans are already covering screening at age 45 in 2022.



Table 1: Overview of Colorectal Cancer Screening Cost Sharing

	Colorectal cancer screening – no polyp discovered	Colonoscopy screening when a polyp is discovered	Colonoscopy following a positive or abnormal stool-based test
ACA-compliant non-grandfathered private plans	Covered by federal law; free of cost sharing	Covered by federal law; free of cost sharing	Covered by federal law; free of cost sharing*
Grandfathered private plans	Not required by federal law, but could be required by state law; cost-sharing requirements vary	Not required by federal law – cost sharing may apply	Not required by federal law – cost sharing may apply
Medicare plans	Covered by federal law; free of cost sharing	Covered by federal law; no deductible, but co-pay applies**	Covered by federal law; cost sharing may apply***

Visit the American Cancer Society Cancer Action NetworkSM (ACS CAN) website at fightcancer.org for your employees. ACS CAN is the American Cancer Society’s advocacy affiliate.

*Federal FAQs published in January 2022 clarify that plans and issuers must provide coverage without cost sharing for plan or policy years beginning on or after May 31, 2022. [Learn more.](#)

**Legislation passed in 2020 will phase out these out-of-pocket expenses starting in 2023. [Learn more.](#)

***As part of the Calendar Year 2023 Medicare Physician Fee Schedule proposed rule, CMS proposed to eliminate cost sharing for colonoscopies after a positive or abnormal non-invasive screening test. [Learn more.](#)

Options for Uninsured Employees

If you have part-time or benefit-ineligible employees who do not have coverage, refer them to www.cancer.org/healthy/find-cancer-early/get-screened.html for information on cancer screening resources available for people who are uninsured or underinsured or do not have a doctor.

3



Take action

Once you have determined your baseline screening rate, the next step is to put an action plan into place for the year. (See the Resource Toolbox for samples.) If you were unable to calculate a screening rate, make that an action item for the year. Using the ideas and resources available, your company should implement **two or more activities each year** that are aimed at raising employee awareness of, and encouraging them to take action on, colorectal cancer screening.

Challenge Activity Ideas

Screening Coverage/Health Plan Engagement

- Make sure that any grandfathered health plans your company has are covering the costs of screening – preferably with no employee cost sharing. (Visit fightcancer.org for more information.)
- Use open enrollment to educate employees on covered benefits.
- Work with your health plans to ensure that they have evidence-based quality outreach efforts in place for screening, such as screening reminders, provider feedback loops, and member education.
- Continue to work with your health plans to develop a standard method to track semiannual and annual screening rates.

Policies

- Implement a flex time policy to allow employees time off to get their screening or to support a loved one being screened.
- Set up an employee incentive program for screening compliance (group or individual). Work with your health plan and/or wellness program to make sure that there are member incentive programs for preventive behaviors.

Targeted Reminders and Education Campaigns

- Work with your insurance provider to implement targeted screening reminders for age-eligible employees.
- Send birthday cards to employees that include screening reminders. Coordinate these efforts with your health plan. (See samples in the Resource Toolbox, page 14.)
- Use existing events such as an annual flu shot clinic to promote colorectal cancer screening. Visit www.flufit.org for information on how to start a FluFIT program.
- Send eblasts and/or newsletters that include education on the different types of cancer screening that target the

“unworried well.” Use tested messaging that appeals to unscreened employees: [Colorectal Cancer Screening Messaging Guidebook](#).

- Have flyers, posters, and informational materials available throughout your office(s).
- Mail a postcard about colorectal cancer screening.
- Develop a social media campaign. (See the Resource Toolbox, page 14.)
- Don’t forget to work with your health plans to emphasize the importance of annual wellness exams!

Events/Programs

- Celebrate National Colorectal Cancer Awareness Month, held annually in March. Your American Cancer Society employer project contact, if applicable, can provide ideas and resources to assist with this and other listed events.
- Host an educational event for employees. Make sure you have experts in colorectal cancer screening available to answer questions and provide one-on-one education for employees.
- Encourage employee special interest or affinity groups to take on colorectal cancer screening as a focus and create targeted campaigns and programs to support the effort.
- Implement a pledge card event for all employees to pledge to talk to family and friends about screening.
- Create a “screening buddy” program that allows employees to support and encourage one another.
- Host a lunch and learn. (See the Additional 80% in Every Community Resources section, page 21.)
- Celebrate Dress in Blue Day, which occurs in early March.
- Share Employer Challenge successes.
- Create department and division challenges.

4



Track

The Road to 80% in Every Community

Reaching 80% is meant to be a challenge goal for most organizations. By participating in the challenge and following the recommendations in this guide, you are committing your organization to a healthier workforce.

We encourage your organization to set new screening goals each year and report progress every year. A reasonable goal may be around a 10%-15% increase over the previous year's screening rate.

Example: If you had 50% screened in 2022, you could aim for 57.5% by the end of 2023 (a 15% increase over 2022); 66% by 2024 (a 15% increase over 2023); 76% by 2025 (a 15% over 2024); and finally 80% by 2026 (a 4% over 2025).

Don't forget to promote and share your successes with your employees!



Annual Reporting and Data Confidentiality

If you are working with an American Cancer Society (ACS) staff partner, we ask that you report your screening rate annually using the same method you used to get your baseline rate. Your ACS staff partner may also be able to schedule interim check-ins with you to assist with activity planning and identify resources that can help you with your efforts.

Individual level employer data will not be shared publicly unless, with your permission, we share individual success stories. Combined data from all challenge participants may be shared in aggregate to discuss and promote the overall progress of the Employer Challenge.

Additional Resource: For additional tips, see the NCCRT's tip sheet: [How to evaluate activities intended to increase awareness and use of colorectal cancer screening.](#)

5



Share

Celebrate success.

By enrolling in the Employer Challenge, your company is taking an important step to promote the health and well-being of your employees. Work like this deserves to be celebrated and shared with the public. We welcome the opportunity to work with you to celebrate your company's successes through the challenge by acknowledging your company as an 80% in Every Community partner, releasing a press release to announce the occasion, and sharing your new role through social media. Please inform your Employer Challenge partner if you plan to do any publicity around your work with the challenge so we can assist you with press release templates, messaging ideas, etc.

Visit: <https://nccrt.org/80-in-every-community/> for a variety of 80% in Every Community resources.

Awards

Ready to share your success? Each fall the NCCRT accepts nominations for the 80% in Every Community National Achievement Awards. Visit <https://nccrt.org/awards> to learn more and consider nominating your company for its success. Learn about two past awardees in the employer category on page 3.



6



Resource toolbox

The following tools are available to support your work and commitment to the 80% in Every Community Employer Challenge.

- Sample Annual Action Plans
- Overview of Market Research
- Target Audience Messaging
- CEO Letter
- Social Media Examples
- Additional 80% in Every Community Resources
- Additional Screening and Prevention Information from the American Cancer Society

In addition, the National Colorectal Cancer Roundtable, along with the American Cancer Society, has created a [Colorectal Cancer Screening Messaging Guidebook](#) to support your efforts. Companion guides to colorectal cancer screening for [Black and African American adults](#), [Asian Americans](#), and [Hispanics/Latinos](#) are also available.



Employer Challenge

Sample Action Plan: Year 1

Goal: Increase colorectal cancer screening rates by 10% among our employees by

	Screening Baseline	Progress

Strategy #1: Pursue conversations with your health plan to better understand current screening benefits and to negotiate the removal of employee cost sharing.

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/ Resources Needed	How will you measure?

Strategy #2: National Colorectal Cancer Awareness Month Activities

Activities	Person Responsible	Time frame (Start/End Dates)	Materials/ Resources Needed	How will you measure?



Overview of Market Research

In 2018, the NCCRT and the American Cancer Society researched screened and unscreened populations to better understand and address screening disparities. The goals of the market research were to:

- Measure general awareness of colorectal cancer screening methods.
- Understand the rationale, attitudes, and motivations for being screened or not.
- Analyze priority populations, such as adults ages 50-54, and the marketplace insured.

- Identify logical and emotional drivers that could encourage screening.
- Use the drivers to create and test messages that would motivate unscreened individuals.

[2019 Colorectal Cancer Screening Messaging Guidebook: Recommended Messages to Reach The Unscreened](#) shares the findings and recommendations gathered from that methodology. Below you will find a few highlights from the guidebook that may be especially relevant for employers.

Groups of Interest

It's important to identify priority populations in communities to enable the delivery of services to those who need it most.

Demographic and psychographic data were used to help identify the most resonant message themes for various audiences. Understanding the best matches helps to make national and local communication strategies more effective in encouraging screening.

Findings from the 2018 market research were used to generate descriptive personas for subgroups of the unscreened. Data were also collected to determine a baseline measure of each group's likelihood of screening within six months.

Demographic groups of interest include:

- Individuals ages 45-49
- The young 50 (ages 50-54)
- The insured
- Rural dwellers
- Select racial and ethnic groups

Profiles identified included Preoccupied Busy Bees, Fearful Delayers, and Invincibles. A sample profile for the Preoccupied Busy Bees priority population can be found on the following two pages.

Preoccupied Busy Bees	Fearful Delayers	Invincibles
<p>People who are focused on other health issues or are too busy taking care of the family. They do not have enough time, cannot take time off from work, or procrastinate because of health issues.</p>	<p>People who have concerns or fears about colonoscopy prep, the colonoscopy procedure, or the results, or who procrastinate due to any of those reasons.</p>	<p>People who don't think they're likely to get colorectal cancer. Reasons include no family history, no symptoms, a healthy lifestyle, it didn't seem important, and procrastination</p>

PROFILE: PREOCCUPIED BUSY BEES

Individuals in this group have not been screened because they're focused on other health issues, don't have time, can't take off work, and are busy taking care of family. So without symptoms, colorectal cancer screening is not high on their to-do list. At-home tests appeal to this group because it's easier and can be done on their own time. Addressing the preventive aspect of screening can also help potentially sway this group.

Demographics



Employment

More likely to be employed full-time

Race/Ethnicity

More likely to be white (non-Hispanic)

Insurance Status

More likely to be insured

Barriers to Screening



Focused on Other Medical Issues

Procrastination

Busy

No Symptoms

Lifestyle Beliefs and Behaviors



47%

Consider themselves healthy

44%

Talk to family/friends about screening

51%

Talk to doctors about screening

47%

Are doctor-averse

48%

Visit doctors for checkups, screening & wellness care

51%

Exercise regularly

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

17.1
PERCENT

- 1 A colonoscopy isn't the only option for colorectal cancer screening. There are simple, affordable options, including tests that can be done at home. Talk to your doctor about which option is right for you. Ask which tests are covered by your health insurance.

24.6*
PERCENT

"I can do the at-home test so I don't have to miss two days of work."

- 2 Preventing colorectal cancer or finding it early is possible through regular screening. There are many test options, including simple, affordable tests. Talk to your doctor about the right option for you and about which tests are covered by your health insurance.

22.6*
PERCENT

"As I have other health issues already, I would rather be proactive and know exactly what I am dealing with than guessing and worrying over it."

*Adjusted percentages of respondents likely to undergo screening within 6 months after message exposure.



Channels That Resonate

Preferred Channels for Delivery

- Primary: Discussions with doctor
- Secondary: Websites

Most Trusted Sources

- Primary: Personal doctor
- Secondary: National health organizations (e.g. American Cancer Society)



Sample CEO Letter to Engage Other Business Leaders

Dear (Insert Name):

March is National Colorectal Cancer Awareness Month, a great time to make sure your employees take advantage of lifesaving colorectal cancer screening. Regular screening can prevent colorectal cancer, but nearly 1 in 3 people in the United States (US) who should get tested for colorectal cancer have never been screened. As part of our organization's commitment to 80% in Every Community, the national effort to reach colorectal cancer screening rates of 80% in communities across the nation, we are asking you to mobilize your employees to help us improve colorectal cancer screening rates in the community where you can make an impact: your workforce. (Insert Organization) has joined forces with nearly 1,800 local and national organizations to shine the light on this very important topic. We are now challenging you to join us.

Colorectal cancer is the second-leading cause of cancer death in the US among men and women combined, despite being preventable, detectable, and treatable. In fact, in 2022, it is estimated that over 150,000 cases of colorectal cancer will be diagnosed. It is estimated that colorectal cancer-related direct medical costs in the US were \$21 billion in 2015 and are projected to increase to \$28 billion by 2030. These costs are often passed on to companies and their employees. But, most importantly, regular screening for colorectal cancer can reduce the number of people who die of this disease. As a CEO and champion for the health of your employees, you have the power to make a significant difference in reducing the impact of colorectal cancer.

We firmly believe that colorectal cancer is a major public health problem. We must come together to help reduce the physical, emotional, and financial burden of colorectal cancer – and to save lives.

We are asking all of you to take the pledge with us. As part of your commitment, we ask you to:

- Join the hundreds of employers that have signed and taken the pledge to demonstrate your commitment to the 80% goal: <https://nccrt.org/pledge80>
- Review the resource: <https://nccrt.org/resource/employers-brief/>.
- Know your company's baseline screening rates and track them yearly.
- Learn about your company's insurance plan(s) coverage – many fully cover screening.
- Talk to your employees regularly, sharing successes and encouraging everyone you know to get screened at age 45.

Please visit: www.nccrt.org to learn more about the 80% in Every Community initiative and what you can do to save lives from colorectal cancer.



Social Media Examples

Social media is another channel through which you can share messages about the importance of colorectal cancer screening with both your employees and your larger community of followers. March, National Colorectal Cancer Awareness Month, is an especially important time to share the call to action to get screened and demonstrate your company's commitment to saving lives from the disease.

The messages below are designed for Twitter, but can be adapted to use on Facebook, Instagram, LinkedIn, or other social media platforms.

#ColorectalCancer is the 2nd leading cause of #cancer death in the U.S., when men & women are combined, yet it can often be prevented through regular screening. <http://bit.ly/380CHx1>

Regular #colorectal cancer screening is one of the most powerful weapons against #colorectal cancer. #GetScreened <http://bit.ly/2VrzFPY>

@AmericanCancer recommends that people at average risk of #colorectal cancer start regular screening at age 45. Learn more <http://bit.ly/3a2ux8S>

Preventing #colorectal cancer or finding it early doesn't have to be expensive. There are simple, affordable tests available. <http://bit.ly/2VrzFPY>

It's important to #getscreened even if you don't have symptoms. #ColorectalCancer might not cause symptoms right away. Many people with early-stage colorectal cancer have it & don't know it. <http://bit.ly/386h66v>

People at average risk should be screened for #colorectal cancer starting at age 45. But those at increased risk may need to be screened earlier. Learn more: <http://bit.ly/3a2ux8S>

There are several #colorectal screening options available, including simple take-home options. Learn more <http://bit.ly/2VrzFPY>

If you're over the age of 45 and haven't been screened for colorectal cancer, or are overdue for your regular screening, don't wait. Talk to your doctor and get tested. <http://bit.ly/2VrzFPY>

Additional Resources:

Find additional guidance on planning your social media strategy and on best practices for Twitter and other social media channels in the [Colorectal Cancer Awareness Month Social Media Toolkit](#), developed by the George Washington University Cancer Center.

Additional 80% in Every Community Resources

All about 80% in Every Community

There are a number of assets available on the NCCRT website (nccrt.org) to assist you when speaking to potential partners or media about the campaign:

[80% in Every Community Talking Points](#)

[80% Pledge Form](#)

[80% in Every Community Graphics](#)

[80% in Every Community Sizzle Reel](#) (60 seconds)

[80% in Every Community Promotion Video](#) (3 minutes, 22 seconds)

[Access the 2019 Colorectal Cancer Screening Messaging Guidebook.](#)

We are encouraging 80% in Every Community partners to share stories of their successes around the 80% in Every Community effort. We love to celebrate when organizations embrace 80% in Every Community, set organizational goals, implement change, or make progress. We invite you to post these stories and share success on:

- [NCCRT Twitter page](#)
- Tweet about them using @NCCRTnews and #80inEveryCommunity

Additionally, we want to strive for continuous improvement. We encourage all partners in the 80% in Every Community effort to assess where they are, set clear and achievable goals, evaluate their efforts, and understand and share their success! Get help by using the [NCCRT Evaluation 101 toolkit](#).

For additional information on working with social and traditional media, please use the NCCRT resource on [Earning Your Earned Media](#).

Speaker requests?

Contact your American Cancer Society staff partner, if applicable, or the NCCRT at nccrt@cancer.org to inquire about the availability of expert speakers for staff lunch and learn events, webinars, and more.





Screening and Prevention Information

Examples of patient resources available from the American Cancer Society include:

[Get Screened for Colorectal Cancer](#)

[You Can Help Prevent Colorectal Cancer](#)

[2018 Colorectal Cancer Screening Guideline for Men and Women at Average Risk](#)

[Colorectal Cancer: Catching It Early](#)

[Colorectal Cancer Fact Sheet](#)

[Cancer information about cancer including prevention, early detection, treatment, and more in 13 languages](#)

These can be accessed by visiting cancer.org/professionals or by calling **1-800-227-2345**.

Sources

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[cancer.org](https://www.cancer.org) | 1.800.227.2345

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