



80% in Every Community – Frequently Asked Questions (FAQ)

During the 2018 National Colorectal Cancer Roundtable (NCCRT) Annual Meeting a new campaign slogan and direction were introduced – *80% in Every Community* – which aims to carry on the momentum, partnerships, and lessons learned from the [80% by 2018 colorectal cancer screening initiative](#). This FAQ document has been prepared to better inform our membership, pledged partners, and future partners about the evolution of our collective efforts to reach 80% screened for colorectal cancer nationwide. It also includes messaging to share within your organizations and communities to inspire continued commitment and action.

What is 80% in Every Community?

80% in Every Community is an NCCRT initiative which aims to substantially reduce colorectal cancer as a major public health problem by emphasizing the targeted application of evidence-based colorectal cancer screening activities that respond to individualized needs, barriers, and motivations within a community. Over the past five years, more than 1700 organizations have committed to work toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer. With 80% in Every Community, we intend to continue this work until we see every community benefitting from increased screening rates and awareness. The [80% in Every Community initiative](#) is led by the American Cancer Society (ACS), the Centers for Disease Control and Prevention (CDC), and the NCCRT (an organization co-founded by the ACS and CDC).

What is the vision for 80% in Every Community?

The opportunity before us has remained constant over the course of our campaign. Colorectal cancer is the second-leading cause of cancer death in the US when men and women are combined, yet it can be detected early or prevented through screening. While we learned many lessons during 80% by 2018, the lesson that rises to the top of the list is that with a commitment to partnership, collective action, and the pooling of resources, we have the potential to save many lives. Our shared efforts are working, community health clinics, health plans, employers, counties, and others are achieving 80% screening rates and higher.

But not everyone is benefiting equally. There are still communities with lower colorectal cancer screening rates – rural communities, certain racial and ethnic communities, low income communities – even though most of the unscreened have insurance. We will continue working to bring down barriers to screening, because everyone deserves to live a life free from colorectal cancer. Our mission isn't achieved until we see 80% and higher screening rates in every community.



How will the new campaign roll out?

In order to continue the momentum from 80% by 2018 while also carrying out strategic planning, the 80% in Every Community initiative will roll out in phases throughout 2019.

- **Phase 1: Campaign Launch - Purpose:** Maintain momentum
 - **Initial Announcement:** The new campaign slogan, logo, and vision were announced at the NCCRT's 2018 Annual Meeting on November 15, 2018 in Baltimore, MD.
 - **Soft Launch:** A soft launch for the campaign will begin in January 2019 across the NCCRT website and social media accounts, which includes new campaign landing pages for NCCRT.org, key talking points, promotion for upcoming March events, and featured blog posts.
 - **Press and Public Launch:** Join us on March 7 (in-person or via webcast) as the NCCRT and partners launch 80% in Every Community in Atlanta, GA. This signature broadcast event will include celebrities, survivors, advocates, public health leaders, 80% National Achievement Award honorees, and other NCCRT partners dedicated to reaching the shared goal of [80% in Every Community](#).

- **Phase 2: Strategic Planning - Purpose:** Plan for new directions and sustainability
 - In the Summer of 2019, the NCCRT will convene partner organizations in a series of meetings to develop the 80% in Every Community strategic plan. The strategic plan will contain goals, objectives, activities, and measures to help the NCCRT membership and partners to succeed in their efforts toward 80% in Every Community.

- **Phase 3: Implementation – Purpose:** Activate partners around new strategic plan
 - The 2019 Annual Meeting will feature panel sessions and workshops to help align NCCRT members around key objectives within the 80% in Every Community strategic plan.
 - During the 2019 Annual Meeting, NCCRT task groups will begin planning the release of new or updated resources and toolkits aimed at improving knowledge and activating best practices within the field.
 - Webinars will take place in the Fall and Winter to share priorities, case studies, and best practices with pledged partners and other organizations.

How can my organization be involved in 80% in Every Community? Is there a new pledge?

If your organization has been involved in the 80% by 2018 initiative, we still consider you a vital partner for 80% in Every Community, and as such, your organization will continue to be listed on the NCCRT's [National Map of Pledges](#). You will also continue to receive communications directed to pledged partners. Organizations can opt out of the pledge map or communications at any time by contacting nccrt@cancer.org.



If you are new to the 80% initiative and want to achieve 80% screening rates in your community, please consider making your commitment by signing the [80% Pledge](#) to indicate that your organization is embracing this shared goal. You can also request more information by emailing nccrt@cancer.org.

NCCRT leadership will be discussing whether there will be changes to the pledge in the context of the new campaign, with decisions expected in early 2019.

How will NCCRT support organizations in adopting 80% in Every Community?

The NCCRT acts as a catalyst to stimulate work on key issues around colorectal cancer. Through the efforts of several task groups, the NCCRT advances initiatives that focus on provider education, public education, policy, quality, and disparities issues. Together members work to share information, identify needs and opportunities, and address gaps in research, programs, activities, and services relating to colorectal cancer.

Organizations participating in the 80% in Every Community campaign will benefit from these contributions to the field, including the development of quality resources and toolkits, access to subject matter experts on emerging topics and research, practical case studies and best practices from other health service and public health organizations, and an approachable staff and steering committee ready to help with other requests as needed.

What resources and materials are available for 80% in Every Community?

Along with this FAQ document, the new [80% in Every Community](#) logo and talking points are available for download.

The *2019 80% in Every Community Communications Guidebook: Recommended Messaging to Reach the Unscreened* will be released in March, including new findings from our latest round of market research with unscreened populations.

Finally, while 80% in Every Community is a new campaign, the wide array of resources currently housed in the [NCCRT Resource Center](#) are still very practical, current, and useful guides for improving colorectal cancer screening rates across many settings and communities. We encourage you to continue using and adapting these resources as we update materials to reflect the new campaign slogan over the coming months.



How does NCCRT define community?

One of the key lessons learned from the 80% by 2018 initiative is that high screening rates are being achieved in many settings, but not everyone is benefiting equally. There are still communities with lower colorectal cancer screening rates – rural communities, certain racial and ethnic communities, low income communities and others – even though most of the unscreened have insurance.

The “community” in 80% in Every Community is intended to be flexible and inclusive. Community could be used to refer to a location, such as a city, county, or state; a racial and ethnic community, a patient population served by a health care system, a workforce; or another variation of “community” specific to your needs and priorities.

The focus on community is also drawn from the successes we’ve seen when diverse stakeholders within a community work together in new ways to increase colorectal cancer screening. For example, we’ve seen success when community health centers partner with hospitals, gastroenterology specialty practices, nonprofit groups, and others to ensure everyone has access to the full continuum of colorectal cancer screening and follow up care. In other words, addressing the burden of colorectal cancer is most effective as coordinated and collaborative action from multiple actors within the community.

Will 80% in Every Community include the 45 to 49-year-old average risk group?

Yes. While the data sets we use to assess our progress toward 80% screening rates will still primarily reflect screening rates in the 50 to 75-year-old or 50+ population, the NCCRT will look for opportunities to support those organizations implementing screening for average risk individuals 45 years of age and older.

Did we reach 80% screening rates nationally?

Due to a lag in reporting from national data sets, we likely will not know colorectal cancer screening rates for 2018 until late 2019. However, many indicators show colorectal cancer screening rates are improving nationally, at the state and local level, and within individual health clinics and organizations, putting us in a much stronger position in 2019 than we were at the start of the 80% by 2018 initiative. Learn more on the [Data & Progress](#) webpage. You can also view a list of the organizations that have achieved an 80% screening rate on the [80% Hall of Fame](#).



Is 80% the right target?

We still firmly believe that 80% is the right target. The work required to achieve 80% screening rates is demanding and often requires the implementation of multiple evidence-based interventions, and while some communities and health care systems will have great trouble reaching 80%, other communities and systems can exceed it. That is why the 80% in Every Community initiative will continue working to bring down barriers to achieve our vision of 80% screening rates in every community.

Does the 80% in Every Community campaign have an end date?

We do not currently have a specific end date for the campaign in mind. However, this question will be addressed in the strategic planning meetings to take place summer 2019.

How successful were we in the 80% by 2018 campaign?

We were overwhelmed by just how special this collective campaign proved to be. When we decided to commit to a national campaign of this magnitude, we knew that there was a great potential before us, but we also knew of the heavy burden we would share in pledging our time, energy, and resources to this goal. To say our membership and 80% pledged partners met our expectations is an understatement.

The 80% by 2018 campaign tapped into individual and organizational values, and it created an opportunity to do something bigger and better through collaborating with various partners—both within and beyond our typical public-health-focused community. We believe the value of these partnerships will prove to have a long-lasting impact as we continue to strive for 80%, but even more, what we've built in our local communities and across the country can be leveraged to achieve other health goals.

For a more complete summary of how far we have come since the launch of *80% by 2018*, please download the [80% by 2018: Beyond Thankful](#) report.