

# 2021 NCCRT Annual Meeting – November 15-17



Thank you for joining!  
The session will begin shortly.



# Achieving On-Time Screening for Colorectal Cancer: Findings From Recent Market Research and Leveraging Digital Strategies

Tuesday, November 16, 3:00 PM



# Achieving On-Time Screening



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*Stand Up To Cancer*

# Encouraging On-time Screening Research

Michelle Aubertine

November 16, 2021



## COLON CANCER

### Deadly/Fatal

- “It will kill you and it is hard to detect.”
- “Dying painfully and that people tend to get it a lot, especially men.”

### Scary/Terrible

- “Scary and I feel like it’s something you get when you’re older.”
- “I think it's a serious disease and it's something older people should be on the lookout for.”

### Pain/Discomfort

- “Having to have parts of the colon removed or being in pain.”
- “Pain in the stomach and maybe stool mixed with blood.”

## SCREENING

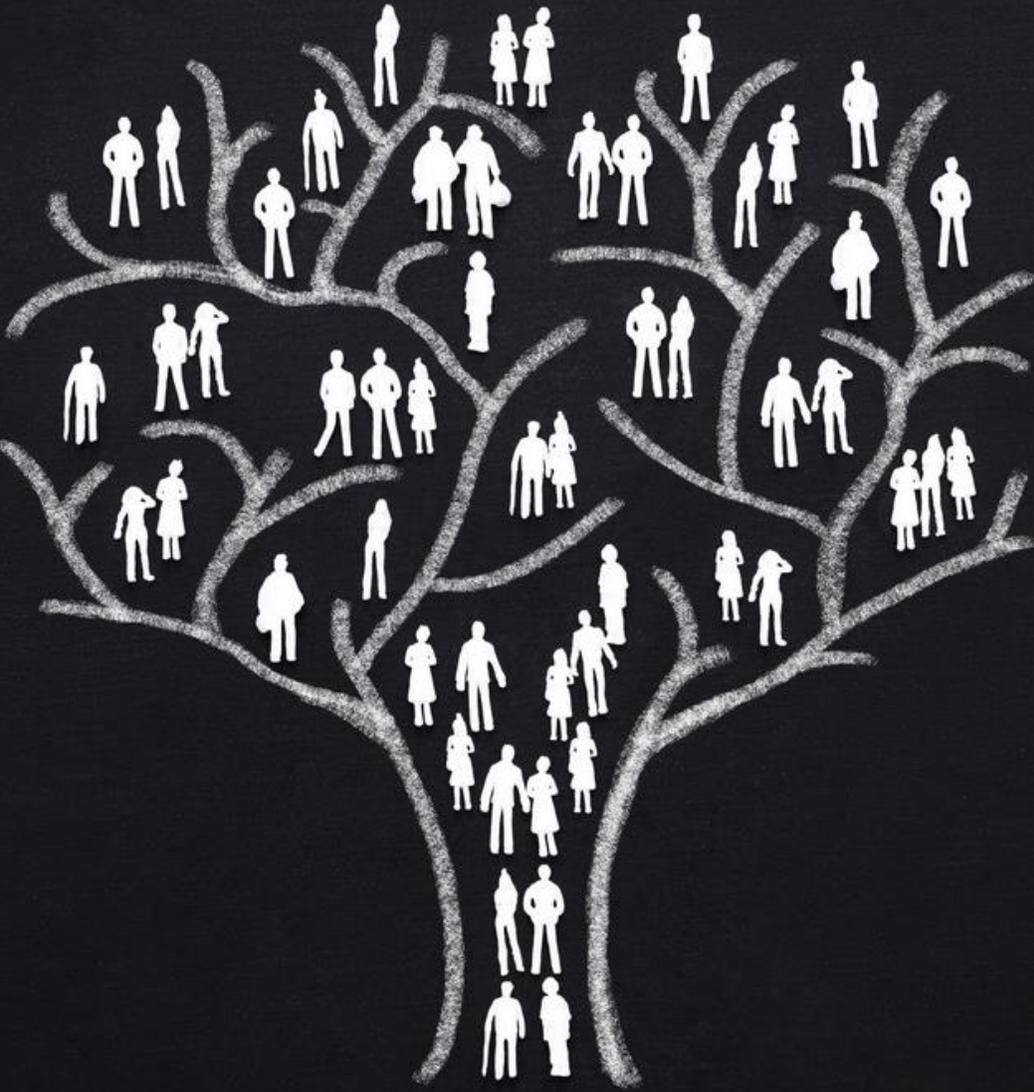
- 1 Colonoscopies
- 2 Probe/finger in the bottom
- 3 Scary/nervousness

**1 in 10**

*say nothing comes to mind*



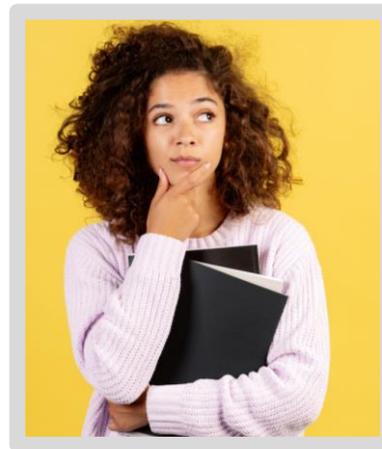
# 1 in 10 have a family history of CRC



Some mention people may have a family history and not know it. Some also note there are culture taboos and families not talking about health issues (specifically uncomfortable ones like CRC).

## Among those with a family history...

- Less than half (45%) have discussed their family history with a doctor
- Only 20% have discussed CRC screening with a doctor
- ~ 3 in 10 plan to wait for their doctor to bring up screening



- **55%** admit to being scared of the actual procedure to test for CRC
- **28%** say they're too young and have not given any thought to screening
- **22%** feel talking about CRC or CRC screening is embarrassing
- **63%** note the recommended screening age is 40 or earlier

# RECOMMENDED SCREENING AGE

**Only 14%**

Identify age 45 as the recommended screening age for average risk individuals



**76%**

Agree everyone should get screened when they reach the recommended age

**Once presented with ACS' recommended age:**



**47%**

think people should start based on whatever their doctor recommends



**44%**

think people should follow ACS' guidelines and start at age 45

**4 in 10** 45-49 year olds plan to wait for their doctor to bring up screening

# INCREASING AWARENESS



**78%**

Important to  
**increase awareness  
of CRC and CRC  
screening**



**78%**

People should be  
educated about CRC  
screening **long before  
the recommended age**

## MOTIVATING ON-TIME SCREENING

Facts regarding the silent nature of CRC and the preventative and life saving capabilities of screening are largely unknown and are most likely to encourage on-time screening.



Colon cancer doesn't always cause symptoms and symptoms may not appear until the cancer is more advanced, so on-time screening is critical.

Screening can prevent colon cancer by removing growths that are not cancer but can turn into colorectal cancer if not treated.

CRC screening saves thousands of lives every year.

Colorectal cancer rates are rising in younger adults. Screening is recommended for most people at age 45 but some individuals may be at higher risk and need to be screened earlier.

# CHANNELS FOR COMMUNICATING CRC SCREENING INFORMATION

**51%** prefer to receive CRC screening information from health care providers



*With most respondents below the recommended screening age, most have not discussed screening with their doctor*

Beyond health care professionals, other top channels for information include:



Websites (39%)



Online patient health portals (30%)



Emails (29%)



Family/Friends (27%)



81%



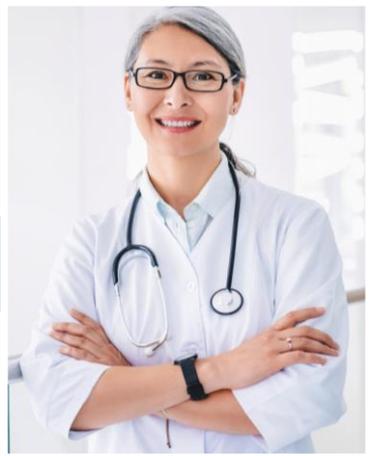
75%



59%

Though not a preferred channel, virtually all are on Social Media making it an ideal source for reaching this audience with CRC and CRC screening information

# TRUSTED SOURCES FOR HEALTH INFORMATION



**Doctors**  
85%



**Health care providers**  
79%



**National health orgs.**  
70%



**Family**  
69%



**Gov't health orgs.**  
60%

### NEXT STEPS:

- NCCRT is crafting potential marketing messages which will be tested via an online survey to identify the most impactful ones
- NCCRT to host a webinar of the findings
- NCCRT Advisory Committee to begin focusing on content development



# Leveraging Social Media for Screening and Cancer Awareness

2021

Laura DePeters  
Managing Director, Social, Content and Paid Media

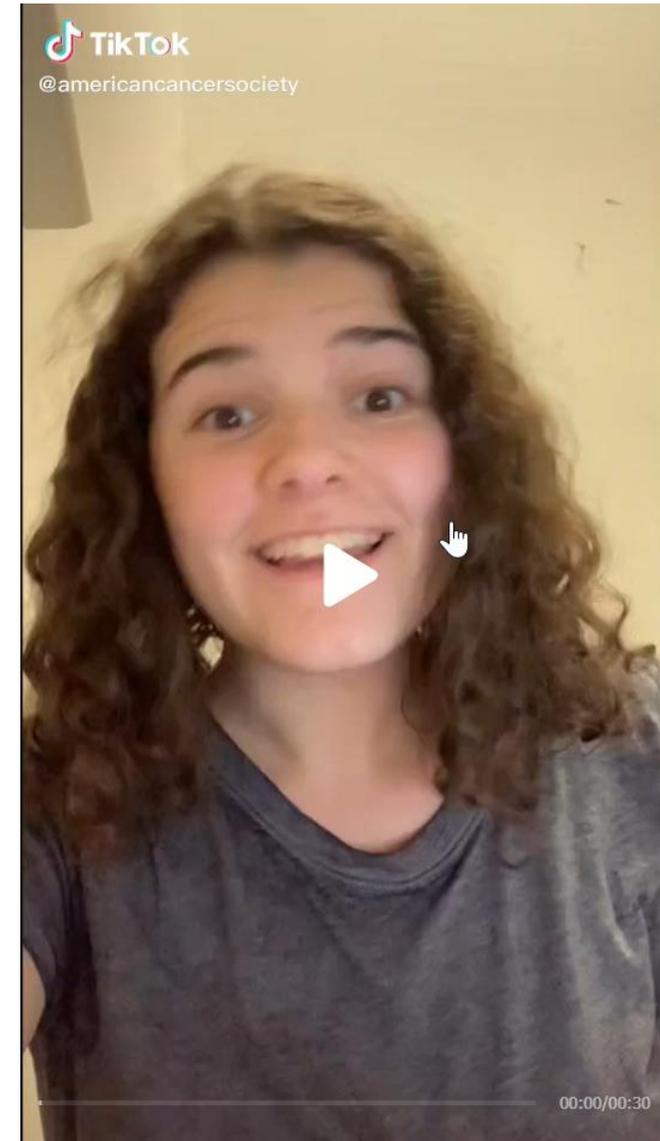
- 1. Making Cancer Relevant in the Information Age**
- 2. Leveraging Influencers**

# Making Cancer Relevant

How do we make young people care about something that seems so far off?  
Content should speak *to them*, not at them.



Facebook: Father's Day

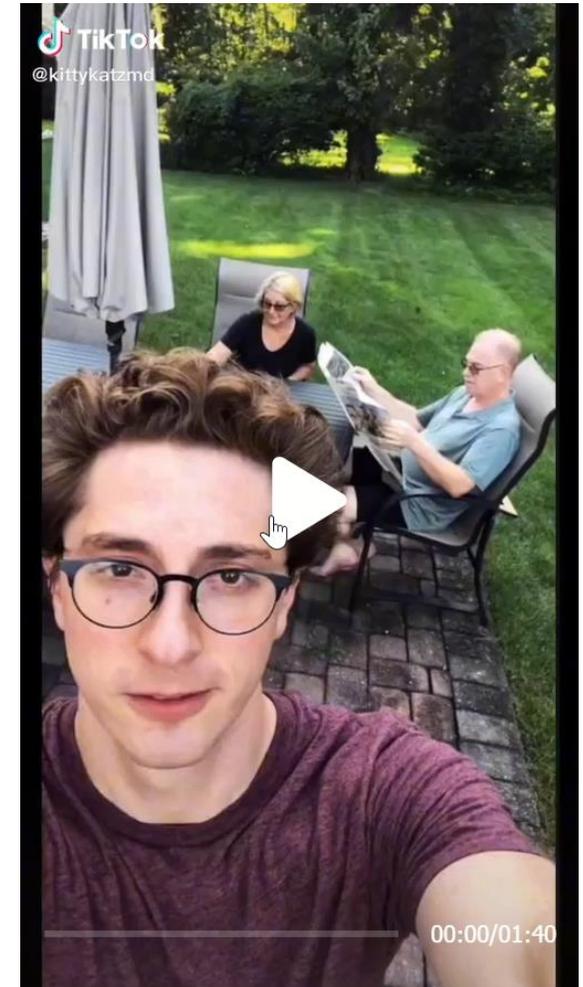


TikTok: Father's Day

- TikTok Algorithm and emotional content.
- During a global health pandemic, national political and civic turmoil, cancer doesn't feel relevant. We need to earn trust and respect of our future donors.
- Making research relatable. Caring about cancer now, can impact your future.
- Using volunteers and creators.
- Speaking about cancer in a way that grabs attention and aligns with other issues or moments.



- We tasked TikTok and Instagram influencers to talk about #GetScreened in an emotional, entertaining and meaningful way.
- All influencers were under the age of screening guidelines, on purpose! Educate young people on screening and challenge them to encourage loved ones to get screened.
- 113 total pieces of content across 21 creators.
- 21.7 MILLION people reached (goal 5.2M)
- 1.8 MILLION content views
- 53,000 engagements.





# Questions & Answers

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## See You Tomorrow!