

INTRODUCTION

Colorectal cancer is the second most commonly diagnosed cancer. It's also the second most common cause of cancer-related death in the U.S. when men and women are combined. In 2019, an estimated 145,600 new cases of colorectal cancer will be diagnosed, and an estimated 51,020 deaths will occur due to this devastating disease.³

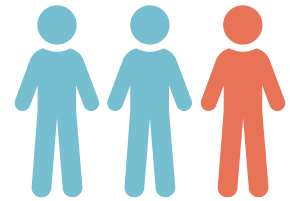
Colorectal cancer incidence and mortality rates have declined by about 30% among U.S. adults aged 50 and older in the past 15 years, in part due to screening.⁴ However, much more work is required to reach the goal of 80% colorectal cancer screening rates nationwide and in every community.

Many colorectal cancer cases and deaths can be prevented by screening. Screening not only detects cancer early but also has the potential to prevent cancer through the detection and removal of precancerous polyps. Screening options make colorectal cancer screening accessible, affordable, and convenient.

Today, about 1 in 3 adults aged 50-75 (about 38 million people) are not being screened as recommended.⁴ And not all demographic groups are being screened equally. Groups less likely to be screened include adults aged 50-64, the uninsured, and those with lower education and income levels. Hispanics, Asian Americans, American Indians, Alaska Natives, and rural dwellers are also less likely to be screened.^{4,5}

CHALLENGE:

One in three adults, 50-75, is not getting screened as recommended.



Learn More

Visit the **National Colorectal Cancer Roundtable's Data & Progress webpage**⁶ and the **American Cancer Society's Colorectal Cancer Facts & Figures webpage**⁷ to learn more about national, state, and local-level colorectal cancer screening incidence and mortality rates.





2018 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 aged 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.

This guidebook shares the findings and recommendations gathered from that methodology.

Market Research Process and Methodology

Phase 1: Market Research	Phase 2: In-Depth Interviews	Phase 3: Message Testing
Objective: <ul style="list-style-type: none">• Measure awareness of screening methods• Understand the rationale for being screened/not being screened• Uncover potential motivators to encourage screening	Objective: <p>Dig deeper into the unscreened population to better understand:</p> <ul style="list-style-type: none">• Overall health perceptions• Reasons behind their choice to remain unscreened• Colorectal cancer and colorectal cancer screening perceptions• Motivators to get screened	Objective: <ul style="list-style-type: none">• Measure awareness of screening methods• Understand the rationale for being screened/not being screened• Uncover potential motivators to encourage screening
Methodology: <p>15-minute unbranded, online survey</p>	Methodology: <p>45-minute telephone in-depth interview</p>	Methodology: <p>15-minute unbranded, online survey</p>
Response: <ul style="list-style-type: none">• 1,000 unscreened respondents<ul style="list-style-type: none">– 794 50+ year olds– 206 45-49 year olds• 339 screened respondents<ul style="list-style-type: none">– 308 50+ year olds– 31 45-49 year olds	Response: <ul style="list-style-type: none">• 20 unscreened respondents<ul style="list-style-type: none">– 5 Rural Dwellers– 5 Young 50 (50-54 years olds)– 5 Insured– 5 45-49 year olds	Response: <ul style="list-style-type: none">• 1,021 unscreened respondents*<ul style="list-style-type: none">– 806 50-75 year olds– 215 45-49 year olds <p>*Different sample of respondents from previous phases</p>

History of NCCRT Market Research on the Unscreened

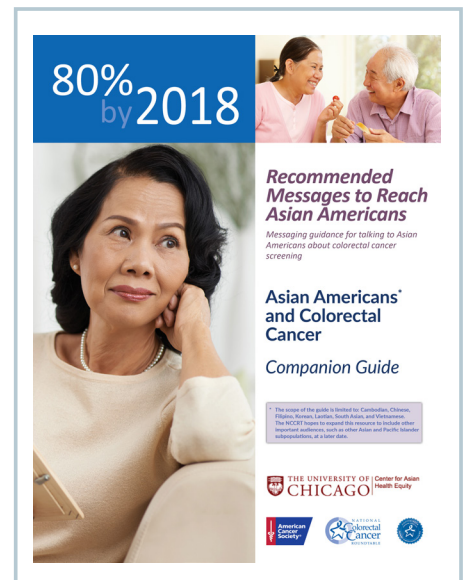
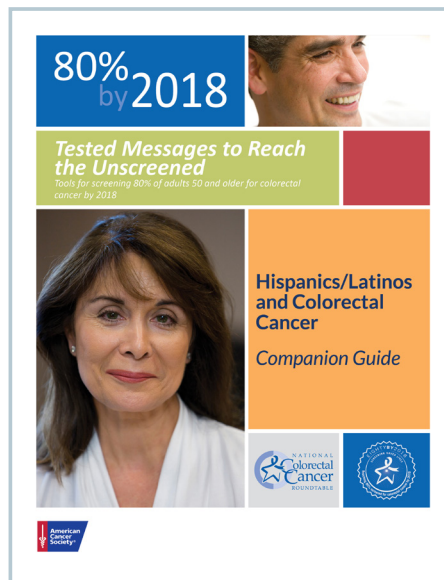
In 2014, at the beginning of the **80% by 2018**⁸ campaign, the NCCRT invested in market research to better understand the rationale and behaviors of the screened compared to the unscreened. This research proved pivotal for informing campaign strategies and remained popular with NCCRT members and pledged partners throughout the duration of the campaign.

Further market research and message testing produced additional helpful resources (see below). With the launch of **80% in Every Community**,¹ we anticipate that a refresh of this market research, focusing on communities and populations that have consistently low colorectal cancer screening rates, will continue to deepen our understanding of the challenges and opportunities that await our collective efforts.



Learn More

Visit NCCRT's **Hispanics/Latinos and Colorectal Cancer Companion Guide**⁹ and **Asian Americans and Colorectal Cancer Companion Guide**¹⁰ for a more in-depth look at barriers to screening and strategies for reaching these populations.



Examples of Screening Materials

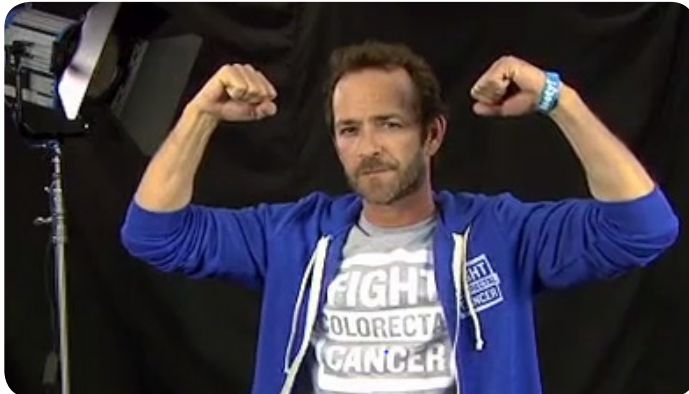
The examples below show how some NCCRT partners applied past market research findings and recommended messaging in their colorectal cancer screening materials.

Getting screened doesn't have to be expensive.

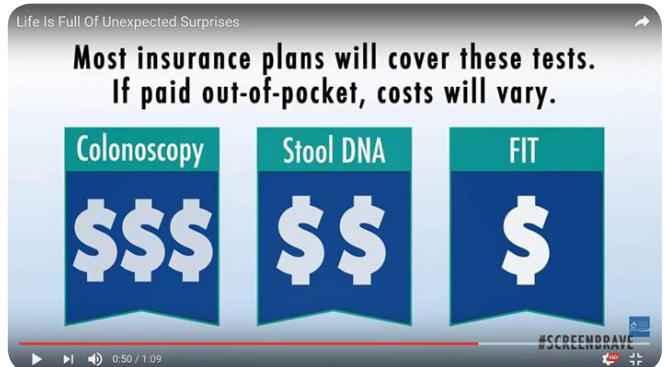
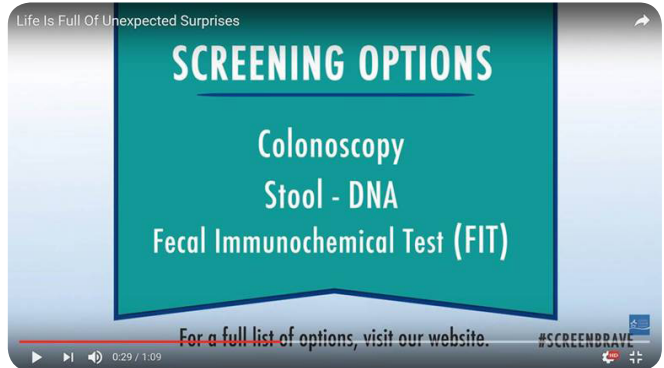
Simple, affordable tests for colon cancer are available. Get screened!

Talk to your doctor about which colon cancer screening is right for you.

Call 1.888.555.5555 today to schedule your appointment.



COLON CANCER CAN BE PREVENTED



Colorectal Cancer Awareness Month Social Media Toolkit



March 2017

GW Cancer Center

CANCER CONTROL TAP