

# ACS NCCRT Public Awareness & Social Media



NATIONAL  
COLORECTAL  
CANCER  
ROUNDTABLE

**Strategic Priority Team Meeting**  
**November 15, 2023**  
**3:30–5:00pm ET**

# Ice Breaker

1. Name
2. Organization
3. *If money was not an issue, what would you do to spread awareness?*



# Today's Agenda Items

- 1 Welcome & Introductions
- 2 Strategic Priority Team Meeting Objectives
- 3 Solicit Member Input
- 4 Group Discussion
- 5 Next Steps

# Strategic Priority Team Objectives

**Team Charge:** *To help unify and promote colorectal cancer screening and awareness through multiple channels.*

1. Dedicate time to team building
2. Discuss upcoming March activities
  - What are some noteworthy events we can help promote?
  - Begin planning NCCRT March Event
3. Generate activity ideas for the upcoming year

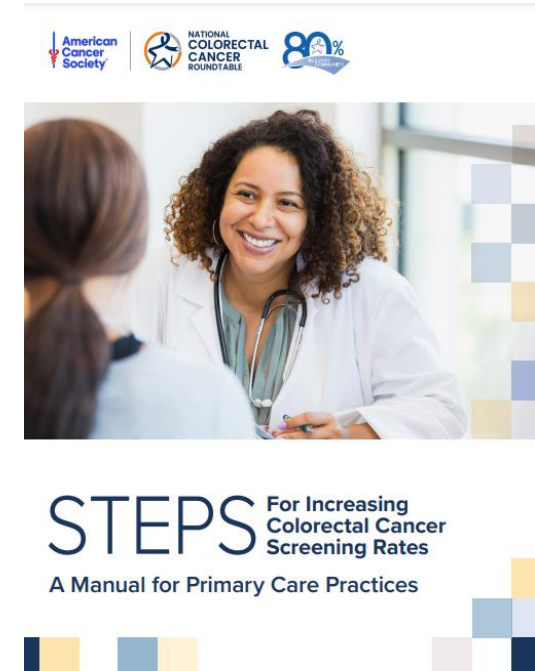
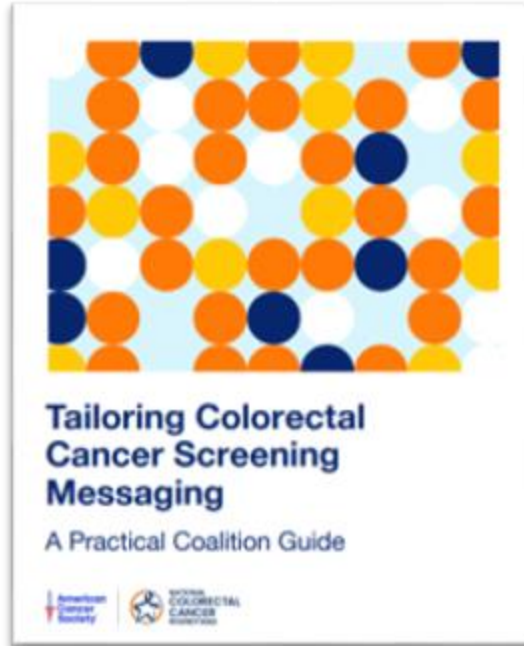


# Takeaways from 2022

- NCCRT's Role: Engage members and organizations to share and uplift messaging by increasing visibility & sharing stories
- NCCRT to consider creating a toolkit for LinkedIn to members/organizations on “why I am a supporter of the NCCRT”
- NCCRT as a clearinghouse to coordinate messaging
- Use a multipronged approach with one message tied to strategic priorities for 2023, and beyond



# Promoting ACS NCCRT Resources



# New Guidebook Contents



Key Definitions & Screening Recommendations



Nation Data on CRC Screening & Rates



Recommended Lead Time Message



Helpful Tactics to Use for Effective Messaging



Focus on Family History

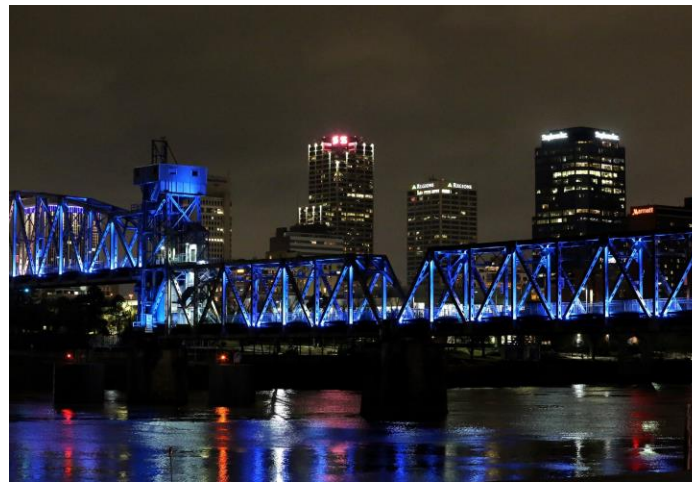
# What should we be doing?

1. What can we do together to disseminate the messages from the Lead Time research?
2. Where are there gaps? What other group could benefit from market research focused on CRC screening messaging?
3. Blue Star Conversation topic ideas?
4. Collecting and sharing ideas for March from member orgs?



# March Colorectal Cancer Awareness Month

- What are your plans for March?
- How can ACS NCCRT promote the group work of our partners?
- Ideas for the March webcast?
- 80% in Every Community National Achievement Awards.



# Close