

ACS NCCRT Presents:

Blue Star Conversations



*Tailoring Colorectal Cancer Screening
Messaging for Coalitions*



**February 21, 2024
2:00–3:00pm ET**



Virtual Housekeeping

- 1 Please note the presentation is being recorded, but not the discussion groups.
- 2 Remember to mute yourself during the presentation
- 3 Plan to come on camera during the breakout sessions.
- 4 Let's get to know each other– put your name, what state you're from and which organization you represent in the chat. Add your organization after your name in Zoom by clicking the three dots to the top right of your video tile to help with breakouts.
- 5 Don't forget to complete our evaluation at the end of today's call!

Objectives for Today's Blue Star Conversations

- Introduce and engage with the new ACS NCCRT State-Based Initiative Strategic Priority Team and other attendees through our interactive format
- Learn about the recently released toolkit titled “Tailoring Colorectal Cancer Screening Messaging: A Practical Coalition Guide” through a case study
- In small and large groups, discuss potential opportunities and challenges to using the toolkit’s recommendations to reach communities of all types
- Share top takeaways

ACS NCCRT State-Based Initiatives Strategic Priority Team Chairs



Katie Bathje, MA

*Strategic Director, Comprehensive Cancer Control Initiatives
American Cancer Society (ACS)*



Nikki Hayes, MPH

*Chief, Comprehensive Cancer Control Branch, Division of Cancer
Prevention and Control
Centers for Disease Control and Prevention (CDC)*

State-Based Initiatives Strategic Priority Team Overview

Team Charge: *to identify opportunities to leverage the national-level “ACS NCCRT 80% in Every Community” Campaign with state-based coalitions and programs, through proactive communication, networking, and development of resources to improve colorectal cancer screening and awareness.*

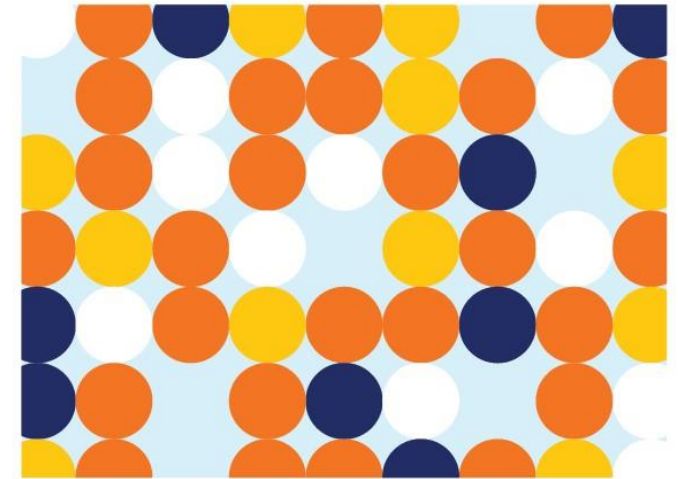
- 1 Recent name change from Professional Education & Practice Implementation, Community Stakeholders SPT, often referred to as “PEPI-Community” to “State-Based Initiatives.”
- 2 Opportunity for ACS NCCRT to better support community-level activities
- 3 Learn from and engage more closely with state coalitions, roundtables, their partners, and state CRC screening programs.

New Resource

Tailoring Colorectal Cancer Screening Messaging: A Practical Coalition Guide

- Targeted at coalition members and leaders who want to make highly effective campaigns to increase CRC screening in their communities
- Focuses on tailoring messaging to communities hardest to reach through a step-by-step process and practical tips
- Includes five case studies, one of which will be highlighted today by our speaker

This guide was developed by the ACS NCCRT with funding from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) cooperative agreement #NU58DP006460. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS, or the U.S. Government.



Tailoring Colorectal Cancer Screening Messaging

A Practical Coalition Guide

[View the Guide](#)

Today's Presenter:

Tamara Robinson, MS

Program Director

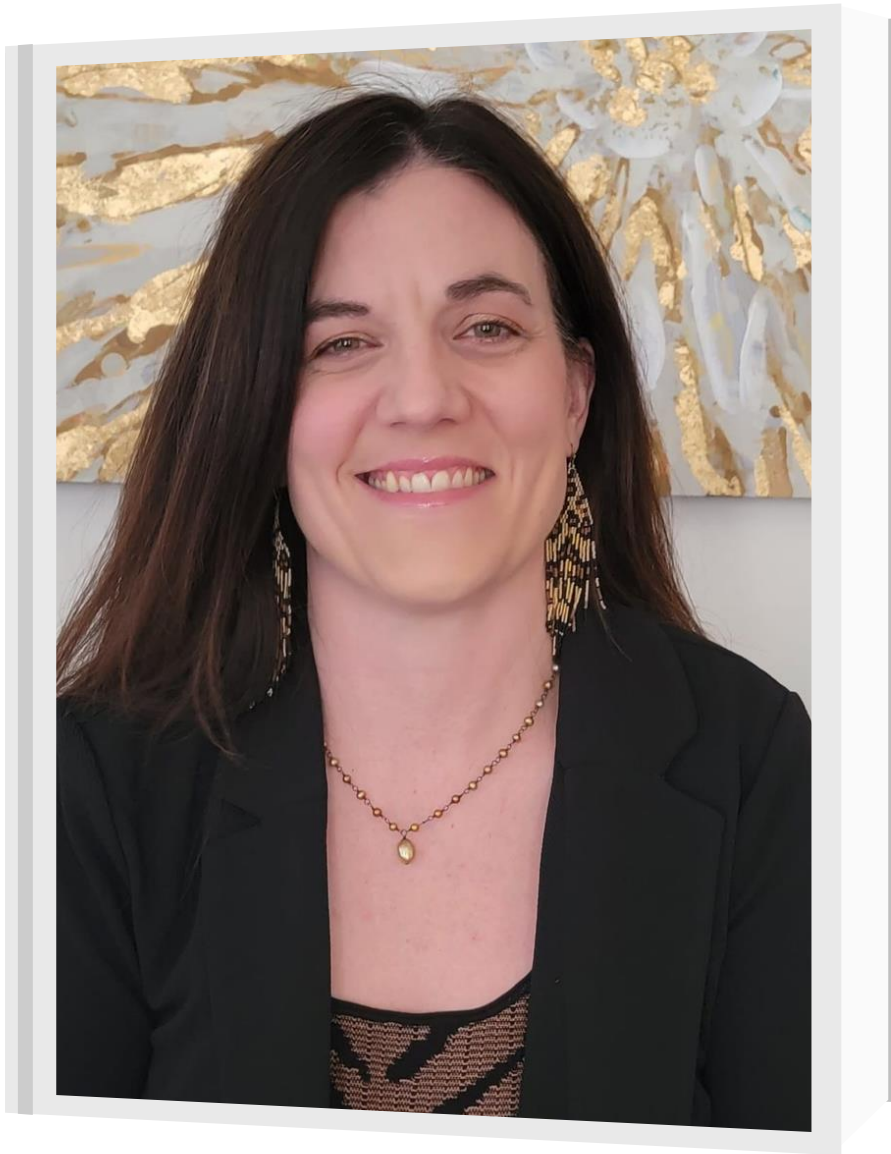
Nebraska Cancer Coalition





www.necancer.org

NC2 Introductions



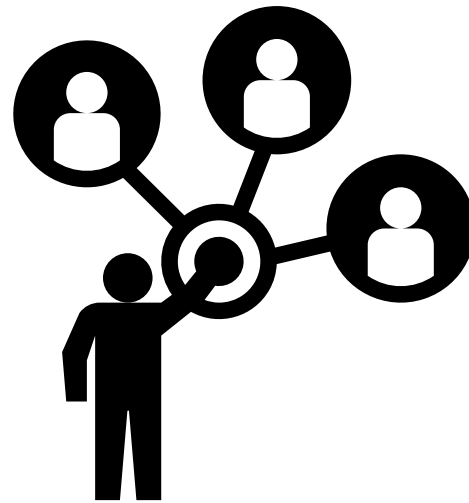
Tamara Robinson

Program Director



Vision

Conquering Cancer Together



Mission

Connecting people and resources to strengthen cancer prevention, detection and quality of life in Nebraska.

Our Programs



Advocacy



Education

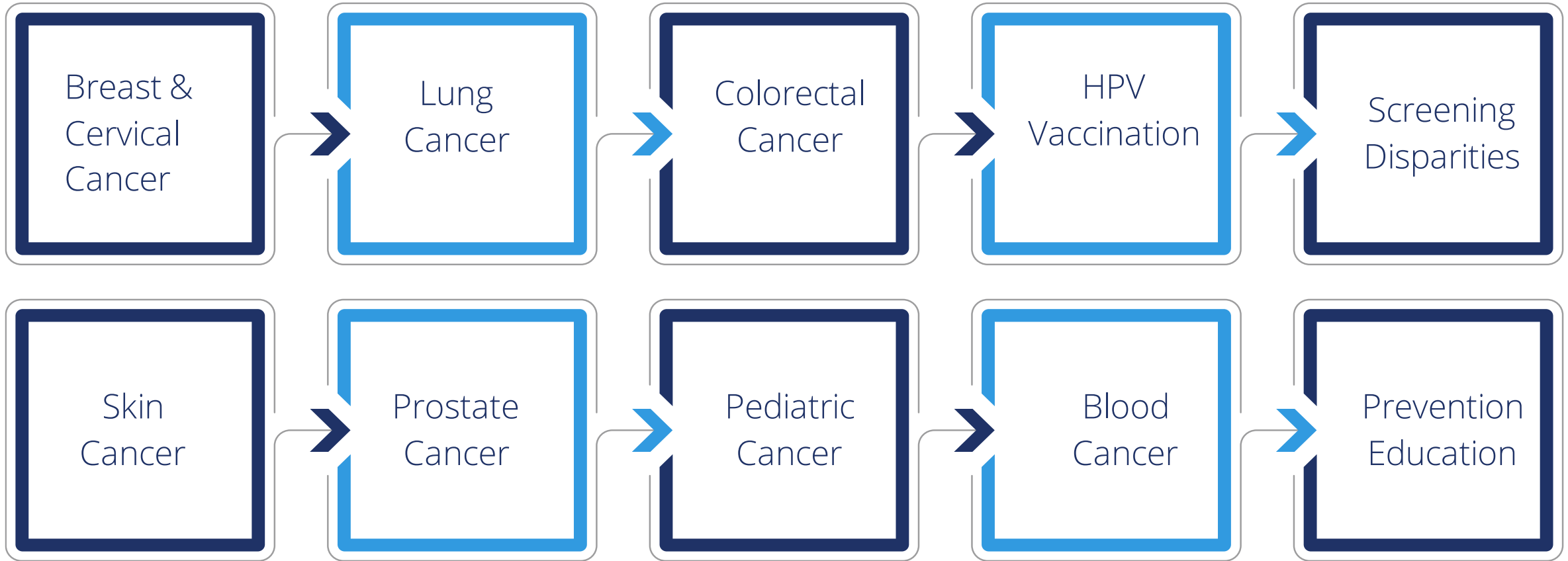


Outreach



Survivorship

Action Areas



Colorectal Cancer in Nebraska

CRC is the 2nd leading cancer killer in Nebraska

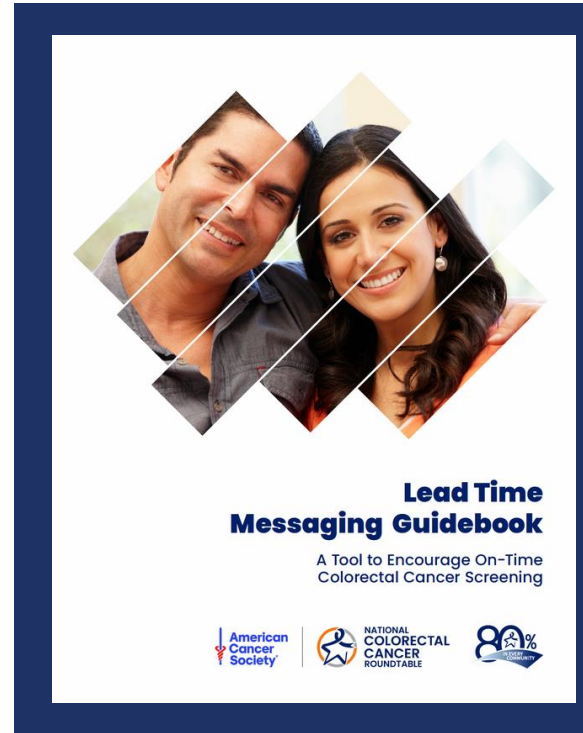
Estimated 940 new cases & 380 deaths in NE in 2024

35.9% of Nebraskans were NOT up-to-date on screening in 2022

CRC incidence/mortality higher in NE vs. U.S.

Nebraska Statewide CRC Awareness Campaign

- Utilized NCCRT's "Lead Time Messaging Guidebook" to update campaign
- Incorporated Facts/Statistics and Recommended Messaging
- Updated key messaging/talking points, flyers, and social media posts




Lead Time Messaging Guidebook: A Tool to Encourage On-Time Colorectal Cancer Screening

Message

Eat well? ✓ Work out regularly? ✓ Don't smoke? ✓ What else?

You're taking all the right steps to live a healthy lifestyle. But are you missing one step that might be easier than you think? Talk to your doctor to find out if it's time for you to get screened for colorectal cancer and what screening options are right for you.



Why It Works

This message is compelling because when people think of health habits, screening is not top-of-mind. This message communicates that it should be, along with the usual measures that people can follow to remain healthy.

We asked, "What comes to mind when hearing this message?"

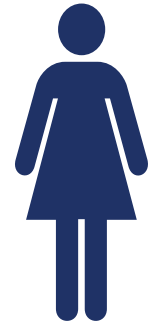
- "The message I selected speaks to someone like me who already takes care of their health but could be unaware of a silent cancer." (40-44-year-old)
- "Having a healthy lifestyle may not prevent the disease." (30-34-year-old)
- "This message makes it seem like if eating well and exercising are easy to do, so is getting screened for colon cancer." (25-29-year-old)
- "That living a healthy lifestyle is only one step of many to living a long life." (20-24-year-old)

Colorectal Cancer Screening

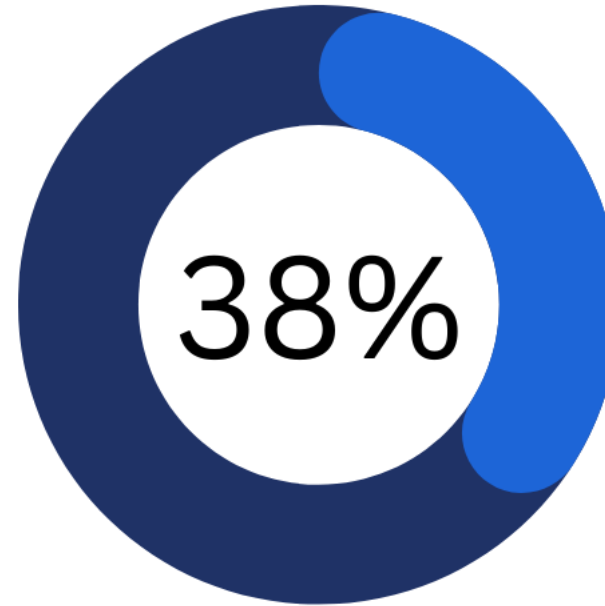
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#1
#2



CRC incidence rates rising in those under 50



45-54 year old's up-to-date on CRC screening in Nebraska

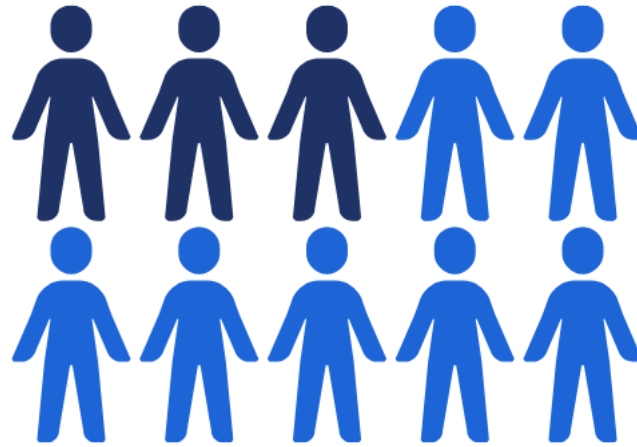


CRC leading cause of cancer-related death among 20-49-year-olds

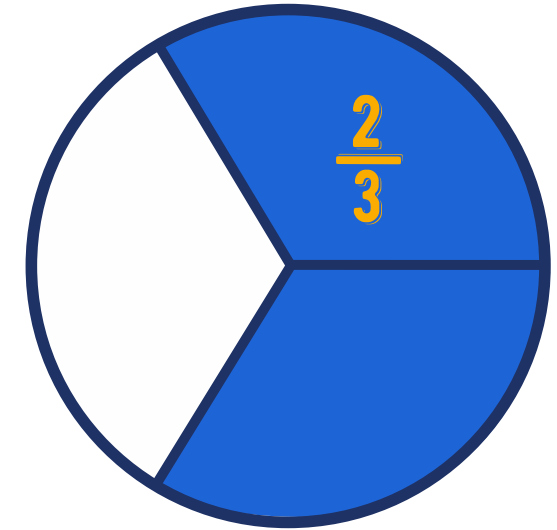
Colorectal Cancer Risk /Symptoms



55% of CRC
related to lifestyle
factors



30% of people
diagnosed with CRC
have a family history



2/3 of young adults
experience symptoms of
CRC for many months
before diagnosis



March 2024 Colorectal Cancer Awareness Campaign



Materials Included



Posters/Flyers (ready to print/co-brandable)



Translated materials (Arabic, Spanish, Vietnamese)



Social Media Posts/Messaging - Canva Templates




News Release Template & Talking Points



TV Display Screens



Images to Reflect Demographics



Did you know that colorectal cancer is the second-leading cause of cancer death in both men and women in Nebraska? Colorectal cancer can be caught early or even prevented through regular screening. Most people should begin screening at age 45.

Learn more at www.necancer.org/Colorectal-Cancer or use the QR code.



There are simple, affordable screening options that can be done at home.

Talk to your healthcare provider about your risk and which option is right for you — and ask which tests are covered by your health insurance.



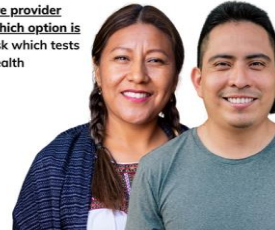
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One & Two Page Flyers/Posters



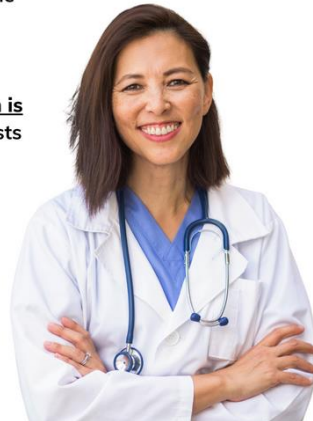
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Talk to your healthcare provider about your risk and which option is right for you — and ask which tests are covered by your health insurance.



Learn more at www.necancer.org/Colorectal-Cancer or use the QR code



Review the below information and talk to your healthcare provider about your risk and which screening option is right for you.



For those with average risk:

| NC2 Nebraska Cancer Coalition | FIT/FOBT | FIT DNA | Colonoscopy |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What is it? | Checks for blood in your stool | Checks your stool for blood DNA that is not normal (commonly called Cologuard) | Checks for small growths in your colon (polyps) that can become cancer |
| How is it completed? | <ul style="list-style-type: none"> At home No prep needed Collect a stool sample | <ul style="list-style-type: none"> At home No prep needed Collect a stool sample | <ul style="list-style-type: none"> Performed in medical setting by specialist Prep needed before test is done |
| How often? | Every 1 year | Every 3 years | Every 10 years |
| Things to consider | A colonoscopy is required if test is not normal | A colonoscopy is required if test is not normal | <ul style="list-style-type: none"> Specialist removes any small growths found and sends for more testing Will need ride to and from test |

Individuals that are at a **higher risk** of colorectal cancer may need to get screened at an earlier age, more often, or may require a specific test.

Those that are at a **high risk** include:



Personal history of colorectal cancer



Family history of colorectal cancer



Personal history of inflammatory bowel disease



Personal history of radiation to the pelvis or abdomen



Translated Materials

- Arabic
- Spanish
- Vietnamese



هل تعلم أن سرطان القولون والمستقيم هو السبب الرئيسي الثاني لوفيات السرطان لدى كل من الرجال والنساء في نبراسكا؟ يمكن اكتشاف سرطان القولون والمستقيم مبكراً أو حتى الوقاية منه من خلال الفحص المنتظم. يجب أن يبدأ معظم الأشخاص بالفحص في سن 45 عامًا.

هناك خيارات فحص بسيطة وبأسعار معقولة يمكن إجراؤها في المنزل.

تحدث إلى مقدم الرعاية الصحية الخاص بك حول المخاطر التي تتعرض لها والخيار المناسب لك - واسأل عن الاختبارات التي يغطيها التأمين الصحي الخاص بك.

تعرف على المزيد على www.necancer.org/ أو Colorectal-Cancer استخدم رمز الاستجابة السريعة

الانجليزية فقط



NC2
Nebraska
Cancer Coalition



¿Sabía que el cáncer colorrectal es la segunda causa de muerte por cáncer tanto en hombres como en mujeres en Nebraska? El cáncer colorrectal se puede detectar a tiempo o incluso prevenir mediante exámenes de detección periódicos. La mayoría de las personas deberían comenzar a hacerse pruebas de detección a los 45 años.

Existen opciones de detección sencillas y asequibles que se pueden realizar en casa.

Hable con su proveedor de atención médica sobre su riesgo y cuál es la opción adecuada para usted, y pregúntele qué pruebas están cubiertas por su seguro médico.

Obtenga más información en www.necancer.org/ Colorectal-Cancer o utilice el código QR



NC2
Nebraska
Cancer Coalition



Bạn có biết rằng ung thư đại trực tràng là nguyên nhân gây tử vong do ung thư đứng thứ hai ở cả nam và nữ ở Nebraska? Ung thư đại trực tràng có thể được phát hiện sớm hoặc thậm chí ngăn ngừa thông qua sàng lọc thường xuyên. Hầu hết mọi người nên bắt đầu sàng lọc ở tuổi 45.

Có những lựa chọn sàng lọc đơn giản, giá cả phải chăng có thể được thực hiện tại nhà.

Nói chuyện với nhà cung cấp dịch vụ chăm sóc sức khỏe của bạn về rủi ro của bạn và lựa chọn nào phù hợp với bạn - đồng thời hỏi những xét nghiệm nào được bảo hiểm y tế của bạn chi trả.

Tìm hiểu thêm tại www.necancer.org/ Colorectal-Cancer hoặc sử dụng mã QR

chỉ tiếng Anh



NC2
Nebraska
Cancer Coalition



TV Display Screens

Talk to Your Healthcare Provider About Colorectal Cancer Screening Options

Learn more at www.necancer.org/Colorectal-Cancer or use the QR code



- Family history of colorectal cancer?
- OR
- 45 or older?

Hable con su proveedor de atención médica sobre las opciones de detección del cáncer colorrectal

Obtenga más información en www.necancer.org/Cancer-colorrectal-Espanol o utilice el código QR



- ¿Historia familiar de cáncer colorrectal?
- O
- ¿45 años o más?



Social Media

45 is the NEW 50

Colorectal cancer is often a silent disease.

www.necancer.org/Colorectal-Cancer

NC2 Nebraska Cancer Coalition

45 is the NEW 50

Estimated **940** new cases of colorectal cancer in Nebraska in 2024

Talk To Your Healthcare Provider About Screening Options

www.necancer.org/Colorectal-Cancer

NC2 Nebraska Cancer Coalition

Colorectal Cancer Social Media Campaign 2024

| Suggested Caption | Suggested Image |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Don't leave your life to chance. If you have a family history of colorectal cancer or are 45 or older, talk to your healthcare provider about your risk for colorectal cancer and what screening option is right for you. Learn more: www.necancer.org/Colorectal-Cancer #FightBackNE #ColorectalCancerAwareness</p> | <p>Did you know? Colorectal cancer is the 2nd leading cancer killer in Nebraska.</p> |
| <p>The American Cancer Society estimates there will be 940 new cases of colorectal cancer diagnosed in Nebraska in 2024. If you have a family history of colorectal cancer or are 45 or older, talk to your healthcare provider about getting screened. Learn more: http://www.necancer.org/Colorectal-Cancer #FightBackNE #GetScreened #ColorectalCancerAwareness</p> | <p>Estimated 940 new cases of colorectal cancer in Nebraska in 2024</p> <p>Talk To Your Healthcare Provider About Screening Options</p> |
| <p>Younger adults are being diagnosed and dying from colorectal cancer. That's why the official recommended age for colorectal cancer screening has been lowered to 45. If you are 45 and older, the time is now to #GetScreened. Talk to your healthcare provider today about screening options. Learn more: http://www.necancer.org/Colorectal-Cancer #FightBackNE #ColorectalCancerAwareness</p> | <p>Of all cancer deaths in people under 50, colorectal cancer is now...</p> <p># 1 in men # 2 in women</p> |
| <p>You're taking all the right steps to live a healthy lifestyle. But are you missing one step that might be easier than you think? Talk to your healthcare provider to find out if it's time for you to get screened for colorectal cancer and what screening options are right for you. Learn more: http://www.necancer.org/Colorectal-Cancer #FightBackNE #ColorectalCancerAwareness</p> | <p><input checked="" type="checkbox"/> Work out regularly? <input checked="" type="checkbox"/> Eat well? <input checked="" type="checkbox"/> Don't smoke? What else?</p> |

45 is the NEW 50

Work out regularly?
 Eat well?
 Don't smoke?
What else?

www.necancer.org/Colorectal-Cancer

NC2 Nebraska Cancer Coalition

45 is the NEW 50

¿Hacer ejercicio regularmente?
 ¿Comer bien?
 ¿No fumas?
¿Qué otra cosa?

www.necancer.org/Cancer-colorrectal-Espanol

NC2 Nebraska Cancer Coalition



CRC Public Info Page

www.necancer.org/Colorectal-Cancer

(also have Spanish version)



Regular screening, beginning at age 45, is the key to preventing colorectal cancer and finding it early.

Review the below information and **talk to your healthcare provider** about which screening option is right for you!

Colorectal Cancer is the
2nd
deadliest cancer in Nebraska

940
estimated number of new cases of colorectal cancer diagnosed in Nebraska in 2024

380
estimated number of deaths from colorectal cancer in Nebraska in 2024



Individuals that are at a **higher risk** of colorectal cancer may need to get screened at an earlier age, more often, or may require a specific test.

Those that are at a **high risk** include:



Personal history of colorectal cancer



Family history of colorectal cancer



Personal history of inflammatory bowel disease



Personal history of radiation to the pelvis or abdomen



Colorectal Cancer Signs and Symptoms

If you are experiencing any of these symptoms, talk to your healthcare provider as soon as possible.



A change in bowel habits, such as diarrhea, constipation, or narrowing of the stool, that lasts more than a few days



Cramping or abdominal (belly) pain



A feeling that you need to have a bowel movement that's not relieved by having one



Weakness or fatigue



Rectal bleeding with bright red blood



Unintended weight loss



Blood in the stool, which might make the stool look dark brown or black



There may be NO symptoms right away, which is why it is important to be screened at the right age

Media Coverage



Statewide Radio PSAs



Print & digital ads



Interviews with CRC survivors
and healthcare providers



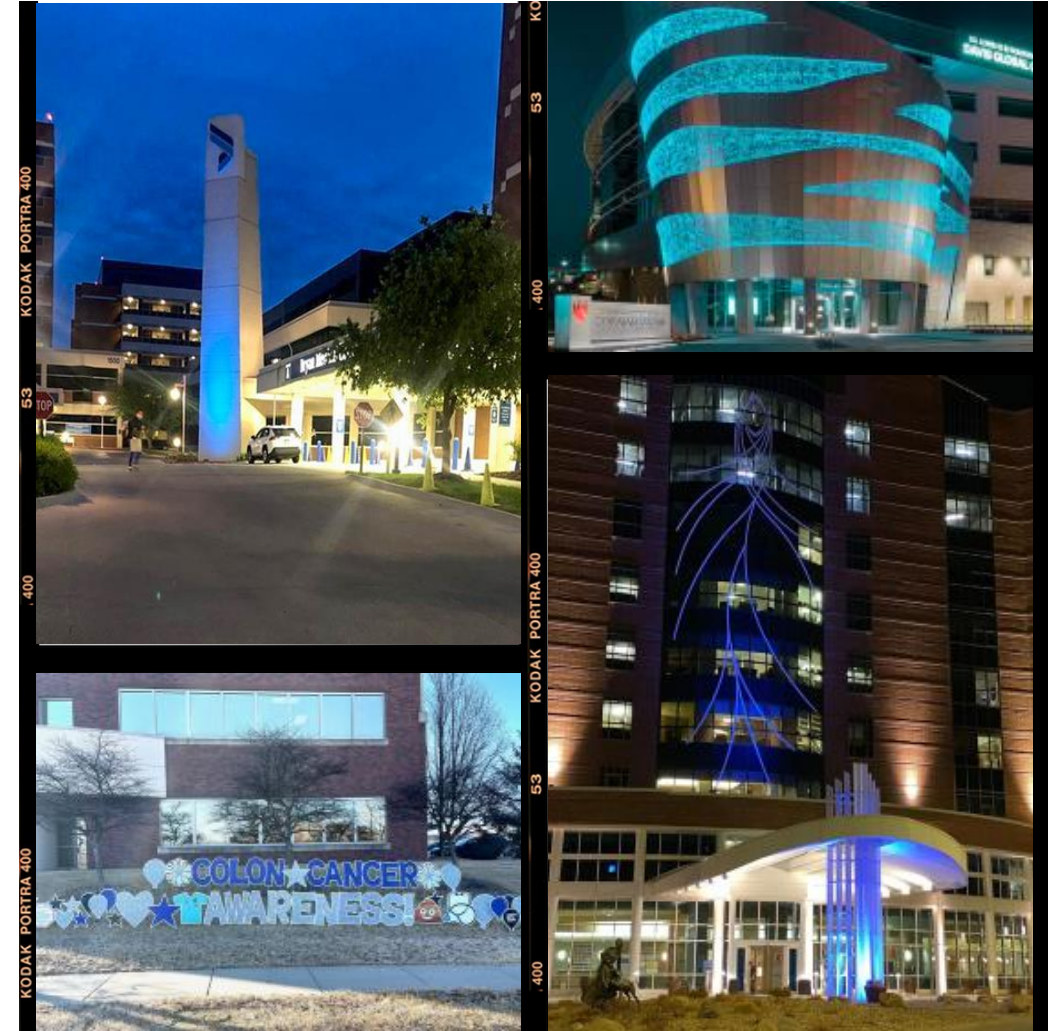
Governor's Proclamation

Dress in Blue Day

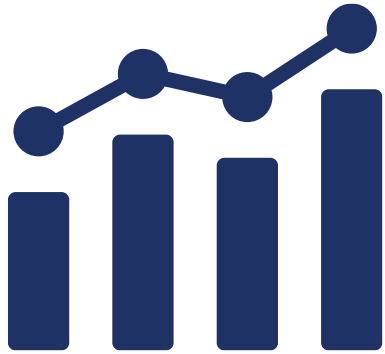
Friday, March 1 - #DressinBlueNE



Light Up Blue



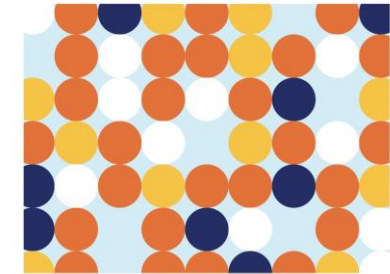
Results



Growth each
year



Reached over
700,000 in
2023!



**Tailoring Colorectal
Cancer Screening
Messaging**

A Practical Coalition Guide



Key Takeaways



Consistent Messaging

Utilize evidence-based resources to develop & implement (make sure to update as needed)



Coordinated approach

Need a neutral party to bring partners together & facilitate statewide



Partner Feedback

Seek and incorporate feedback from partners on what is and is not working



Relationships are key

Partners need to know & trust one another





Questions/Comments

Contact Us

Tamara Robinson

Program Director

programadmin@necancer.org

Laura Schabloske

Executive Director

executivedirector@necancer.org



www.necancer.org



Questions?

Small Group Discussion

- You will be placed at random into a breakout room with a moderator who has been prepped for today's session.
- We encourage you all to come on camera.
- Each breakout group will have roughly 20 minutes to review the topic and discussion questions.
- Please choose someone to take notes and share back with larger group.

Discussion Questions

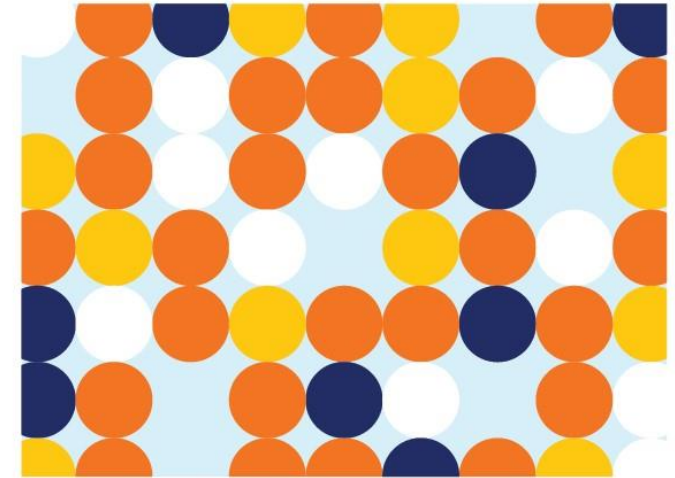
- 1 What are some of the communities you may not have reached before that have lower CRC screening rates and/or higher CRC incidence/mortality?
- 2 After watching today's presentation, what are innovative ways to reach out to those communities you haven't reached before? What action items are on your list to start the process to increase CRC screening rates?
- 3 Have you engaged any community champions for increasing CRC screening? If yes, who are they and how?

Don't forget to check out the new resource!

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Tailoring Colorectal Cancer Screening Messaging

A Practical Coalition Guide

[View the Guide](#)



Thank You

nccrt.org @NCCRTnews #80inEveryCommunity