

Beyond Thankful

80% by 2018: Our story of audacity, commitment, & unity



Letter of Thanks

As the 80% by 2018 campaign nears its end, we begin to look back on the history and defining moments of this terrific public health achievement. Setting a goal to reach an 80% national colorectal cancer screening rate was a bold ambition, and establishing 2018 as the end of our timeline was a determined declaration of intent. Of course, the overarching reason for this campaign has been to increase screening rates, but at the heart of our efforts, this initiative of ours has turned into something much more than just reaching 80%.



Dr. Richard Wender, NCCRT Chair

When I first wrote to the National Colorectal Cancer Roundtable (NCCRT) membership about 80% by 2018, I emphasized the great potential before us, but also the heavy burden we shared in pledging our time, energy, and resources to this goal. To say our membership and 80% pledged partners met our expectations is an understatement. In fact, today, I wonder why we were ever so surprised at how engaged and impassioned individuals and organizations have been in their commitments to 80% by 2018.

This campaign has tapped into individual and organizational values, and it has created an opportunity to do something bigger and better through collaborating with various partners—both within and beyond our typical public-health-focused community.

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.

I'm excited to present to you the 80% by 2018 *Beyond Thankful* report, which tells the story of our collective ambition, commitment, and unity during the course of this campaign. We hope this report not only inspires a sense of accomplishment, but also expresses our absolute gratitude for the enthusiasm, innovation, and hard work that you put into making this campaign a success.

The 80% by 2018 effort brought out the best in us and we have no intention of letting this spirit of goodwill fade as we close out 2018. Equity. Compassion. Relentlessness. These are values that we've embraced as we've worked to give everyone the opportunity to benefit from life-saving screening. Let's harness this momentum and carry it with us in the years to come. Let's set our sights on **80% in every community**.

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Why You Matter

Colorectal Cancer: Preventable. Treatable. Beatable.

Colorectal cancer is the second most commonly diagnosed cancer and the second most common cause of cancer-related death in the United States when men and women are combined. In 2018 alone, an estimated 140,250 new cases of colorectal cancer will be diagnosed and an estimated 50,630 deaths will occur due to this devastating disease.

Colorectal cancer is the 2nd leading cause of cancer death in the U.S.

This does not have to be the story. Many colorectal cancer cases and deaths could be prevented if more people were offered and took advantage of colorectal cancer screening. Colorectal cancer screening not only detects cancer early, it can prevent the disease through the detection and removal of precancerous polyps. Treatment for colorectal cancer is most successful when cancer is identified and detected in the early stages.

There are several screening test options available, which help to make colorectal cancer screening accessible, affordable, and convenient. However, around 1 in 3 adults between 50 and 75 years old—about 38 million people—are not getting screened as recommended. Groups less likely to take part in screening include those aged 50-64, men, Hispanics, American Indian and Alaskan Natives, people living in rural areas, and individuals with lower education and income levels. Colorectal cancer is preventable, treatable, and beatable—but only if people get screened. And this is why you matter!

Ambitious Goal: Possibility of Screening 80%

80% by 2018 is a public health goal, launched by the NCCRT and the American Cancer Society (ACS). Within this effort, more than 1,700 organizations have committed to reducing colorectal cancer as a major public health opportunity by working toward the shared goal of regularly screening 80% of recommended adults for colorectal cancer by 2018.

How did the NCCRT settle on the ambitious goal of 80% by 2018? In 2013, then Assistant Secretary for Health, Dr. Howard Koh, challenged NCCRT member organizations to develop a bold and ambitious plan to advance colorectal cancer screening. The NCCRT, established by the ACS and the Centers for Disease Control and Prevention (CDC) in 1997, was in an ideal position to champion and lead the efforts to rapidly mount a nationwide campaign to increase screening rates given its history of producing tools and resources and leveraging the expertise of its many member organizations to magnify change.

While ambitious, the goal certainly was not out of reach. The CDC already had an 80% goal for its Colorectal Cancer Control Program; Massachusetts, the first state to implement an individual mandate for health insurance, had already reached 76%; and many systems around the country were approaching an 80% screening rate.

Thus, the 80% by 2018 goal was born, and unsurprisingly, NCCRT members committed to this initiative with enthusiasm. Not long after, we would see the true reach of our ambition as hundreds of organizations rapidly pledged their commitment to

50,630

estimated deaths from colorectal cancer in 2018

1 in 3

adults ages 50-75 are not getting screened as recommended

277k & 203k

estimated cases and deaths prevented by 2030 if we achieve 80% by 2018

the cause. No matter where they were starting from or what their challenges were, organizations around the country began referring to 80% by 2018 as their own initiative.

Since the launch in March 2014, over 1,700 organizations have signed the 80% by 2018 pledge, and this dedication is evident in changing practice patterns, rising screening rates, and heightened morale. Across the nation, systems and practices are achieving 80% screening rates or higher. Several national measures for colorectal cancer screening are trending up (see pp. 12-13), and an estimated 5.1 million additional people have been screened since 2012. Our collective work is changing the story of colorectal cancer, and most importantly, saving lives.

Acknowledgments: You Matter

It is important to reiterate that the responsibility for increasing colorectal cancer screening in this campaign did not fall to one sector alone. Communities, businesses, nonprofit organizations, health care providers, community health centers, government at the national, state, and local level, and

even individuals have all played important roles. By working together, demanding more, and collectively pushing harder toward this common goal, we have made more progress than we could have hoped by acting alone. This report provides a snapshot of the countless special moments and collective efforts that made the 80% by 2018 campaign such a success, documenting the key milestones, important breakthroughs, and inspiring stories encountered over the last five years. You made it happen. When it comes to saving lives from colorectal cancer, you made a difference.



We've found that real stories about real employees resonate with colleagues... messaging impacts family members too. We want our employees to take the information they've learned home.

-Ben Jackson, AT&T

About NCCRT

The National Colorectal Cancer Roundtable (NCCRT), established by the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC) in 1997, is a national coalition of public organizations, private organizations, voluntary organizations, and invited individuals.

As an organization dedicated to reducing the incidence of and mortality from colorectal cancer in the U.S., the **NCCRT's ultimate goal is to increase the use of proven colorectal cancer screening tests.**

The NCCRT acts as a catalyst to stimulate work on key issues around colorectal cancer. The work of the NCCRT is guided by its strategic plan with direction and input from an active Steering Committee. Both the ACS and the CDC are permanent members of the Steering Committee, which oversees all committees and task groups. Through the efforts of several task groups, the NCCRT advances initiatives that focus on provider education, public education, health policy, quality, and health equity. A fundamental premise of the NCCRT is that collective action among the member organizations will be more successful in reducing the burden of disease, and reducing that burden faster, than if we worked alone.



SUCCESS STORY



In Kentucky, people who are uninsured are more than twice as likely to be diagnosed with advanced colorectal cancer as people who have health insurance. Dr. Erica Sutton, a laparoscopic surgeon at the University of Louisville, had the audacity to implement a bold new way to provide colonoscopies to uninsured patients who are at high risk for colorectal cancer: do it for free.

Thank You for Your Audacity in Louisville

Dr. Sutton's passion for preventing colorectal cancer led her to launch Surgery on Sunday Louisville, Inc. (SOSL), which provides pro bono surgery and outpatient surgical procedures, including colonoscopy, to income-eligible people who are uninsured or underinsured and do not qualify for federal or state assistance. The nonprofit's work is based on a similar program in Lexington, Kentucky.

In just five years, **SOSL has recruited over 500 volunteers and served over 360 patients**, leading to the treatment of seven cancers. And Dr. Sutton's team has demonstrated through a year-long study of data from 682 high-risk patients that providing free colonoscopies successfully detected early-stage disease and was cost-effective. Now SOSL is developing a replication model and reaching out to communities in other states.

A 2017 80% by 2018 National Achievement Award Honoree, Dr. Sutton attributes SOSL's success to an unwillingness to accept "no" for an answer, such as when asking a hospital to donate an endoscopy suite.

Our Collective Journey

Looking back, we can see why the time was right to launch 80% by 2018. A confluence of events led to a renewed sense of purpose among our partners and stakeholders. Colorectal cancer incidence and mortality had dropped by more than 30% in the U.S. among adults 50 and older over a 15-year period; millions more Americans were insured thanks to the Affordable Care Act; colorectal cancer screening became a reporting requirement for federally qualified health centers; funding to advance screening had been made more available through the CDC; hundreds of ACS health systems staff were in place around the country; and the growing availability of high sensitivity fecal immunochemical tests provided a highly effective low-cost alternative to colonoscopy.

Add a few more elements—including then-Assistant

Secretary of Health Dr. Howard Koh’s challenge to set a goal to accelerate colorectal cancer screening... a catchy slogan proposed by then-NCCRT Steering Committee Member Dr. Jim Hotz... and Dr. Richard Wender’s, Chief Cancer Control Officer of ACS and Chair of NCCRT, impassioned case for why the time was now to embrace the 80% goals—and the stage was set.

The Strategy

In March 2014, the 80% by 2018 campaign officially launched, and the NCCRT set a goal to have 50 organizations sign a pledge committing to the 80% by 2018 effort. The NCCRT and our many partners then shifted attention to empowering communities, patients, health care providers, community health centers, health systems and plans, and other partners to do more to reach the millions of Americans who still needed to be screened for colorectal cancer.

increase access and remove barriers to screening and follow-up; and 4) evaluate the efforts and maintain momentum.

Creating & Sustaining Momentum

Coordinated efforts from key organizations and individuals played a pivotal role in engaging national and community partners. They included the CDC, the National Association of Community Health Centers, the Health Resources and Services Administration, the Veterans Health Administration, the National Cancer Institute, three major gastroenterological professional societies, radiological professional societies, and major survivor groups, such as Fight Colorectal Cancer and the Colon Cancer Alliance (now known as the Colorectal Cancer Alliance). These early adopting organizations provided momentum, credibility, and a sense of optimism. Further, the ACS made 80% by 2018 a priority for its 400+ state-based health systems staff, who embraced the goal, recruited potential partners, and worked with pledged organizations to back the

“
Everyone should know there are lifesaving screening tests – and the best test is the one that gets done.”

-Dr. Howard Koh, U.S. Assistant Secretary of Health

With a long history of convening organizations, fostering resource sharing, and facilitating collaborative strategic planning, the NCCRT was the ideal organization to champion 80% by 2018. To determine how to reach the goal, the NCCRT launched a series of meetings in 2014 to construct the 80% by 2018 strategic plan. Over 50 professional and governmental organizations contributed their time, resources, and expertise. A strategic plan emerged consisting of four key objectives: 1) move consumers to action; 2) activate providers, health systems, payers, and employers to support screening; 3)

2013

February 2013

Dr. Howard Koh, then U.S. Assistant Secretary for Health, challenges NCCRT member organizations to take on a bold goal to dramatically increase colorectal cancer screening rates.

June 2013

Dr. Jim Hotz, NCCRT representative for the National Association of Community Health Centers, coins the 80% by 2018 slogan.



Dr. Koh

November 2013

Dr. Richard Wender presents 80% by 2018 to the NCCRT’s annual meeting of the membership.

2014



National Press Club

March 2014

80% by 2018 initiative launches at the National Press Club and a goal of having 50 organizations sign the pledge is set.

Summer 2014

The NCCRT coordinates a series of strategic planning meetings to construct the 80% by 2018 strategic plan; over 50 organizations take part.

2015



Couric

March 2015

Katie Couric agrees to become the champion of 80% by 2018.

An ACS publication estimates 203,000 lives will be saved by achieving 80% by 2018.

2016

January 2016

First 80% by 2018 National Achievement Award winners are announced.

January 2016

80% by 2018 Blog launches.

September 2015

First of three 80% by 2018 forums to train state teams hosted.

October 2015

The 500th organization signs the 80% by 2018 pledge.



First Award Winner

April 2016

Southeastern Regional Colorectal Cancer Consortium formed.



Regional Gathering



pledge with action. Similarly, the CDC rallied national grantees in the Colorectal Cancer Control Program and Comprehensive Cancer Control Program, providing contribution and grassroots support. Dr. Wender, Dr. Durado Brooks (ACS VP, Cancer Control Interventions and NCCRT representative), and other leaders traveled the country campaigning for communities and organizations to join 80% by 2018. And in 2015, journalist Katie Couric became the public champion.

Pledging, Recognizing & Supporting Commitment

With an initial goal of getting 50 organizations to sign the pledge, by 2015 the number of pledgees had already soared past 500 (now stands at over 1,700). Diverse organizations, including medical professional societies, academic centers, survivor groups, government agencies, employers, and elected officials committed to the effort (see pp. 16-17). The 80% by 2018 Hall of Fame was created in 2016 to recognize organizations achieving a screening rate of 80% or higher; today the roster stands at over

300. The 80% by 2018 National Achievement Awards also launched in 2016 to recognize individuals and organizations who are dedicating their time, talent, and expertise to advancing the initiative.

As interest grew, the NCCRT produced resources and tools, targeted trainings, and hosted forums to ensure our pledged partners had the assistance and skills needed to achieve their goals. The NCCRT's Resource Center (nccrt.org/resource-center/) is now stocked with toolkits, webinars, communications materials, data summaries, and issue briefs to support our partners' efforts, and the inventory continues to grow. The 80% by 2018 effort has also been credited with inspiring roundtable-like activities in all 50 states, accelerating change at the state and grassroots level.

What has emerged from this five-year campaign is an inconceivable number of success stories, lessons learned, and motivation to do even more moving forward. The journey is far from over.



2016

2017

2018

July 2016

80% by 2018 surpasses 1,000 pledges.

August 2016

80% by 2018 Hall of Fame launches.



Times Square



March 2018

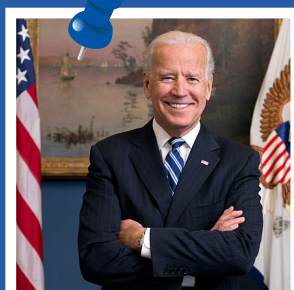
CDC data show 5.1 million more people were screened between 2012 and 2016.

March 2017

March Colorectal Cancer Awareness Month broadcasts live from NYC Times Square.

March 2018

Colorectal Cancer Screening Coast to Coast event broadcasts live from Los Angeles. Awareness events sweep the country, with nearly 100 events from Miami to Anchorage.



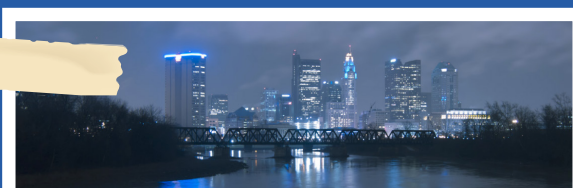
VP Biden

October 2016

Then-Vice President Biden's Cancer Moonshot Report includes 80% by 2018.

June 2017

80% by 2018 surpasses 1,500 pledges.



Coast to Coast

SUCCESS STORY



It's probably safe to say few, if any, patients look forward to a colonoscopy. That's one reason Premier Medical Associates utilized fecal immunochemical tests (FIT) as an invaluable tool in its commitment to increase colorectal cancer screenings in the greater Pittsburgh area. FIT is a noninvasive, at-home screening test for colorectal cancer that detects hidden blood in the stool, which can be an early sign of cancer.

Thank You for Your Commitment in Pittsburgh

Premier Medical Associates' dedication to reducing the incidence of colorectal cancer earned the multi-specialty physician practice an Honoree designation in the 2016 80% by 2018 National Achievement Awards. Since 2013, the organization has screened nearly 5,000 additional patients. As the largest multi-specialty physician practice in Pittsburgh, Premier's approximately 100 providers are uniquely positioned to increase screenings throughout the metropolitan area. **From 2012 to 2018, Premier's screening rate surged from 57.5% to 80.9%.** PMA established policies and procedures to recommend screening during every patient visit, offering patients a choice between colonoscopy or FIT. And the practice achieved an 87.2% follow-up rate for patients whose FIT came back positive. PMA also implemented a real-time screening registry, mailed FIT kits to patients, made follow-up calls, and conducted assessments of each provider's performance. When a facility reached 80%, Premier held a celebration to recognize the providers' outstanding commitment to fighting colorectal cancer.

Getting Off the Plateau

The 80% by 2018 campaign has become one of the most effective and transformative public health campaigns in the history of cancer prevention.

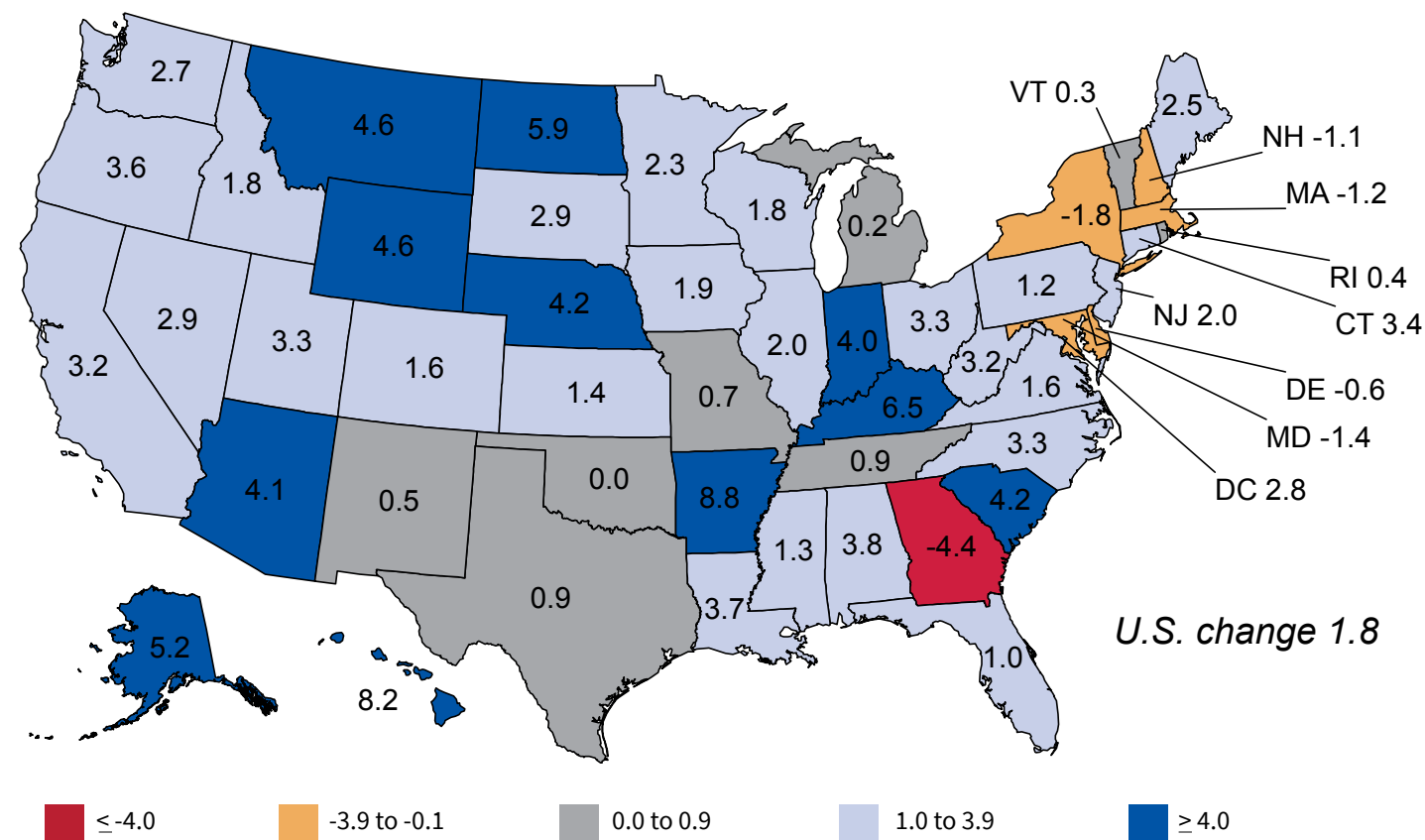
That is a bold claim, but one that is supported by a strengthening of partnerships, increases in local capacity, noticeable momentum, and most importantly, improvements in the colorectal cancer screening rate as reported by the Behavioral Risk Factor Surveillance System.

However, just a few short years ago, a different challenge was facing our nation. After many years where colorectal cancer death rates were declining by approximately 3% per year, concern grew over the leveling off of screening rates.

Enter the 80% by 2018 campaign. To disrupt this stagnation, partnerships were established, resources were developed, and a national, supportive infrastructure was created. The data, counts, and metrics shared in the pages ahead are pointing toward progress.



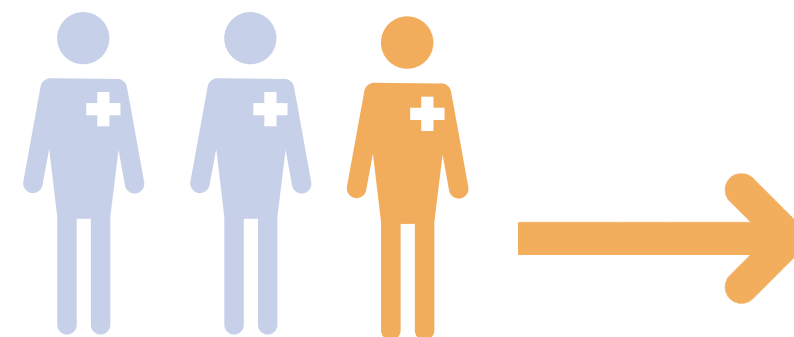
Change in percentage of people (50-75) up-to-date with colorectal cancer screening (2012 vs. 2016)¹



The **80% by 2018 goal was nothing if not bold and ambitious.** While no state has yet surpassed an 80% screening rate, emerging data trends are promising and show improvements taking place in many states, tribes, territories, and communities around the country.

CHALLENGE:

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

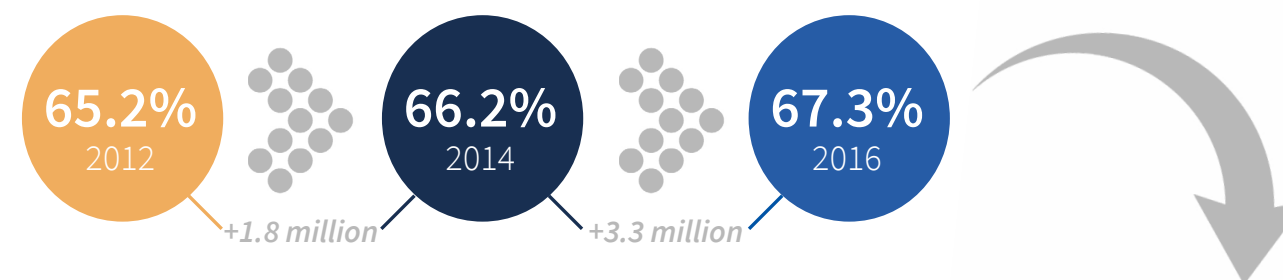


The 38 million people who have not been screened are more likely to:²

- be younger than 65
- have less than a high school diploma
- live in poverty
- be uninsured

PROGRESS:

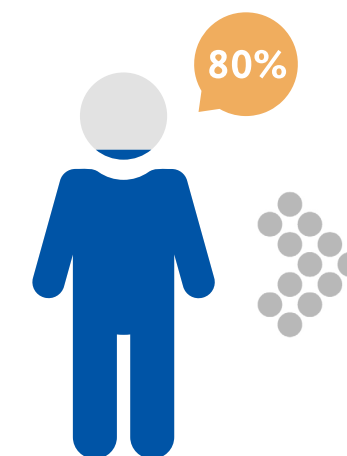
Number of U.S. adults, 50-75, up-to-date with colorectal cancer screening is increasing.³



This represents more than **5.1 million** additional U.S. adults being screened between 2012 and 2016.

IMPACT:

The 80% by 2018 campaign is making a difference. Eighty percent of partners launched, expanded, or intensified at least one of their colorectal cancer screening activities after getting involved in 80% by 2018.



300+
organizations and entities have achieved an 80% colorectal cancer screening rate or higher.
Visit nccrt.org/Hall-of-Fame to add your organization to the list.

Sources

¹https://www.cdc.gov/pcd/issues/2018/17_0535.htm
²cdc.gov/nchs/nhis/quest_data_related_1997_forward.htm
³CDC Behavioral Risk Surveillance System (BRFSS)

Snapshots of Success



9.7 million media impressions made during #CRCcoast2coast in March 2018



100+

medical, advocacy, government, and corporate organizations gather each year for the NCCRT's Annual Meeting

Power in Partnerships

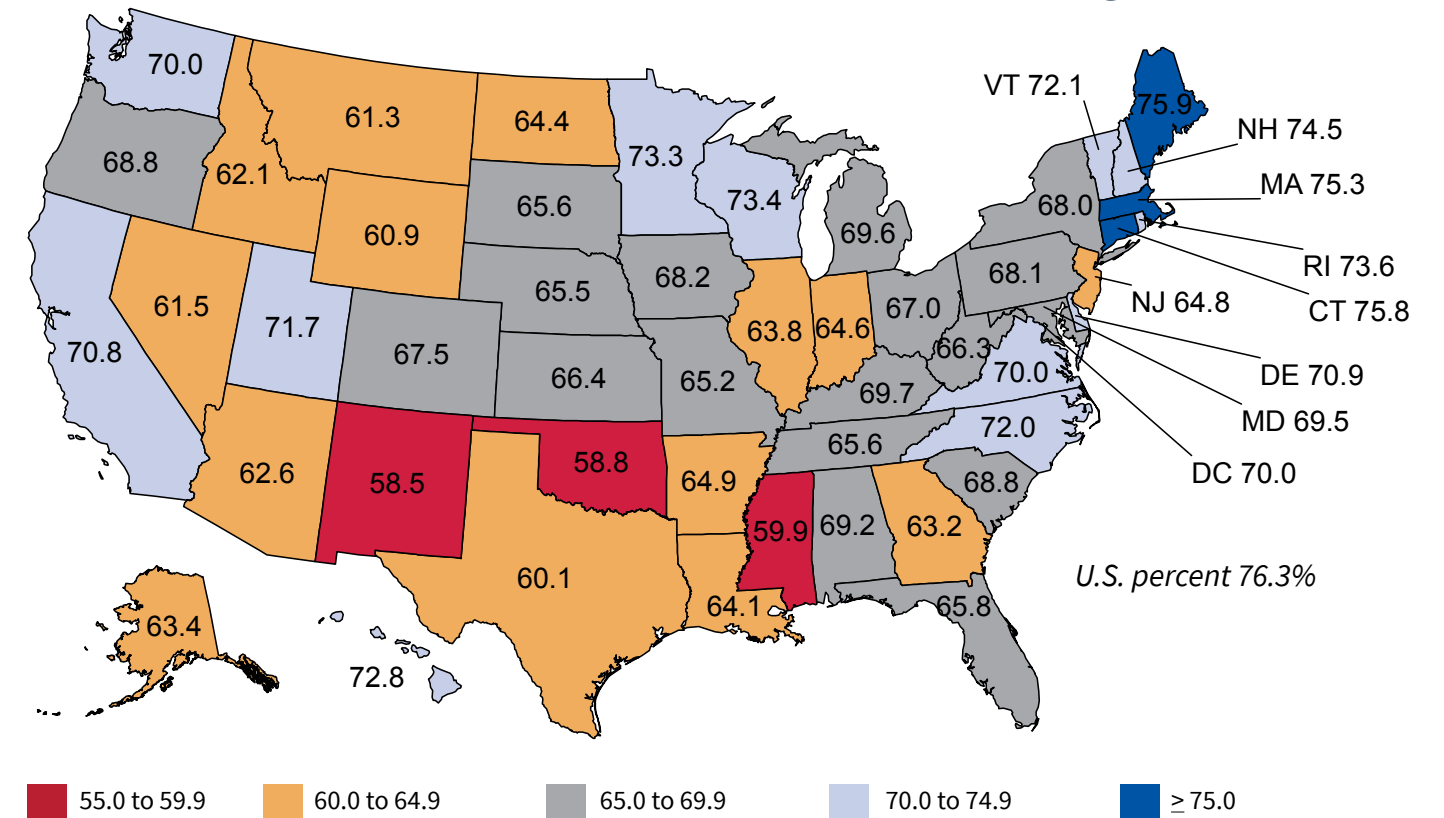


60+

cancer-focused coalitions across the country have signed the 80% by 2018 pledge



Percentage of people (50-75) up-to-date with colorectal cancer screening (2016)¹



64% of partners report an increase in year-over-year screening rates (2018).



98% of partners say the NCCRT has been effective in helping them reach their goals.



“With this initiative, I never saw a single moment where competition got in the way of collaboration.”

- Dr. Richard Wender
Chair, NCCRT

Sources

¹https://www.cdc.gov/pcd/issues/2018/17_0535.htm

1,733 Pledges

94
Academic
Institutions

95
Gastroenterology
Practices

83
Health Plan/
Pharmaceutical/
Medical Device
Company

392
Hospital/Medical
Systems/Medical
Societies

223
Cancer
Centers

90
Primary Care
Practice/System/
Association

147
Health
Departments,
Federal Agencies,
Elected Officials

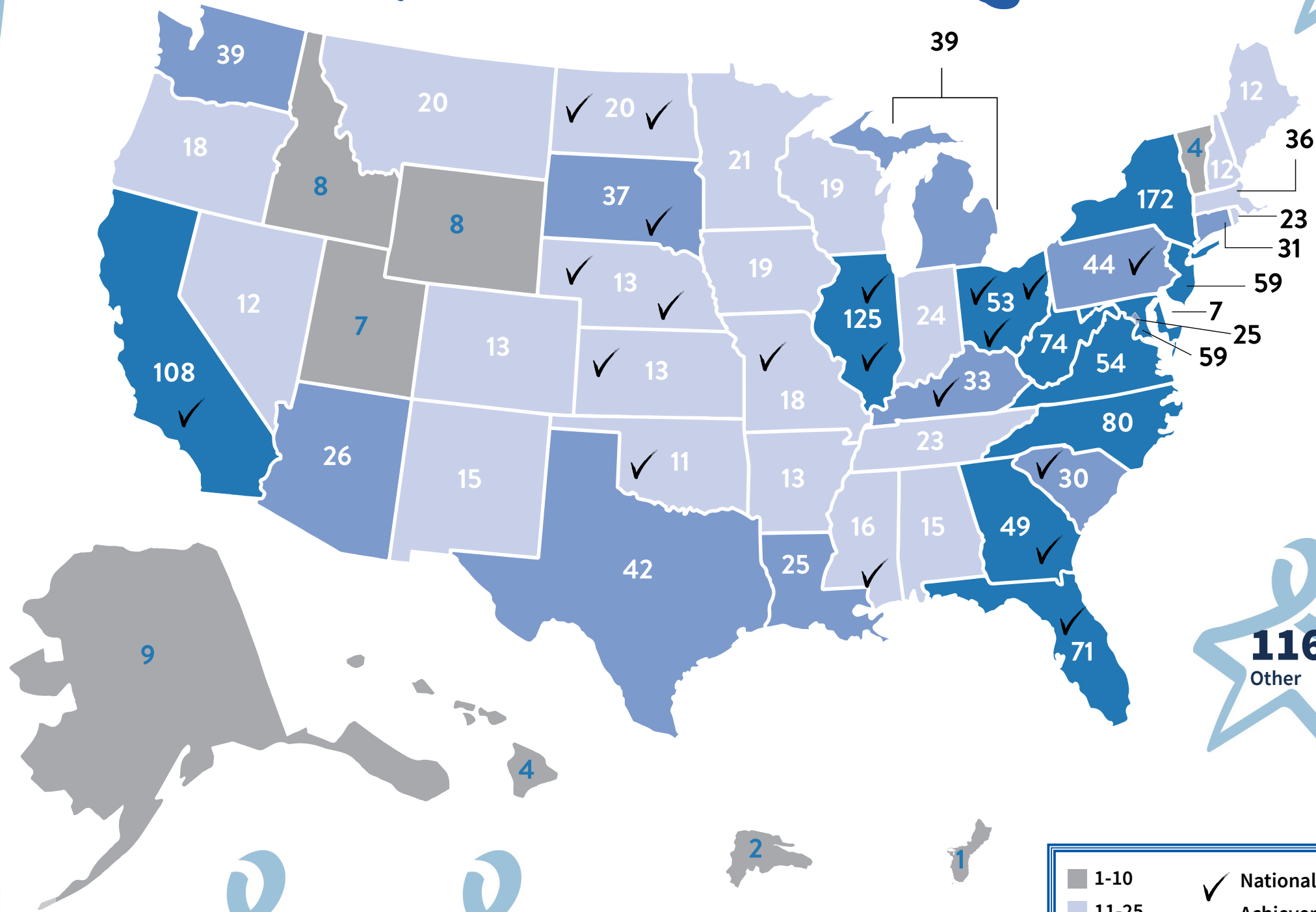
116
Other

167
Employers

226
Community
Heath Centers

20
Survivor-based
Organizations

203
Nonprofits,
Faith-based,
Community
Organizations

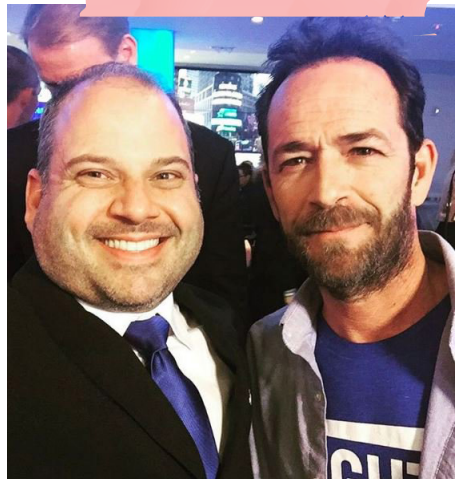


■ 1-10	✓ National Achievement Award Winners
■ 11-25	
■ 25-45	
■ 46+	

Full list p. 20

Please note, pledgers may self-identify in more than one organization category, as displayed in the stars.

Countless individuals and organizations championed the work of 80% by 2018 during the last five years, whether within their own communities, organizations, or on the national stage. These critical partners found inspiration from the unity and shared passions for 80% by 2018 efforts, and in return, educated others on the importance of screening and inspired hundreds in joining our cause. These two pages showcase only a small sampling of the outstanding organizations and individuals that served as champions for 80% by 2018. **To all our champions, we thank you** for your unwavering support, unbridled enthusiasm, and unmatched commitment.

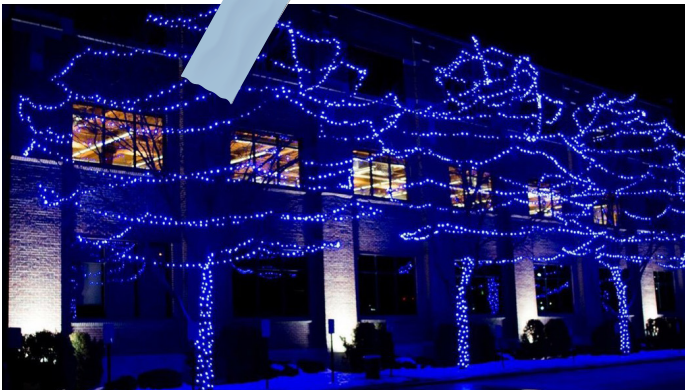


“
Once I found out how detectable and lethal this cancer is—it boggled my mind.
- Luke Perry, Actor

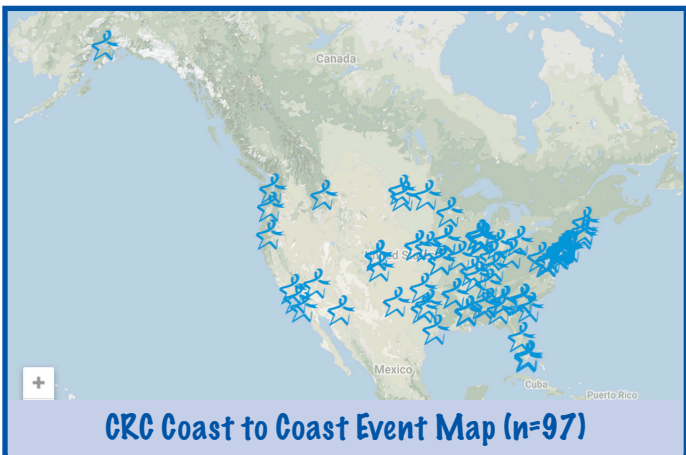
“
This [effort] has been tremendous; the whole country has rallied around it.
- Executive, American Cancer Society



“
It’s important to be your own best advocate; if you’re not satisfied, get a second opinion.
- Katie Couric, TV Personality



“
[As a field] we have done a better job around collaboration in colorectal cancer.
- Senior Advisor, National Cancer Institute



“
It’s been a wonderful campaign that gives us a lot of focus. And, having a catchy campaign that people can remember is important.
- Clinical Services Director, New York





THANK YOU

to our 80% by 2018 National Achievement Award Winners

The 80% by 2018 National Achievement Awards recognize individuals and organizations who are dedicating their time, talent, and expertise to support the shared goal of regularly screening 80% of recommended adults for colorectal cancer by 2018. Previous honorees are leaders empowering people and organizations. They are survivors or those touched by colorectal cancer. They are public officials, advocates, and organizations pushing for change. They are medical practices and community health centers working to overcome barriers. In short, they are 80% by 2018 champions. Those highlighted below are Grand Prize Winners.

2016

✓ Coal Country Community Health Centers

- Phoebe Putney Health System
- Premier Medical Associates
- South Carolina Public Employee Benefit Authority
- Tina Kiser Cancer Concern Coalition of Ohio



2017

✓ Advocate Illinois Masonic Medical Center

- C.L. Brumback Primary Care Clinics
- Candace Henley of the Blue Hat Foundation
- Great Plains Quality Innovation Network
- Surgery on Sunday Louisville, Inc.
- Veterans Health Administration



2018

✓ Oklahoma City Indian Clinic

- AltaMed Health Services
- Ameren
- Ohio Academy of Family Physicians
- The Ohio State University Comprehensive Cancer Center - Arthur James Cancer Hospital and Richard J. Solove Research Institute
- Samuel C. Pace, M.D.
- Partnership for a Healthy Lincoln



SUCCESS STORY

Community Health Centers

Community health centers are the primary healthcare providers for 27 million Americans from underserved and vulnerable populations. Yet, despite the barriers to screening faced by many of their patients, the National Association of Community Health Centers was one of the first organizations to sign the 80% by 2018 pledge, standing shoulder to shoulder with the NCCRT at the launch.

Thank You to Community Health Centers

The collective achievements of community health centers has been astonishing. Nationally, since 2012, **colorectal cancer screening rates in community health centers improved by 40% over five years**. The percentage of federally qualified health center patients in the target age group who were up-to-date with colorectal cancer screening in 2012 was just over 30%. By 2017, the rate had increased to 42%, which represents an additional 223,100 patients screened in 2017 alone. Community health centers achieved this by rolling up their sleeves and doing the hard work to implement evidence-based interventions, such as patient and provider reminders, screening navigation, and team-based approaches to care, combined with local innovation and having a deep understanding of who they serve. The NCCRT couldn't be more impressed with these efforts and is proud to highlight the success stories of community health centers across the country. We appreciate this collective progress and the influential commitments taken so far to address colorectal cancer within your communities.

Thankful for Lessons Learned

The 80% by 2018 campaign had a national impact on bringing the issue of colorectal cancer screening to the forefront as a public health priority. Throughout this report, we have shared story after story where partners were able to find their own unique success by relying on pivotal elements framing the spirit of this campaign in combination with their own hard work. Our intention to expand on these lessons learned will not only serve NCCRT members and partners in the next iteration of the 80% colorectal cancer screening campaign, but hopefully provide future direction for other large-scale public health initiatives.

1

An Ambitious Goal Matters

The goal should serve as a catalyst for enthusiasm and momentum.

80% by 2018 was more than a catchy slogan. The 2018 time stamp created urgency, and the boldness of 80% rallied partners who were ready for change. The goal to reach 80% was realistic, achievable, timely, and yes, audacious. Certainly, the ultimate goal is to reach an 80% or higher screening rate nationally, but regardless, the campaign has changed the narrative on colorectal cancer screening. Across the country, site after site, 80% is not only being met, but exceeded. From the beginning of this campaign (and long after it ends), 80% has served as our focus and our rallying call, and we will settle for nothing less from this point forward.

80% screened for colorectal cancer by 2018

2

Power in Partnerships

The potential of this campaign relies on cross-sector collaborations.

The NCCRT partner organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. However, to implement these interventions wisely, partnerships and shared learning have been essential to achieving success. Each member brings their own passions, competencies, and creativity to our shared effort, but cooperatively, we can achieve so much more than by acting alone. By working together, demanding more of ourselves, and collectively pushing harder, we will make greater progress, prevent more cancers, and save more lives.

3

Innovation Starts Locally

A one-size-fits-all approach will not create the kind of change and impact needed.

While the 80% by 2018 campaign started as a conversation among national leaders, the real magic happened when the goal was adopted locally. The NCCRT invited many organizations to join the 80% by 2018 initiative from day one. The launch of this campaign provided a sense of support and a sense of belonging that empowered new partners to learn from some already established trendsetters, and ultimately, take ownership of their own local efforts. We succeeded because local partners rolled up their sleeves and did the hard work, day in and day out, to implement the evidence-based interventions that we know work. Each day, we learn new stories on how organizations are improving screening rates by addressing the challenges and barriers specific to their communities. We are collectively successful because you are successful.

4

Champions are Invaluable

An impassioned leader builds trust, coordinates efforts, and enthusiastically promotes the cause.

The contributions provided by those leading your cause are invaluable. 80% by 2018 has drawn support from a wide network of partners, but often the initial success—organizationally, locally, or nationally—hinged upon the commitment of a visionary champion and his or her persistence to stay the course, work together, and achieve agreed upon goals. In fact, when starting out, this campaign consisted of only a few vocal advocates, but soon, more and more champions rose to the occasion and rallied their communities. Champions have come in many forms, such as survivors, health professionals, practitioners, celebrities, advocates, policy-makers, and business leaders, and they have served many roles, but what matters most has been having people that are passionate for the work and trust we will see our 80% goal.

5

Celebrate Success

Celebrate success even when you are striving for more.

When establishing an audacious goal, it tends to consume the strategic planning and activities of your organization, and if you aren't careful, you will spend too much time looking down the road to where you still need to go and never notice how far you have already come. 80% screening rates, both nationally and locally, don't occur overnight, but as organizations start to make a serious commitment to colorectal cancer screening and implement proven strategies for increasing rates, progress follows and any movement forward is an appropriate time to pause and recognize success. Whether through our blog, social media, or more formally through the 80% by 2018 National Achievement Awards, the NCCRT has tried to take time to notice accomplishments across the country—no matter if that accomplishment is fully reaching an 80% (or greater) screening rate, changing systems for the better management of colorectal cancer screening, or even simply signing the pledge and joining our cause. Every contribution has mattered, and every advance is worth celebrating.

Our Future Direction

Progress does not equal success. There are still more than 38 million people in the U.S. not being screened for colorectal cancer.

In March 2014, we united together and committed towards achieving an 80% colorectal cancer screening rate, nationwide, by 2018. While we won't fully realize the extent of our efforts for a couple of years, we can look back on the collaborative and extraordinary contributions of our partners to admire, congratulate, and appreciate how much we have achieved together. Whether as individuals, as single organizations, or as united partners and coalitions, each of us has an 80% by 2018 story to share, and each story offers nothing less than relentless effort, dedication, and determination.

What's Next: A More Focused 80% Campaign
 First and foremost, some things will remain unchanged. The NCCRT will continue to work with our members to identify needs and opportunities, address gaps, and act as a catalyst to stimulate work on key issues around colorectal cancer. We will continue to develop relevant and timely trainings, webinars, and resources, and further we will remain committed to supporting the grassroots mobilization that has been so successful during 80% by 2018. In other words, our work is not done.

However, while screening rates are increasing, we know not all communities are benefiting equally, and we need to improve our support of these communities to help reach their goals. Strategic planning for the next campaign will continue in 2019; however, a number of themes are beginning to emerge.

Emphasize support to communities with lower colorectal cancer screening rates (e.g., rural, racial and ethnic, and low socioeconomic communities). We also expect a renewed focus on populations where screening rates remain stubbornly low (e.g., 50-54 year olds or the commercially insured).

80% and above remains the focus.

Continue addressing barriers to care, specifically targeting cultural, linguistic, geographical, and/or public health concerns, which may be impacting access to screening and care.

Secure additional funding to expand the campaign's reach through national media efforts, tailored messaging, concerted evaluation, trainings and learning collaborations, expanded staff, and other critical capacity building resources.

Increase engagement of advocates and survivors to personalize and inform the work of the NCCRT.

Enhance efforts to engage non-traditional partners that can help us reach our goal, such as employers, insurers, policy-makers, and the media.

80% in Every Community
 With this *Beyond Thankful* report, we take the time to celebrate our collective accomplishments; yet tomorrow, we want to work with you to take the momentum we've created and relentlessly strive toward 80% in every community.

80% - WE CAN SEE IT.



SUCCESS STORY

#CRCcoast2coast

Survivors, celebrities, advocates, physicians, health professionals—it will take all of us to continue seeing progress. 80% by 2018 has shown us an amazing collective spirit—and to reflect that spirit, we joined together each March to host an event that put a spotlight on our shared efforts.

Thank You for Your Unity Across the Country

A spectacular byproduct of setting an audacious goal like 80% by 2018 is collaboration. Bold goals tend to spark ideas, strengthen team efforts, and inspire the pooling of resources. Across the country, we have seen 80% by 2018 partners work together and collaborate in their own communities to turn bridges and buildings blue, to screen more patients in practice, and to pitch in and figure out how we prevent our friends, families, and neighbors from getting this disease. The NCCRT has the honor to share this collaborative spirit in signature broadcasts that take place in March, and these events have served as a guidepost for our entire 80% by 2018 effort. The broadcasts take months of planning and coordination with various partners, but in the end, we enjoy a result that is better than any one group could have achieved alone. These collaborations are truly microcosms of what we're seeing and achieving in thousands of communities across the country. Too many people have a personal connection to colon cancer, and yet, sustained, thoughtful collaboration, driven by determination and passion, can change the course of this disease.



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And countless others that have made this work truly a collective accomplishment.



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