



Public Awareness Strategies to Promote Colorectal Cancer Screening

February 5th, 2025
3:00–4:00pm ET

Purpose of Today's Webinar



- 1 Learn about four organizations' innovative public awareness strategies to promote CRC screening in the communities they serve.
- 2 Highlight ACS NCCRT's suite of communications resources and additional tools to support CRC public awareness efforts.
- 3 Learn about opportunities to share about your public awareness efforts leading up to March, National CRC Awareness Month.
- 4 Q&A

Speakers

Moderator: **Emily Bell**, MPH, Director, ACS NCCRT

- **Mark W. Kennedy**, MBA, Senior Program Manager
Boston Public Health Commission
- **Nathan A. Merriman**, MD, MSCE, Senior Medical Director of Surgical Specialties and Digestive Health Clinical Program (Interim)
Intermountain Health
- **David Russo**, Executive Director
Cheeky Charity
- **Jamie H. Thompson**, MPH, Senior Research Associate
Kaiser Permanente Center for Health Research

The ACS NCCRT's Suite of Communication Resources

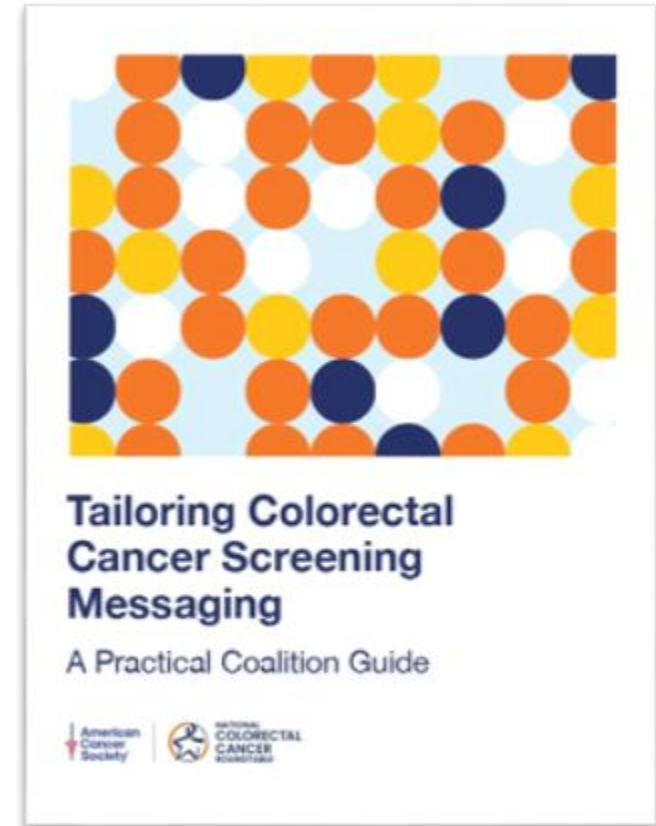
- NCCRT conducted its first market research project in 2014 to better understand the barriers and emotional motivators that influence CRC screening behavior.
 - *80% by 2018 NCCRT Communications Guidebook (2015, 2017)*
- Followed by additional projects to identify and promote effective communication strategies that educate, empower and mobilize target audiences with low screening rates.
 - *Hispanics/Latinos Colorectal Cancer Companion Guide (2016)*
 - *Asian Americans Colorectal Cancer Companion Guide (2017)*
 - *CRC Screening Messaging Guidebook: Recommended Messaging to Reach the Unscreened (2019)*
 - *Guidebook for Black & African American People (2022)*
 - *Lead Time Messaging Guidebook (2024)*



The ACS NCCRT's Suite of Communication Resources

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




Clinician's Reference: Stool-Based Tests for Colorectal Cancer Screening

Newly Updated January 2025!

- Aims to introduce (or reintroduce) the value of stool-based testing to primary care clinicians.
- Summarizes the science behind the different types of stool-based tests available—Fecal Immunochemical Tests (FIT), High-Sensitivity Fecal Occult Blood Tests (HS-gFOBT) and FIT-DNA testing—and provides guidance on implementing high quality stool-based screening programs

Studies show that people at average risk for colorectal cancer are more likely to complete screening when given a choice of test options.





NEWLY UPDATED

Clinician's Reference:

Stool-Based Tests for
Colorectal Cancer Screening

This resource is designed to introduce (or reintroduce) primary care clinicians to the value of stool-based testing for colorectal cancer.

 American Cancer Society

 NATIONAL COLORECTAL CANCER ROUNDTABLE

ACS NCCRT's Areas of Focus for 2025

These five areas of focus will be our guide to reducing mortality and mortality disparities related to colorectal cancer, in addition to prevention and early detection.

1

MOBILIZE

national and community-level efforts that will lead to health equity across the colorectal cancer continuum.

2

IMPROVE

timely action for early-age onset colorectal cancer signs and symptoms.

3

SUPPORT

on-time screening as soon as eligible and continued participation per screening recommendations.

4

PROMOTE

timely colonoscopy follow-up to positive (abnormal) non-colonoscopy tests.

5

IDENTIFY

areas to ensure timely initiation of quality colorectal cancer treatment.

Colorectal Cancer Screening Communication Campaign

Boston Public Health Commission Colon Cancer Coalition

2024 ACS National Colorectal Cancer Roundtable Annual Meeting

Mark W. Kennedy, MBA
Senior Program Manager

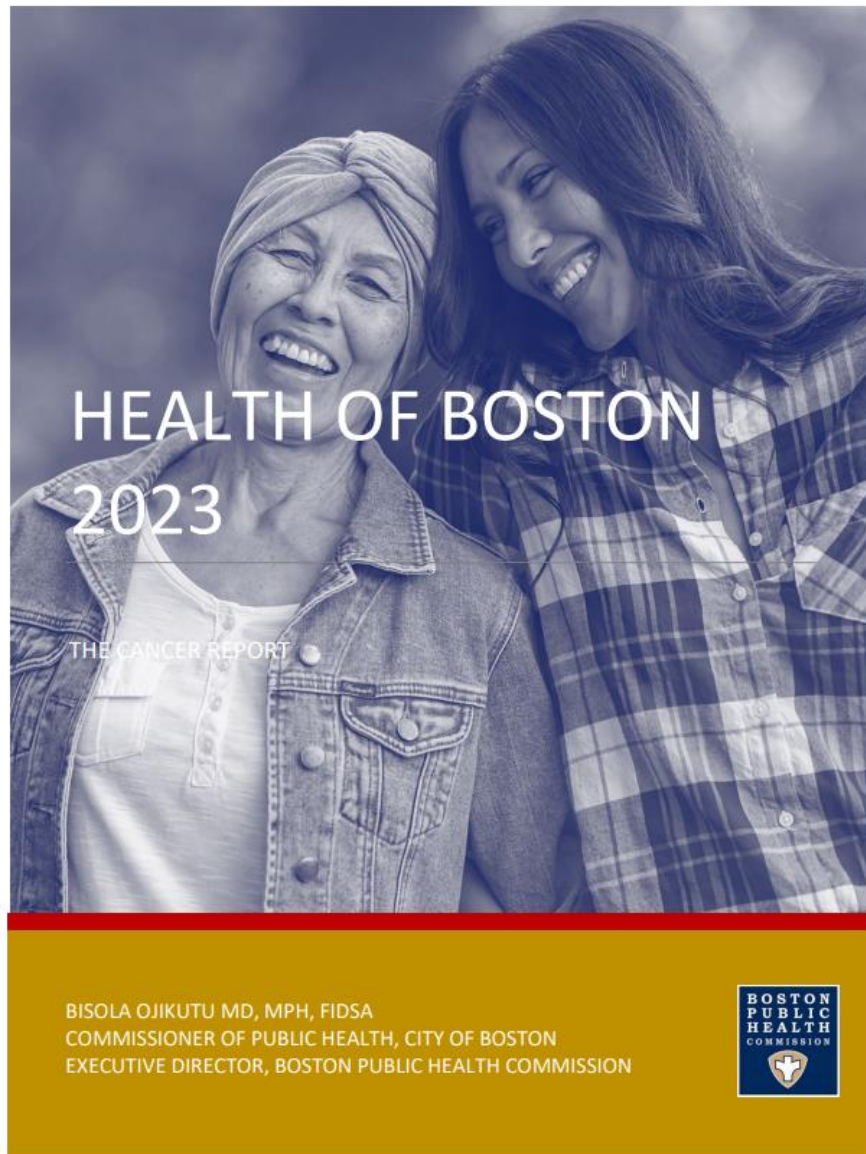
Chronic Disease Prevention and Control Division
Boston Public Health Commission



Boston Public Health Commission (BPHC)

- The BPHC is the nation's first health department
- **Mission:** To work in partnership with communities to protect and promote the health and well-being of all Boston residents, especially those impacted by racism and systemic inequities.
- **The Chronic Disease Prevention and Control Division:**
 - Focus is achieving health equity through primary and secondary prevention and management of obesity, diabetes, hypertension, heart disease, and cancer through programming and policies that increase residents' access to healthy eating and physical activity, as well as chronic disease and cancer screenings for early detection and disease management

Health of Boston 2023: The Cancer Report



- **Colorectal cancer was the 4th leading cause of cancer mortality in Boston in 2021:**
 - Black males and females had the highest rates of mortality from colorectal cancer in Boston from 2019 to 2021
 - Colorectal cancer is among the top causes of cancer mortality from screenable cancers for Latino males and females in Boston

Colon Cancer Screening Campaign Priority Neighborhoods in Boston

- 1) Dorchester
- 2) East Boston (**Spanish-speaking**)
- 3) Hyde Park (**Haitian-Creole speaking**)
- 4) Jamaica Plain (**Spanish-speaking**)
- 5) Mattapan (**Haitian-Creole speaking**)
- 6) Roxbury

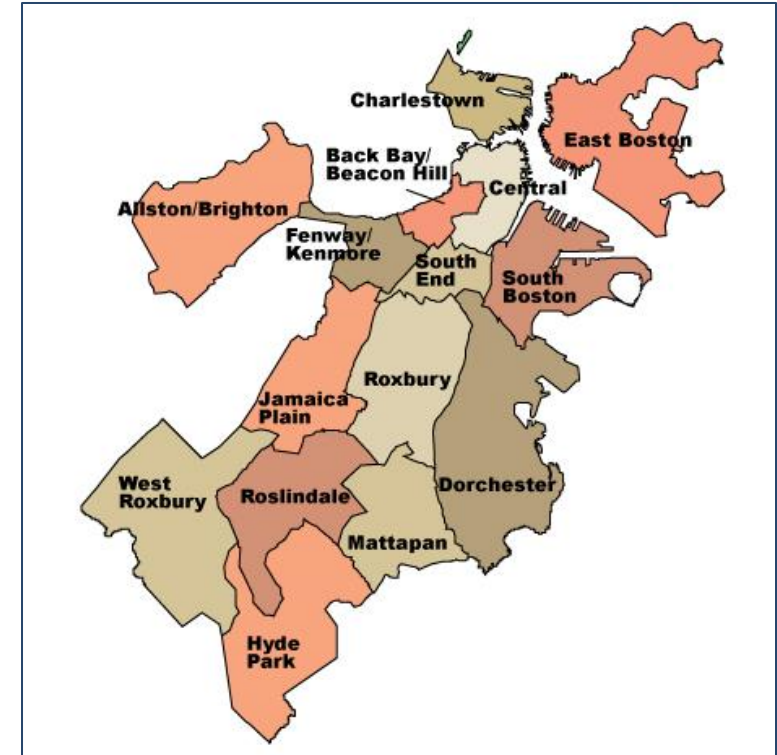


Image Source: City of Boston. *Boston Neighborhoods Map*. Boston.gov, www.cityofboston.gov/dnd/bhc/images/Boston_Neighborhoods_map.jpg.

‘Co-Creation’: Colon Cancer Screening Campaign Design Boston Qualitative Research

- Data Sources:
 - Union Capital Boston ‘Network Night’: 150 attendees in 4 concurrent focus groups
 - The BPHC Racial and Health Equity Advisory Committee (RHEAC): 14-member cohort in successive iterative sessions over a full year

Boston Qualitative Research: Key Takeaways

- Focus on residents not already in the healthcare system and with the biggest outcomes disparities
- Preventive care may be a new concept
- ‘Collectivist’ Mindset
- Social Cognitive Theory
- Trust: People and Place
- Empowerment: Education, resources and support

No Harm – No Blame

Champions

- **English-speaking BIPOC communities:**

- Ibram X. Kendi, PhD, Director, Center for Antiracist Research, Boston University, CRC Survivor
- Jo-Ann Winbush, Nurse, Codman Sq Health Center, 31 years

- **Spanish-speaking communities:**

- Marta Rivera, Commissioner, Boston Centers for Youth and Families, City of Boston
- Alberto Vasallo III, President and CEO, El Mundo Boston

- **Haitian-Creole-speaking communities:**

- Brenda Lormil, MSN, RN, FNP-C, Equity Nurse Practitioner, Mass General Hospital Founder and Executive Director, Haitian American Medical Association
- Dieufort J. Fleurissant, Pastor, Voice of the Tabernacle Church, Mattapan, Chairman, Haitian Americans United

- **Medical Advisor:**

- Adjoa Anyane-Yeboah, MD MPH, Division of Gastroenterology Department of Medicine, Mass General Hospital

Phase 1

- Implemented September 2022
- MBTA Orange Line T Stations
- 30 MBTA Bus Shelters
 - Dorchester
 - East Boston
 - Hyde Park
 - Jamaica Plain
 - Mattapan
 - Roxbury







Think about the loved ones around you, and about the ones that love seeing you come through that door. Take the step and get tested for colon cancer. That's it.

Jeanne Wright
Patient Experience Manager
Catholic Spine Health Center



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer



It's our human right to access healthcare that's impactful to us. Screen for colon cancer early on, so you have the best pathway available for a healthy life.

Brenda Lomel-Raymond
Nurse Practitioner



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer



We can alleviate the burden by getting screened for colon cancer early on, so you can have the best pathway available for a healthy life. Keep the belief, keep the faith.

Dwight J. Reutemann
Pastor, Total Health Christian Ministries



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer



Dismissing my symptoms nearly took my life. Getting screened for colon cancer helped to save it.

Dr. Ibrahim K. Elend
Surgeon, Colon Cancer Survival



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer



Without your health, it's impossible to provide a better life for your family. Know where you stand with your body and get tested for colon cancer.

Alberto Vasallo III
President and CEO, El Mundo Boston



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer



Think about how important screening is to make sure you're there for the people who need you. Know where you stand with your body, get tested for colon cancer.

Marla Rivera
Commissioner, Boston
Centers for Youth & Families



Don't Wait Until It's Too Late. Get your screening today.



For more information on screening, visit: boston.gov/cancer

Phase 2

- Launched March 1, 2024
- Full rollout beginning March 4th
- 40 MBTA Bus Shelters
 - Dorchester
 - East Boston
 - Hyde Park
 - Jamaica Plain
 - Mattapan
 - Roxbury





As a community, we tend to
push our personal health aside,

Dissemination Multi-Channel Strategy (1)



- **Video**

- CHC and hospital waiting rooms
- Online: YouTube, websites
- Community presentations
- Media kits

- **Photos**

- Print materials
- Images for social media, MBTA

- **Print**

- Community newspapers
- Posters and postcards for community businesses and distribution by CBO partners
- Co-distribution at CBO partner community events

Dissemination Multi-Channel Strategy (2)

- **Social media**
 - Facebook, WhatsApp, and Instagram
- **PSAs**
 - Local radio for Spanish-speaking and Haitian-Creole-speaking communities
- **Languages**
 - English, Spanish and Haitian-Creole



National use by the funder - Multi-year project

Dissemination Partners

- **Co-Implementation Model**

- Union Capital Boston
- Young Onset Colorectal Cancer Center, Dana-Farber Cancer Institute
- Dana-Farber/Harvard Cancer Center
- Vital CxNs
- Champion-affiliated organizations
- Boston CBOs



Phase 2



Future Plans

- **Longitudinal Strategy: Awareness to Implementation**
 - Convert non-screeners to screeners
 - Amplify social media outreach
 - Community Health Center/Community-Based Organization Model
 - Sustainable Patient Navigation
 - Metrics and evaluation



Rethinking Community Outreach in Colorectal Cancer Awareness: *The Intermountain Health Inflatable Colon Story*

*Nathan A. Merriman, MD, MSCE
Medical Director of GI and Digestive Health*

February 5, 2025

➤ *Driving question:*

In our very competitive "attention economy" today, how are we connecting, marketing, and communicating, with our patients, families, and communities about health, care, and cancer screening?

Let's try a new approach to bring attention to colon cancer screening and prevention!

Trying something new

The Inflatable Colon Tour Origin Story: One site in Delaware (2019)

- The inflatable colon is engaging and interactive for ALL
- Colon cancer screening matters to patients AND families
- Brought the idea to Intermountain Health in 2022
- **Start-up plan:** start small, learn fast, iterate, analyze, and then stop or scale



#1: Simplify, Standardize and Share Core Content at Each Site

COLORECTAL CANCER SCREENING

The Right Test for Your Risk

WHAT RISK GROUP ARE YOU?

1 ARE YOU AT AVERAGE-RISK?

People 45 or older:
 ▶ Without prior colorectal cancer or polyps
 ▶ Without any of the factors that define high-risk screening

TEST:
Colonoscopy

EVERY 10 YRS

TEST:
Fecal Immunochemistry (Stool FIT)

EVERY YEAR

TEST:
Multi-Target Stool DNA (mt-sDNA)

EVERY 3 YRS

Colonoscopy negative result:
The test only needs to be repeated every 10 years.

FIT or mt-sDNA screening positive result:
A colonoscopy to find the suspected cancer and locate and remove cancerous polyps will be required.

2 DO YOU HAVE SYMPTOMS?

- Rectal bleeding
- Anemia
- Change in bowel habits
- Persistent abdominal pain
- Unintentional weight loss

TEST:
Colonoscopy

3 DO YOU HAVE A PERSONAL HISTORY?

- Previously removed pre-cancerous colorectal polyps
- Previously had colorectal cancer

TEST:
Colonoscopy

4 ARE YOU AT HIGH-RISK?

- Family history of colorectal cancer or precancerous polyps in a first degree relative diagnosed before age 60
- Multiple first-degree relatives with colorectal cancer or precancerous polyps
- Family history of inherited colorectal cancer syndrome
- Previous diagnosis of ulcerative colitis or Crohn's disease

TEST:
Colonoscopy

Colon Cancer has a **90% SURVIVAL RATE** when detected early.¹

Nearly **1in3 U.S. ADULTS** are not getting screened for colon cancer as recommended.²

Screening recommended **BEFORE 45 YEARS** if you have symptoms, personal history or are at high risk.

Learn more at [ASGE.org/Screening](https://www.asge.org/Screening)

American Society for Gastrointestinal Endoscopy

1. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2021/cancer-facts-and-figures-2021.pdf>
 2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC707525/>
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#2: Support Local Team Creativity and Connection

#3: Share Human Stories AND Data

#4: Listen and learn at every site

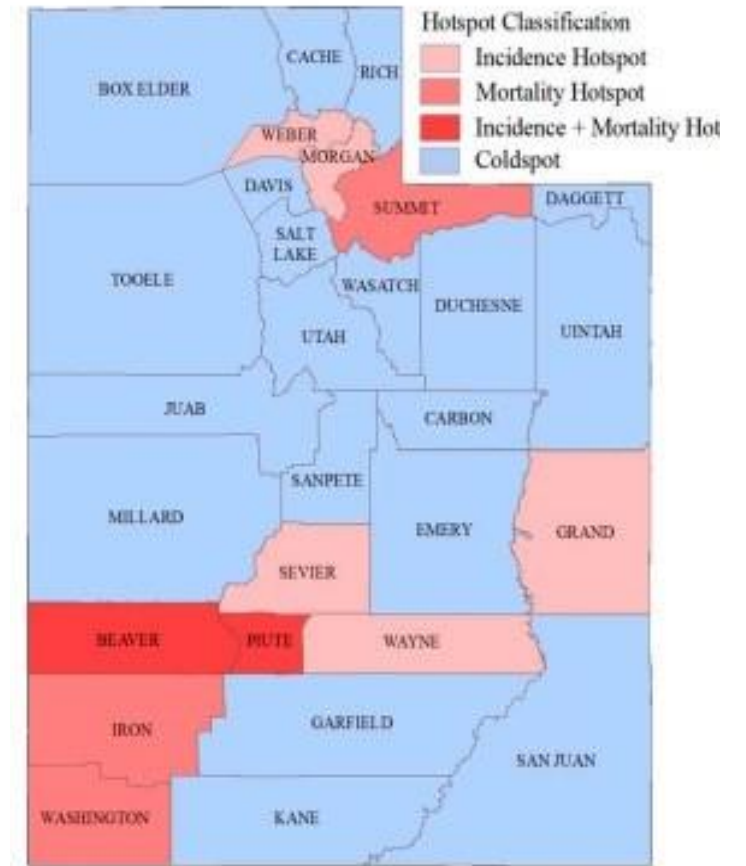


FIGURE 1. Early-Onset Colorectal Cancer Hotspots for Incidence, Mortality, or Both: Incidence and Mortality Determined Using Spatial Empirical Bayes Smoothed Rates Quartiles for Utah Residents (Male and Female Age 18 to 49)

Colorectal cancer

Malignant (cancerous) growth in the lining of the colon. The key to early detection is regular colon screenings. Most patients survive colorectal cancer if it is found early and removed.



Polyp

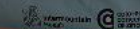
A fleshy growth in the lining of the colon. Polyps are discovered through colonoscopies and are commonly benign (non-cancerous). However, if untreated, some polyps can develop into colorectal cancer.



Crohn's

Crohn's disease is an inflammatory bowel disease (IBD). It causes inflammation of the lining of your digestive tract and increases your risk of colorectal cancer.

Advanced colorectal cancer



Polyp

A fleshy growth in the lining of the colon. Polyps are discovered through colonoscopies and are commonly benign (non-cancerous). However, if untreated, some polyps can develop into colorectal cancer.



Intermountain Health Colon Cancer Awareness Tour Across Utah and Idaho

Inflatable Colon Tour 1.0: March 2023

- Patient-Centered Shared Purpose
- 23 sites in 31 days: Hospital sites to start
- **Every site = learning and improvement**
- *Site and System teamwork:* Service Lines, Hospitals, Clinical Programs, Surgery and Endoscopy Operations, MarCom, and Media

Inflatable Colon Tour 2.0: March 2024

- 26 sites in 31 days
- Hospital sites AND Five Community Events
- Colon Tour Media Blitz to Spread Awareness
- Centralized Scheduling Colon Cancer Screening program with online access to request a screening colonoscopy callback within 48 hours

Inflatable Colon Tour 3.0: April 2024 – March 2025



Let's get to
the bottom of
colon cancer.

Get screened
for colon cancer.
Preventable.
Treatable.
Beatable.

 Intermountain
Health

Colon Cancer Awareness Month | March 2024

Pictures of Colon Tour 2024: Hospital and Community Events



Our physician and APP team members on a morning show event at Alta View Hospital



The Inflatable Colon at the Utah Tech baseball game in St. George where a patient survivor threw out the first pitch



Five Colon Tour Takeaways

- **Share the Why:** Patient-Centered Shared Purpose
- **One site at a time:** Support and empower each local team
- **Connect the sites:** Share ideas and best practices across sites and system (Team of Teams Learning Together)
- **Simplify and standardize** the content AND encourage local creativity
- **Measure Impact**
 - **2023:** Generated 574 media stories on the Colon Tour in local, regional, and national media
 - **2023-2024:** Increased CRC Screening with colonoscopy 17% in Year 1 of the Tour at Intermountain sites in Utah
 - **2024:** 10,000+ attendees at 26 Colon Tour Events in March 2024



What's next?

Experimenting with the inflatable colon:
14 community and employer site events
spread over 8 months (2024)

*Thank you for working together
to improve colorectal cancer
screening and prevention!*





'Cheeky' Outreach Efforts to LGBTQI+ Populations

David Russo

Executive Director,
Cheeky Charity

ACS NCCRT Webinar

February 5, 2025

Our work is partially supported with funds from Health Research, Inc., New York State,
the American Cancer Society, and the California Colorectal Cancer Coalition (C4)

The content of this presentation is solely the responsibility of the author and does not necessarily represent the official view of our funders.

Cheeky Charity

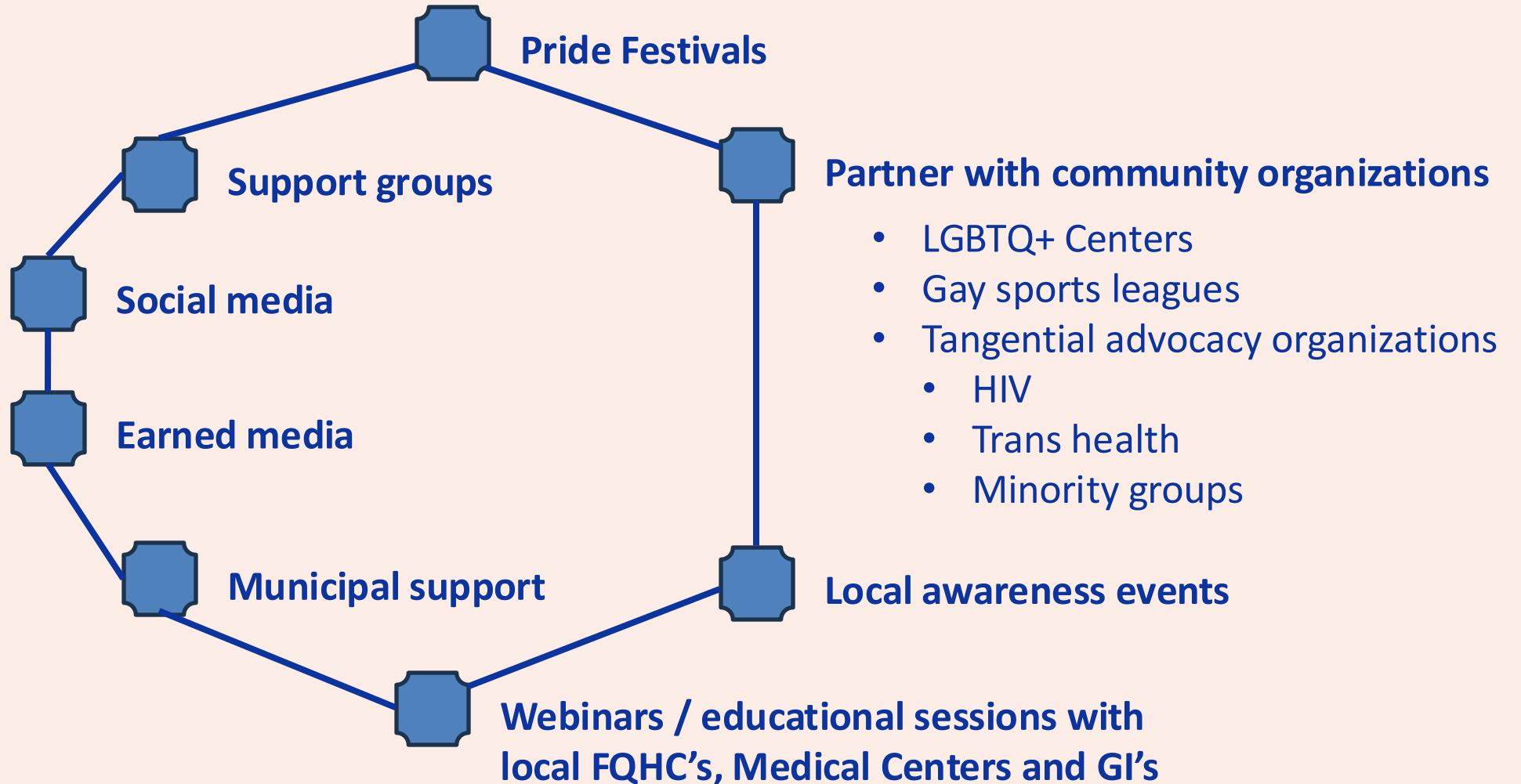
Our mission is to provide colorectal & anal cancer
advocacy in the LGBTQ+ community
(awareness & support for patients, survivors and their caregivers)

Why?

(Why outreach to the
LGBTQI+ Community)

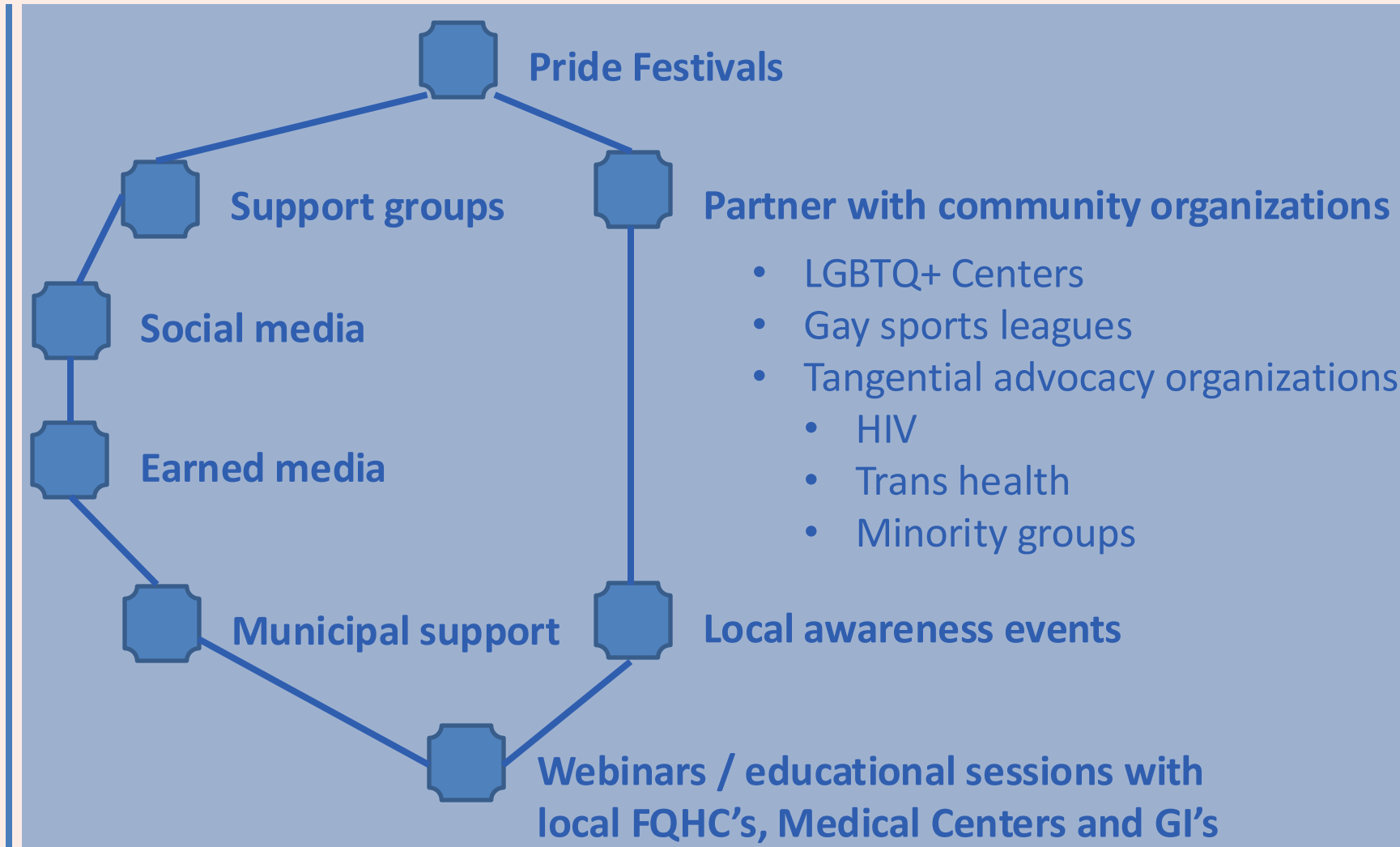
- A large, increasingly more visible community
 - 7% of U.S. adults identify as LGBTQI+ (**1.7 million in CA**)
 - **21% of Gen Z**
- Unique Struggles in Healthcare
 - ~1-in-6 LGBTQI+ adults avoid healthcare due to fear of discrimination
 - Minority stress (compounded in already marginalized groups)
- We're Passionate, Loud, and Interconnected

Multi-pronged Approach to LGBTQI+ Advocacy



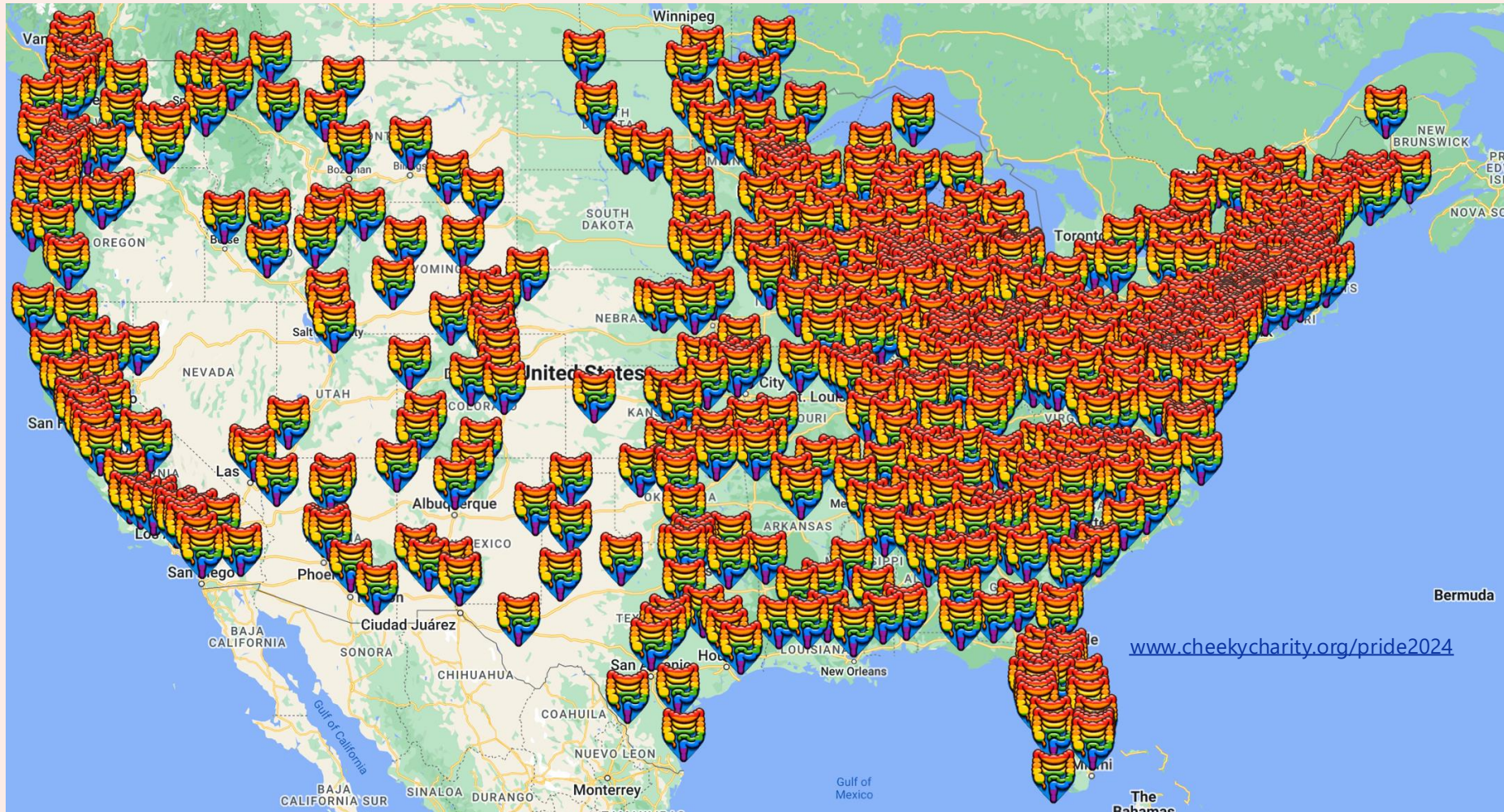
Support from the Colorectal Cancer community!

- C4 (grant recipient)
- ACS (ABC grant recipient)
- FightCRC
- Colon Cancer Coalition
- CCA
- Colon Cancer Stars
- Man Up to Cancer
- Blue Hat Foundation
- Butt Check



CRC with Pride Initiative

Over 1,000 Pride Festival Opportunities in 2025
(Not including LGBTQ+ Health & Wellness Fairs)



CRC with Pride Initiative

Facilitating colorectal cancer awareness at Pride events nationwide



20+ Pride Events in 2024

California

- San Francisco
- Davis
- Oceanside
- Cathedral City
- Palm Springs
- Idyllwild
- Coachella
- Riverside County

• **Washington** (Seattle)

• **Arizona** (Tucson)

New York

- New York City
- Harlem
- Brooklyn

Texas

- Houston (New Faces)
- Houston (Pride 365)

North Carolina (Raleigh)

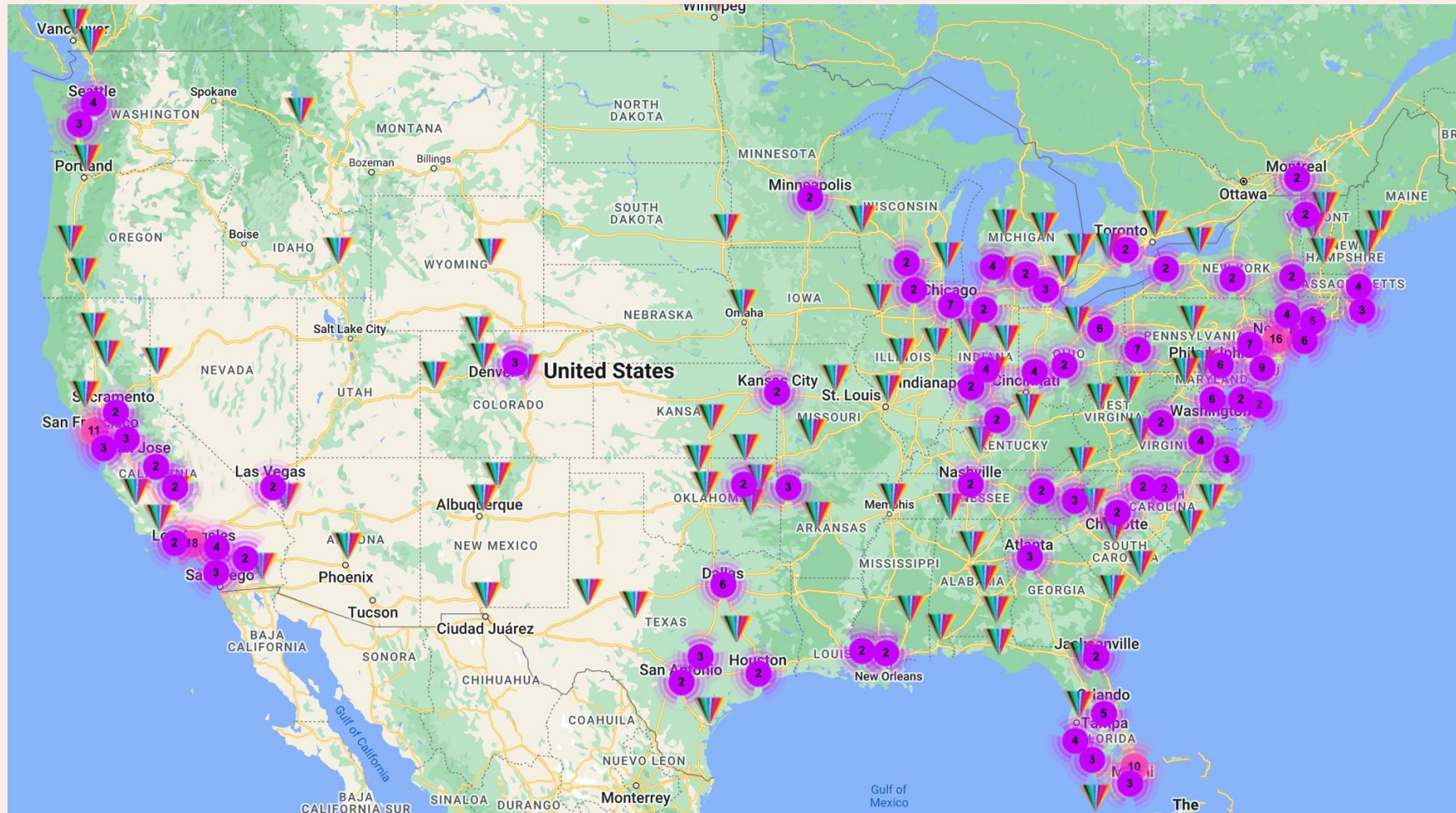
Pennsylvania (Allentown)

100+ anticipated in 2025



THE COMMUNITY OF LGBTQ CENTERS

350+ Member Organizations in the U.S.



LGBTQ+ Focused FQHC's

- Howard Brown Health (Chicago)
- Fenway Health (Boston)
- Callen Lorde (NYC)
- Equitas Health (Columbus)
- Whitman-Walker (D.C.)
- LGBT Life Center (Norfolk)
- San Francisco Community Health Center
- APLA (Los Angeles)
- Los Angeles LGBT Center
- DAP Health (Palm Springs)

Disclaimer:

Yes, Cheeky Charity uses humor to talk about colorectal cancer.

And yes, we understand that cancer is no joke.

Which is why we need to facilitate these conversations.

By making the uncomfortable approachable, we create space for effective awareness and action.

'Cheeky' content isn't the difficult part...

01

'Cheeky Content'

Humor, playful puns, depicting butts

02

Instill curiosity to learn more

03

Start a dialogue




04

Inspire action

- Knowledge
- Stories
- Pledge



cheeky charity

   @cheekycharity
info@cheekycharity.org

New York, NY

**LET'S
TALK
ABOUT
BUTT
STUFF**



cheeky charity

your butt could be telling you something!

Colorectal and anal cancers both affect the digestive system, but they are different diseases with their own causes, symptoms, and treatments. Here's what makes them unique.



COLORECTAL CANCER

Where does it start?

Begins in the colon or rectum, parts of the digestive system that process waste.

What're the causes?

It's often caused by a combination of genetic factors and lifestyle choices. Red or processed meats, smoking, and alcohol use increase risk.

Who's at risk?

More common in people over 50, but rates are rising in younger adults!

What're the symptoms?

 BLOODY POOP  POOPING CHANGES  UNEXPLAINED WEIGHT LOSS  CHANGING OR NEW STRAINS  NO SYMPTOMS

How do you find it?

Colonoscopies or stool-based tests can detect colorectal cancer early, often before symptoms appear. Early detection saves lives.



ANAL CANCER

Develops in the tissues of the anus, the opening at the end of the digestive tract.

It's strongly linked to HPV (a common virus). Other risks include smoking, a weakened immune system, and anal warts.

More common in people with HPV (most sexually active people), HIV, and anal warts.

 BLOODY POOP  BUTT PAINS  LUMPS & BUMPS  POOPING CHANGES  HPV

A digital rectal exam (DRE), anoscopy, or biopsy can help detect anal cancer, especially with symptoms like bleeding or lumps.

NYC PrideFest



Palm Springs Pride



Palm Springs Pride



TAKE CARE OF YOUR BUTT WIN A BIDET TODAY

**'COMMIT TO YOUR COLON'
PLEDGE TO ENTER**



TUSHY

cheekycharity.org/commit

Commit to Your Colon Pledge

Taking care of your bum should be fun and fabulous.

Commit to your colon & get a cheeky reminder when it's time for your screening.

Plus, you'll be entered into our raffle to win a Hello Tushy bidet!

Ready to commit? Let's get cheeky!

Which Pride are you attending?

NYC Houston SF

First Name (required)

Last Name

Email (required)

If you HAVE had a colorectal screening before, what year are you due for your next screening?

If you have NOT had a colorectal screening before, what year were you born?

Any family history of colorectal cancer, or concerning symptoms like changes in bowel habits, blood in stool, or abdominal pain?

Select an option



Take the pledge (required)

I commit to prioritizing my colorectal health by scheduling and attending regular screenings. I understand the importance of early detection and prevention. I also commit to receiving cheeky reminders from Cheeky Charity when it's time for my next screening. Additionally, I pledge to talk openly about colorectal health with my friends and family to help reduce the stigma and encourage others to take action. Let's keep our bums healthy and happy!

Anything you want us to know about you?

Palm Springs Pride Stats

- Estimated 100,000 views (5 – 7k in the colon)
- Handed out 2,000+ rack cards / pamphlets
- Dispersed 3,000+ CRC themed stickers
- 200+ participants in our 'Commit to Your Colon Pledge'
- "More engagement than the sum of every event that this colon has been to combined"
 - Stony, C4 (CA CRC Coalition)



Mayor of Palm Springs, Jeffrey Bernstein, declaring March Colorectal Cancer Awareness Month



40 banners throughout the City of Palm Springs

Mayor of Palm
Desert, Karina
Quintanilla,
reading proclamation
during Pride Night at
the Living Desert Zoo



“Raw Talk: Dispelling Myths Behind Diet, Sex and Cancer” – through a partnership with DAP Health
Held at Hunters Bar in
Palm Springs, CA



Support Groups

www.cheekycharity.org/support

LGBTQ+ COLORECTAL & ANAL CANCER **SUPPORT GROUPS**

currently offering safe support groups for those who identify as

**GAY • LESBIAN • QUEER OR PANSEXUAL
TRANS GROUP(S) STARTING IN 2025**

first and third tuesday of each month

5PM PT • 6PM MT • 7PM CT • 8PM ET

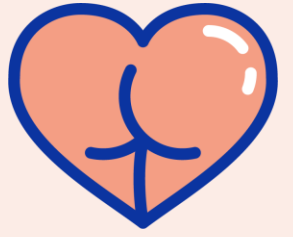
Jan. 7, 2025	April 1, 2025	July 1, 2025	Oct. 7, 2025
Jan. 21, 2025	April 15, 2025	July 15, 2025	Oct. 21, 2025
Feb. 4, 2025	May 6, 2025	Aug. 5, 2025	Nov. 4, 2025
Feb. 18, 2025	May 20, 2025	Aug. 19, 2025	Nov. 18, 2025
March 4, 2025	June 3, 2025	Sep. 2, 2025	Dec. 2, 2025
March 18, 2025	June 17, 2025	Sep. 16, 2025	Dec. 16, 2025



cheekycharity.org/support

What Next?

- **Research**
 - Implementation Science
- **2025 Programs**
 - LGBTQ+ Community Cancer Needs Assessment
 - Pride Ambassador Program
 - Festival Awareness Events (100+)
 - Public Resource & Education Program (PREP)
 - 'Cheeky Chats' Podcast
 - #CheekyChallenge
 - PrideCare: LGBTQ+ CRC & Anal Cancer Support Services
- **Pride Cancer Coalition (PCC)**
 - Collective impact initiative



Thank you!

Email: david@cheekycharity.org

Cell: **518-505-0844**

LISTEN EMPOWER CO-CREATE

*Conducting Listening Sessions
to Create Tailored Messages
about Colorectal Health for
American Indian and Alaska
Native Communities*

JAMIE THOMPSON

SENIOR RESEARCH ASSOCIATE

Lead for Co-Design and Community Engagement

ACS NCCRT Webinar: Public Awareness Strategies to Promote CRC Screening

WEDNESDAY, FEBRUARY 5, 2025





Orinda from the Chehalis Tribe (1:09)

<https://vimeo.com/showcase/11000354/video/892075915>



Do It For Us, Grandpa (1:34)

<https://vimeo.com/961805419/932437df24>

BACKGROUND

- Support for this work was provided by the National Association of Chronic Disease Directors through a cooperative agreement funded by the Centers for Disease Control and Prevention
- Partnership between several organizations
- The project formally ended on July 31, 2024



PROJECT DESCRIPTION

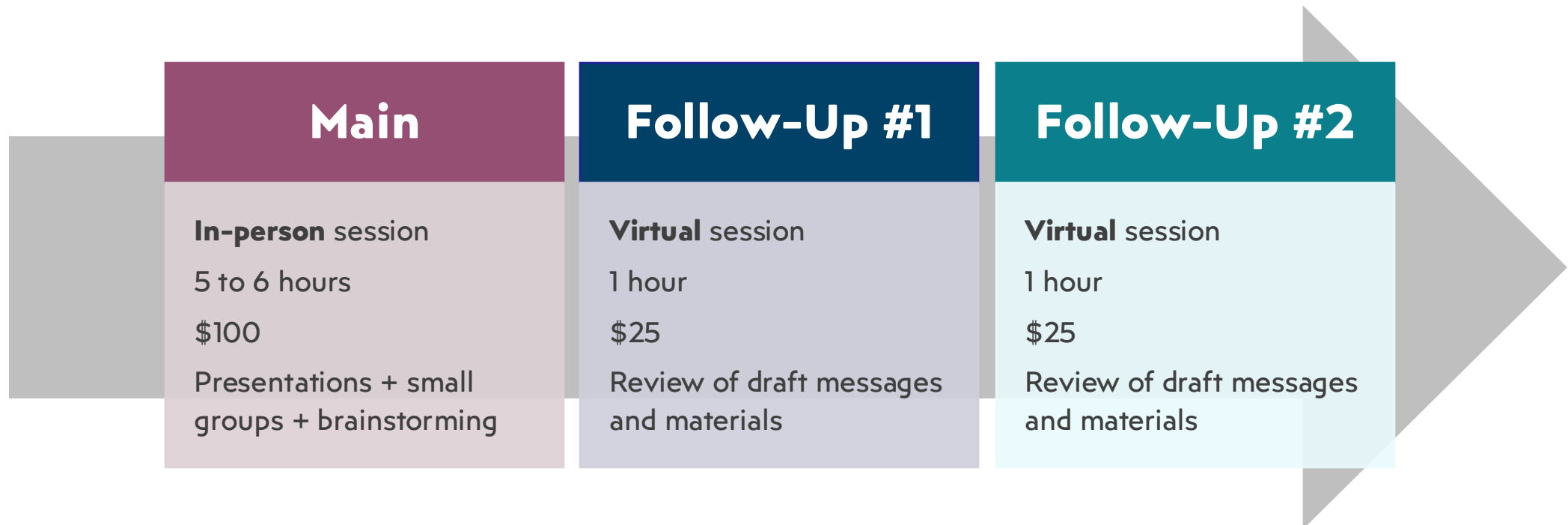


Create tailored, meaningful messaging and materials to promote colorectal health in American Indian and Alaska Native populations:

- Worked closely with **two tribal organizations** (funded through NCCCP) to hold full-day (5-6 hours) listening sessions followed by two virtual calls (1 hour each) calls with 12-15 American Indian/Alaska Native participants (ages 45 – 75 years)
 - We learned what messages, themes, and concepts help motivate American Indian/Alaska Native community members to get regular colorectal screenings.
- Developed **Listening Session implementation guide** with engagement from CDC-funded tribal programs

LISTENING SESSION FORMAT

- ✓ The Listening Session engagement process focused on:
 - LISTEN** Learn about local barriers and gaps in care
 - EMPOWER** Share health information in a collaborative way
 - CO-CREATE** Develop messages and materials that resonate with and motivate community members to take control of their health
- ✓ Flexible and adaptable 3 month process



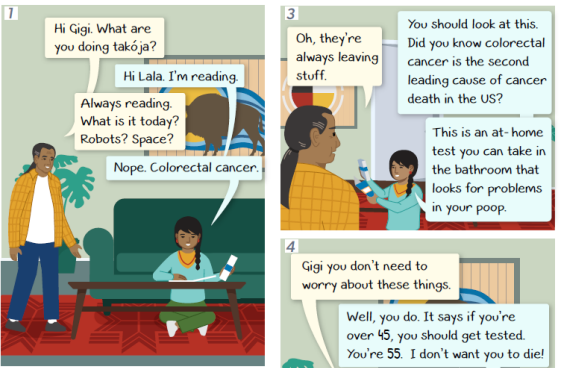
KEY THEMES

- Use a multigenerational approach by including grandchildren and Elders in the messages and materials
- Ensure that materials are relatable and culturally relevant by incorporating local cultural imagery and traditions
 - The GPTLHB findings focused specifically on including Lakota words to reinforce cultural identity, using visuals for colon health education, buffalo imagery, local CRC statistics, and incorporating details about healing traditions.
 - The SPIPA findings recommended highlighting traditional foods, fishing, medicine wheel colors, intertribal milestones like the canoe journey, and incorporating water as a symbol of spiritual healing.

CULTURALLY TAILORED MESSAGES + MATERIALS



2024 SCOPY Award for Best Initiative Serving AI/AN Populations



VISUAL STORIES



MESSAGE CARDS

Friends Look Out for Friends: Keep Your Butt Healthy, Get Screened for Colorectal Cancer

Did you know?

- Colorectal cancer is the third most common cancer among Great Plains American Indians, but it's preventable!
- Blood in your stool could be a sign of colorectal cancer.
- Screening is recommended starting at age 45 for average-risk adults.

You have screening options!

- At-home stool tests (simple and convenient)
- Colonoscopy (not as bad as you think)
- Talk to your doctor about what's right for you

Why should I get screened?

- Catch issues early when they're easier to treat
- Could save your life (and your butt!)
- Keeps you fishing with your buddies longer!

COLORECTAL CANCER IS PREVENTABLE

Pray to live stronger

My name is Shane, and I have lost family to colorectal cancer. The pain of losing a loved one to colorectal cancer has driven me to make healthier choices and get screened for colorectal cancer. I'm a family man and I want to be around for the special moments in life and that means taking care of myself.

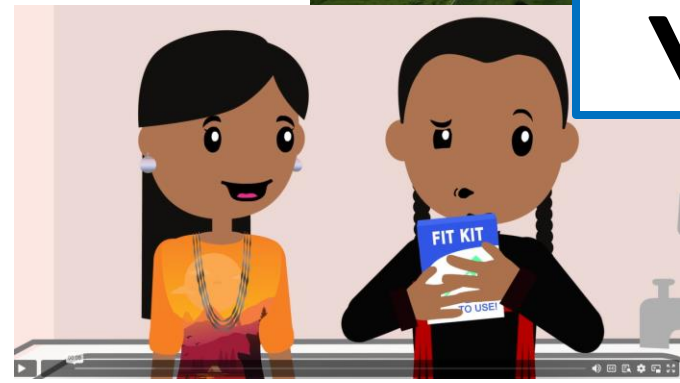
Take the right steps today so that you can live a healthy tomorrow. **If you're between the ages of 45 and 75, talk to your provider about colorectal cancer screening.**

For more information, visit cancer.org or call (360) 426-3990.

CLINIC POSTERS



VIDEOS



DISSEMINATION STRATEGIES

Dissemination methods varied by site but typically included:



- Mailings
- In-clinic distribution: Good Health TV (waiting room areas of IHS facilities)
- Organization websites
- Conferences & meetings
- Social media
- Community outreach events (e.g., canoe journey, powwow)
- Potential mainstream distribution (local or national TV; streaming services)

IMPLEMENTATION GUIDE



A Guide for Conducting Listening Sessions to Create Tailored Messages About Colorectal Health for American Indian and Alaska Native Communities

LISTEN

EMPOWER

CO-CREATE



contents

Dedication

Part 1 - Introduction

The Importance of Community Involvement in Health Messaging

Who Should Use This Guide?

Part 2 - Listen, Empower, Co-Create (LEC)

What Is a Listening Session?

Part 3 - Conduct a Listening Session

How to Conduct a Listening Session?

Best Practices for Conducting a Listening Session

Alternate Engagement Options

Part 4 - Partner Spotlight

Great Plains Tribal Leaders Health Board

South Puget Intertribal Planning Agency

Appendix

Questions For Listening Session Participants When Reviewing Materials

Staffing the Listening Session

Message Development Worksheet

Acknowledgments

References

RESOURCES

www.KPCHR-Engage.org



Center for Health Research

[Home](#) [Partner With Us](#) [Research](#) [Materials](#) [Videos](#) [Trainings](#)



ENGAGE

Innovations and Designs for
Engagement and Equity

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Home

ENGAGE uses community and patient engagement approaches to create culturally-relevant healthcare messages and materials, including print and digital media, to improve rates of preventive care screenings and follow-up care among underserved communities experiencing health disparities. We provide tools and inspiration for clinics, community-based organizations, and others to improve health outcomes and quality of care. ENGAGE is a Kaiser Permanente Center for Health Research resource led by Ms. Jennifer Rivelli and Ms. Jamie Thompson, with support from Dr. Amanda Petrik.



THANK YOU



What other topics would you be interested in learning about related to CRC public awareness?

Select your top two.

1. Best practices for public awareness at community events
2. Best practices for conducting public awareness with patient populations
3. Best practices for conducting public awareness on social media
4. Evaluating public awareness at community events
5. Evaluating public awareness with patient populations
6. Evaluating public awareness on social media



Questions?

nccrt.org @NCCRTnews #NCCRT2025



**THE ACS NCCRT'S ANNUAL
COLORECTAL CANCER
AWARENESS MONTH WEBCAST**



**CELEBRATING
ACHIEVEMENTS IN
ADVANCING COLORECTAL
CANCER SCREENING
RATES**

MARCH 12, 2025

2-3 PM ET

Register Now

[NCCRT.ORG/WEBCAST2025/](https://nccrt.org/webcast2025/)

**Register now for
our National
Colorectal cancer
Awareness Month
Webcast!**



Share your March activities!

Share your events, resources, and opportunities for others to get involved in this March, National CRC Awareness Month. We are looking to highlight:

- New CRC-related resources (published since January 2024)
- State, regional, or national CRC-related events in March 2025
- State, regional, or national CRC-related opportunities in March 2025
- With rare exception, we aim to highlight free or not-for-profit fee events

Form submissions are due by **11:59pm ET, February 19, 2025.**





Thank You



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